

Peru New Time Radio and TV Center

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Peru New Time Radio and TV Center, legally called New Time Radio Productions, is a radio and television station of the Seventh-day Adventist Church linked to the Adventist Media Center - Brazil. Its branch office is in the North Peru Union Mission territory on Los Alamos St. 301 (Central Highway), Zip Code: 15472, in the Chaclacayo district, Lima province, in the city of Lima, Peru.¹

Peru New Time Radio and TV Center has a network of radio stations, located in the cities: Arequipa (91.9 FM); Lima (1380 AM); Piura (90.1 FM); Tacna (92.3 FM); Chiclayo (92.7 FM), in the region of Lambayeque; Huancayo (1600 AM), in the region of Junín; Iquitos (97.3 FM), in the region of Loreto; Juliaca (780 AM), in Puno; Puerto Maldonado (97.9 FM), in the region of Madre de Dios; Bagua (98.3 FM) and Chachapoyas (90.9 FM), in the region of Amazonas; Casma (91.9 FM) and Huarmey (97.5 FM), in the region of Áncash; Cajamarca (94.5 FM) and Celendín (106.1 FM), in the city of Cajamarca; Cascas (95.3 FM) and Trujillo (96.9 FM), in the region of Libertad; Ilo (92.3 FM), Moquegua (96.9 FM), in the city of Moquegua; Juanjuí (97.9 FM), Nueva Cajamarca, (107.5 FM) and Tarapoto (101.3 FM), in the region of San Martín; and in the inland department of Ucayali, Pucallpa (1120 AM and 95.7 FM), and Campo Verde (95.7 FM). Likewise, the Adventist Center has 4 affiliate stations in the city of Cusco: Urcos (107.3FM), Cusco (1490 AM and 106.1 FM), Valle Sagrado (92.1 FM), and Paucartambo (90.1 FM)²

The administration of Peru New Time Radio and TV Center, in order to bring hope and values to a modern society, has a free Digital Terrestrial Television (DTT) open channel for the whole capital of Lima (channel 41.1). In partnership with other cable operators, it also transmits its programs nationally.³ On the Internet, Peru New Time Radio and TV Center provides many projects via social media with the objective of interacting with its followers. Thus, with that approach, the institution makes use of radio, TV, and social media to give advice, answers, and Bible studies – printed or digital – to its public through Sabbath School. The main goal of Peru New Time Radio and TV Center is to get more people interested in knowing more about the Seventh-day Adventist Church.

Origin

The story and development of Peru New Time Radio and TV Center emerges amid the gradual implementation of powerful social communication means, which in the era of “global village”⁴, is also creating a new type of person, the so-called “audiovisual person.”⁵ This reality, in addition of being a reflection of the current state of

the Seventh-day Adventist Church communication on a global scale, also originates from the dynamic and creative effort that has guided the Adventist evangelizing process for centuries.

Radio was the first means of communication that drew the Adventists' attention in Peru. For example, in 1987 and 1988, Julio Cardozo from the city of Bagua was already listening to the production and transmission of an evangelistic program every Friday and Sabbath in his own station: Radio Bagua. It is quite possible that these initial experiences have also been reproduced in other places in Peru, but it was in Puno that the irresistible passion for the radio was born.

A little after Julio Cardozo's initiative in northern Peru rainforest, in the region of Amazonas, Pastor Lucio Calle – president of the Lake Titicaca Mission (MLT) – started a fundraising campaign in 1992 to install the first official SDA radio station in Peru. The campaign was known as: “Diez kilovatios de fe” [Ten kilowatts of faith] which, in 1993, finally allowed for the first Adventist radio station to be installed, 780 AM (Amplitude Modulation)⁶

Thus, the MLT became the Adventist radio ministry pioneer within Peru. All church members and pastors from Puno and Juliaca joined the construction works in Chullunquiani in the city of Lampa. The Titicaca Adventist Academy—currently the Peruvian Union University sub-headquarters – built the production and transmission studios in their own lands.

Organization

The debut of this radio initiative was held on the Sabbath of October 23, 1994. This was a historic turning point for the Adventist Church in Peru. On that day, more than 100 choirs and musical groups led God's worship throughout the whole Sabbath day. In this same gathering, the Transport and Communication Minister of Peru, Eng. Manuel Vara Ochoa, was present. He gave the Ministerial Resolution to the Church on behalf of the country, which allowed the Radio “La Voz de la Esperanza” [The Voice of Hope] to begin operation⁷

This first stage ended with the organization of the Peru Union Productions Center [Centro de Producciones Unión Peruana] in 1998 as a department of Peru Union Mission (UP, currently, the South Peru Union Mission) and under its direct authority. In this occasion, Pastor Samuel Saito was elected to work as director. The Peru Union Productions Center position was to produce audiovisual materials aimed at evangelism and the development of communications in Peru.

