



Hope Channel Brazil in Nova Friburgo in 1996.

Photo courtesy of Jonatan Conceição.

TV Novo Tempo (Hope Channel Brazil)

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TV Novo Tempo (Hope Channel Brazil) is a television station of the Seventh-day Adventist Church in Brazil, which produces and broadcasts religious content in Portuguese and Spanish.

Although it is an institution directly linked to the South American Division, TV Novo Tempo studios are located in the missionary territory of the Central Brazil Union Conference, on 5876 General Euryale de Jesus Zerbine highway, Zip Code 12340-010, Jardim São Gabriel neighborhood, in the city of Jacareí, state of São Paulo, Brazil.

In Brazil, TV Novo Tempo is broadcast on a closed channel by pay TV operators such as: Sky (33 and 433), Net (184 and 684), Claro TV (184 and 684) and Oi (214). In addition, the TV programming can also be watched on an open channel in some Brazilian cities, in the states of Acre, Alagoas, Amapá, Amazonas, Bahia, Ceará, Federal District, Espírito Santo, Goiás, Maranhão, Mato Grosso, Minas Gerais, Pará, Paraná, Pernambuco, Rio Grande do Norte, Rio Grande do Sul, Rondônia, Roraima, Santa Catarina, São Paulo and Sergipe. The station is also available by satellite signal, at frequency 4130 Mhz and vertical polarization, for analogue satellites; and at frequency 3711 Mhz, vertical polarization, symbol rate 2170 Mbps and fec $\frac{3}{4}$, for digital satellites.¹

In Spanish-speaking countries, in the missionary territory of the church in South America, the content produced in Brazilian studios is broadcast on *TV Nuevo Tiempo*. For this Spanish version of the channel, contents are produced for the public in Argentina, Bolivia, Chile, Ecuador, Paraguay, Peru and Uruguay. In each of these countries there are different ways in which the signal reaches the population.

In order to carry out its mission, TV Novo Tempo activities are conducted by a total of 146 servers of whom 134 are employees, 6 are credentialed workers and another 6 are credentialed pastors. Nowadays, the station is located in a communication complex with a total area of 18 thousand m² which involves the corporate building, studios, museum, cafeteria and a new building under construction, in addition to a deposit for scenarios. Considering only the studios where the broadcaster programming is recorded, there are 6 thousand m².

Origin

In the book *Fundamentos da Educação Cristã* (Fundamentals of Christian Education), Ellen White, an Adventist Church pioneer, addressed alternative forms of evangelization. According to her, human knowledge can be used to reach more people. "The way in which God uses men is not always discerned, but He does use them. God entrusts men with talents and inventive genius, in order that His great work in our world may be accomplished." The prophetess and writer cited mankind's ability to invent and create, using their faculties in the missionary work. It is in this context that is understood the creation of TV Novo Tempo as to be a way of spreading the message of hope.³

The channel was created in 1996, with the founding of a media conglomerate called Sistema Adventista de Comunicação (Sisac) [Adventist Media Center - Brazil], present Rede Novo Tempo de Comunicação (in English, it continued to be called Adventist Media Center - Brazil), in the city of Nova Friburgo, state of Rio de Janeiro.⁴ And until 2003, the station carried the name Televisão Adventista Satélite (TV Adsat) [Adventist Satellite Television].⁵

Organization

Although, it was officially created in 1996, the initiatives that resulted in the founding of TV Novo Tempo refer to an older history. It all started in 1961, when the program "Encontro com a Vida" [Encounter with Life] was

broadcast on open channel in Brazil, with only 5 minutes length. In 1962, the program “Fé para Hoje” [Faith for Today] premiered, which was presented by Alcides Campolongo and broadcast on TV Tupi, now extinct.⁶ A few years later, in 1991, the Adventist Church premiered the program “Está Escrito” [It Is Written],⁷ broadcast on TV Manchete, also extinct. The production was also broadcast on TV Bandeirantes and Rede TV. The Adventist Church produced other programs such “Gotas de Fé” [Drops of Faith] and “Nisto cremos” [This We Believe], in a studio located in the city of Curitiba.⁸

