



European Christian Radio

1993 - 2019

26 Years Faithfully Broadcasting the Good News!

2019 Spring Summer Newsletter

There is a time for everything, and a season for every activity under the heavens. Ecclesiastes 3:1

Dear Friends and Partners,

In thinking about where we originally began 26 years ago and where we are today, I continue to be humbled and very thankful for you and hundreds of others, in saying yes to God's call to build a radio ministry in Estonia.

I am reminded of the poignant verse in Ecclesiastes which lists the various seasons of life that we all experience. It starts off by saying; "There is a time and a season for every activity under the heavens." In verse 11 it goes on to say; "He has made everything beautiful in its time. He has also set eternity in the human heart; yet no one can fathom what God has done from beginning to end."

This verse is so encouraging to me! There is no way to actually know what this ministry has done for the millions of potential listeners who have tuned in over the years. Our broadcasting the Good News of Jesus Christ 24 hours a day, 7 days a week has provided opportunities for redemption and forgiveness through His mercy and grace. This in turn not only provides them with greater peace and joy here on Earth, it also provides eternal life in Heaven.

In this newsletter I want to give you an update on the many projects that are being worked on and what is on the horizon with our broadcasting partners in Estonia, Tartu Family Radio.

Immediate Needs

Prayer is needed for several projects that are in the works. Tartu Family Radio, TFR, has submitted their comprehensive Business Plans to the Estonian government that issues broadcasting licenses. The Business Plans involve three 5 year licenses that cover 7 broadcasting frequencies in the Estonian language and 3 in the Russian language. There are several radio stations that submit for these frequencies every 5 years. The determination and announcement is to be made sometime this July. Our prayer is that we will be granted continuance of the frequencies under Tartu Family Radio to continue to spread the Good News throughout Estonia and into Russia and bordering countries.

Tartu Seminary Broadcast Studio

The Tartu Seminary is moving to a new location and the building is being put up for sale which will necessitate a move of the studio. Our Lord has already opened the door for an alternate location in the heart of downtown Tartu which will be a substantial benefit to the overall operations and accessibility by staff and volunteers. Pray for Paavo as plans are being made for the move of equipment and servers and all the work and long hours that will be involved. This news brings back memories of the long hours spent by many to build the FM studios at



the Seminary. This entailed return trips to build the AM studios in the attic by digging out of the mats of nasty insulation on those long, hot summer days.

Voice of Hope Returns

We celebrate and thank the Lord for the return of Voice of Hope programming on AM into Russia. Renewal of this agreement was very timely because of the unfortunate air time reduction with Trans World Radio's programming due to budget constraints. Pray that the Lord will provide the resources to cover the shortfall of monthly revenues.

Website up-date

Our website platform has been revised to improve connectivity with mobile devices and to make your communication with us more convenient. We encourage your comments and questions. For your convenience, contributions can be made via Pay Pal through our website; ECRadio.org. You can also go directly to our website by scanning the QR scan code with your smart phone.

QR Scan



Kavastu AM Electric Power

We were informed that the electrical distribution system that supplies power to the AM transmitters located outside of Kavastu near the border of Russia are being up-graded. This will increase the reliability of continuous power to our two 100K watt AM transmitters.

Long-term Russian Ministry Strategies

We are thankful and encouraged by continuing discussions with our AM partner, in Medium Wave broadcasting, Trans World Radio. A strong partnership between TWR and Radio Eli continues to be built as discussions focus on long-term Russian Ministry strategies. Discussions and information gathered will be used to tailor programming to listeners in geographical areas to maximize the impact of the messages delivered.

Interesting Fact Regarding Importance of AM Radio

In the United States and other developed countries, AM radio is considered to be a thing of the past. FM is being phased out and discontinued in many European countries. However, with increasing governmental surveillance, scrutiny and censorship, especially in Russia and China, the internet, satellite radio and television are no longer reliable channels for the spreading and sharing of the religious programming and Good News of Jesus Christ. However, studies done and confirmed by our partner



TWR state that; AM radio reaching into Russia from a neighboring country (Estonia) is the most effective mode of broadcasting available for the targeted cities of Moscow and St. Petersburg in Russia. They go on to say that what we and many others

in the U.S. and Estonia support is not an out dated and obsolete system of radio broadcasting. It is instead, a vibrant mode of broadcasting that cannot be easily controlled or tethered by an agnostic government.

Preparing for the Future

ECR continues to play a significant role in sharing of ideas and strategies with Paavo and Tartu Family Radio in many areas. Some of those areas include; cross-training of staff, staff development and maintenance of equipment and facilities. We are working on succession and contingency plans with Paavo and Mare and key staff members for the sustained future of TFR.

Financial Update

We give praise to the Lord that Pereraadio is the most recognized radio station in Estonia and that financial support by listeners and interaction through social media platforms continues to steadily increase.

In 2017 we had to reduce our monthly contribution because donations had fallen by 25%. The ECR Board is committed to praying and believing that the financial giving will increase so that we can return to our previous support levels. If you have not given in a while, or not at all, we would like to encourage you to be a part of this vital and vibrant life-changing ministry.

I am forever grateful to you for your friendship and financial partnership over these years to fulfill His call to; "Go into all the world and preach the Gospel."

James M. Carlson, MD
President/Founder



ECR Corner Blog

Featuring ECR Board Member Piret Leonetti, PHD



Piret was born in Estonia and currently lives in Modesto, CA with her husband and son. She shares a unique perspective of the radio ministry that she personally experienced on her last visit to Estonia.

"Pereraadio" is Tartu Family Radio's broadcasting name. It is the country's faith-based station that daily delivers the Gospel in various formats and attracts diverse listeners worldwide. "Context Matters" is their motto, which is the key to their success in listenership.

On a cold night last December 28th, 2018, I arrived to my beloved hometown of Tallinn and ordered up an Uber ride to my parent's home. I discovered that my Uber driver was listening to Pereraadio! I heard a familiar radio host's voice and asked the driver what she thinks about the broadcast called, "Time Story", and if she listens to Family Radio often. I find that she is not a believer nor does she attend church, which is very common in Estonia. She simply enjoys listening to the quality broadcasts that are positive, interactive and has interesting guest speakers that represent a variety of vocations. She especially enjoys the awesome music.

The next morning at my parent's home, I start the day enjoying the cheerful and encouraging Gospel music and a live broadcast called, "Happy Birthday Wishes." It is a daily segment in which listeners call in to wish their loved one or friend a birthday or anniversary greeting and give encouraging testimonies.

*On New Year's Day, while visiting a dear old friend at a local coffee shop and catching up on our lives, she mentions how thankful she is for Pereraadio's comprehensive program guide that allow her to listen to her favorite programs anytime via her cell phone. She is an ER surgical nurse and is often on call 24/7, and she appreciates the positive, uplifting programs and music that is freely accessible at all times which has helped her through some very stressful periods. During my last visit I learned that Family Radio has over 60 different broadcasts that can be accessed over the internet. I encourage you to check it out at www.pereaaudio.ee. Although you may not understand Estonian, I guarantee you, you will feel uplifted while listening to their music and prayer time. **Thank you ECR supporters for your prayers and financial support of those in Estonia, Eastern Europe and Russia!***