History

In August 1999, the South American Division (SAD) carried out a positioning strategy for all radio stations in its missionary field. Thus, it was recommended to the UP to change the name of the Juliaca radio station from “Radio La Voz de la Esperanza” [The Voice of Hope Radio] to “Radio Nuevo Tiempo” [New Time Radio]. Then, Dr. Milton Afonso – a Brazilian Adventist entrepreneur and passionate communication visionary – stepped forward.

His support enabled the purchase of radio stations for the eight Division countries: Brazil, Bolivia, Argentina, Chile, Uruguay, Paraguay, Ecuador, and Peru.⁸

For this reason, today, the Church in Peru acknowledges the generosity of Dr. Milton Afonso, especially within the radio work. Likewise, Pastor Antonio Tostes – the general director of South American New Time radio – declared: “In eternity, Dr. Milton Afonso and his family will behold with joy a multitude of redeemed that were changed by the Holy Spirit’s power thanks to his personal commitment as an instrument of God in preaching the Gospel [also through means of communication].”⁹

This way, as soon as God acted through people’s generosity, the Peru Union Productions Center progressed with the development of materials for the Church’s internal use and also undertook the production of videos.¹⁰ This is so true that, before the 2000s, they produced a series of prophecies in VHS called “Seminario Global 2000” [Global Seminary 2000] with Pastor Rubén E. Arn as the speaker on the program. This TV event had local and regional implications in an evangelistic level in UP--that is, it supported both the viewers and the lay Bible workers in addition to mobilizing the church members to open their houses as a Word study center.¹¹

In 2000, the Peru Union Productions Center tested its first live television broadcast for eight days with Pastor Alejandro Bullón transmitting from the National University of San Marcos stadium.¹² Thus, the Adventist television in Peru began to be disseminated. Then, in 2003, the UP analyzed and gave a detailed proposal to the SAD for establishing a national satellite-based network including all their radio stations. Actually, the project was carried out on November 11 of the same year, a year in which the SAD approved the formation of Peru New Time Radio and TV Center under the administration of the UP in developing the social communication means ministry in the Peruvian territory.¹³

Once approved to begin its activities, the process of centralization, the establishment of the satellite-based network and its programs, each presented their own challenges. Thus, it was agreed that, from the 24 daily program hours, 70% would correspond to the International New Time Communication Network, 25% to Peru New Time Radio and TV Center, and 5% to local field programs. Their general approach would focus on evangelization. The satellite-based transmission from Lima was released by the end of December 2003 after signing a satellite signal rental contract with the Grupo Radio Programa del Peru [Peru Radio Program Group] (RPP) for 15 years.

Since then, many institutions in the Adventist work highlight their economic contribution and the production of microprograms for the Peru Union Productions Center. For example, the Peruvian Union University collaborated with educational subjects; ADRA-Peru with community development; clinics of the institution with preventive health; Home and Health Educational Service (SEHS) with cultural subjects, etc. Some of the major influential programs in this stage: “Clínica abierta” [Open clinic], hosted by Dr. Elmo Rodríguez; the national production “El rincón de lo niños” [Kids’ corner], hosted by Adán Vicente and Elizabeth Illescas; the newscast “Nuevo Tiempo Noticias” [New Time News]; and certainly, classic evangelistic programs “La Voz de la Esperanza” [The Voice of

Hope] and Pastor Alejandro Bullón's sermons, that keep airing and contributing to transforming lives to this day. In other respects, 2004 was an important year for the Church, because it acquired three radio stations with the support of Dr. Afonso, and those stations operate in three cities in Peru: Trujillo, Iquitos, and Lima.

Other sectors of Peru New Time Radio and TV Center also experienced significant development. The media department, directed by Ulises Zabala, started producing television programs as the Bible course "La Fe de Jesús" [Jesus' Faith] and the sermons of Pastor Melchor Ferreyra, "Más que una historia" [More than a story]. Similarly, the production and transmission of live events began, including "Caravana de la Esperanza" [Caravan of Hope]¹⁴ and other evangelistic series in 2004. Likewise, in the music field, there was an increase in the production of materials, mainly for supporting the Church's integrated evangelistic program.