In 1996, the Adventist Church acquired the Intelsat channel signal and created its first Brazilian television station, ADSAT, which was established in the city of Nova Friburgo, in Rio de Janeiro. From then on, the station started broadcasting its programs without time restrictions, a great achievement for the advancement of the preaching of the Gospel through the media. The station's first broadcast took place on November 1, 1996, with Pastor Robert Folkenberg, president of the General Conference of Seventh-day Adventists at that time. In this timid beginning, TV Novo Tempo faced some difficulties, among them, the challenge of completing its programming. Since the beginning of its trajectory, the channel has been allocated to the NSS 806 satellite, which sends the signal from the station to South America, Central America and North America, in addition to covering Europe.⁹

History

As of 2003, TV Adsat adopted the name TV Novo Tempo. In the same year, in order to serve other South American countries, the Adventist Church expanded the station by creating *TV Nuevo Tiempo*.¹⁰ After this initial development, in 2005, TV Novo Tempo was transferred to the city of Jacareí, in São Paulo countryside, where the new station headquarters was inaugurated. With the change, Novo Tempo headquarters is now in a strategic location, close to suppliers and airports. In addition, the city is close to Brazil Adventist University, Engenheiro Coelho campus (UNASP-EC) and to Brazil Publishing House (CPB), two other Adventist institutions that have a direct relationship with Rede Novo Tempo de Comunicação [Adventist Media Center - Brazil], for the production of contents.¹¹

In the following year (2006), Rede Novo Tempo hired 60 minutes of space on TV Bandeirantes schedule, in order to broadcast the programs “A Voz da Profecia” [The Voice of Prophecy],¹² “Está Escrito” [It Is Written], and “Feito para Você” [Made for You], providing an expansion phase for TV Novo Tempo. This contract guaranteed 1 hour of broadcasting on open channel. During this time, a scheduled period of 15 minutes was dedicated to preaching and to the music performance by Aautos do Rei [The King's Heralds] quartet, in the morning. Another 15 minutes were reserved for “Feito para Você” program, which promoted the work of Novo Tempo label. Then, the final 30 minutes were set aside for “Está Escrito” [It Is Written] program. Although, it broadcast these programs on TV Bandeirantes, TV Novo Tempo continued with them on its local schedule.¹³

Still in 2006, after the purchase of a generator TV in the city of Pindamonhangaba, in São Paulo, TV Novo Tempo started to be broadcast again on open channel to several places in Brazil. This was a landmark in the expansion of the signal that would take the TV content across the country. However, it was still necessary to have authorization from Brazil National Telecommunications Agency (Anatel) to install the television transmitters in each point of the country, which required a project for the implantation and purchase of equipment for each location.¹⁴

At this pace of expansion, in 2007, the TV Novo Tempo open channel was inaugurated in São José dos Campos, an important city in the state of São Paulo. The event, which brought together 450 people at the city's Adventist academy, marked the station history because the transmitter placed on the site was the most powerful among those that had already been installed by then. At the time, the new program "Escola no Ar" [School on Air], an 18-lesson interactive Bible course, was widely publicized. The study was carried out in the form of a round table discussion, composed of 3 guests and a pastor who answered theological questions.¹⁵

A year later (2008), TV Novo Tempo debuted on the programming of the pay TV operator SKY. At that time, the station reached more than 40 million viewers across South America, including SKY subscribers, and users of open TV in 44 Brazilian cities and other countries on the South American continent. In addition to the mentioned public, the channel also reached North America, Central America and Europe, through the NSS 806 satellite. In 2008, the station's programming began to be broadcast in Angola, Mozambique and São Tomé and Príncipe through the IS-10 satellite. Thus, the broadcaster already reached almost 2 billion potential viewers at the time.¹⁶

