



twr

a
closer
@look
TWR



Ever since June and I joined TWR, I've been convinced that God assembled uniquely gifted and committed people to carry out his kingdom work. He continues to use accountants, radio producers, artists, tower riggers and lots of other 'nontraditional missionaries' to bring his Word to people on every inhabited continent. This booklet provides a closer look at the heart and vision behind TWR's mission. I trust you will find it insightful and inspiring.

Lauren Libby, TWR president



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why media?

Media can travel to places we can't always go. It can carry hope at just the right time to someone feeling discouraged and alone.

That's where Carlos found himself — alone in the remote mountain jungles of Colombia, where he processed cocaine. He was injured and had nowhere else to turn but the radio. He heard a broadcast from Bonaire. The message on the radio gave him hope, encouraging him to find his security in God.

“When the man started to speak, several times I thought he was right next to me, telling me everything,” Carlos said.

His life changed completely in that moment. He received Christ. He poured gasoline all over his cocaine-processing equipment, setting everything on fire. “I really found Jesus, or he found me,” Carlos said. “I think it was the second one. He found me. Because why would I be looking for him? He went to the jungle and rescued me. Who did he use? TWR. Who else? Nobody else could go inside there.”

That's the power of media. And we're grateful God has given us these tools for this time in history. We don't believe that's a coincidence. Each advancement of technology led to an advancement of the gospel — Roman roads, the Gutenberg printing press, automobiles and planes. Today we have radio and the internet.

TWR is using:

- FM, AM and shortwave radio
- Digital radio
- TWR360 web and mobile applications
- Mobile-phone apps
- Video and social media



our calling

To reach the world for Christ by mass media so that lasting fruit is produced.

our mission

The purpose of TWR is to assist the Church to fulfill the command of Jesus Christ to make disciples of all peoples, and to do so by using and making available mass media to:

- Proclaim the gospel of salvation to as many people as possible.
- Instruct believers in biblical doctrine and daily Christlike living.
- Model our message through our corporate and cooperative relationships.

for a deeper dive

Speaking Hope to the World video:
twr.org/speaking-hope



“I am delighted to be a partner with a ministry like TWR that touches and changes many lives with the good news of Jesus Christ around the world.”









Tony Evans

*Founder and President
The Urban Alternative*



a **quick** look

-  Founder:
Dr. Paul Freed
-  First broadcast:
1954 from Tangier,
Morocco,
into Spain
-  We engage millions of
people in **190 countries**
with biblical truth in their
heart languages.
-  Our programs are in more
than **300 languages.**
-  The ministry encompasses
a global network of
partnerships, high-powered
radio broadcasts, online
streaming, portable media
devices, satellite delivery,
printed publications and
various digital platforms.
-  We have a potential
listening audience of
4 billion people
around the world.

how we reach the world

Getting the gospel to a potential listening audience of 4 billion people is no small task. Here is a simplified overview of the process that takes a network of people and facilities around the globe to accomplish:



Partner

We partner with individuals, churches, organizations and radio stations worldwide to expand ministries' kingdom impact on a global scale.



Produce

Members of the TWR family around the world produce and translate biblically sound content to reach a potential audience of billions with the good news of Jesus Christ in their heart languages.



Distribute

Our global network of partners and media platforms work together to bring gospel resources to the far corners of the world, meeting people with the hope of the gospel right where they are.



Disciple

We take seriously Christ's mandate to "make disciples." We don't just reach the world — we serve it! Leveraging media, we train church leaders, minister to future generations, provide biblical teaching, and foster deep, lasting faith through relationships.





The Voice of Tangier

reluctant beginnings

Paul Freed was NOT interested in Spain. He would have much rather traveled to any other place in 1948. He was an American who had grown up in the Arab world. Spain was an unlikely country for him. He had no idea what he was doing there.

He'd agreed to go after meeting two Spanish men at an international conference in Switzerland. They pleaded with him to go to Spain and help bear the massive burden of reaching their nearly 30 million countrymen with the good news of Jesus.

