



Affiliate Guide

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Are you an affiliate

of Adventist World Radio® (AWR™)?

The key condition to being an affiliate of AWR is found in our first broadcast guideline: “Ensure that all broadcasts harmonize with the 28 fundamental beliefs of the Seventh-day Adventist Church.” If you broadcast Adventist programming that agrees with the fundamental teachings of the Church, then AWR considers you an affiliate (or broadcast partner, if preferred). This affiliation does not reflect a contractual commitment, but rather a united mission with Adventist broadcasters around the world.

What does it mean to be an affiliate

of Adventist World Radio®?

AWR affiliates are called to proclaim the **Three Angels' Messages** and to make disciples of **Jesus Christ**.

In this Affiliate Guide, you'll find a list of several ways AWR supports the work of our affiliates and broadcast partners. You'll also find a helpful list of guidelines that serve as basic best practices for Adventist broadcasters.

Every affiliate of AWR is part of the Adventist radio community. Join us for our network Zoom meetings, regional in-person training events, and annual AWR Leadership Conference (coinciding with the international GAIN Conference).

If you are not receiving periodic news and updates from AWR, please notify us by email at radio@awr.org.



AboutAWR

Adventist World Radio (AWR) is the official international radio ministry of the **Seventh-day Adventist Church** and a comprehensive evangelism partner to Adventist entities worldwide. We utilize not only radio, but also digital media, print media, Godpods, health outreach, compassionate service, and evangelistic training and events. For our core radio ministry, we provide support and guidance for a global network of affiliate stations broadcasting the everlasting gospel in the special context of the **Three Angels' Messages** of Revelation 14.

