Loud Let it Ring

JULY 2013

Do you remember this grand old hymn?

"Lift Up the Trumpet and Loud Let it Ring,
Jesus is Coming Again"

You may recall that it was the opener for the legendary Voice of Prophecy radio broadcast under the leadership of H. M. S. Richards Sr., sung by the iconic King's Herald Quartet. What you may not have realized is that it has been – and still is – the signature hymn used by AWR studios around the world to announce our broadcasts.

From its beginning in 1971, AWR has given the trumpet a certain sound – heralding the return of Jesus Christ! Today AWR sounds the trumpet in nearly 100 languages using FM, AM, shortwave radio and podcasts. These 100 languages provide the opportunity to blanket 70-80 percent of the world's population. Here's how:

**AM/FM Radio:** In Russia alone, AWR broadcasts are aired on more than 1,500 FM stations reaching across all 11 time zones of this massive country. The requests for Bible studies pour in to our studio in Tula, Russia on a daily basis! Across Nepal, India, and other regions of the world dozens and dozens of stations are broadcasting the Advent message of a soon coming Lord. And I must not forget AWR's 150+ affiliate FM stations across the world that continue to be faithful to God's word by giving the trumpet call, sounding the truth of the gospel.

**Shortwave radio** is still the most effect tool to reach into government controlled or restricted areas. SW travels thousands of miles, penetrating vast regions where "missionaries cannot go." Nearly 75 percent of the world's population lives in
countries with moderate to severe religious restrictions. Shortwave radio penetrates walls and borders, reaching into homes and touching lives – even in the most isolated parts of the world.

**Podcasts:** AWR launched the podcast feature in August of 2010, and each year we experience more than 200 million downloads by subscribers from people from all over the globe! Our Arabic speaking audience is one of our largest in the world – many of them download the programs and listen to them in the secrecy of night. And God is reaching them!

In China there are more than 500 million people connected to the Internet. And God’s message is being downloaded 600,000 times every day!

**Solar Digital Audio Players:** More than 300 million people in India live without any kind of electrical power. Their only way to get information is through a battery or solar-operated radio. But there is another challenge: Millions of people are unable to read or write; they must learn of Jesus by seeing and/or hearing the message.

AWR can place the entire Bible on these devices and additional audio content such as Bible studies, even the entire Adventist Hymnal – music and lyrics – in many languages! The content is not erasable by the user and cannot be recorded over; all they can do is listen – and fall in love with Christ. A bonus is that this small device never needs batteries or electricity – it is powered by the sun!

These short listener testimonials that follow below, give a tiny example of how God is working through AWR’s broadcast:

“There is so much superstition in my villages, idol worship and worship to devil is there everywhere. But with my family we are listening to your program; there are my friends also listening to it. We would like to learn more; please help to be true to God.” – A listener from Nepal

“Thank you for Al Waad (Arabic) broadcast. I am a Muslim and I have always been told that Christians are Kafer (infidels). I have been told that you eat pork and drink wine. I had the idea that you worship idols and many gods. But when I heard your message for several days, I became convinced that you are godly people who carry a true message. I would like to know more about Christ and about your religion. Can you please send me a copy of the Bible and any other books that would help me know more about Christianity?” – A listener from Iraq

“I thank God for your broadcast. You have saved my life. I had lost my wife and son in a car accident. Life became meaningless to me and I decided to take my life. One day I was browsing on my radio through the different broadcasts to listen to the news when I came across your Christian message. It gave me new hope and a reason to live. It assured me that one day I will see my wife and son again. I
praise God for your message. God Bless you.” – A listener from Egypt

“A friend of mine told me that I should listen to Adventist World Radio to learn more about the Lord. I’m lucky to have such a caring friend. I now listen to AWR every day. AWR makes my life complete. I’m learning new things from the Bible. I wish I could have a copy of the Bible. Would you please send me a new Bible? Thank you and God bless.” – A Somali listener in Saudi Arabia

“I’m a mother who is caring for a 14-month-old baby. I’ve been so busy that I haven’t gone to church for a long time. And I feel guilty and weak. When I found Voice of Hope (VOH), I was so delighted. I download your audio files every day and listen. I realize that how little I knew about God, the Creator. VOH helps me grow spiritually. Many thanks.” – Internet user from China

AWR receives tens of thousands of letters, emails, and phone calls, from listeners around the world on a regular basis. This is only possible because you have been a faithful partner with AWR in proclaiming the gospel to this lost and dying world.

We will never meet most of these people this side of eternity, BUT you can trust that they are being reached daily because of your prayers and faithful financial support. Laying up treasures in heaven will always pay dividends! God’s Word has the power to transform lives and will never return void (Isaiah 55:11). Jesus never said the whole world would be converted, however, He did say we must preach the gospel to everyone!

That is what Adventist World Radio is all about: sharing a message of hope to a world without hope. Thank you again for being an indispensable partner with AWR through your financial and prayer support!

Your partner in mission,

Dowell Chow
AWR President