

The New Era of FEBC in Russia: - TRANSFORMATION QUICKENING -

Interview with Dr. Victor Akhterov, FEBC Director for Russia and Ukraine

Recently you announced that FEBC's stations in Moscow and St. Petersburg have been closed by the Russian government. What happened?



The government did not renew our license to broadcast on AM frequencies. The main reason is our proclamation of the Gospel.

This was never announced to us officially, of course. When our leaders asked government officials why they are closing stations that helped avert dozens of suicides, adopt hundreds of orphans, and save thousands from drug addiction, the officials chuckled. "We know who you are," said one of them cynically.

Does this mean that FEBC's ministry in Russia has ended?

No! Of course not! Far from it! About a year ago we developed a Strategic plan, outlining our goals

"It's not the first time that we encounter resistance.

We have always worked on the edge of being shut down. But God has always opened new doors, provided better options, and we reached more people.

"I know He is faithful to do it again."

as we dealt with new realities, both societal and technological.

We decided to:

◆◆◆ Phase out AM broadcasting within three years, while continuing to develop FM broadcasting.

◆◆◆ Seriously invest into online and smart phone broadcasting, as well as other new technologies.

◆◆◆ Invest more into programming, as we must be better than secular broadcasters as we share the Gospel.

These latest developments simply push us into that direction, only faster.

"I personally take it as God's move, not devil's hurdle, even though he might think otherwise."

How reliable are these new technologies, compared to traditional radio? It's possible to be lost in the world of the Internet.

Or, you can be found. Just this morning I received news from one of our broadcasters, who began using an additional online tool that reaped **12,000 new listeners** in two days.

Smart phone apps, multiple websites, videocasting, YouTube and Periscope, social networks, along with FM and satellite broadcasting are the new tools we must use to



reach more people. ***People matter.*** And we need to be where they are.

Last week I had a conversation with an owner of two FM stations. His biggest worry is that he'll lose

While stations in Moscow and St. Petersburg are shut down, the ministry is increasing!

his business in five years if he does not transform it into FM plus online casting.

In 2015, we had more than half-a-million online listeners. This number will definitely grow as we begin promoting our broadcasts and engage with this audience.

It is free to broadcast online, right?

Oh, I wish it was.

Over, please.

Transformation...

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If we want to reach millions of people, and that's exactly what our goal is, we have to invest in the following:

- ◆ Quality, God-inspired programming
- ◆ Studios and portable equipment to be mobile
- ◆ Fee-based online connections with listeners
- ◆ Online promotions
- ◆ Personnel versatile in new technologies

We are getting twice the return for every dollar spent.

As we engage more and more in this ministry arena, we are discovering that we are getting twice the return for every dollar spent. We had to spend 50 cents to acquire a new radio listener in Russia.

It takes only 25 cents to get an on-line listener. With the same budget, we expect to have twice as many listeners. And the reach will spread throughout Russia and



wherever Russian-speaking people live, all 250 million of them.

And what about Ukrainians?

I just spent a week in Kiev, meeting with government officials, church leaders, and the FEBC team. The country is going through a pivotal time in its history.

Ukraine requires separate programming altogether; the country is becoming remarkably different from Russia. Yet, many of the problems are the same: teen suicide, alcoholism, drug addiction, and hopelessness.

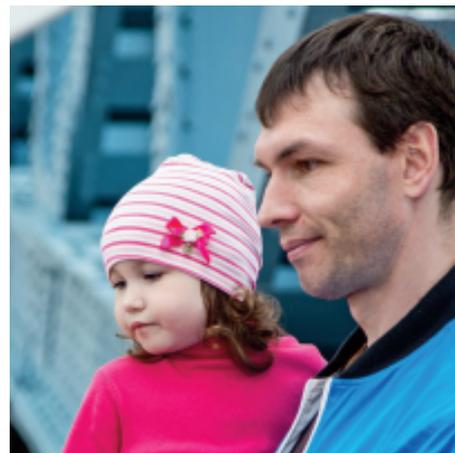
There is a lot of promise in Ukraine. I don't want to share anything prematurely, but God is opening new doors in this country.

We are developing our central programming center in Kiev, and will broadcast using the same tools we are using in Russia. But the ministry is developing in such cities as Odessa—a key city on the Black Sea—and in Eastern Ukraine, where the military conflict still rages on.

What do all these changes mean for the supporters of FEBC Russia and Ukraine?

Two things. First, we truly need your prayer intercession as never before. These are new realities for us, and we must be flexible and move quickly to take advantage of new technologies, as we operate in an ever-changing political environment. We've applied for several FM licenses in Ukraine and are waiting for the government's decision. And we opened an additional online channel for office workers in Russia.

