



**Through Hope Channel and Adventist World Radio, we create faith-filled programming that speaks to your heart and strengthens your spirit.**

**Programs Brochure**



# Foreword

Welcome to the story of SIDMEDIA, a ministry committed to amplifying hope, strengthening mission, and connecting people across the richly diverse territories of the Southern Africa-Indian Ocean Division.

In a rapidly changing world where information travels instantly and narratives shape perceptions, communication is no longer optional to the mission. It is MISSION.

SIDMEDIA exists to ensure that the everlasting gospel is communicated with clarity, creativity, relevance, and spiritual power. We do this through two complementary digital arms: AWR SIDMEDIA, our internet-based audio and streaming platform, and Hope Channel, our video and television ministry. Together, they form a unified media presence that meets our audiences where they already are, on their phones, their screens, and in their daily routines.

Our territory spans 18 countries, representing extraordinary diversity in culture, language, generation, and context. Yet amid this diversity, one mission unites us: to share the love of Christ and prepare people for His soon return. SIDMEDIA embraces this calling with a clear audience focus, investing in the faith of young people and families, creating content that speaks to the realities they live, and building digital communities where belonging and belief grow together.

Over the years, SIDMEDIA has evolved into a full mission partner, supporting evangelistic campaigns, documenting transformative stories, training communicators, and empowering churches and entities across the Division to engage meaningfully in the digital space. Whether through AWR SIDMEDIA's streaming devotionals and podcasts, Hope Channel's video programming, or strategic social media campaigns that inspire young people on YouTube, TikTok, Instagram, Facebook and WhatsApp, SIDMEDIA remains committed to being integrated for mission.

One of our greatest strengths is collaboration. Communication is most effective when it is participatory, intentional, and mission-driven. By working alongside unions, conferences, local churches, institutions, and content creators

across the Division, SIDMEDIA seeks to cultivate a vibrant communication ecosystem, one where every member can become a messenger of hope.

This brochure highlights the vision, services, impact, and opportunities that define SIDMEDIA. It reflects our passion for excellence, innovation, and authentic storytelling. More importantly, it reflects our conviction that media, when surrendered to God, becomes a powerful instrument for transformation.

As you journey through these pages, we invite you to see not only what SIDMEDIA does, but why it exists. Behind every production, campaign, podcast, article, livestream, and digital initiative is a deeper purpose: reaching hearts, changing lives, and advancing God's mission across Southern Africa and the Indian Ocean islands.

New technologies continue to reshape how people learn, connect, and believe, and SIDMEDIA is committed to remaining responsive, visionary, and faithful in this dynamic environment. But technology alone does not fulfil a vision, people do. That is why partnership sits at the heart of everything we do.

By 2030, our vision is to reach one million people across the Division through our platforms. This is not a number — it is one million individuals hearing a message of hope, finding a community of faith, and encountering the love of Christ. Realising this vision requires communicators, creators, leaders, churches, institutions, and supporters who believe that the mission is worth the investment. We invite you to be part of it.

We thank our partners, communicators, leaders, media professionals, and volunteers whose dedication continues to strengthen this ministry. Together, we are telling stories that matter, building bridges of understanding, and proclaiming a message that transforms lives.

One million voices. One message. One mission. Partner with us.

Dr Pako Mokgwane  
*Interim Director*

# Who We Are

SIDmedia is a non-profit bible-based Christian production house, an institute of the Southern Africa-Indian Ocean Division of the Seventh-day Adventist church, based in and operating from Route 21 Corporate Park, Irene-Centurion, South Africa.

# Our Mission

To spread the gospel message and Adventist teachings throughout Africa through innovative media platforms, reaching and engaging diverse audiences with Christ-centred content.



**HopeChannel**

Hope Channel is part of a worldwide movement sharing the message of eternal hope in Jesus through media. What began in 2003 as a single television ministry has grown into the Hope Channel Network — 88 local media centers creating biblically grounded, culturally relevant Christ-centered content in over 100 languages across television, streaming media, mobile apps, online Bible studies, and social platforms.



AWR broadcasts the Advent hope in Christ through the most effective media to the people of the world in their own languages. Radio overcomes the barriers of government restrictions, cultural opposition, illiteracy, and geography. Producers in local studios create programs in more than 100 “heart languages” – the mother tongues which touch listeners’ hearts most profoundly. More languages are added as producers and airtime funding become available. Our goal is to reach every person with the saving message of God’s love, through programs aired in the 200+ “critically-important” languages spoken in the world – which can be made possible through your financial partnership.