OUR LEADERS

Jim Howard
President

Ray Allen
General Vice President

Michael Eckert
General Vice President

Cami Oetman
General Vice President

Charné Renou
Vice President for Finance

Justin Ringstaff
General Vice President

OUR REGIONS

**Africa
(ECD, SID, WAD)**
Immanuel Ogwal
immanuel@awr.org
Region Director

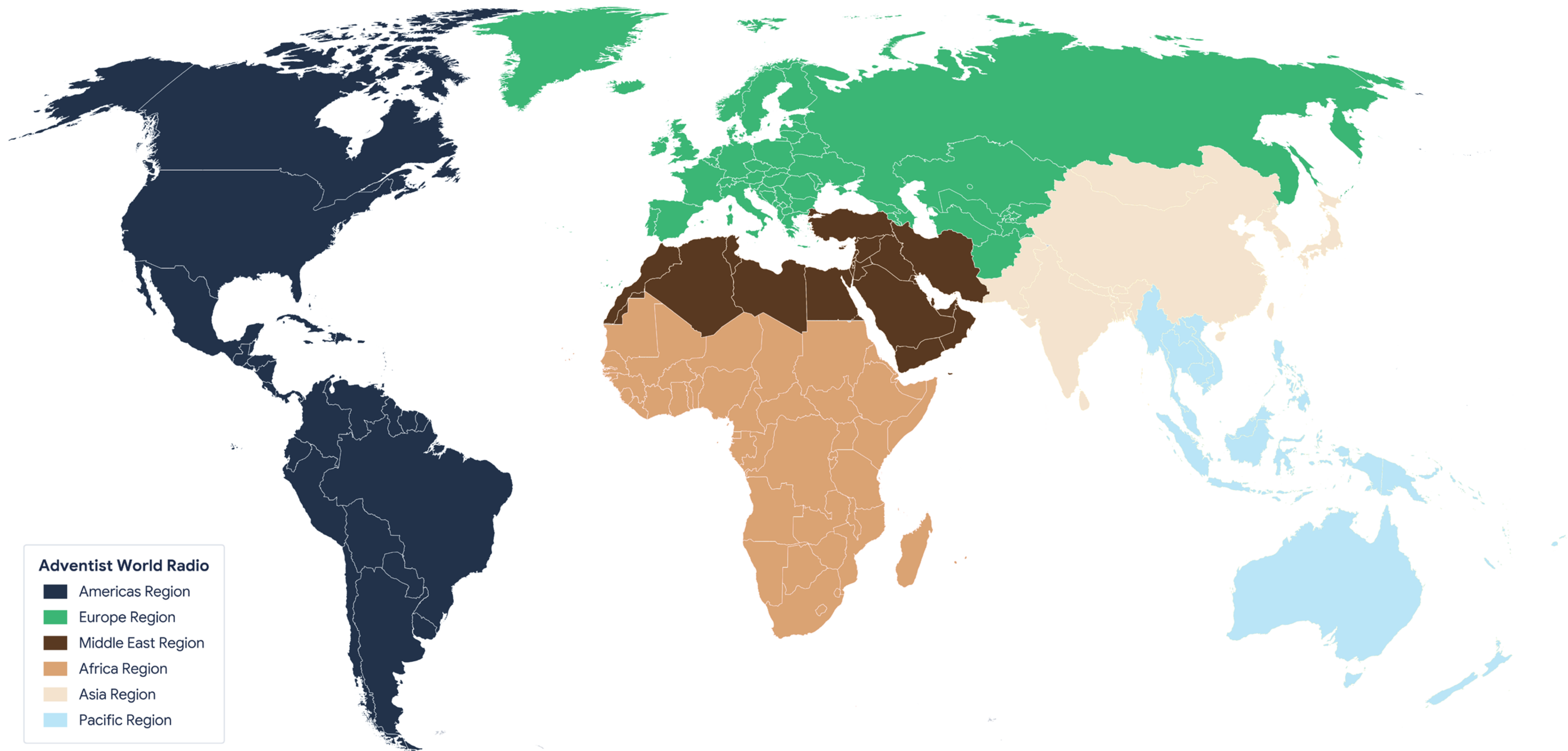
Americas (NAD, SUD, IAD)
Eddie Canales
canales@gc.adventist.org
Region Director

Asia (NSD, SUD, CHUM)
Roseller Zamora
roseller@awr.org
Region Liaison

**Europe (TED, EUD, ESD,
Ukraine Union Conference)**
Vasily Makarchuk
vasili@awr.org
Region Director

Middle East (IF, MENAUM)
Amber West
westa@gc.adventist.org
Region Liaison

Pacific
Robert Dulay
rbdulay@awr.org
Region Director



Adventist World Radio

- Americas Region
- Europe Region
- Middle East Region
- Africa Region
- Asia Region
- Pacific Region

OUR VISION :
TO PROCLAIM
THE THREE
ANGELS'
MESSAGES TO
THE WHOLE
WORLD AND
MAKE DISCIPLES
OF ALL NATIONS.

IT'S IN OUR
LOGO



the message

The three uplifted trumpets reflect our commitment to urgently and boldly proclaim the Three Angels' Messages.

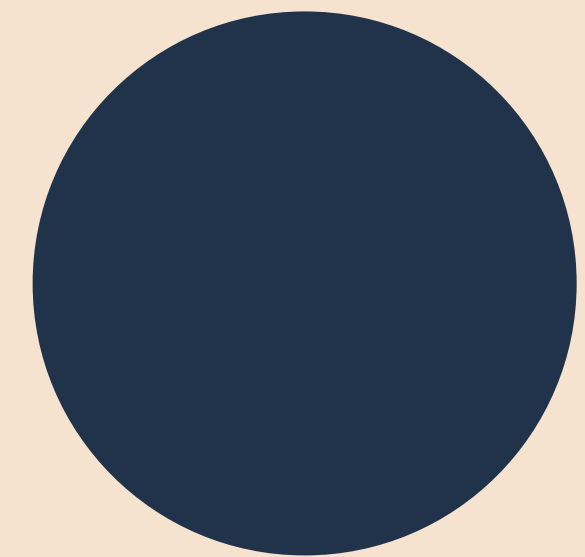
Revelation 14:6-12



the field

The circle symbolizes that the whole world is our mission field, including those hardest to reach.