Second, we need your financial support. In Russia, we continue to



Last year, we gained thousands of new listeners in Russia, many from culturally Muslim regions.

broadcast via Internet, satellite, and FM. And we are attempting to open new FM stations. In Ukraine, FEBC centers in Kiev, Slavyansk, and Odessa require funding. As I mentioned, our investment is bringing much greater results in both countries. We are becoming twice as efficient. **But this only works if we maintain a large-scale operation.**

Thank you for standing with us as we engage in this new endeavor, sharing the eternal Gospel by using new technology. The message will always remain the same: "Christ to the World," but we will continue to adapt by using the more efficient, cost-effective means of sharing that message.

YOUR OPPORTUNITY TO PARTICIPATE

We must invest in new programming and in Internet specialists. This translates into **\$32,000** in new salaries and promotional expenses for the next six months.

We urgently need to invest **\$12,000** into the Kiev broadcast center and our ministry in Eastern and Southern Ukraine.

FEBC Listeners Respond: New Media Channels at Work

SIBERIAN PASTOR USING FEBC PHONE APP

I have a long history with FEBC radio. I live in the center of a coal mining region in Siberia, in the city of Kemerovo. Our city is known for “real,” no-nonsense kind of men.

I was one of the first to begin using your new phone app that you introduced last year. Now FEBC is always with me, as I drive, take a bus trip, or eat at a restaurant.

And since I added FEBC’s bold and stylish cover to my phone, with your logo on it, I am having such a great time evangelizing people! Everywhere! Almost every day someone asks me:

“What is the logo on your phone?”

“Let me show you,” I say and help them install your app, it takes less than a minute. What a blessing it is!

I feel that I am your co-worker, for we are in this together, sharing Christ with the people of Russia. Living deep in Siberia, I see how hopeless and desperate people are for the Good News. Men and women of Siberia are dying without Christ. But we can give them hope. In less than a minute, and then they can listen and become children of God, for eternity.

- Pastor Vlad from Kemerovo, Siberia



“I am having such a great time evangelizing people!”

NEW MOM FINDS CONFIDENCE AND SALVATION

I recently got married and my life changed in ways I did not anticipate. No one teaches you how to be a good wife, really, so we had our own set of challenges. And then our daughter was born. And I felt inadequate again, now as a mother.

Then I discovered your morning program. Now I wake up with FEBC radio playing, and it is amazing how much encouragement, joy, and wisdom I receive every morning. I know you call it Biblical wisdom sometimes, but for me it is very practical; it helps me live.

All of this is very new to me. I grew up like most people, without anybody teaching me about faith. Before I began listening to you, I never prayed, not once. Now I pray every day – for my husband, for our daughter, for God’s protection over us. I know I am probably doing it wrong, but I am making my first steps of faith. I do believe in Jesus, because of you.

- Yulia, 27, from Krasnodar, Southern Russia



Prayer Needs:



Please pray for FEBC's new volunteer broadcasters: Anna, Oleg, Philipp, Dmitry, Tatyana, and Yulia.

Please pray that these new voices will attract new listeners, especially people under 35.

Please pray for our listeners in St. Petersburg and Moscow who do not have access to Internet and cannot listen to FEBC broadcasts online. Internet access is very inexpensive, but not everyone has a smart phone or a computer.

Please pray that Ukrainian government will issue new licenses for FEBC to broadcast in key cities of this country, especially in the east, where people are suffering because of the military conflict.



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Praying to the God of the Christians

"I am working in Moscow for several months, and then I will return to my country, Tajikistan. I learned about your radio station from my cousin.

I have a lot of problems. My wife has left me. My older son became friends with drug addicts and began using drugs, and I also worry about my two daughters. I was so mad at my wife. I wanted her to die. Because of all this stress, all these dead ends, I was very aggressive. I would swear at people on the street, and felt that I could hit someone. This scared me, what if I did become truly aggressive, what if I did start a fight for no reason?

I am working as a night guard and began listening to your radio station on my phone. What was truly amazing to me was that your hosts and guests were talking about their problems openly, not pretending that everything in their life was perfect. And they talked about what really helped them deal with those issues.

On several occasions I heard how you prayed for people during the "live" program. I don't know what was happening during those moments, but something was changing in my heart. I am a Muslim, of course, but I don't follow all the proper traditions. Anyway, on several occasions I tried praying to the God of the Christians. And after each prayer I felt better and better.

I will continue to pray, and I ask you to pray for me, as well. I would be most grateful. And pray especially for my children, please."

- Karim, 30, from Moscow/Tajikistan

