



CHRISTIAN RADIO FOR RUSSIA

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

April 2013

www.CRFR.org

Ensuring Russian access to the Gospel via radio—a look at why we broadcast today

The NLR radio format: how it works, who we target

Strategies for shaping the next generation of mission supporters of NLR

NLR staff changes in Moscow



Decades ago, Soviet listeners seeking out forbidden signals on shortwave radio bands found words of freedom and eternal life that were denied them by their own government. That they could find the Gospel preached in their own language, even though the signal was often faint and distorted, was a miracle and made possible from God leading his children in distant lands to invest in the missionaries, audio equipment, and radio transmitters that allowed them to hear the message of Christ.

The Russia of 2013 is a vastly different landscape with a new generation of people, many whom have forgotten what their forbearers experienced, as they live in a new era of openness, materialism, culture, and vastly expanded mass media channels that can deliver the best and worst of human expression. Despite the advances Russia has made, as well as the setbacks they face in developing their nation's political, social, cultural, and religious identity, a majority are in desperate need to hear the Gospel as they ask the big questions in life: who am I, why do I exist, what is my purpose in life, is there a God?

Two years after the breakup of the Soviet Union, New Life Radio began the process to become Russia's first Christian FM radio station. Using much clearer FM signals, and later digital satellite direct to home radio, our mission has been to deliver Christian content over the many channels Russians use in their daily lives

no matter where they live,
no matter what time of day,
or what media they prefer.



From studios located in Moscow, New Life Radio is dedicated to serve as a media tool for the evangelical Church in Russia and the Slavic world. Its constant challenge in a nation with only a handful of Christian broadcast outlets is to explain the Christian life and the teaching of Scripture to a increasingly skeptical, yet troubled populace that faces new pressures from federal forces that seem bent on denying basic freedoms, while preserving old formulas of state and religious power in order to maintain absolute control.

Fortunately, listeners of NLR understand the Bible's message of a creator God who has ultimate control over the lives of nations and individuals. On our airwaves, Russia's leading pastors and Bible teachers are able, in crystal clear audio fidelity, to share God's word and his will for our lives. That the Lord has given us this privilege to serve him in the Great Commission, is what keeps driving us in our yearly quest to keep New Life Radio on the air, day in, day out, so the words of salvation can ring out across this vast landmass!

**WILL YOU PARTNER
with NLR today to keep
Christian radio on the air
in Russia?**





THE NLR FORMAT: how it works

When Jesus said to proclaim the Gospel to the whole world, he meant for us to share it with everyone. While the content of the Gospel remains the same, the means or strategies for sharing it--so it connects with people--can be different from one nation to another, or from one generation to the next. The Bible is for all ages, but when we first came to Russia, we came into a nation that had never experienced domestic Christian radio, nor radio designed for younger audiences.

Evangelism planners will often state that a majority of people come to Christ during their youth, which is why churches concentrate so much of their effort on Sunday school and youth ministries. In Russia, there was no Christian radio targeting young people when we began our efforts to develop NLR, so the decision was made to create a radio format, using the latest broadcast technologies and channels, that could attract young people, hold their attention, and deliver Christian content to witness to them and disciple them into mature followers of the faith. But it would not be easy from a programming perspective, since few resources specific to Russia could be found when we first began.

The key would be finding the best Christian music, teaching programs, and dramatic radio presentations that could hold and keep the audience tuned in. There was no Christian music industry in Russia, few radio ministry producers inside the country, and little experience by Russian churches with audio to capture the sermons and teaching efforts of pastors who were best able to lead



Using a mix of contemporary Christian music in Russian, English, and Ukrainian, a new style of GOD spots produced by NLR staff featuring dramatic skits that reveal Christian truth in daily life experience, as well as Bible readings, sermons by top preachers, and news, New Life Radio's programming format came together in a manner that was clearly unique in the minds of those who began listening. And having our satellite signal in perfect digital stereo (and later, Internet radio) was a further attraction to young audiences who knew only AM or wired radio signals in the major Russian cities.

After 12 years of satellite radio broadcasts, NLR is heralded as a truly unique Christian radio service, revealing God's word in music and voice, and featuring the creativity of countless individuals in

different nations all of whom are focused on sharing the Gospel message with young people in a target age range of 17-40, the future of the Church!



From one generation to the next: strategic investing in mission

New Life Radio's development was made possible by God leading a small group of elderly individuals to invest their wealth so that young people in a foreign land could hear about Jesus. For 16 years now, our CRFR donors have been part of that faithful generation of older believers who take seriously Jesus' call to make kingdom investments, where moth and rust do not destroy. Month after month, it has been their willingness to place God first in their finances, that has allowed NLR to stay on the air, year after year. We are grateful to them for this special calling.

As the years pass, it is clear that the time has come for a new generation to take over, so that Russia and the Slavic world will continue to have Christian radio that has the power to change lives as God's Word is broadcast into the ears of listeners. *continued next page*

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Part of the challenge we face in Russia is the believer's view on tithing, the financial difficulties experienced by the Russian evangelical church—where pastors are still expected to work as tent makers—and the general lack of teaching on tithing, especially among new and younger converts to the faith. For all followers of Christ, we have the clear example laid out in Scripture to trust God for our finances, and even the call in Malachi 3:10 by our Lord to test him in our giving, with a resultant pouring out of blessings.