# This Is My Health

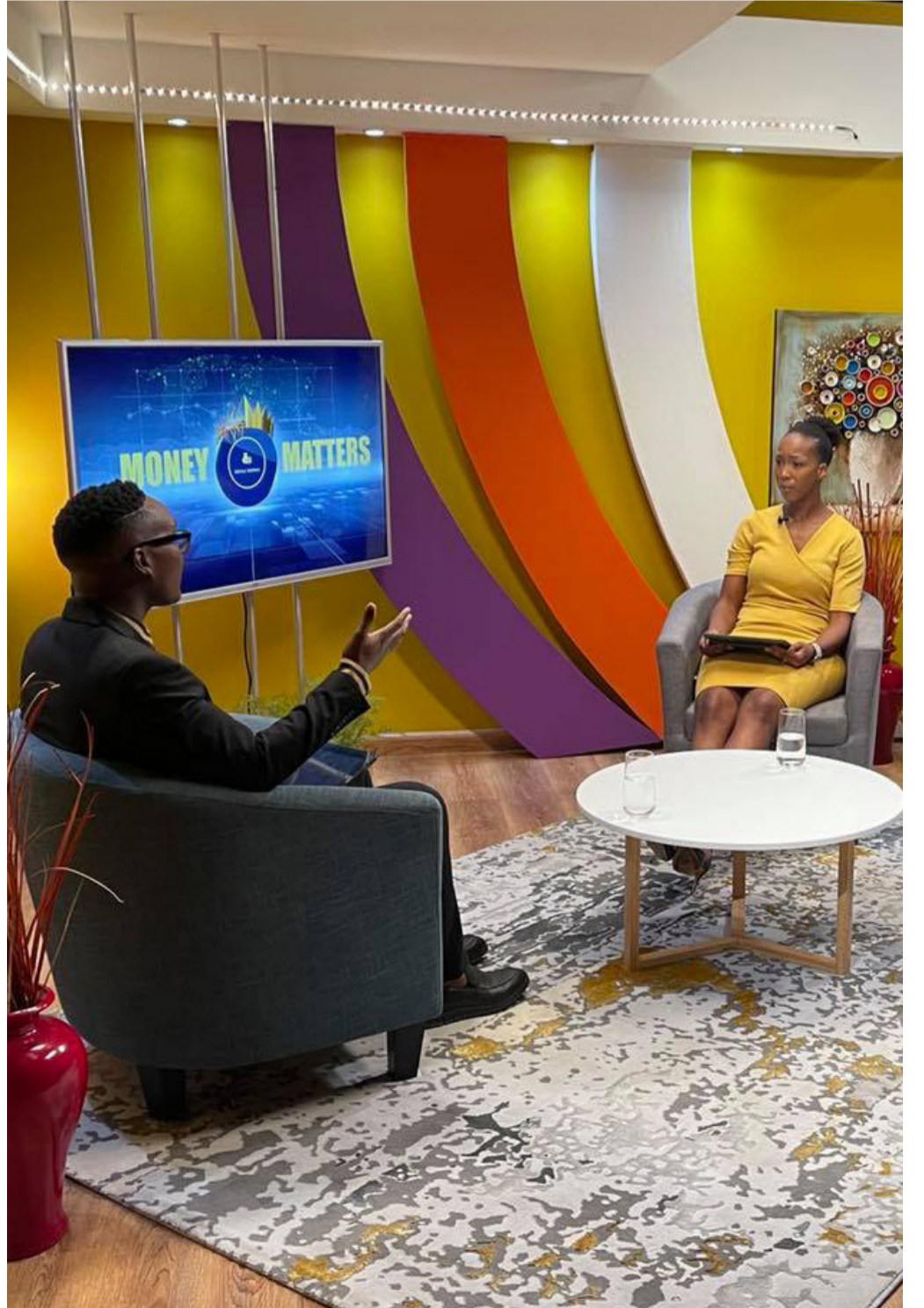
A health-focused program designed to educate and inform viewers about various health issues that impact their lives. Through expert analysis, insightful discussions, and personal testimonials, this program aims to provide audiences with accurate and reliable information, enabling them to make informed decisions about their health and wellbeing.