Also, in 2008, TV Novo Tempo started a period of changes in the program schedule and in the broadcaster visual identity. In order to reach more non-Adventist people, the broadcaster proposed the modernization of vignettes and commercial calls, new launches and adjustments to the program schedule.¹⁷ These changes began in September of that year, when new scenarios, programs and 6 more spaces emerged in a studio. In addition, the channel started to have a new system for consulting and counseling through the Bible School, a department responsible for serving those interested in studying the Bible. The broadcaster's online portals were also changed, offering a new visual aesthetic. Finally, the broadcaster hired the Brazilian Institute of Public Opinion and Statistics (Ibope) to measure the audience for its programs.¹⁸

Eight years later (2016), TV Novo Tempo had a potential reach of 175 million people in Brazil alone, and it was necessary to reformulate its program schedule. New programs were launched by the channel, such as "O Clamor da Meia Noite" [The Midnight Cry], "Vida Viva" [Living Life], "Reavivados por Sua Palavra" [Revived by His Word] and "Perfil Musical" [Musical Profile].¹⁹ The year 2019 was also marked by new changes and adjustments in order to improve the service offered to the public. After conducting research with several viewers and considering the main objective of the station, TV Novo Tempo reorganized its program schedule. The change aimed at adapting to Brazilians daily lives. New content was added to the schedule at specific times, in accordance with different audiences. In addition, the channel adopted a horizontal grid, that is, it started to have

fixed schedules. Moreover, the broadcaster inaugurated the programs “Bom de Bíblia” [Good at Bible], “Entre Família” [Among Family] and “Planeta Gil & Cris” [Gil & Cris Planet].²⁰

Now, TV Novo Tempo can be watched on 4 pay TV operators.²¹ The station has 146 servers, which represents a significant increase compared to 1996, when there were only 8 servers in the institution. The station’s open signal is available in 580 Brazilian cities. In general, the audience corresponds to approximately 180 million people in Brazil, and 220 million across South America, with *TV Nuevo Tiempo* support.²²

Among the broadest challenges facing the station is its consolidation as an increasingly comprehensive television network. The pioneers followed a difficult path, since in the station early days there was no employees board with presenters and professional producers. In addition, many people made their valuable contribution without having been specifically prepared to work in the area of communication. But God qualified them for what they did, and their efforts were continued by other professionals who succeeded them. Nowadays, most of TV Novo Tempo servers are specialized and have experience in various fields of communication.²³

Over the years, TV Novo Tempo has grown significantly, gaining space on several open and paid channels. However, this entire journey presented challenges because its expansion depended on financial resources. In order to overcome them, the station invested in donation campaigns to obtain support. With the help of donors, Novo Tempo was able to put its signal on the operators NET and Claro, providing several Bible studies for free to the people who watch the channel. In addition, half of the station's budget is sponsored by voluntary donors, called “Anjos da Esperança” [Angels of Hope].²⁴

Historical Role

The history of TV Novo Tempo in Brazil is directly linked to the recent history of the advancement of communication fronts in the Seventh-day Adventist Church. In 1995, for example, the station broadcast the SDA General Assembly, held directly from Utrecht, in the Netherlands.²⁵ Among the broadcasts carried out by TV Novo Tempo over the years, the “Revive 98” program stands out, broadcast in real-time. The program schedule that took place in 1998, consisted of a spiritual revival series, carried out by Pastor Alejandro Bullón, in the city of Curitiba. Through the work carried out by the TV, the event reached people from different Brazilian states and different countries in the world, such as Mozambique, Thailand and the United States.²⁶

TV Novo Tempo has contributed to the development of the Adventist Church throughout South America. With the expansion and popularization of the station, the churches began to adapt, improving the reception, the facade and the worship services, in order to better receive the people who know the denomination through television. A good portion of Adventist temples in South America have the Novo Tempo logo. Worship services and liturgies have also been planned to better welcome visitors.²⁷

The South American Division also opened several centers of influence throughout Brazil in order to serve the Novo Tempo viewers during the week. Several courses are held in these places, as well as lectures. Another phenomenon caused by the advent of TV Novo Tempo was the creation of “Espaço Novo Tempo” [Hope Channel Space] in some cities. This space is established in a room that displays the logo of the station and some specific programs and is used for studying the Bible with those interested in it.²⁸

In the near future, TV Novo Tempo is expected to be accessible in all Brazilian homes, which has become possible thanks to the adoption of the digital signal. In the last few years, the station has achieved a considerable expansion rate, reaching six Brazilian major cities through the signal: Florianópolis, Aracajú, Maceió, João Pessoa, Natal and Belo Horizonte. With this coverage, it is expected that, soon, the station will be reaching 95 percent of the Brazilian population. There is also a plan for the signal to reach viewers in high definition (HD) and, for this purpose, the channel schedule is being improved with about 60 hours of live programming per week.