It is our intention to embark on a new missions giving strategy with ministries both in Russia and the USA, specifically to involve young people as mission contributors. Here in America, our first effort will be to engage leading members of the contemporary Christian music industry (Christian bands, record labels, Christian concert promoters) so that we can communicate the ministry of New Life Radio at live concert venues, on Christian radio stations, and social media sites. Christian youth can be challenged to help young people in other countries, like Russia, have access to Christian radio, so they can hear



the Gospel in their own language, and develop into mature disciples of Christ. We will provide easy means to tithe, while explaining the importance of giving to the Lord. NLR will place a DONATE button on their Apple iPhone radio station page, allowing American youth to do a simple transfer to Moscow, and provide additional instructions over social networking sites.

NLR will work with leading Christian bands to take on NLR as a foreign mission focus that they can then share with audiences as they engage in nationwide concert tours. In return NLR will feature their music on our global network from Moscow, giving them a new access to audiences around the world for their musical ministry. Because New Life Radio has been a leading promoter of the Russian Gospel Music Association, we hope to serve as a vital link between Christian musicians in Russia and America as each group carries out their calling to serve the Lord through music of praise and worship. This will be a key component of our youth outreach.

Many of those who have been our contributors over the years have now gone to be with the Lord, and their places must be taken over to sustain the work of the Gospel. With this in mind, CRFR is asking for any assistance in the form of ideas, strategies, and ministry contacts to help us carry on the work of broadcasting the Christian faith to young people. Please feel free to contact Daniel Johnson in New York if you have ideas that can help us out!

NLR staff updates

NLR is pleased to announce the addition of two new part time radio staff to our studios in Moscow.

Alexander Babich.

-- Alex is one of the top Christian show-business activists in Russia today. He is currently the director of the Gospel Music Association of Russia, and has been a frequent guest on our network over the years. Alex will be responsible for our music; coordinate guest speakers for our interview programs; represent NLR at various ministry venues; handle PR for NLR in social networks and Christian web portals.



Andrey Ryabenko

--Andrey is a journalist who has served as co-host of the *Word for You* program that appears regularly on NLR.



He continues his work for a Christian news web portal and also ministers at a Baptist Church in Moscow.

PLEASE pray for Alex and Andrey as they take up the special challenge to represent Christ to a nation and world as they serve at New Life Radio



What our listeners are saying...

*My beloved New Life Radio! I owe you big for improving my family relationships! Thanks to your talk shows about family life, bringing up my kids, about adoption. Thank you for the music, poetry, for radio skits. Thanks for sermons! I think that if my parents heard you, they would change their opinion about faith in Christ. Please know that your work is not vain! With grateful heart, yours, **Irina from Kiev***

*I'm a Christian. I'm from Russia living in America. At the present time me and my wife are going to Calvary Chapel Church in Philadelphia, PA. Our pastor is Joe. New Life Radio of Russia helps us grow in faith in Christ by listening this radio. This is a good source for others who don't know Jesus Christ as their Savior. Thanks for this radio, and GOD BLESS YOU!!! **Slava T.***

*I'm so proud of you New Life Radio! Thank God for your efforts. Love you with the love of Christ. **Victoria-- Bagautdinova, Ukraine***

*Praise God for New Life Radio! I love what I hear, listen to you almost all the day long. I accidentally found you in PC Radio app from GooglePlay for Android. Later on I downloaded your app for Android. May God bless your work. **Vladimir Pak, South Korea***

*Hello New Life Radio. We listen to you all the time via internet-receiver Philips at home. **Ilya Gipp, Holland***

*Peace to you brothers and sisters! It is so great that you do your work, that there is such a great radio where I get so much. **Anna- Russia***

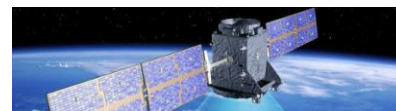
LISTEN TO US AT www.NLRadio.net

Perhaps now is the time when you can make an investment in Christian radio for the nation of Russia that so desperately needs to hear the Gospel.



A special thanks this month to our partners:

Chuck & Shirley, Bob & Novella, Gary & Linda, Jim & Sharon, Don & Darlene, Dave & Jean, Ralph & Gert, Mike & Miranda, Jane & Chuck, Dale & Sue, Tom & Lois, Wendell & Ruth, Bob & Shirley, Edith, Andy, Lurlene, Nancy, John, Pavel, Bob & Linda, Tom & Linda, Doris, Ruth, Laura, Paul & Jeannie, Jim & Arlys, Bonnie, Bruce & Linda, Gena, Randy & Judy, the Covenant Foundation, In Touch, Family Life Ministries, and so many others!



NLR NEEDS URGENT SPONSORSHIP of its TRICOLOR Satellite channel to reach 10 million homes



The main Russian portion of our radio network is made possible by the Eutelsat W4 satellite, and the Tricolor TV satellite transponder our radio signal is broadcast on. CRFR must raise funds every month to pay for our radio channel on a service used by 1 of every 6 homes in Russia.

JOIN OUR 10 10 10 Campaign...

CRFR is looking for your church to find **10** people, willing to give **\$10** each month, to support our Tricolor channel that reaches into **10** million homes across Russia. Contact us at our office in New York if you can help.



CONTACT:

Christian Radio for Russia

520 Spring Street
Jamestown, NY
14701

www.CRFR.org
CRFR@juno.com

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