Adventist Media Center - Brazil

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Adventist Media Center facade in 2019.
Photo courtesy of Adventist Media Center Brazil Archives.

Rede Novo Tempo de Comunicação (Adventist Media Center–Brazil) is a media conglomerate of the Seventh-day Adventist Church in South America, which produces and broadcasts religious content in Portuguese and Spanish. Although it is an institution directly linked to the South American Division (SAD), it is headquartered in the territory of the Central Brazil Union Conference (UCB), at 5876 General Euryale de Jesus Zerbine Highway, Zip Code 12340-010, Jardim São Gabriel, Jacareí, São Paulo, Brazil.

The Adventist Media Center–Brazil manages a network of radio stations across South America, seventeen of which are in Brazilian territory. These stations are located in the cities of Afonso Cláudio (93.9 FM), Nova Venécia (100.3 FM), and Vitória (95.9 FM and 730 AM) in the state of Espírito Santo; Campinas (830 AM) and São José do Rio Preto (1290 AM) in São Paulo; Governador Valadares (107.7 FM) and Poços de Caldas (97.5 FM) in the state of Minas Gerais; Teresópolis (96.1 FM) in Rio de Janeiro; Campo Grande (97.3 FM) in Mato Grosso do Sul; Curitiba (106.5 FM) and Maringá (104.9 FM) in the state of Paraná; Florianópolis (96.9 FM) in the state of Santa Catarina; Porto Alegre (99.9 FM) in the state of Rio Grande do Sul; Salvador (920 AM) in the state of Bahia; and Belém (1080 AM) in the state of Pará. The center also acquired a radio station in the Vale do Paraíba region in the São Paulo countryside in 2019.¹

In addition to Radio Novo Tempo (New Time Radio), the center also manages TV Novo Tempo (Hope Channel) in Brazil and TV Nuevo Tiempo in Spanish-speaking countries in South America, producing programs in Portuguese
and Spanish. In Brazil, Hope Channel is broadcast on closed subscription channels such as Sky (33 and 433), Net (184 and 684), Claro TV (184 and 684), and Oi (214). The station is openly broadcast in the states of Acre, Alagoas, Amapá, Amazonas, Bahia, Ceará, Federal District, Espírito Santo, Goiás, Maranhão, Mato Grosso, Minas Gerais, Paraná, Pará, Pernambuco, Rio Grande do Norte, Rio Grande do Sul, Rondônia, Roraima, Santa Catarina, São Paulo, and Sergipe. Hope Channel Brazil is also available by satellite, at frequency 4130 Mhz and vertical polarization for analog satellites; and at frequency 3711 Mhz, vertical polarization, symbol rate 2170 Mbps, and fec ¾ for digital satellites. Via satellite, the broadcaster potentially reaches the three Americas, Africa, and Europe.

The Adventist Media Center–Brazil also manages two television signal generators: an educational generator in the city of Pindamonhangaba, São Paulo; and a commercial generator Cachoeira do Sul, Rio Grande do Sul. There are relay stations in several cities in Brazil. On the internet, Novo Tempo maintains different projects concentrated on the NT Play website and application. Gravadora Novo Tempo (Novo Tempo Record Company) is also part of the center and is responsible for the production and distribution of audiovisual products for the Seventh-day Adventist Church in Brazil and in the countries that comprise the South American Division.

Novo Tempo also maintains a Bible school serving the entire audience of the center, answering Bible questions, and sending printed and digital Bible studies to those interested. To operate this large network of services, as of 2019 the Adventist Media Center–Brazil 517 employees of which 146 worked at Hoppe Channel Brazil, eighty-one at New Time Radio, fourteen at Novo Tempo Record Company, and thirty-four at the Bible school. Among the 517 employees, there were fifteen credentialed pastors and two licensed pastors. The Bible school group serves 42,750 people in South America, 39,000 in Brazil, and 3,750 in other South American countries.

