



Gospel Radio Latin America

Dear Partner in the Ministry of Christ, greetings in His precious name!

I trust and pray that you had a wonderful Christmas season and a blessed beginning to this New Year! Our Lord is good and His mercies are new every morning to us. Blessed be the name of the Lord!

Again, and always, I want to say thank you to everyone that supports this missionary radio evangelistic ministry; either with your finances or with your prayers. You continue to bless us, and as you do, I pray God's blessings on each of you.

Since we last communicated, Gospel Radio Latin America has begun a new venture into a different area of radio. For 50 years we have continued to broadcast the gospel of Christ on radio stations worldwide where people can hear the Word of God in Spanish, come to know Jesus, be discipled, and encouraged in Him, but that has been on primarily Christian radio stations. We will continue reaching the lost around the world as long as God allows.

It has long been a burden on my heart that we find ways to connect the gospel with the millions of lost, Spanish-speaking people who are right here in the United States, all around us. Since our mission purpose here at GRLA has always been a world-wide vision of sharing the gospel of Jesus Christ, in Spanish, by the medium of radio, we have begun to actively target the lost right here at home, as well as those abroad.

In the past few weeks, we have spoken with several secular Spanish-programmed radio stations in major markets in the U.S. about airing short, 60 second, commercial-like vignettes throughout their programming day. These are highly targeted radio spots that will share the gospel message, in a sea of secular Spanish programming. This is where the lost will be found, and as they hear the gospel, we pray for the Holy Spirit of God to ignite a spark within them, leading them to know Christ.

We prayed that we would find favor with these secular stations, and praise the Lord, every station we have spoken to has been more than excited to partner with us on this venture which we are calling, "La Esperanza" (The Hope)!

In each market we present La Esperanza, we are also connecting with Spanish-speaking, Bible-believing, New Testament churches to partner with us, for discipleship follow-up and spiritual growth. As people respond, then we will contact a local church in their area, and attempt to get them plugged into a body of believers. For those that respond where there is no local church available, then we will disciple them by correspondence until one is found. If any of you have a Spanish service or pastor, please let me know about it. Or, if you know of a good Spanish church in your area to whom I could direct folks to, that would be great as well.

We are also looking for churches that might want to financially sponsor such an "advertising" campaign in their city, or abroad. If this interests you, please let us know. We will find the Spanish station, purchase the air time, and produce the spot. This is Kingdom work, so even if the sponsoring church does not have a Spanish service themselves, our labor together is for the work of the Lord.

This kind of targeted programming is, by its nature, more expensive than block teaching programming on Christian stations. Because we are focused on the top-rated secular stations in each market, a :60 spot can run as high as \$250.00 and up, depending on when it is aired. So, God has planted the dream, and it has begun. We know He will provide; both the finances, as well as the souls that will "hear the word of the gospel, and believe". (Acts 15:7(b))

So, as we all embark on this new year, with new challenges, new dreams, and new opportunities, we will find the need is always great, but be encouraged: the Supply is always greater! For, whom God calls, He always qualifies. When God calls, He always provides. Where God calls, He always goes before. His supply is never-ending, and His grace for the mission is always abounding. Rest in that brothers and sisters as we continue together to move forward in the work to which He has called us all.

In Christ Alone

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