



## CHRISTIAN RADIO FOR RUSSIA

*Sponsor of the New Life Radio Satellite Network-  
Moscow, Russia*

**August 2012**

**www.CRFR.org**

**NEW LIFE RADIO and a changing Russia:  
strategic planning to proclaim the Gospel in  
changing times**

**The role of international partnerships between  
Christians in Russia and the USA: an update of  
NLR developmental efforts**

**Pirate Christian radio: Russian Christians  
continue to find unique ways to share NLR**

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Since **Vladimir V. Putin's** inauguration for a third term as president just over two months ago, the *Duma* has approved laws that sharply increase penalties for participants and organizers of unsanctioned political protests; grants the government new powers to restrict "harmful" Internet content; and has now passed a controversial bill that requires nongovernmental organizations (NGOs) and non-profits that receive funding from abroad to register with the Justice Ministry as "foreign agents," using language that implies these entities are spy organizations.



What these new developments mean for independent Christian radio operating within the Russian Federation, is a new era of heightened state control over every aspect of mass media, including telecom access, content control, organizational oversight and legal or criminal penalties in case of non-compliance.

New Life Radio may potentially be subject to new censorship controls in two areas: political (in the form of anti-government propaganda—possibly enforced when a Christian station broadcasts Old and New Testament guidelines on governance that might not sit well with Kremlin officials); and religious (in the form of religious extremism, where the state interferes with churches that proclaim doctrines that might harm the religious sensibilities of other faiths. Publicly airing Jesus' declaration -- "*I am the way the truth and the life. No one comes to the*

*Father but by me,*" technically could be construed as religious extremism and subject the radio station to criminal liability. The Law on NGOs may force NLR to provide quarterly reports to the state outlining how funding from our western faith partners are spent.

IN DIFFICULT TIMES, Christians are called to be bold in their proclamation of the Gospel. NLR will not alter its Christian content in light of these new laws, but as a precaution, CRFR is updating its contingency planning to maintain the NLR network should the state interfere with its broadcast operations. We ask our friends and partners to pray that God places a hedge of protection around the staff and broadcasts of NLR!



### **American pastors visit NLR studios in Moscow.**

Leonid Regheta, of Russian Covenant Ministries, with Pastors Rick Allnutt (Wheaton, IL) and Paul Springer (Turlock, CA) came to NLR and were an encouragement to the staff.

## International partnerships and NLR development efforts: an UPDATE

From its inception as Russia's 1<sup>st</sup> FM Christian radio station, New Life Radio has been a partnership between Russian and American Christians. Since 1996, our radio network has been a faith venture, with Russians overseeing the programs and broadcasts, and Americans providing the funding to cover the telecom and studio costs, as well as missionary support for the radio staff. NLR provides the Slavic Church and its many evangelical denominations with a free mass media service to reach their own people in evangelism and discipleship.

For many years, our Russian friends have lamented the fact that they have been unable to subsidize the network from within their country. CRFR has always viewed our cooperation as part of the wider family of God, spread across many nations, but focused together to take up Christ's call to proclaim the Gospel to the ends of the earth, using shared resources.

This past July, NLR hosted a radio developers conference in Moscow, bringing volunteers from 12 major cities who are all committed to assisting the network develop new financial partnerships with Christians across Russia and the Ukraine.

After identifying factors that have limited church mission support for NLR, and finding solutions to this, our new developers are already working to represent the network to local and regional churches and in denominational circles. The key is to first build awareness about NEW LIFE RADIO; encourage tithing and mission support on a monthly basis; and to work for greater distribution of NLR's signal nationwide.



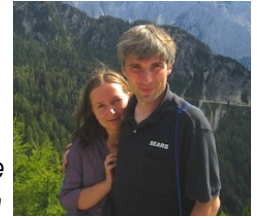
The group has set out an ambitious broadcast expansion strategy this September, with the goal to apply for FM radio licenses in 5 Russian cities with populations under 200,000. **The estimated cost per station would be \$23,000.**

On the American side, CRFR will participate in a Slavic Missions Forum in Washington, DC in late September. NLR station manager Dima Vatoulya will come here to address a national group of Slavic pastors to encourage greater participation with Christian media in Russia, both in

programming and financial giving. We ask our CRFR partners to pray that God would bless our efforts in Russia and the US, so we can properly equip our radio network and increase its effectiveness and outreach for the Gospel.

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## NLR Listeners respond...



*We are so happy that we found New Life Radio on the web. Now my husband lets only your radio station to play in our home; he even stopped watching movies and listens to you more. Very good instructions and so many new things to learn from you! Thank you!*  
**Anastasia, Zaporozhye, Ukraine**

*New Life Radio! It is so great that you did a live interview with Gennady Mokhnienko – such a blessed minister of God! It was an awesome program! Thank you!*  
**Dmitry**

*New Life is a super radio! Thanks for such a variety of the music you play.*  
**Vitaly from Ukraine**

*Wonderful radio station! I listen to NLR only. When I am away for a long time, I really miss it. Praise to the Lord and thanks to you. You are a vital part of my life.*  
**Eugene, Rostov region, Russia**

**LISTEN IN TO NLR at  
[www.NLRadio.net](http://www.NLRadio.net)**



## OUR POTENTIAL AUDIENCE: the statistics for outreach



day was over, I received three Facebook messages (from England, Belarus and Chicago) from my friends who listened to the program. New Life Radio gets around! Praise God! **Leonid- Dallas, Texas**

Hello. I listen to New Life Radio on my computer or going mobile with Android. I listen to you all the day long when I am home. I used to listen all kinds of music in social networks but then I would trade it for NLR – this is so much more interesting and useful, so I got a habit of listening to New Life Radio non-stop. **Zoe, Tarko-Sale**

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## WE could not do it without you! Thanks this past month to CRFR friends...