Origin

The history of the Adventist Media Center–Brazil is an extension of the Adventist Church’s growth in South America. This growth started in the first decades of the twentieth century with a series of meetings in auditoriums, churches, and evangelistic centers throughout Brazil. In the 1930s, Walter Schubert reorganized the Bible meetings by beginning the series with family and social issues based on the Bible. The method worked, resulting in baptisms and a substantial statistical growth of the Church in Brazil over a period of fifteen years. This encouraged the Adventist leadership to pursue initiatives to reach more people through mass communication.

During the same period, new means of communication, such as radio and television, became available, and the Church began to see their advantages for spreading the Adventist message. The first project to be produced was a radio program. Decades later, in 1971, the General Conference approved the creation of a communication center in the city of Thousand Oaks, in the United States, to produce and coordinate denominational mass communication solutions. This communication center supported the programs Esta Escrito (It is Written), A Voz da Profecia (The Voice of Prophecy), and Fé Para Hoje (Faith for Today), in the North American versions, and had studios, a production sector, and Bible schools. This initiative was the precursor of the Adventist Media Center–Brazil.

In Brazil, denominational radio and television programs were broadcasted on non-Adventist stations. Although they reached thousands of people, the Church realized the need to have its own stations radio and television ministries. The Adventist Media Center–Brazil was born with the aim of accelerating the mission of reaching more and more people with the message of the eternal gospel.

Organization

The Adventist Media Center–Brazil was born in 1943, when the Adventist Church decided to expand the radio program the Voice of Prophecy into other languages. Thus, on September 23, 1943, the program A Voz da Profecia (The Voice of Prophecy) began broadcasting on some Brazilian stations. Pastor Roberto Rabello was the speaker. Furthermore, the Brazilian territory opened the Bible Correspondence School, an American initiative to study the Bible by correspondence with the listeners who were most interested in the subjects covered in the program.

At first, the program was recorded in the United States. In its early years, the King’s Heralds quartet from the United States provided music to complement Rabello’s message. In 1962, two events changed the direction of the ministry: the debut of the Arautos do Rei quartet, a Brazilian version of the North American quartet; and the inauguration of the program’s headquarters in Rio de Janeiro, Brazil. In 1963, the new quartet began to accompany Rabello on his travels in Brazil. Also in 1963, the Gravadora Voz da Profecia (Voice of Prophecy Record Company) launched.

The first recorded album released by the new production company was Hei de Estar na Alvorada (I Shall be at Dawn) performed by the Arautos do Rei quartet.

In the 1970s and 1980s, A Voz da Profecia team carried out several public evangelism campaigns throughout Brazil. They began with the local churches promoting a Bible Correspondence School course to people interested in studying the Bible. After the study was completed, graduates were invited to a local evangelistic series. Meetings were held in several churches, reaching an average of 150 baptismal candidates per campaign.

A major achievement for Adventist communication took place in 1989 when the Adventist Church inaugurated its first radio station in Brazil, then located in the city of Afonso Cláudio, Espírito Santo. The first Adventist program on Brazilian national television took place in 1995. Although the Adventist Church did not yet have its own television station, it had been producing and broadcasting the program Fé para Hoje (Faith for Today) on Brazilian television stations since 1962. After the program premiered on November 25, 1962, on TV Tupi it started to be broadcast only in the city
of São Paulo with Alcides Campolongo as the television host. In 1981, TV Manchete started to air *Encontro com a Vida* (Encounter with Life), the first Adventist church program to be broadcast all over Brazil. In addition to these two programs, the Church already made available other television productions such as *Está Escrito* (It is Written), launched in 1991.18