Since its simple beginning, throughout its entire journey, and reaching the recent scenario of rapid expansion, the entire team of TV Novo Tempo and Rede Novo Tempo de Comunicação [Adventist Media Center – Brazil] has been committed to the message of hope that continues to reach thousands of homes all over the world, and more and more people can get to know Christ.²⁹

Lists

Official Names:

Televisão Adventista Satélite [Adventist Satellite Television] (1996-2003); TV Novo Tempo [Hope Channel Brazil] (2003-Present).

Directors:

Erlo Braun (1996-1997); Jonas Pinho (1998); Williams Costa Junior (1999-2004); Tenison Shirai (2005-2006); Jonatan Conceição (2007); Odailson Fonseca (2008-2010); Lisandro Staut (2011-2015), Laerte Lanza (2015-2018); Jorge Rampogna (2019-Present).³⁰

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NOTES

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2. Wagner Cantori (Hope Channel Brazil Content Director), e-mail message to Carlos Flavio Teixeira (ESDA associate editor), October 14, 2019.
3. Ellen White, *Fundamentos da Educação Cristã* [Fundamentals of Christian Education], Tatuí, SP: Brazil Publishing House, 1996, 409.
4. Thays Silva, "Um novo tempo" [A new time], *Revista Adventista* [Adventist Review], July 1, 2019, accessed on July 26, 2019, <https://bit.ly/2K3ZAWo>.
5. Ibid.

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7. “The It is Written program was created in 1956, with Pr. George Vandeman as its founder and speaker. It is a worldwide program that spreads the good news about life, death, resurrection and the soon return of our Lord Jesus Christ to Earth. It presents the Living Christ who supplies the deepest needs of every human being. Today, the program is broadcast in about 100 countries and seven languages.” *Está Escrito Brasil* [It is written Brazil], Facebook post, n.d., accessed on January 22, 2020, <https://bit.ly/2QXxBMS>.
8. *Novo Tempo* [Hope Channel Brazil], “Primeiro Estúdio” [First Studio], accessed on February 10, 2020, <https://bit.ly/39m0Qil>.
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12. “The Voice of Prophecy is the oldest evangelical program on Brazilian radio, starting in 1943. Since its beginning, it has had the musical participation of the Arautos do Rei [The King’s Heralds] quartet. Currently, the program has its version, also for TV, and is presented by Pastor Gilson Brito, who has been in the pastoral ministry for over 30 years. Biblical sermons that present the message of hope and salvation.” *Novo Tempo* [Hope Channel Brazil], “A Voz da Profecia” [The Voice of Prophecy], accessed on January 28, 2020, <https://bit.ly/2RzGrRh>.
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19. Laerte Lanza, "Novidades na tela" [News on the screen], *Revista Adventista* [Adventist Review], no. 1307, year 111 (March 2016): 30.
20. Thays Silva, "Um novo tempo" [A new time], *Revista Adventista* [Adventist Review], July 1, 2019, accessed on July 26, 2019, <https://bit.ly/2K3ZAWo>.
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27. Wagner Cantori (Hope Channel Brazil Content Director), e-mail message to Carlos Flavio Teixeira (ESDA associate editor), October 14, 2019.
28. Ibid.
29. Ibid.
30. For more information about TV Novo Tempo, access the website: <https://www.novotempo.com/tv/>, or the social media – Facebook, Instagram and Twitter: @tvnovotempo and youtube: Rede Novo Tempo de Comunicação.

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