Bob & Shirley, Andy, Arvada Cov, Bethany Cov, Wendell & Ruth, Creekside Cov, Edith, Dave & Anne, Doulous, John, Princeton ECC, GM and SA, Family Life, Bruce & Linda, Dennis, Paul & Jeanne, Ruth, Doris, Tom, Willmar Cov, Dale & Sue, Tom & Lois, Jeff & Mo, Kristi, Gethsemane Cov, friends at Clay Cov, Michele, Jean, Yvonne, Lighthouse Christian, Erma, Gloria, Mission Cov, Jane, New Hope, Kent & Mary, Jon, Northwest Cov, Don & Darlene, Elaine, Adam, Deb, Rick & Paulette, Floyd & Martha, Mike & Miranda, Pavel, Bob & Becky!! OUR STAFF IN MOSCOW are grateful for your partnership in missions!



NEW LIFE RADIO broadcasts over Europe and Russia's most popular direct to home satellites: *Hotbird* and *Tricolor/W4*

Combined satellite radio audience potential with home receivers tuned to these two satellites: **103 million homes**



New Life Radio broadcasts over the Internet 24/7 using SIX separate audio streams in different formats including Apple iPhones and Androids, with UNLIMITED simultaneous streaming status: **POTENTIAL INTERNET USERS IN RUSSIA—60 million, plus many more worldwide in every nation where Russian-speakers live.**

**NLR-FM Radio in DUDINKA, Russia** (official affiliate)

**UPDATE 7/7/12** : NLR has been informed that its satellite programming is being transmitted over a pirate FM radio signal near the city of Samara, Russia on 95.4 mhz. Fedor Katanov has reported that the signal is being allowed and transmits across a 30 kilometer region by this city of over 1,160,000 people. While NLR does not endorse illegal transmissions, we are amazed how people find ways to get the Gospel transmitted into their neighbor's homes.

## Our listeners continue on...

*New Life is a great radio station! I wish you success and development. Thank you for your work and for your being there for us. **Eugene, Sverdlovskaya oblast, Russia***

*I listen to New Life Radio always! Thank you for good work, for being a realistic and adequate station, you do really good! Recently I got news that you air an audio version of Adrian Plass' Diary. This is my favorite book and it is so great that you do play it on the radio! **Olga***

*Thanks to you New Life Radio! I listen to you in China. You are a HUGE spiritual support to me! **Irina, China** (province unnamed)*

*I am so sure that program with Oleg Askalyonok on New Life Radio about porn addiction will serve so many brothers who suffer from it. Thank you New Life Radio for talking on the issues like that! **Sergei***

*Greetings from Latvia! I had a chance to record an hour-long program with Dmitry Vatulya. Here's an interesting detail: before the*

# WHY NLR WORKS

by Daniel Johnson, CRFR President



Take a simple goal, like Jesus' call to proclaim his Gospel to the ends of the earth, and then figure how to do it in a way that God makes possible. If "faith comes by hearing, and hearing by the Word of God" is the methodology given to us to employ in this great task, then it made sense to us that radio could be an effective medium to introduce the Christian life to the Russian-speaking people. The key to this working, is dedicating all activities on the air to a clear presentation of Scripture, with all other programming following this: preaching, teaching, Christian music, and information helpful to introducing Christ, while giving meat to those seeking to become mature disciples of Christ.

New Life Radio is formatted to provide both milk and meat to whomever tunes in. NLR produces "Godspots" that are short explanations in dramatic pose that introduce basic concepts of Christianity for young people never exposed to the Gospel.

NLR grows the church with solid teaching from pastors like Charles Stanley, Chuck Swindoll, Peter Mtskevich, and others who have proven faithful to preaching God's Word effectively.

The result: people are transformed by the Spirit through the WORD. That's why NLR works. Share the WORD on the air, and watch the Spirit move in people's lives. Despite our great audience potential, we never know exactly how many people we reach: that's a matter for the Spirit. We simply make the best Christian radio we know how and trust God for the results.

That's something we think you can invest in, and we hope you will join us today. If you would like more information, literature, or a Power Point/video presentation about the ministry of New Life Radio, please feel free to contact us anytime.

May God bless you as you bless others with the gift of Christian radio. FAITH does come by hearing on NLR!

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## Christian Radio for Russia

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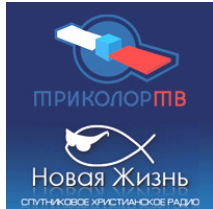
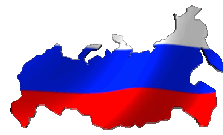
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## 10 10 10 Campaign

Bringing a nation to Christ through Radio by calling 1000 to serve.

**GIVE \$10/month, TO RAISE \$10,000/MONTH, TO REACH 10 MILLION HOMES!**

On January 1, 2012, NLR began broadcasting over Russia's largest satellite network, **TRICOLOR TV**, that claims 10 million households connected to it across the nation. 1 out of every 6 Russians tunes into this satellite network daily.



To minister to this vast audience that desperately needs the Gospel, NEW LIFE RADIO is seeking to raise a minimum \$10,000 each month from **new donors**. We are calling out to 1000 church congregations or individuals to pledge \$10 each month, so we can minister to 10 million homes and nearly 30 million people who access this satellite network. So little, can do so much!

RUSSIA NEEDS Christian radio, and your support will allow us to proclaim Christ 24/7 while giving the church a new voice to guide the Russian people as they face the future. Help us replicate the miracle of Jesus feeding the multitude with the smallest of resources. The harvest is great, but the workers are few. Help us help the few at NEW LIFE RADIO to reach the Russian-speaking world for Christ.

**Dima, Andre, Inna –NLR radio missionary staff in Moscow**