In 1996, in order to unite and integrate all the ministries of the communication area in one place, the Adventist Church established the *Sistema Adventista de Comunicação* (SISAC) (Adventist Media Center–Brazil, now *Rede Novo Tempo de Comunicação*) continues to be known as Adventist Media Center–Brazil in English) headquartered in the city of Nova Friburgo, Rio de Janeiro. The same year, New Time Radio migrated to the same location. The Adventist Church also purchased a signal from *Canal Intelsat* (Intelsat Channel), which was later renamed *Televisão Adventista Satélite* (Adventist Satellite Television) (Adsat TV, now Hope Channel Brazil), which also started to operate in Nova Friburgo.19

In the context of such achievements, SISAC was officially launched in June 1996 during a business session in which members created the SISAC Articles of Incorporation in accordance with the laws of Brazil and the standards of the Adventist Church. SISAC’s mission was to preach the gospel to all peoples through the media. The production of “pieces and/or communication works,” as well as the transmission, dissemination, reproduction, and commercialization of owned or acquired productions were also among SISAC’s goals.

When SISAC was established, it comprised three decision-making bodies: The members, the administrative council, and the executive board. It included the internal departments of *A Voz da Profecia* (The Voice of Prophecy), *Está Escrito* (It Is Written), *Rede Novo Tempo de Rádio e TV* (Brazil New Time Radio and TV Center), media center, graphic, commercial, recordings, technical maintenance, marketing, and production.

**Development**

Over time, the Adventist Media Center–Brazil continued to expand. In the late 1990s, some church administrative units acquired Brazilian radio stations, which became part of *Rede Novo Tempo de Rádio* (New Time Radio Center). In July 1996, for example, the North Paraná Conference (ANP) acquired Maringá Metropolitan Radio FM 104.9.25 In the September of the same year, the South Paraná Conference (ASP) purchased another radio station, *Rádio Alternativa* (Alternative Radio) FM 106.5.26 In Nova Odessa, São Paulo, sixty people were baptized thanks to the work of *Rádio Liberal* (Liberal Radio, now *Rádio Novo Tempo Campinas*), a member of New Time Radio Center.24

In 1997, Neumoe Stina assumed the general direction of SISAC. He became the speaker of *A Voz da Profecia* in 1998. At that time, one of the ministry’s goals was to broadcast the radio program on 500 stations by the end of 1998, in addition to starting a television version of the program, which was planned to be five minutes long in the new format. By the end of 1998, the program was being broadcast to 400 Brazilian radio stations. Another achievement in this year was the broadcasting of *Rádio Adventista* (Adventist Radio) programming to the world on the internet.26

In 2003, TV Adsat was renamed *TV Novo Tempo* (Hope Channel Brazil), and its Spanish-language companion channel, *TV Nuevo Tiempo* was created.27 The following year *Gravadora Voz da Profecia* (Voice of Prophecy Record Company) also changed its name to *Gravadora Novo Tempo* (Novo Tempo Record Company). In April 2006, the Adventist Media Center–Brazil converted with *TV Bandeirantes* broadcast “*A Voz da Profecia*,” “*Está Escrito*,” and *Feito para Você* (Made for You) programs. Every Sunday morning the sixty-minute schedule on *TV Bandeirantes* included fifteen minutes with Pastor Montano de Barros, then speaker of the Voice of Prophecy Brazil, and the *Arautos do Rei* quartet; a fifteen-minute segment publicizing the work of the Novo Tempo Record Company in the Made for You program; and thirty minutes for the It is Written program.28

In 2006, SISAC changed its name to the Adventist Media Center–Brazil. That same year, the new headquartered of the center opened in Jacareí, São Paulo, where it had relocated in 2005. *Rede Novo Tempo de Comunicação* left the city of Nova Friburgo because it was not a strategic location for those working with radio and television in Spanish and Portuguese. Unlike Nova Friburgo, Jacareí was closer to suppliers, airports, and bus stations. The city was also closer to other Adventist institutions that maintained partnerships with *Rede Novo Tempo* and contributed to content production.29

