

Tallinn, Estonia Town Square Christmas Market

European Christian Radio

1993 - 2020

27 Years Faithfully Broadcasting the Good News!

2020 Fall - Winter Newsletter

The angel said to them, "Do not be afraid. I bring you good news that will cause great joy for all the people." Luke 2:10 NIV

Dear Friends and Partners,

Year-end greetings from our ECR Board and their families. I am thankful for the opportunity to share with you what the Lord has been doing through Estonia's Family Radio's ministry which beams out like a light without boundaries. It continues uninterrupted because of the prayers and faithful support of God's people.

What a year this has been in which no one could have imagined. We are all living through difficult times of constant uncertainty and forced separation from family and friends because of COVID-19. It has changed so many things in our lives, including the radio ministry. The recent resurgence of the virus has brought back quarantines and restricted physical contacts with family and friends. It is in these times that only our radio broadcasts can reach into the most dark and isolated places and encourage and inspire listeners with the unshakable hope of the Gospel. We can have confidence that God is still in control and has a perfect plan for each of us.

Family Radio (Pererradio) and Radio Eli have found favor with the Estonian government which has designated them as "essential" service providers. This designation allows them unrestricted studio and broadcasting activities. That means that operation will continue to send out the Good News of Jesus Christ on a continued 24/7 basis! We thank the Lord for His continued blessings of resources and keeping the staff and volunteers healthy.

In the months to come, Family Radio will continue with programs such as; "Let's Talk from the Heart," a popular program that we introduced to you in our Spring - Summer Newsletter. Programs like this focus on opening lines of communication between fellow listeners that give an opportunity to share their experiences, give encouragement and to pray for and with one another. Inspirational Christian radio programming meets the needs of both the believer and those searching for answers and guidance on their life's journey.

Family Radio and its Russian extension, Radio Eli, will continue to operate without interruption with Christian programming from several FM and AM locations in two languages while offering additional ways for listening and sharing.

Selections of local and regional interest are offered through the Internet, satellite radio, Podcasts and various social media platforms. Website program selections are offered in both languages including one specifically for listeners on the island of Saaremaa through our long-term partnership with Estonian Christian Ministries (ECM) located in the island town of Kuressaare.

Family Radio partners with other Christian organizations to maximize the impact of every program offered. Partnerships continue with Voice of Hope, Trans World Radio, Light in the East, Estonian Christian Ministries and, of course, ECR (European Christian Radio). Partnerships are based on the scriptural teaching from Ecclesiastes 4:9, "Two are better than one, because they have a good return for their labor."

We received encouraging news that financial support for Family Radio ministry has unexpectedly extended beyond listener contributions and airtime sponsorships. The Estonian Government has recognized Family Radio as being an "essential service provider." They had blessed the ministry with support earlier in the year and have recently approved a significant grant for the replacement of the ministry's VPN server and software. Praise the Lord, His reach is unlimited!

In previous Newsletters, we have shared with you that at the beginning of 2020, TWR determined that they could not continue with AM programming directed into Russia because of sponsor withdrawals. Subsequently, our other AM sponsor, Voice of Hope, was led by the Lord to increase their program airtime which filled the void created by TWR. However, at mid-year, Voice of Hope was forced to "pause" their program commitment. As a result, the year is ending with Russian AM being supported solely through listener contributions and ECR support. AM now runs with only two program segments per day at significantly reduced power levels.

News has recently been received from Voice of Hope that they desire to return to Radio Eli in January on a reduced airtime schedule which is an answer to prayer! We now wait for news from TWR for a return in 2021. We are encouraged that TWR has maintained two agreements with Radio Eli concerning usage of equipment and reserved blocks of prime air-time for their programs. Recently, FM and AM licenses have been



Narva is the third largest city in Estonia. The Narva River divides the two civilizations where two cultural worlds meet and mutually influence and interpenetrate each other.

renewed and we pray that the Lord will lead both Voice of Hope and TWR to return at levels that will reestablish the ministry during prime time hours at full power.