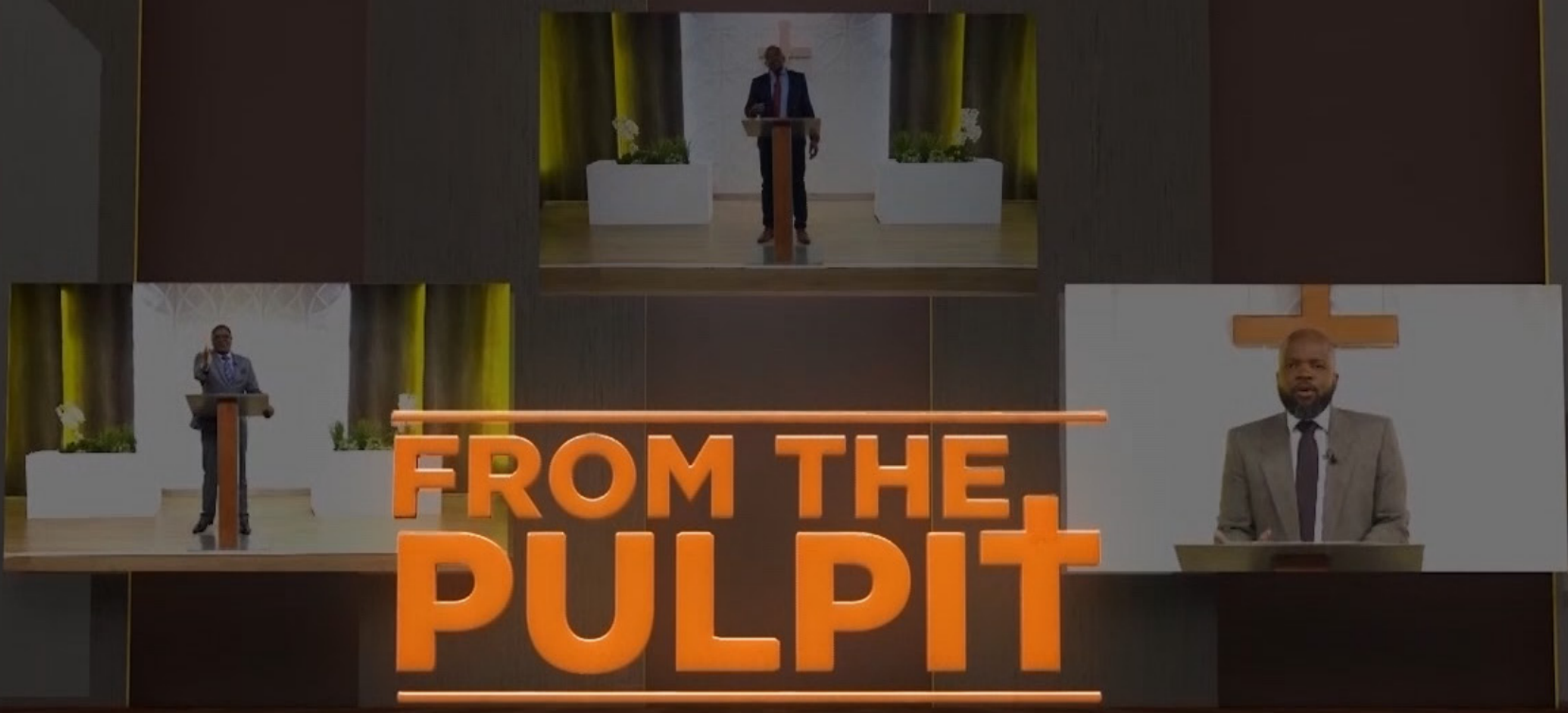




# Money Matters

A comprehensive and interactive financial literacy program designed to empower viewers with knowledge of their consumer rights and provide expert advice on personal finance and money management. Through engaging discussions, informative segments, and expert insights, this program aims to equip audiences with the necessary tools and information to make informed financial decisions and achieve economic stability.





# From the Pulpit

A biblical teaching and preaching program that delves into the sacred scriptures, providing insightful guidance and spiritual nourishment to our audience. Through thoughtful exposition and passionate proclamation, our aim is to illuminate the Word of God, foster a deeper understanding of His teachings, and inspire spiritual growth and transformation.