*Rede Novo Tempo* received permission to operate on an open channel on April 23, 2006. With the purchase of a generator station in the city of Findamonhangaba, *TV Novo Tempo* started to be broadcast on open channels in all Brazilian cities, granting letters of authorization to those who wanted to relay the signal. Previously, for a church to relay the channel in its community, it was necessary to have specific authorization from the Brazil National Telecommunications Agency (Anatel), through a project for the implantation and purchase of equipment, in addition to carrying out these procedures and bearing the maintenance expenses for its own account.30

After the purchase of the television broadcaster made on August 3, 2006, center leaders met with the executive secretary of the Brazil Ministry of Communications, in the city of Brasília—the federal capital—to discuss requests for retransmitters made by Adventist leaders in the state of Minas Gerais. That year, *Rede Novo Tempo* set a goal to add at least one thousand open signal relays. The electronic technician Robson Ferreira, for example, stopped building his own house to invest in relay equipment. With his help, the Hope Channel Brazil TV signal reached 150,000 people in the state of Rio de Janeiro.31

In July 2007, Hope Channel Brazil TV was inaugurated in the city of São José dos Campos, in the Vale do Paraíba region of São Paulo. To date, it was the most powerful transmitter installed by the channel. The occasion was used to
There were many technical difficulties arising from the lack of professionals specialized in radio and television. One of the challenges faced by Adventist Media Center – Brazil was its growth in South America. In its early years, and within a week. Moreover, it inaugurated the programs even more. In addition, the station adopted a horizontal grid; that is, it started broadcasting programs at fixed times reorganized its program schedule again. The services offered to its audience, Hope Channel TV made another major change to its programming in 2019. After life), by 2016, Hope Channel TV had a potential reach of 175 million people in Brazil. At this time it rerevised its program Tempo exhibited a documentary called Afonso, who received honors for his efforts to help the Adventist Church over the years in the areas of video, as well as dressing and support rooms. The unveiling took place on the birthday of the businessman Milton of facilities to its complex. Among the new spaces, there were six production studios, recording studios for audio and television programs. In addition, social networks were used to share content related to the campaign, which took place in July. The transmission of the channel boosted the reach of the programming in such a way that the event became a trending topic on the social network Twitter. Between July 9th and 16th, 2011, the Adventist Media Center – Brazil held the first television broadcast of a Youth Prayer Week. Conceived almost a year earlier, the Youth Prayer Week via satellite came about through the initiative of the youth ministries of the South American Division, in partnership with Hope Channel TV Brazil. For seven days, attendees nearby congregations where satellite dishes were installed in order to follow the event. In 2010, maintaining its evangelistic goal, the Adventist Media Center– Brazil participated in the annual Hope Impact project. On May 15, 2010, Adventists from across Argentina, Bolivia, Brazil, Chile, Ecuador, Paraguay, Peru, and Uruguay distributed pamphlets about the importance of observing the Sabbath as a sacred day in their communities. The New Time radio stations (Portuguese and Spanish) collaborated by covering the event, providing deeper explanations about Sabbath-keeping. In turn, Hope Channel TV held a simultaneous transmission, in Portuguese and Spanish, between 4 p.m. and 7 p.m. Adventist Media Center–Brazil marked 2011 with another significant achievement. Center employees were directly involved in the work and financial support of planting a new congregation in Jacareí in the Bandeira Branca I neighborhood. Evangelism started in the region in April of that year with the distribution of the book Ainda Existe Esperança (There is Still Hope). In October, an evangelistic series was conducted by Marcelo Peres. The church dedication was scheduled for November 5. Between July 9th and 16th, 2011, the Adventist Media Center–Brazil held the first television broadcast of a Youth Prayer Week. Conceived almost a year earlier, the Youth Prayer Week via satellite came about through the initiative of the youth ministries of the South American Division, in partnership with Hope Channel TV Brazil. For seven days, the transmission of the channel boosted the reach of the programming in such a way that the event became a trending topic on the social network Twitter. In 2012, Adventist Media Center–Brazil helped to publicize a ten-day prayer campaign for spiritual revival. During this period, commercials and prayers were carried out on radio and television programs. In addition, social networks were used to share content related to the campaign, which took place in July. On December 12, 2012, Adventist Media Center–Brazil inaugurated new studios, which added 5,000 square meters of facilities to its complex. Among the new spaces, there were six production studios, recording studios for audio and video, as well as dressing and support rooms. The unveiling took place on the birthday of the businessman Milton Afonso, who received honors for his efforts to help the Adventist Church over the years in the areas of communication, health, and education. In addition to naming its new premises with the entrepreneur’s name, Novo Tempo exhibited a documentary called O menino que vendia doces e entregava sonhos [The Boy Who Sold Sweets and Delivered Dreams], telling his story and recognizing him as a patron of Adventist communication. By 2016, Hope Channel TV had a potential reach of 175 million people in Brazil. At this time it rerevised its program schedule. New programs were inaugurated, such as O Clamor da Meia Noite (The Midnight Cry), Vida Viva (Living life), Reavivados por Sua Palavra (Revived by His Word), andPerfil Musical (Musical Profile). In order to improve the services offered to its audience, Hope Channel TV made another major change to its programming in 2019. After conducting research with several viewers and considering the main objective of the station, Hope Channel TV reorganized its program schedule again. It decided to adapt to Brazilians daily lives, in order to prioritize its reach even more. In addition, the station adopted a horizontal grid; that is, it started broadcasting programs at fixed times within a week. Moreover, it inaugurated the programs Bom de Biblia (Good at Bible), Entre Familia (Among Family), and Planeta Gil & Cris (Gil & Cris Planet). One of the challenges faced by Adventist Media Center – Brazil was its growth in South America. In its early years, there were many technical difficulties arising from the lack of professionals specialized in radio and television.
However, as time went by, the training of employees became increasingly greater in response to the growing demand, which created a new challenge: the expansion of the center. For this, the institution needed to overcome financial difficulties, since it had no revenue from commercials. In this context, donations from entrepreneurs and volunteers supplied several needs and contributed to the continuous expansion of the Center. The Adventist Media Center—Brazil’s investment in qualified professionals led to its recognition in the Christian segment. As the media center continued its television and radio ministry in the twentieth century, also developed several projects focused on the NT Play application, accessible through electronic devices such as computers, tablets and cell phones.