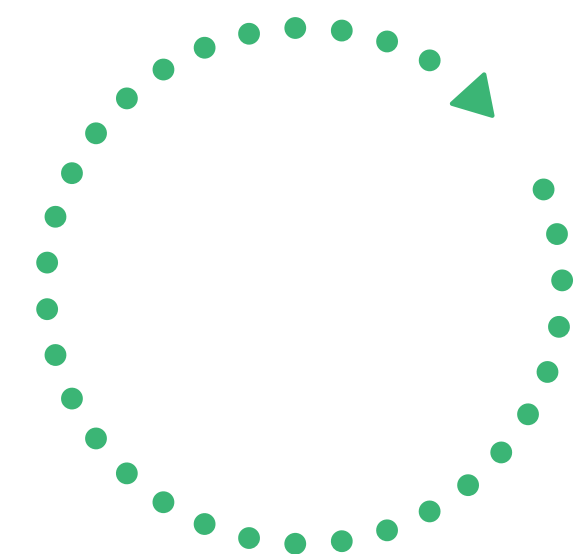
Mark 16:15



the mission

The dotted arrow is the full disciple-making cycle. Our goal is not just to broadcast, but to win souls.

Matthew 28:18-20



Our Strategy

Four Strategic Priorities

- 1 Quality Content** – Develop and broadcast quality radio and media content that communicates a biblical and distinctively Adventist message to the public. *Lift up the trumpet!*
- 2 Reach Everywhere** – Expand the reach of AWR to every corner of the globe, including previously uncovered and hard-to-reach areas and people groups. *No walls. No borders. No limits.*
- 3 Make Disciples** – Generate interests and ensure follow up leading to Bible studies, baptisms, and active disciples. *From broadcast to baptism.*
- 4 Build Support** – Inspire and instill confidence in a growing number of ministry partners and content consumers. *Come join us!*



Our Network

The adventist world radio **network** consists of the following **affiliate** types:

Full-Power FM/AM/DAB Stations – These full-power broadcast stations operate transmitters at powers of 100 W or greater. In most cases, they also operate studios, stream their broadcasts over the internet, and share pre-recorded programs on podcast platforms.

Low-Power FM Stations – These community broadcast stations operate transmitters at powers less than 100 W.

Studios Leasing Airtime – These studios produce program content and lease airtime to broadcast it on non-Adventist radio stations.

Internet or Podcast-Only Stations/Studios – This category includes Internet-only streaming radio stations and studios that produce program content for podcasts only.

Guam Station/Studios – This category consists of the Guam shortwave radio station and all studios that produce programs for its broadcasts.