# Teen Gospel Live

A dynamic ministry initiative designed to empower teenagers in their spiritual journey. Through engaging programs and activities, this initiative aims to foster a deeper understanding of Christ's teachings, encourage a personal relationship with Jesus, and inspire a lifelong commitment to His will.



# The Chosen Generation



An educational and inspirational talk show specifically designed to address the unique challenges and concerns of young people. Through engaging dialogue and thoughtful discussion, our program aims to provide biblical perspectives and solutions to the issues that affect this demographic. By fostering a safe and supportive environment, we encourage open and honest conversation, empowering young people to make informed decisions, develop a stronger faith, and navigate the complexities of modern life with confidence and purpose.



# My Story My Song

My Story My Song is a weekly music show where testimonies meet music and lives are transformed. Each episode will present an artist who narrates their life journey, faith experience, and challenges expressed through songs. By blending storytelling and music, the show aims to uplift, encourage and remind viewers of God's love and faithfulness.

Viewers get a true-life journey of pain and loss, breakthrough and healing, failure and restoration, and hope after hardship.

Real People. Real Stories. Real Faith. Authentic. Relatable. Life-changing.





# Let us Reason Together

A thought-provoking talk show where esteemed pastors provide insightful answers to viewer questions about the Bible, fostering a deeper understanding of scripture and its application to everyday life. In one of our discussions, we explored the relevance of the church in today's world. The church remains relevant only if it stays true to its mission. Rather than mirroring the world's trends, the church's role is to embody the timeless truth, real love, and living example of Jesus Christ. We also addressed the question of why there are so many churches. Throughout history, differences in biblical interpretation, worship styles, and organizational structures have led to the formation of various denominations. As believers have debated scripture and sacraments, churches have formed and diversified, reflecting a range of perspectives within the body of Christ.



# Lets Talk With Junior

A fictitious talk show where our host Jr. and his best friend Zippy talk to guests (adults) on various character building topics that kids are facing daily. Topics like; lying, bullying, responsibilities, integrity, etc. The show caters to children between the ages of 4-10 with 4-8 being the primary target market. The show will be catring to children between the ages of 4-10 with 4-8 being the primary target market.





# Khula Ndoda

The KHULA NDODA podcast is a faith-based initiative designed to empower boys to become ambassadors for Christ in their families, church communities, and society. Through in-depth discussions, each episode explores how personal and spiritual growth can lead to better decision-making, improved focus, and a healthier life. Practical tools and real-life examples are shared to help young listeners thrive in their personal lives and ultimately inherit eternal life.



# ISINQUMO SAMI

'What is your decision?'



ISINQUMO SAMI is about The Kingdom University Commune, Ntando Sibiyi, a final-year student pastor and renowned radio presenter, is entrusted with the responsibility of leading a group of four first-year students at the Kingdom University commune. Despite his outward success, Ntando struggles with insecurity and secrecy. The four students, hailing from diverse backgrounds, bring with them a myriad of social challenges. As they navigate their new environment, they begin to question Ntando's leadership decisions, ultimately plotting to undermine his authority. However, as the students embark on this path of rebellion, they unwittingly entangle themselves in a web of consequences, falling prey to even greater challenges as a result of their ill-conceived actions. This tale of leadership, power struggles, and personal growth serves as a poignant reminder that our actions have repercussions, and that ultimately, what goes around comes around.



# Glorious Morning

Monday—Friday 06:00 - 09:00

Your go-to Christian breakfast show, designed to energize your day with faith-filled content. Featuring engaging conversations, uplifting music, and insightful Bible study, this show transforms your morning routine into a spiritually enriching experience. Glorious Morning equips listeners with the inspiration and wisdom needed to navigate their day with grace and purpose.

## About the presenter

Dereck Viriri is a devoted Christian radio enthusiast, passionate about sharing biblical principles with everyone, particularly the youth. His dedication to promoting personal growth stems from his belief in preparing individuals for heaven. Outside of his professional life, Dereck is a loving husband who places great importance on family and community. His favorite scripture, Psalms 119:130 (ERV), resonates deeply with him: “As people understand your word, it brings light to their lives. Your word makes even simple people wise.



# Maranatha Drive

Monday—Friday 15:00 - 18:00

Your energetic companion for the afternoon commute, blending contemporary Christian music with relevant discussions on current affairs and biblical insights. This dynamic show keeps you informed, inspired, and connected to your faith as you navigate the end of your workday. With a perfect mix of uplifting tunes, thought-provoking commentary, and spiritual reflection, Maranatha Drive ensures your journey home is both entertaining and enriching.