**Historical role**

From its beginning with one program, *A Voz da Profecia*, the Adventist Media Center—Brazil has contributed significantly to the advancement of the Adventist work in Brazil and other countries in South America. The radio ministry grew from seventeen Brazilian stations broadcasting Pastor Rabello’s sermons in 1943, to three hundred stations at the end of the 1960s. By that time, 72,000 people had already taken courses from the Bible Correspondence School, 13,000 of whom were baptized. At the beginning of radio preaching in 1943, there were 16,419 Adventists across the country. Four decades later, in 1983, the number of Brazilian Adventists was already 350,000, which was the result of evangelism directly and permanently supported by those first radio and television programs, later enhanced by the formation of a large media company.

The Adventist Media Center—Brazil was instrumental in the broadcast of *Revive 98*, a series of meetings held by the SAD evangelism team and broadcast from Curitiba November 15-21, 1998. The series was broadcast via satellite, and on the occasion, the SISAC management was concerned with massifying transmission to other media, such as radio and the internet. This enabled the program to be watched by viewers from the United States, Portugal, Mexico, Thailand, and even Japan. Furthermore, with the installation of satellite dishes in some Brazilian congregations, many Adventists gathered in their respective churches to watch the program that ultimately resulted in the baptism of 350 people.

Over the years, the Adventist Media Center—Brazil and its radio and television stations throughout Brazil have played a strong evangelistic role. From 1995, when its first radio transmission took place, until 2009 the center held 200 events via satellite. During this period, more than 1.5 million people were reached by the Adventist message and decided to give their lives to Jesus through baptism. A small sample of this result could be seen in August 1998, in the city of Nova Venecia, Espirito Santo, when fifteen people were baptized after receiving Bible studies through local New Time Radio.

