

Reaching Uruguay with Radio

Reaching Uruguay by Radio by Stan Bruning
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Uruguay has experienced tremendous growth in Christian radio stations, going from zero to more than 50 in just four years. God is answering many prayers in Uruguay.

'It had been a desire of mine several years to start a Christian radio station in Uruguay,' writes Myron Loss, SIM Uruguay Director. 'In 2003, there were no Christian stations, and only a few commercial stations which sold time for Christian programming. Early efforts were discouraging due to the apparent impossibility of getting a frequency.' But now there are more than 50 'community' (non-commercial) Christian radio stations in Uruguay, including *RADIOAMOR* or *LOVERADIO*, which is under Loss' watchful care and operates 24 hours a day, 7 days a week.



Broadcasting

Recently, the station upgraded from a 15-watt to a 100-watt FM transmitter. *RADIOAMOR* now has the potential to impact 300,000 listeners with the Gospel.

Myron, along with a Costa Rican missionary and another woman from church, produce a programme named 'Option 1.' 'Option 1' is basically a talk programme for Christians, but with information of interest to non-Christians as well. These women share a devotional and tips on topics such as health, beauty, and recipes. Usually they play about six contemporary Christian songs interspersed between the talk and the tips sections. The women have had several text messages in response to the programme, but callers are very rare.

Impact

Asked about the spiritual impact of the station so far, Myron responded, 'We don't have any details of specific people whose lives have been changed dramatically by the radio broadcasts. We can't convert people, we can only publish the message. We are in the sowing stage, but hope someday to be part of the reaping as well. Just like when I was in Vietnam and distributed Christian literature from my airplane—I believe that Isaiah 55:11 is still true—"so is my word that goes out from my mouth: It will not return to me empty, but will accomplish what I desire and achieve the purpose for which I sent it." So, we keep publishing the Word and sending it out to as many as possible—with the hope and expectation that it will change hearts and lives, and families, and the Uruguayan society.'

The Uruguayan government passed a new law a year ago that permitted and regulated community radio stations, but a recent ruling stated that religious stations would not be permitted. In response, Myron, along with other station administrators, is working through legal channels to eliminate the religious discrimination and reclaim approval for the Christian stations.

Pray

- That the recent ruling will be overturned by the courts and that licences will be granted for the Christian stations.
- For professional assistance for *RADIOAMOR* and other Christian radio ministries.

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Urgent Prayer Need

Pray for the country of Nigeria - for peace to be restored, and for the Lord's comfort for all those affected by the recent violence.