## About the presenter

Zama Malote has a deep passion for debates, documentaries, and reading, particularly religious and political material. One of his favorite scriptures is Psalm 37:25, which says, “I was young and now I am old, yet I have never seen the righteous forsaken or their children begging for bread.” This verse resonates deeply with his faith and perspective on life. His love for knowledge and meaningful conversation reflects his commitment to personal and spiritual growth.



# Bible Perspective

Fridays 18:00 - 20:00

Where ancient wisdom meets modern living. This thoughtful show explores how the timeless teachings of Scripture can provide practical guidance for today's challenges. We examine the lives of biblical figures and discuss how their experiences might inform our own choices in relationships, ethics, careers, and personal growth. Our knowledgeable panel engages in respectful, open-minded conversations, offering fresh insights on applying biblical principles to everyday situations. Join us as we discover how the Bible remains a relevant source of wisdom, helping us navigate the complexities of contemporary life with grace and understanding.

## Kids Perspective

Second Friday of the month

Where young minds meet big truths! This isn't your average children's Bible school—it's a dynamic platform where curious kids aged 5 to 16 get to ask the tough questions about faith, and our friendly pastor breaks down biblical wisdom into bite-sized, fun-filled answers. From dinosaurs to Daniel, from creation to Christ's return, no question is too big or too small. We're turning 'Because I said so' into 'Let's explore together!' Join us as we nurture the next generation of believers, proving that faith and curiosity go hand in hand. At Kids Perspective, we're not just answering questions—we're growing young disciples!

# ADVENTIST WORLD RADIO®



## Glorious Morning Weekend

Saturday—Sunday 06:00 - 10:00

Your spiritual power breakfast, serving up hearty portions of biblical wisdom for modern life! We're dishing out a feast of foundational doctrines, from prophetic insights to holistic health, all seasoned with practical advice for today's Christian. Join us as we brew a robust blend of timeless truths and contemporary challenges, helping you rise and shine with God's glory in an ever-changing world. At Glorious Morning Weekend, we're not just starting your day—we're jumpstarting your faith!

### About the presenter

Millicent Ndiweni is a Talk Radio Producer and Presenter at Adventist World Radio, passionate about education, authenticity, and affirming others positively. Though still young and evolving in her views, she prays to reflect the kindness and grace of Jesus in all her interactions. With a wide range of interests, she brings skills in speaking, critical thinking, research, teaching, writing, and vegetarian cooking, all wrapped in her warm and smiley personality. If you're looking for a dynamic speaker or creative thinker, Millicent is the one to consider.



# The Weekend Chapter

Saturday—Sunday 16:00 - 20:00

Your spiritual recharge station as the week winds down! On Saturdays, unwind with a vibrant mix of inspiring, motivating profiles, exclusive music group spotlights, and your favorite tunes on request. Then, power up your Sunday with soul-stirring sermons, eye-opening life lessons, and practical tips to navigate your week ahead—all wrapped in a playlist that'll have your spirit soaring. From laid-back vibes to profound insights, we're here to launch your weekend with just the right blend of relaxation and revelation. Tune in, and let's write the perfect closing chapter to your week together!

## About the presenter

Malvern Makichi enjoys connecting with listeners and sharing practical life tips and information on his shows. He has a keen interest in news and current affairs, complemented by his smooth voice, perfect for radio and news broadcasting. His favorite Bible verse is Matthew 5:8: "Blessed are the pure in heart, for they shall see God." This scripture reflects his values and guides his approach to life and his work in radio.

# Partner with us

From the radio to TV to social media to in-person evangelism, SIDmedia is sharing messages of hope in every corner of the world.

Your gift will be used where the need is greatest and will turn compassion into action.

Bible Studies  
Global Programming Initiative  
Development & Production  
Studio Services, Equipment, Sets & Maintenance

Let us together with YOU take the name of Jesus to the hearts of this great world!

8 Viceroy Link Street,  
Route 21 Corporate Park,  
Nellmapius Drive,  
Irene, Centurion, 0157

## Business hours

Mon-Thu 8:15AM - 4:30PM

Fri 8:15AM - 1:00PM

Tel: +27 12 0017671



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