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AWR

Corrente





LOOKIN

"The first day of broadcasting was dramatic," reported Allen Steele, AWR Programme Coordinator in 1971. This news report, released on October 1, 1971, reports the birth of Adventist World Radio in Sines, Portugal. "The first shortwave transmission by Adventist World Radio was made to Italy at 11.30 Greenwich Mean Time."

Little did Allen Steele imagine that today, 20 years later, AWR would be operating from five different locations around the world. The last eight years, though, have been a "boom" to AWR activities. In 1983, AWR began the first broadcasts for Africa from the station Africa N. 1 in Gabon. Further expansion came in 1985 when construction began for a new shortwave for Asia began on the island of Guam, and a new European station was opened in Forlì, Italy. AWR-Latin America began operations from Costa Rica in 1986, and AWR-Asia began regular transmissions in 1987. 1990 brought the announcement of plans to build a major shortwave facility near Argenta, Italy, and AWR-Latin America purchased a

well-known Costa Rican station, Radio Impacto, in order to improve its broadcasts to Central and South America and the Caribbean.

In 1971 there were three individuals who were key participants in the creation of AWR: Allen Steele, Walter Scragg, and Neal Wilson. Dr. Steele, the first employee of AWR, is now General Manager of the largest station, AWR-Asia. Walter Scragg was Associate Secretary and then Secretary of the Radio-TV Department which was responsible for the creation of AWR. Today, after serving a number of years as President of the Adventist Church in northern Europe and the in the South Pacific, Scragg has returned to AWR as Director for all AWR operations around the world. Neal Wilson, who was President of the Adventist Church in North America, later became President of the world-wide Seventh-day Adventist Church and was instrumental in planning the station in Asia and the new station to built in Italy. Now retired, Wilson continues to serve on the AWR Board.

Much has taken place in the

G BACK...

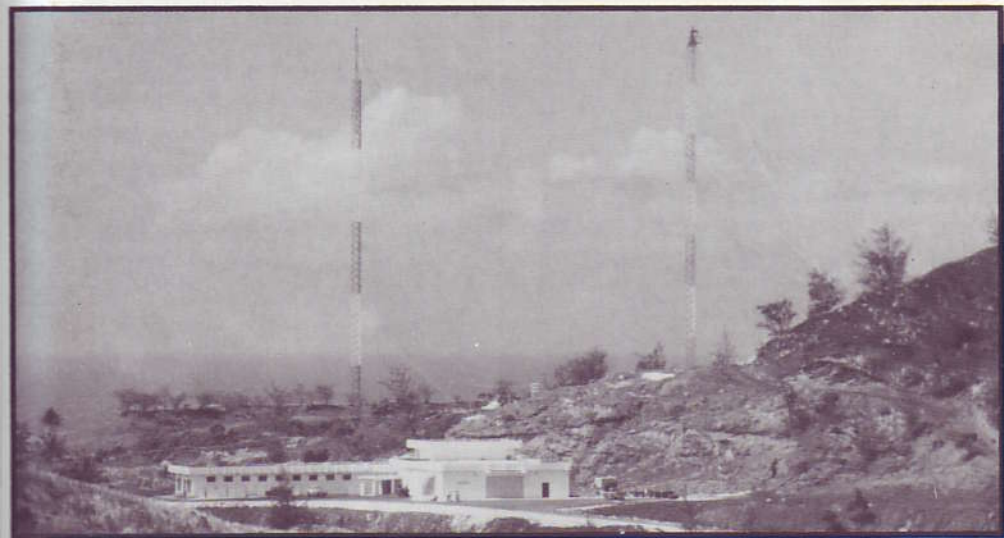


past 20 years, but the goal of AWR has always remained the same: to share the good news of Jesus Christ to all the world. Plans are still being made in order to improve AWR. The new facilities in Costa Rica should become operation by the end of this year and construction of the new AWR-Europe station should begin in 1992. AWR-Asia plans to install a third transmitter to improve coverage to Asia. And AWR-Africa is looking for a location to

establish a new station for better coverage throughout the African continent.

