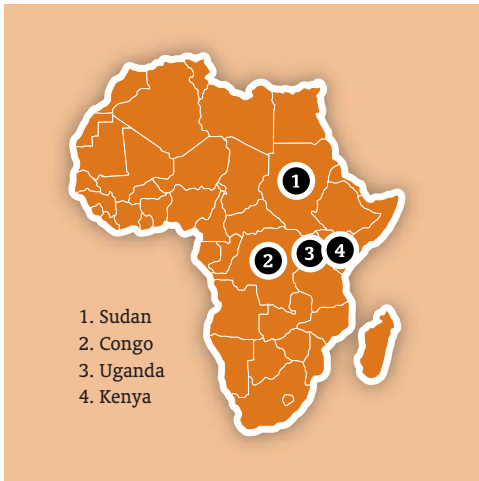


Words of HOPE

UPDATE

Good News. No Boundaries. 700 Ball Avenue NE • Grand Rapids, MI 49503 • 1(800)459-6181 • www.woh.org | January-February 2008



A local researcher interviews a respondent outside his traditional mud-brick home. Approximately half of those surveyed live in similar dwellings.

Research Matters

If you were a northern Ugandan woman, where would you find information about important health issues? If you were a man in southern Sudan, where would you turn for advice on living your life? The answer in both cases might surprise you. Reliable data recently gathered by Words of HOPE's new Media Research Institute (MRI) indicates that the primary information source throughout East Africa is neither newspaper nor television, but *radio*.

How do we know this? From June through August 2007, MRI's

Dr. Robert Fortner led a comprehensive field research effort in Sudan, Kenya, Uganda, and Congo. Completed survey questionnaires from more than 3,500 scientifically selected

respondents were gathered in twelve local languages by trained teams of indigenous interviewers.

Their research provides statistically reliable answers to crucial communications-related questions including: How do people communicate, about what and to whom? Which communication sources do they trust? Where do media and devices like mobile phones fit into their communication patterns? How can radio programs and other ministries most effectively serve various peoples who may communicate

in different ways and trust different sources? All of these are questions that MRI's communications research seeks to answer.

Our initial research project indicates that more than 60% of East Africans

Words of HOPE's Christy Prins instructs a group of interviewers in central Uganda.



surveyed consider radio to be their best source for health-related information. Newspaper (14%), TV (10%) and neighbors (8%) lagged far behind. Radio far outpaced newspaper and TV as the "most trustworthy source of information on living one's life" by a margin of 50% to 11% and 8% respectively. Throughout areas of East Africa covered by Words of HOPE's Christian broadcasts, radio is by far the most widely used communications medium. Nearly 80% of all respondents listen regularly to radio while only 32% own a mobile phone and 15% use the Internet. (See graph on other side.) TV ownership is limited to a few cities and virtually non-existent elsewhere.

Why invest in audience research?

Because it will help Words of HOPE's

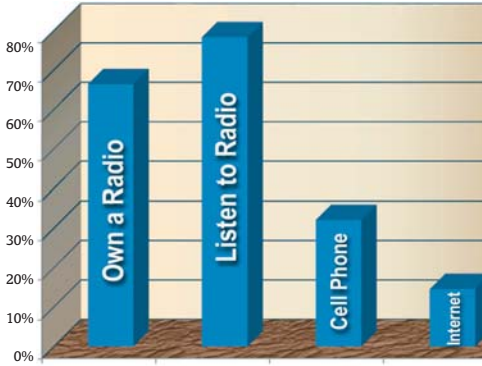
(Continued on other side.)

SEE OTHER SIDE FOR:

- A note from Rev. David Bast, Words of HOPE's President and Broadcast Minister
- Memorial names

Research Matters

(Continued from other side.)



Research indicates that most East Africans own and listen to radio. Usage of mobile telephones and Internet is more limited.

broadcasters to know if they are “scratching where it itches”—bringing biblical truth to bear on real, daily life issues. Research findings help producers to fine-tune their programs to become more relevant and fruitful, and can help determine how to reach the largest possible audience. Short answer: Research can make us better!

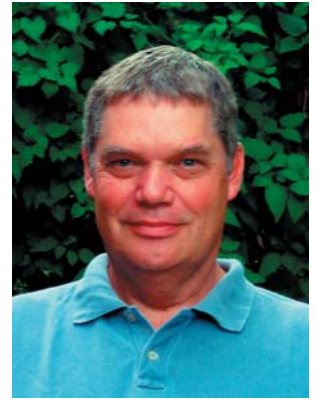
In 2008 MRI’s research plans include field projects in West Africa, South Asia, and Indonesia. The Media Research Institute operates under the auspices of Words of HOPE and the Far East Broadcasting Company (FEBC). **Further information is available at: www.mediareserchinstitute.org.**

Words of HOPE UPDATE

If you would like to receive the **Words of HOPE UPDATE** regularly and are not already on our mailing list, please contact us at www.woh.org, or call **1(800)459-6181**.

From David Bast

Welcome to the newly redesigned *Words of HOPE UPDATE*. Our purpose in this publication is to share news and stories from the various ministries in which we are engaged throughout the world, as well as information about the world Christian movement we receive from our partners in other countries. One of my most heartfelt convictions is that every Christian should be self-consciously a *world* Christian. A world Christian is one who, while actively involved in a local congregation, also knows and cares about Christ’s church in every culture and place. Words of HOPE exists for the sake of the world church; we are committed to its growth and health. Our mission is to help build the church worldwide through the powerful medium of broadcasting.



I hope you will take a moment to read through the names of all those who appear on our memorial list for 2007. These people either left bequests to Words of HOPE or had gifts given in their memory. That fact marks each one of them as a world Christian. Each of these persons cared deeply about proclaiming the gospel to the world and making disciples of all nations. Each of them bore witness to their faith by the way they committed their resources. We praise God for them.

And I heard a voice from heaven saying, “Write this: Blessed are the dead who die in the Lord from now on.” “Blessed indeed,” says the Spirit, “that they may rest from their labors, for their deeds follow them!” Revelation 14:13

DURING 2007 WORDS OF HOPE RECEIVED MEMORIAL GIFTS AND BEQUESTS IN REMEMBRANCE OF:

Henrietta Abels	Vera Joldersma	Anna Stuewe
Howard Broadway	Maurice & Marion Koets	August Tellinghuisen
Elton Burgess	Eugene Kooyers	Lucille Toren
Roger Carter	Gordon Lamberts	Kenneth & Audrey
Ralph & Teenie De Kock	Evagene Lay	Van Beukering
Anna De Vries	Kenneth Leestma	Elva Van Haitsma
Doris Disbro	Charles Maier	Cora Van Klompenburg
Robert Donia	Stephen Mitchell	Lester Van Wyk
Maude Faber	Ryan Pollok	Harold Vander Hart
Louise Ferguson	Andrea Ravella	Wilmina Vant Hul
Elsie Gideon	Jeanette Riedeman	Luella Vant Kerkhoff
Iva Harthoorn	Bertha Riekema	Grace Visser
Gerald Hekhuis	Etta Ripperda	Evelyn Vossekuil
Effie & Jennie Hettinga	Albertha Schuiling	Adrian Woldring
Dorothy Immink	Myrtle Strasser	

THESE GIFTS HAVE SERVED TO SPREAD THE GOSPEL OF JESUS CHRIST THROUGHOUT THE WORLD.