



This Week's Highlight: Four Weeks and Counting

Yes, I've moved off to Tennessee to work with World Christian Broadcasting. What am I doing down there?

I oversee the Chinese programming. Every day ten hours of Chinese are broadcast from our transmitter in Anchor Point, Alaska. Five full-time Chinese staff create the programming, along with "stringers" in other places around the world who write and voice programs and send them to Franklin for incorporation in daily programming. Ed Short and his Chinese staff also answer questions and requests that come in response to programming. Our Chinese web site is growing in popularity all the time <www.smzg.org>. Staff members also create booklets and other teaching materials that are distributed throughout the world.

I oversee the Russian programming. Five hours each day go out by shortwave to cover the eastern 2/3 of Russia. Konstantin Chernushenko, a doctor from Russia, quit his practice to move to the U.S. to head our Russian department. His staff of four create programming that is both religious and secular (to attract an audience). One of the staff members has a degree in Russian literature, so she edits everything to be certain it measures up to classical Russian. I will soon be drawing up topics for Konstantin to start researching and writing for future programming.

I oversee the English programming. Rob Scobey, the senior producer of English, is responsible for five hours of programming each day. They do religious segments, interviews with politicians and contemporary Christian artists (Natalie Grant and Dan Hasseltine of "Jars of Clay" were two recent interviews), Q & A segments, lifestyle programming, and more. The English website is currently under reconstruction.

I oversee the newly-developing Arabic programming. Tony Tadros, an Egyptian, is our senior producer who is currently formulating programming philosophy and

building an organization to do the programming that will be beamed from our Madagascar station once it is operational in 2008 or 2009. Tony's staff will all be in Cairo. Our Arabic name will be "Radio Alwaha" ("Oasis")—not World Christian Broadcasting—for security purposes. A web site is currently being developed in Cairo. There are many, many decisions to be made about both the broadcasting and the web site.

Another major part of my work—the part taking the most time right now and for the foreseeable future—is an opportunity for Radio Alwaha to broadcast an hour daily of HIV/AIDS programming under the sponsorship of USAID. One of our four antennae in Madagascar will be aimed to cover the entire country of Africa, and both the U.S. government and health services throughout Africa are very, very eager for us to begin this broadcasting. We will be coming up with programming to discuss (using radio dramas and other creative methods) the prevention and treatment of HIV/AIDS. Because this is such an enormous project, last week I interviewed a man from Malaysia who—if hired—will begin almost immediately thinking through programming that will be informative about the pertinent medical dimensions, and also programming that will have a spiritual message about the real issues of sexual responsibility.

In addition to all that, I am also responsible for all follow-up that is done in the Franklin office. (Follow-up for the Russian is done in St. Petersburg, Russia, and for the Arabic will be in Cairo.) Last week I spent a day reviewing a set of Bible correspondence courses that were about to be used (and decided they will not be used!)

Donors drop in, so we have to be ready to introduce them around. I'm still making peace with the computer network. The work is overwhelming—resources (of course) are limited—the world is listening—and there is much to be done. Come see us—it's just six hours from Lafayette—I'll show you what goes on. *Gayle Crowe*