The last 20 years have been busy ones for AWR. But the future promises even more activity, not only working to improve the current shortwave facilities, but also to keep a watchful eye on new technologies. With God's help, AWR will continue to grow and become even more effective in bringing the world a "voice of hope."

A view of AWR-ASIA





READING

VOICE OF HOPE BROADCASTS TO BE HEARD ACROSS EUROPE

Beginning October 1 the Seventh-day Adventist Church will release daily and weekly Voice of Hope broadcasts across Europe via Radio Trans Europe.

The new station operates on three 250,000 watt Marconi transmitters, similar to those used by the BBC and the Voice of America. The shortwave signals will blanket Europe, North Africa, and parts of Asia.

Adventist World Radio will be airing 22 programs each week and using 12 languages.

Programs will include both daily and weekly programs in English, French, German, Russian, Greek, Arabic, Hungarian, Italian, Serbian, Croatian, Romanian, and Czech.

Air time will average approximately three hours daily. Cost of the Adventist programming for the first three years will come to just under a million dollars.

The use of this new powerful station is the first unified thrust of the Adventist Church to reach radio listeners across Europe with its message.

A BOLD NEW MOVE TO FINISH THE WORK

October 1 marks the beginning of the largest single endeavor the Adventist Church has ever made in international broadcasting. In a bold new "first" in the history of the Adventist Movement a powerful 250,000 watt shortwave station in Europe will give wings to the message.

It all began about two years ago, with a search for a place from which the Gospel could be brought to the people living in that huge area. Within a few months we received word of a new shortwave radio station - Radio Trans Europe - being built on the mainland of Europe. The station's manager offered us the assurance that programs would be heard clearly in Europe, North Africa, and parts of Asia.

Transmitters for new facility are located south of Lisbon, Portugal, the western edge of Europe, from a technical standpoint the station offers an ideal launching pad for our broadcasts.

BACK...



CLEAR CHANNEL

NEWS AND VIEWS RADIO TELEVISION DEPARTMENT



A bold new radio outreach to place the Adventist Message into all the countries of Eastern and Western Europe.

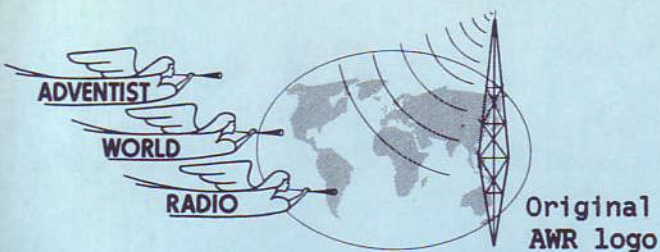
Adventist World Radio will take the air initially for 12 hours per week on shortwave, leasing the facilities of Radio Trans Europe which has three 250,000 watt transmitters. Other organizations are using these facilities, such as Deutsch Welle and the Greek government.

Twenty languages will be in use when the project reaches its optimum 1972 potential.

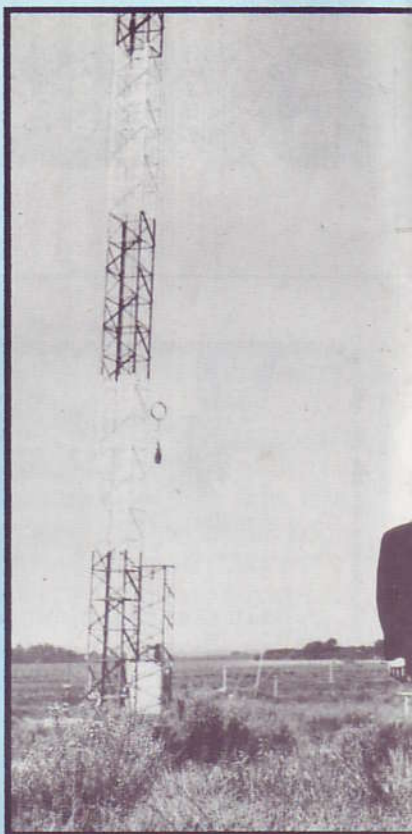
Monitors report excellent signals as distant as Norway and Pakistan. The prime coverage pattern of the station calls for broadcasts to cover all of Eastern Europe, Germany, Italy, the Balkans, and North Africa. Signals can also be received strongly in England and Scandinavia.

