



CHRISTIAN RADIO FOR RUSSIA

Sponsor of the NEW LIFE Radio Satellite Network-Moscow
www.CRFR.org

LOOKING AT OUR MISSION: Sharing the Gospel of Christ, by providing Christian radio programming to Russian-speaking peoples across Russia, the former USSR, and worldwide.

IN THIS ISSUE, CRFR presents a snapshot of the way this Christian media mission works and the people involved. Please consider partnering with us so God's Word is proclaimed to this most unreached nation in the world--RUSSIA.

NEW LIFE RADIO-Moscow is...

a Christian radio network, but it is much more than that. It is a family using diverse members, with multiple gifts, through numerous technologies, over various systems, to reach many places, with the age old message of NEW LIFE in CHRIST!

This is home base



New Life Radio is headquartered within the CHRISTIAN Center complex at 15 Namyotkina Street in Moscow. Since 1999, NLR has been working here alongside many Christian ministries engaged in missions across Russia.



www.NLRadio.net



NEW LIFE RADIO began its ministry as Russia's first FM Christian radio station in 1996, and initiated nationwide Christian radio in 2000 from studios on Red Square in Moscow using direct to home satellite radio broadcasting.

NLR works to ensure the guarantee of Christian radio program availability into every community in Russia, a nation where 99% of cities have NO local Christian station. NLR is commercial-free.

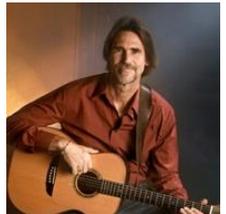
NEW LIFE RADIO gives a voice to those called to preach, teach, and encourage

The most trusted Bible teachers from Russia and the USA disciple believers while challenging the unbeliever with the claims of Christ



1% of Russia's population are evangelical Christians

Christian musicians from many countries are featured on NLR to lead in praise and worship of Christ.



NLR targets youth (16-40) using new media they prefer

Satellite radio, FM radio, laptops, iPhones. NLR also broadcasts to diverse ministry sites, in cooperation with local churches and ministries throughout Russia



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OUR POTENTIAL AUDIENCE: the statistics for outreach



NEW LIFE RADIO broadcasts over Europe's most popular direct to home satellite that covers Russia, Ukraine, Eastern Europe, and Israel: *HOTBIRD*. Hotbird's combined audience potential with home receivers and cable sets tuned to this satellite: **100+ million homes**

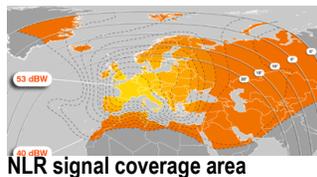


New Life Radio broadcasts over the Internet 24/7 with audio streams in different formats including Apple iPhones and Androids, with UNLIMITED simultaneous streaming status: **POTENTIAL INTERNET USERS IN RUSSIA—84 million**, plus many more worldwide in every nation where Russian-speakers live. **How many listen?** We don't know. Our job is to get on the biggest broadcast systems possible and then The Holy Spirit leads listeners to tune in to hear the Gospel.

COST TO OPERATE NEW LIFE RADIO \$20,000/month

2016 fundraising challenge: \$3300 per month for NLR to remain on the Hotbird satellite for international broadcast coverage. *This is critically important since there is no further development of Christian radio due to the Putin administration.*

30 US church congregations pledging **\$110** each month to reach a nation for Christ can make this *united* outreach at a time when evangelical missionaries face restrictions to live and serve full time in Russia.



NLR signal coverage area

Our listeners write...

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! **Evgeny, Sverdlovskaya region, Russia**



I keep infecting people with New Life Radio! Everyone says that your music collection is just great! Oh well, now at last we have a Christian radio station with greatest content. And now I can say that your quality is higher than at secular radio stations. **Alexei from Akhtubinsk**

Thank you so much for this blessed New Life Radio! I get a huge inspiration listening to your music and talk programs! You truly love Jesus! I am thankful to you! **Kristina Adamia, New York, USA**

NLR Radio format

70% Christian music

25% Bible teaching and Christian dramatic programs

5% Christian & secular news

Leaders of Russia's evangelical denominations and ministries are broadcast over NLR for free, but CRFR needs financial sponsors to keep them on the air!

Russia today...

is a nation isolating itself from the world, while limiting freedom of the press, religion, and the ability of the Evangelical Church to conduct ministry and outreach without restrictions. During these times, New Life Radio continues to make Christian programming available to communities across the country in support of evangelism and discipleship.

WE SEEK your faithful partnership to fund the work of NLR for bringing the Christian Gospel into millions of homes in Russia! THANK YOU!

Listen to us at www.NLRadio.net

