

November 13, 2021

World Budget (Emphasis: Radio Ministries)

Over ninety years ago, an Adventist preacher started a radio ministry called The Voice of Prophecy. The year was 1929. His name was H. M. S. Richards. Back then radio was “live” rather than recorded. This meant Pastor Richards would sit in front of a microphone at a designated broadcast time each week.

During World War II, the Voice of Prophecy became the first religious coast-to-coast broadcast across North America on the Mutual Broadcasting Network. That same year, 1942, it launched the first Adventist Bible correspondence school. Also that year, a Spanish-language version branched off called La Voz de la Esperanza.

Both of these Adventist radio ministries continue broadcasting around the world. They form part of the Adventist Media Ministries owned and operated by our North American Division. Today the Voice of Prophecy can be heard in nearly three dozen languages. This media ministry operates the Discover Bible School with Bible lessons available in more than 70 languages. It also operates Bibleinfo.com, a Bible question-and-answer website that receives more than 1.2 million visitors monthly. That’s nearly 15 million contacts every year!

Ninety-three percent of Americans listen to radio every week while 88% watch television. This makes radio the leading media, even more than television. The Voice of Prophecy and La Voz de la Esperanza use radio to proclaim the everlasting gospel of Christ. They are leading people to accept Jesus as their personal Savior. Please give liberally to reach people through radio.

—Fred Knopper is Marketing Director at the Adventist Media Ministries Support Services.