Broadcasts will be identified as "Adventist World Radio - The Voice of Hope" Many of the programs will carry the name "Voice of Hope" translated into the local language.

These clippings are reprinted from 1971, when various publications reported the birth of Adventist World Radio



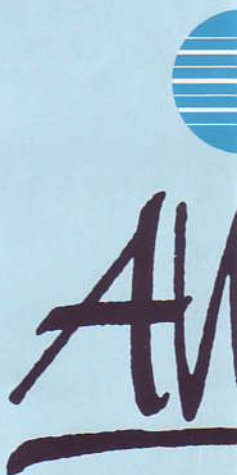
AWR-Europe Staff



**Allen and Andrea Steele
in 1971 from Sines, Por**

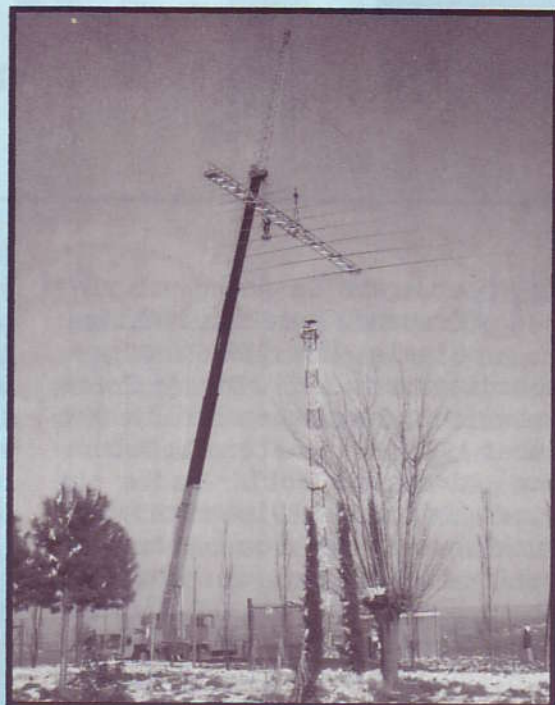


Ron Myers, AWR Manager during 1976-1981

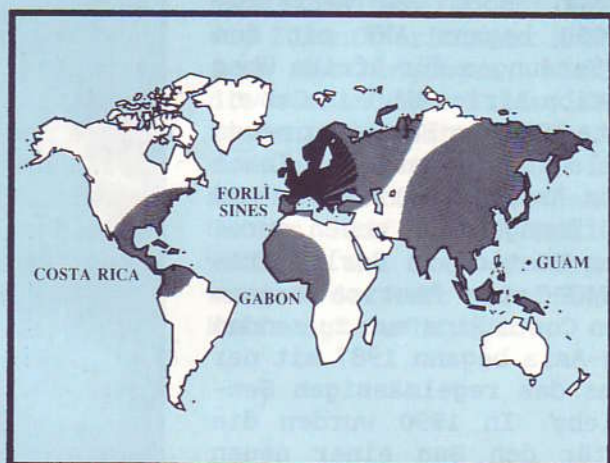




after first AWR broadcast
Portugal



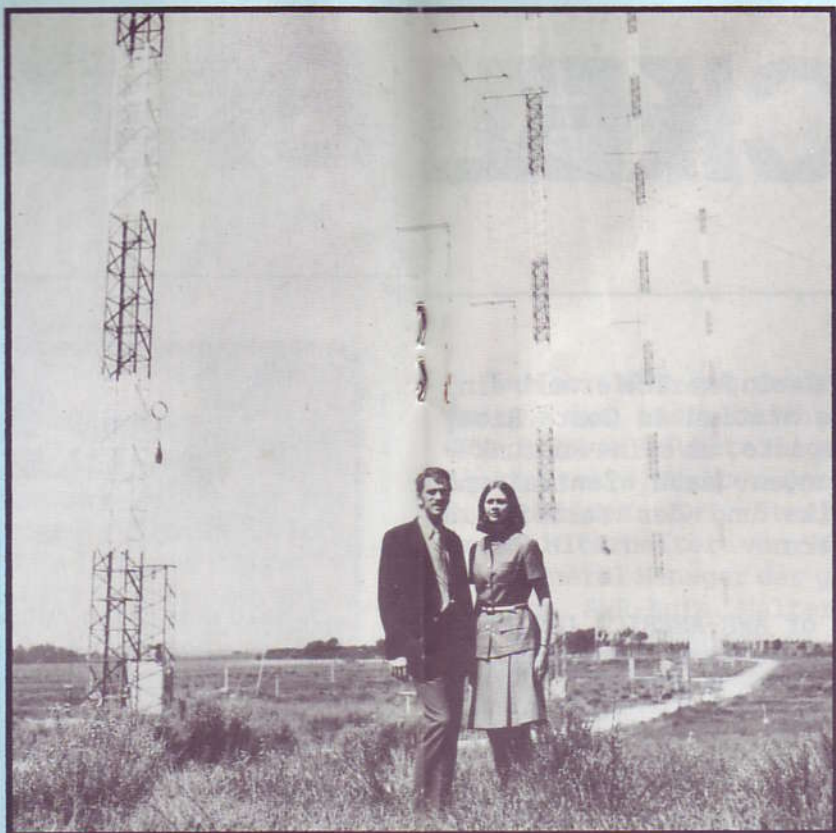
Lifting the antenna on
the mast in Forli in 1985



Current AWR coverage map

AWR

Original
AWR logo



Allen and Andrea Steele after first AWR broadcast
in 1971 from Sines, Portugal



uring 1976-1981



Cur

Adventist World Radio

October-November 1991
(effective September 29)

TIME (UTC)	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Target	Freq	I/P*
0600-0630	Ukrainian	-	-	-	-	-	-	eEU	9605	P
0630-0700	Russian	-	-	-	-	-	-	eEU	9605	P
0630-0700	Swedish	-	-	-	-	-	Swedish	nEU	7205	I
0700-0730	Serbian	-	-	-	-	-	-	eEU	9605	P