1,515
Total Sites

**Full-Power FM/AM/DAB
Broadcast Sites**

○ 892

**Low-Power FM
Broadcast Sites**

● 495

Studios Leasing Airtime

● 53

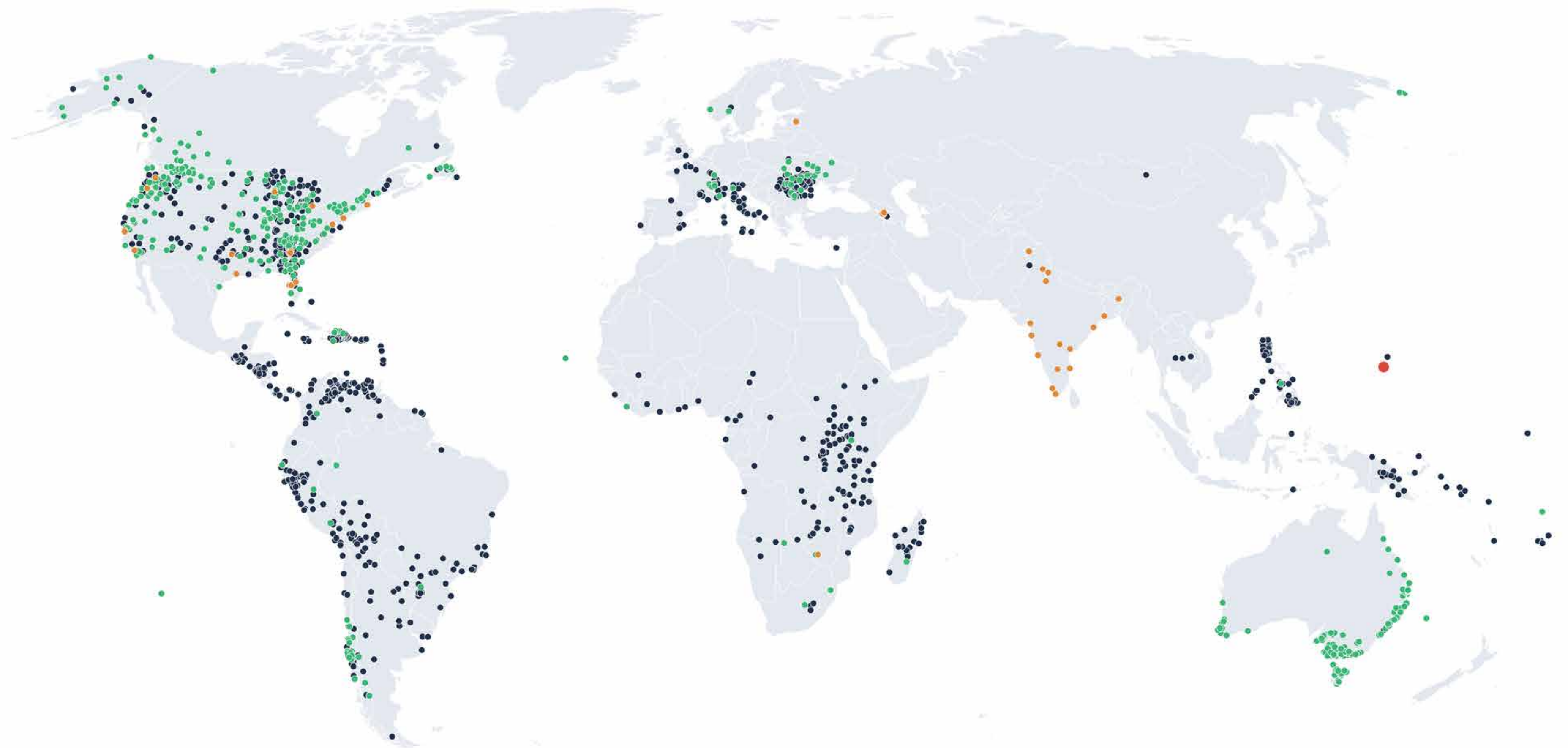
**Internet-Only and
Podcast-Only Studio Sites**

● 74

Guam Station

● 1

Broadcast Sites as of Q3 2026



Support for Affiliates

We stand ready to support and strengthen our **affiliates** in the following ways:

Adventist Radio Community — Every AWR broadcast partner is invited to join periodic Zoom meetings of the AWR network, where helpful support and updates are provided. In-person global and regional gatherings are also generally held each year.

Multi-Lingual Content Library — Adventist World Radio is developing a growing library of quality radio programs in numerous languages to be made available for broadcasts around the world.

Communication and Evangelism Training — Join one of our broadcast and evangelism training events to hone your communication skills and to learn how to turn listeners into active disciples of Christ.

Engineering Support — Reach out to our AWR Engineering team for expert support from experienced electrical and sound engineers in the design, implementation, operation, and maintenance of radio stations.

Interest Follow-up — AWR provides training, tools, and support for finding and following up interests. This includes software recommendations and the Global Bible School.

Global Bible School — Utilize this automated Bible study system for interest follow up. There are several study series to choose from, and as users complete lessons on WhatsApp or Facebook Messenger, they are invited to share their location information so a local representative can reach out to them. This information is provided to the nearest local church, or in some cases AWR's Center for Digital Evangelism, for follow up.