To determine the size of listenership of the radio audience is difficult at best. Metrics used come from website contacts as well as Facebook “followings” and “likes” and other social media platforms.

The listenership numbers from these areas have shown significant growth. As call-ins and listener responses continue to increase, these are now being digitally recorded. Plans are in-place to translate and post selected responses on ECR’s Facebook page. We encourage you to visit ECR’s Facebook page to learn how Christian Radio is impacting the lives of listeners.

Supporters of Family Radio are committed and faithful. Year-end contributions are estimated to be close to that received last year which enables ECR to continue into 2021 at our current level of monthly support. In addition, ECR funded the purchase of a spare transmitter, assisted in the extension of the AM broadcast license and is providing additional monthly support during these difficult periods of lost revenue from program sponsors.

Pereraadio’s listener support continues to increase moderately and is now covering a little more than half of their operating expenses. The final months of the year will be financially challenging without major program sponsors. This will leave most of the support coming from their listeners and us, ECR, their ministry partners. We thank the Lord for your continued faithful prayer and financial support, with special thanks to Modesto Covenant Church’s Missions Outreach.

ECR continues to maintain a financial reserve to help with costs associated with equipment failures and up-grades, maintenance of facilities, licensing, and contract services. Key to decisions concerning monthly support and contingency assistance is an attentive focus on our goal and ability to provide meaningful long-term support to the ministry.

With the resurgence of the current pandemic, we now refer to future plans as being “visions.” Key to expanding the outreach of the ministry will be to establish an FM Russian language presence in the capital city of Tallinn where 40% of Tallinn’s population are Russian. This has tremendous opportunity to reach the unreached with the Gospel of Jesus Christ. Another vision will involve expanding FM Estonian broadcasts into the central region of the country where the message of Good News does not reach. This need was affirmed when an elderly woman from the area wrote to Family Radio pleading for Family Radio to extend their Christian broadcasting to their part of the country. As the Lord leads and provides, these are two of our visions for 2021.

May God continue to bless you and the ministry of ECR. Merry Christmas and a blessed Holiday Season to you and your families!

James M. Carlson, MD
President/Founder

PRAYER REQUESTS-

With the current situation of lost revenue from broadcast airtime openings, funding will be critical to carry the AM ministry to the end of the year. We seek the Lord for an early return of Voice of Hope and TWR and for financial support.

As Pereraadio staff members and volunteers work at the many sites for program development and interaction with listeners, we pray that the Lord will continue to bless them with good health and the resources needed to continue with the sending out of the Gospel.

Members of Pereraadio continue to work with the constant reminder that we own nothing and that the ministry and all that it is comprised of belongs to the Lord. Our shared prayer between both ministry teams ends with; “So, we ask that You guide us and allow us to be the hands by which Your Kingdom is glorified and that we may be a blessing to others through the Ministry of Christian Radio.”

The future of FM and AM Family Radio is deeply dependent on the faithful support of listeners and the faithful who are committed to Missions. We thank you once again for your generous and continued support.

Piret’s Corner

As we get ready to celebrate Christmas Season, I hope you and your loved ones are staying safe and healthy during this pandemic time we are experiencing. 2020 has brought so much uncertainty to the world, but the good news is that God’s love and His grace has remained the same.

I am very thankful and blessed by the wonderful programs that Pereraadio / Family Radio broadcasts daily to Estonian and Russian speaking listeners in their countries as well as around the world via the internet. I’m looking forward to listening to the many special Christmas programs and music that lifts my spirit and blesses my soul. Hope you enjoy the picture from Tallinn’s annual Christmas market at Raekoja Plats / Old Town Square

Warmly,
Piret



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Log onto our website www.europeanchristianradio.org, or scan the QR indicia with your smart phone to take you there. You will find more information about ECR and our long history of working with Pereraadio. For your convenience, you can also donate online through our secure portal.