0700-0730	Spanish	-	-	-	-	-	Spanish	sWEU	7205	I
0700-0800	Polish	-	-	-	-	-	-	eEU	9670	P
0730-0745	Slovenian	-	-	-	-	-	-	eEU	9605	P
0730-0800	French	-	-	-	-	-	French	nWEU	7205	I
0745-0800	Macedonian-	-	-	-	-	-	-	eEU	9605	P
0800-0830	Croatian	-	-	-	-	-	-	eEU	9605	P
0800-0830	Italian	Italian	Italian	Italian	Italian	Italian	Italian	cEU	7205	I
0800-0900	German	-	-	-	-	-	-	cEU	9670	P
0830-0900	English	English	English	English	English	English	English	nWEU	7230	I
0830-0930	Romanian	-	-	-	-	-	-	eEU	9605	P
0900-0930	German	German	German	German	German	German	German	cEU	7230	I
0900-1000	English	-	-	-	-	-	-	nWEU	9670	P
0930-1000	Arabic	-	-	-	-	-	-	nAF	9605	P
0930-1000	Swedish	-	-	-	-	-	Swedish	nEU	7230	I
1000-1030	Bulgarian	-	-	-	-	-	-	eEU	9605	P
1000-1030	Spanish	-	-	-	-	-	Spanish	sWEU	7230	I
1030-1100	French	-	-	-	-	-	French	nWEU	7230	I
1100-1130	Italian	Italian	Italian	Italian	Italian	Italian	Italian	cEU	7230	I
1130-1200	English	English	English	English	English	English	English	nWEU	7230	I
1200-1230	German	German	German	German	German	German	German	cEU	7230	I

I/P* P=Broadcast from Portugal;

I=Broadcast from Italy

Alternate frequencies are 7125 and 7205 kHz