In this context, on November 24, 2004, the name was changed from "Centro de Producciones Unión Peruana" [Peru Union Productions Center] to "New Time Radio Productions".¹⁵ And in the following year, August 2005, Jonny Pastor Espino was appointed as the new director of Peru New Time Radio and TV Center, replacing Pastor Samuel Saito.

Later in 2010, the central headquarters for New Time in Brazil increased the production of local television programs. Before this, Jonny Pastor developed the production of the first Peruvian television program with the International Network- "Controversia" [Controversy], a program for debate where young people and specialists discuss many subjects, including social and religious issues, then seeking answers to these questions. This milestone officially marked the beginning of television in Peru New Time Radio and TV Center.¹⁶

In 2013, the production of "Tiempo Real" [Real Time] was released, an investigative journalistic program hosted by Silvia Tapia in which the main social issues affecting Peru were examined. Furthermore, "Sin Tabú" [No Taboo] started being transmitted. Hosted by Victoria Martínez, it's a program that debates the main questions, doubts, and taboos about sexuality with the viewers. Surprisingly, in the same year, a great opportunity developed for Peru New Time Radio and TV Center when, by providence, Engineer David Sánchez, the external technician of Peru New Time, heard about the selling of the digital television channel (41.1) that belonged to the Grupo Pacífico de Comunicaciones [Communication Pacific Group] in the city of Lima.¹⁷

Until that moment, the channel's value totalled U.S. \$3.000,000.00 and the Pacific Group had purchase proposals from two local universities. Nevertheless, the primary owner said to the Church: "I'm going to sell you in U.S. \$1.200,000.00 because I want this channel to keep preaching about Jesus." For this reason, under this proposal, the whole Church came together to cover this millionaire's investment. Both Peru Unions, with all its fields and institutions, were a true example of unity and love for Christ's mission.

About a year before the releasing of New Time TV in Lima, the SAD appointed a special commission for studying and suggesting to its Executive Board the possibility of transferring Peru New Time Radio and TV Center from the South Peru Union Mission to the North Peru Union Mission. In fact, this project was consolidated in January 2014, and the Peru New Time Radio and TV Center administration changed its location to the Chaclacayo district

in the city of Lima in the same building as the North Peru Union Mission. Since then, it has not been called the Peru Union Productions Center, but now is known as New Time Radio Productions.

Finally, once it was relocated, New Time Radio Productions officially inaugurated the open signal channel New Time Peru on November 1, 2014. The initiating program was held in the Monumental stadium of Lima, with Arautos do Rei [King's Heralds] as special guests. Leaders from all the SAD regions, directed by their president, Pastor Erton Köhler, were present to take part in the commitment that all Adventists in Peru were committed to use television as a tool for bringing thousands of people to the kingdom of heaven. Thus, a chapter in the history of Peru New Time Radio and TV Center had ended, and a new one had just begun. This time, the North Peru Union Mission Executive Board appointed Pastor Jaime Pérez as its new general director for running the new communication stage in the country.¹⁸

The radio and television implementation in Peru opened new opportunities for massive evangelism. Many people have committed their lives to Jesus through these radio or television programs. Among the television programs at this stage of consolidation, "Vida Plena" [Full Life], hosted by Adán Vicente and later by Massiel Pérez, stands out. It focuses on emotional well-being subjects and their relationship within society. Certainly, this indicated a powerful period of professionalization in the television production in Peru New Time Radio and TV Center.

In 2015, Pastor Jaime Pérez, along with the Sabbath School team led by him and Pastor Joel Flores, and later by Pastor Roger Mera, began extensively promoting the plan of "New Time Host Churches". This initiative sought to prepare the local church to provide a warm welcoming party and proper spiritual attention to those who arrived in the churches through the invitation of Peru New Time Radio and TV Center communication.