Limited Funding for Approved Projects — AWR contributes financial support for mission projects every year (radio expansion, Godpod distribution, digital and in-person evangelism, etc.). Funding for radio-specific projects is conditional upon following the AWR broadcast guidelines. Applications may be submitted at requests.awr.org. In most cases, requests are reviewed once per quarter, though submission does not guarantee approval.





BroadcastGuidelines

In keeping with the disciple-making mission of the seventh-day adventist church, awr **affiliates** and **broadcast partners** are asked to follow these basic guidelines:

Broadcast Adventist Teachings — Ensure that all broadcasts harmonize with the 28 fundamental beliefs of the Seventh-day Adventist Church. Prophetic presentations should always reflect an Adventist interpretation. During the highest listenership periods, aim to broadcast Adventist, Bible-based teaching programs, such as prophetic evangelistic presentations, doctrinal and health programs, etc.

Broadcast Programming for Family and Children — Adventist World Radio is developing a growing library of quality radio programs in numerous languages to be made available for broadcasts around the world.

Broadcast in a Variety of Formats — Join one of our broadcast and evangelism training events to hone your communication skills and to learn how to turn listeners into active disciples of Christ.

Broadcast Quality Music — Reach out to our AWR Engineering team for expert support from experienced electrical and sound engineers in the design, implementation, operation, and maintenance of radio stations.

Use Regular Calls to Action — Reach out to our AWR Engineering team for expert support from experienced electrical and sound engineers in the design, implementation, operation, and maintenance of radio stations.

Follow Up Every Interest Promptly — Reach out to our AWR Engineering team for expert support from experienced electrical and sound engineers in the design, implementation, operation, and maintenance of radio stations.

Utilize AWR Branding — Utilize one of the AWR branding options provided in this AWR Affiliate Guide on signage, broadcasts, and other communications.

Branding for affiliates

When a station or studio displays its affiliation to AWR in visual branding, it is **mutually beneficial** to both the local station and Adventist World Radio.

For the affiliate, being part of a global network gives a sense of credibility, stability, and reliability to the public. For AWR, being acknowledged by all our affiliates **inspires our supporters** when they see the full scope and influence of Adventist radio broadcasting around the world.

Therefore, affiliates are encouraged to incorporate as many elements from the AWR visual identity (**see the AWR Brand Book**) as possible into their station. Existing stations or studios making changes to adopt the AWR visual identity may apply for financial assistance with design fees, signage, etc., at **requests. [awr.org](https://www.awr.org)**. Funding is limited.

AFFILIATE BRAND OPTION ONE

This affiliate brand option utilizes the AWR trumpet icon and AWR-approved colors and fonts. Because AWR is part of the station name, there is no need to include an AWR affiliate tagline.



AFFILIATE BRAND OPTION TWO

This affiliate brand option utilizes the AWR trumpet icon and AWR-approved colors and fonts. Because AWR is not part of the station name, it also utilizes the AWR affiliate or broadcast partner tagline.

**Affiliate or
Broadcast Partner**
tagline added to
station name.



MaranathaFM89.1

AN **AWR**™ AFFILIATE



MaranathaFM89.1

AN **AWR**™ BROADCAST PARTNER

AFFILIATE BRAND OPTION THREE

This affiliate brand option is for established stations that have not yet adopted the new AWR visual identity (the trumpet icon and AWR fonts and colors). These affiliates should include an AWR affiliate or broadcast partner tagline with a monochrome version of the trumpet icon.

**Affiliate or
Broadcast Partner**
tagline added to
station name.



AFFILIATE BADGES

Every AWR affiliate (or broadcast partner, if preferred) is encouraged to utilize one of these badges on signage, websites, and other communications to acknowledge its affiliation with Adventist World Radio.





**ADVENTIST
WORLD RADIO®**

awr.org

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