The work of the center has dramatically changed many lives. The story of Jocemar Pacheco is one example. Pacheco had decided to take his own life when, while traveling, he tried to listen to a CD in the car stereo. It would not work, so he turned on the radio and tuned it to one of the stations linked to Brazil New Time Radio Center. Pacheco heard Pastor Alejandro Bullón preach, and the message changed his mind about committing suicide. He became interested in getting to know the Adventist Church, and after studying the Bible, he was baptized along with his wife, Maria Inês. In 2008, they were members of the Florianópolis Central Adventist church.

Another result of the work carried out by the center took place in 2009, in the city of Maringá, when the local New Time Radio celebrated its fourteenth anniversary. That year twelve people were baptized under the influence of radio programming. In another notable instance, Moreira Neto, the employee of a radio station acquired by the media center, converted after learning about the gospel through New Time content. Like him, many other people who listened to the messages about the return of Christ transmitted by the station have been converted.

Looking ahead, the administrators of Adventist Media Center—Brazil aim to consolidate its projects for digital platforms. The center also seeks to continue producing quality and relevant content, and to expand its diversity to digital media in order to reach generations connected by computer and cell phone. Regarding the television sector, which is already available to almost 95% of the Brazilian population, the goal is to place the television signal on more distribution channels. In order to achieve these objectives, Rede Novo Tempo’s main challenge is the lack of financial resources, as it does not open space for third-party commercials; that is, it does not profit from the sale of spaces in its programming. Thus, the media center depends on Adventist grants and donations to make new investments. This is made even more challenging by the economically unstable situation that Brazil has been experiencing in recent years and which impacts the funds received by the institution.

The Adventist Media Center—Brazil has grown and developed even amidst struggles and challenges. The organization’s pioneers did not imagine how far their work would go. Even dealing with many kinds of limitations, they decided to engage in evangelism through media. With a consolidated radio and television network and highly-qualified professionals, the leaders and employees of the Adventist Media Center—Brazil remain convinced that faith in God and the permanent dependence on His providence is the most fundamental reason for the evangelistic success of this ministry. And it is with that trust that it intends to continue preaching the message of the eternal gospel, using all the resources and technological advances available to them.
Directors

SOURCES
“A Voz da Profecia na TV, no ar e no coração” [The Voice of Prophecy on TV, on the Air and in the Heart]. Revista Adventista [Adventist Review], January 1998.


Estatuto do Sistema Adventista de Comunicação [Adventist Media Center Brazil Statute], June 1996.


NOTES

1. Wagner Cantori, content director of Adventist Media Center–Brazil, e-mail message to Carlos Flavio Teixeira, ESDA associate editor, September 30, 2019.


3. Wagner Cantori, content director of Adventist Media Center–Brazil, e-mail message to Carlos Flavio Teixeira, ESDA associate editor, September 30, 2019.

4. Ibid.


6. Ibid., 697.

7. Ibid., 705.


9. “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 also has its version 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.” “A Voz da Profecia” [The Voice of Prophecy]. Novo Tempo [Hope Channel Brazil], accessed January 28, 2020, https://bit.ly/2RzGrRh.


45. Ibid.

46. Wagner Cantori, content director of Adventist Media Center–Brazil, e-mail message to Carlos Flavio Teixeira, ESDA associate editor, October 14, 2019.

47. Ibid.


56. Wagner Cantori, content director of Adventist Media Center–Brazil, e-mail message to Carlos Flavio Teixeira, ESDA associate editor, October 14, 2019.

57. Ibid.


59. For more information about Adventist Media Center – Brazil, access the website https://www.novotempo.com/, or the social media Facebook and Twitter: @tvnovotempo; and YouTube: Rede Novo Tempo.