Until December 2015, it was reported that there were 23 host churches throughout the Peruvian territory. In May 2015, New Time Radio Productions headquarters was transferred from Miraflores district to its new building located in Chaclacayo district. In 2016, amid a digital revolution, New Time carried out adjustments to its strategy and functional structure to better serve the new area's demands. With this, they enhanced social media's impact in the work of evangelism through digital communication means.¹⁹

Within 2015 and 2016, they surpassed 162,000 followers on Facebook. Short videos with deep messages and penetrating phrases went viral. The Sabbath School video was the most played, with 216,284 views, was shared 7,391 times, and had a total reach of 1,098,049 people. The year 2016 was also a great year for new radio programs: "Ciencia y Biblia" [Science and Bible] hosted by Raúl Sotelo; "En busca de la Verdad" [In Search of the Truth] hosted by Dr. Glúder Quispe, and "Noviazgo sin límites" [Unlimited Courtship], hosted by Pastor Iván Balabarca. In TV, professional cinematic productions were underway, including the 30-minute short film entitled "El Método de Cristo" [Christ's Method] – a highly valuable aid for evangelism.²⁰

Halfway through the second decade of the 21st century, Peru New Time Radio and TV Center also started producing their own films. In 2017, the short film "No Todo está Perdido" [Not All is Lost] was presented to their

audience,²¹ and later, in February 2018, the film “Involucrados” [Involved] and soon after that, its new medium-length film premiered called “El camino de la Libertad” [The Path to Freedom]. The release debuted on July 13, 2018, during the New Time Annual Offering at a national level, which was intended to gather funds for the radio and TV ministries to keep expanding their outreach. This last production took five days, involving not only the 70 professionals that took part in filming, but also all of the New Time Radio Productions team that, while shooting, reaffirmed their commitment to fulfilling their mission by using all communication means available so that each listener, viewer, and person on the Internet could be reached.²²

Similarly, giving continuity to its purpose of producing material for the Church’s mission, in 2019, Peru New Time Radio and TV Center produced the first film of the series “Impacto Esperanza” [Hope Impact] entitled “El Libro” [The Book]. This film’s release was presented on March 29 at 8 p.m. through their Facebook page. The objective was to inspire the Church’s youth and adults to share hope through books that are produced by the Church, either printed or digital.

Regarding its infrastructural and resource growth, Peru New Time administration, by intending to consolidate its presence as a strong avenue of communication, on November 28, 2019, laid the first cornerstone of its new headquarters in Chaclacayo; the three-floor building of 850 m² space and it would include a television set for broadcasting six programs, music studio, radio booths, and an auditorium for 70 people sitting comfortably. During this ceremony, Pastor Remberto Sarzuri – leader of Peru New Time Radio and TV Center – commented: “We are deeply thrilled because today starts a new story for us to keep disseminating Christ’s message.”²³

Historic Role

Since its origins, even though it was only a small radio station in Juliaca, it has been the source for learning many valuable lessons. Among these, it can be recognized that God is the One who leads the work of proclaiming the Eternal Gospel, and His will is that we may, in His name, use every possible avenue for He will fulfill His part of the ministry. Then, all the blessings given by God to the Peru New Time Radio and TV Center through these 27 years can be summarized in these works: the videos, music, transmissions, and every other action taken have impacted the lives of different people and, most importantly, all of them were drawn to Jesus’ feet. Therefore, although some economic difficulties have been encountered, the Peru New Time Radio and TV Center has always enjoyed the financial support that comes from the tithes and offerings in Peru and worldwide.

This way, in order to succeed in fulfilling its mission in the future, Peru New Time Radio and TV Center intends to be strengthened through open TV available to the whole city of Lima in the digital signal channel 41.1 and also through a cable TV broadcast intended to reach the other 57 cities in Peru and anywhere else its signal is transmitted. On the other hand, Peru New Time Radio and TV Center, through its social media, plans to reach new generations via its Facebook page that has, on average, a reach of more than 542,552 followers; its Twitter account has 12,050 followers; their Instagram presence has 30,868 followers; and their YouTube channel has

13,300 subscribers. Thus, Peru New Time Radio Productions aspires to attract its viewers, radio listeners, and social media followers so they can be part of the larger Seventh-day Adventist family that awaits its Redeemer to return soon.

Official Names

Centro de Producciones Unión Peruana [Peru Union Productions Center] (1998-2004);
New Time Radio Productions (2004-Present).

Directors²⁴

Samuel Saito Roncal (1998-2005); Jonny Pastor Espino (2005-2014); Jaime Pérez Párraga (2015); Remberto Sarzuri Marín (2016-Present).²⁵

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25. More information about New Time Radio Productions can be accessed on their website: <http://nuevotiempo.org/peru>, or their social media – Facebook: [@nuevotiempoperu](#), Twitter: [@NuevoTiempoPeru](#), Instagram: [@nuevotiempoperu](#) and YouTube: Peru [Nuevo Tiempo](#).

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