"Finally, I had said I would go – a very puny, reluctant 'yes' – but I was on my way," Freed said. "Little did I realize then that God was building the framework for my whole future work during those few days I was in Spain." And, as it happens, for the future ministry of Trans World Radio, now called TWR.

After traveling to Spain and meeting people eager to learn about Jesus, Freed kept returning in his mind to one question: How could more of them hear of the goodness of God? Millions had yet to hear the good news of Jesus' finished work on the cross. The picture was so vivid, yet so complex. In the second-most mountainous country in

Europe, the Spanish terrain was intricately woven with hard-to-reach communities.

"There was only one answer in my mind to the problem. Radio," Freed said. "Like nothing else, radio could blanket the nation from peak to valley, from inland Madrid to coastal Cadiz. I did not have a dime of support. I did not know what steps to take. But one thing of which I was sure – the Lord had unquestionably linked my heart to the heart of Spain."

It wasn't an easy call with a clear path (these things rarely are). Freed didn't have money, personnel or know-how when it came to radio. And God opened a door that puzzled Freed – a radio station from which he could broadcast was available in Tangier, Morocco.

Why would God open a door in Africa – even if it was only separated from Spain by a 26-mile-wide waterway? Why not in Spain?

From Tangier to Spain With Love

Freed didn't want to go – this time to

Tangier. But as he and his team stood on Moroccan soil and looked over at Spain, they realized there was freedom here to build, whereas there might never be an opportunity in Spain.

Even then, it wasn't an easy road, but they continued to pray, and God continued to provide.

"We were so sure that our vision was rooted in Christ," Freed said. "We would not turn back. We were reassured at the point of each discouragement that this was our peculiar task. And we were not in it alone."

Though Freed wasn't a radio enthusiast, his mind and heart were gripped by the potential of the airwaves. People encouraged him to learn more about radio before beginning, but he trusted God had people ready to manage those areas.

"It seemed that radio could move across all boundaries, over the walls, through the 'curtains,' like nothing else," Freed said. "I thought of the the world's masses of people as 'one world,' with the same basic needs of the heart. I knew that every individual had the right to be reached. I was sure that in God's perspective all people were beloved by him, that with him there were no barriers, no differences. The issue had emerged clearly. Our goal as believers comprising the church of Jesus Christ was to reach people everywhere, without exception.

"Here was the force that could move across the mountains, into the valleys, through the hamlets and olive groves and vineyards. Here was the force that could slip into the minds and hearts of the shopkeepers, the matadors, the

dockhands, the vendors, the artisans, the farmers. Here was the signal that could penetrate the lavish mansions of the nobility, and the earthen homes of the peasants and bring life to all who would take it."

In 1954, what was then known as The Voice of Tangier broadcast the first program from Morocco into Spain. And the rest is history, as they say. From there, God began opening other opportunities to broadcast from strategic locations into some of the least-reached areas of the world. Today, we engage millions of people in 190 countries with biblical truth in their heart languages. For more than 65 years, God has used our content and vast network of on-the-ground partnerships to lead people from doubt to decision to discipleship.

for a **deeper** dive

"The First Sixty Years" video: twr.org/our-history



partnership in the gospel work

We love partnering with other ministries, churches, foundations and individuals. After all, partnership is how God intends to reach the world for Christ. The Bible shows us that he's given each of us different gifts and resources. That's why partnership is the crucial third point of our mission statement: to model our message through our corporate and cooperative relationships.

Partnerships mean TWR works more effectively when it has mutually beneficial relationships, built on trust, sharing knowledge and integration. TWR helps its partners grow their ministries to the nations.

Partnerships are interdependent relationships based on shared missions, vision, values, goals and commitments. They also are based on the conviction that each member brings to the table a unique skill set and/or resources.

TWR has three main types of partners:



Cooperating Media Ministries (CMMs) — These partners provide content, which is often in English and for a Western audience. We translate and contextualize the content for the people groups we're reaching. This is a win-win relationship for us and them. We have more content, and the CMM can extend its reach to a people group they wouldn't be able to minister to otherwise. TWR partners with more than 120 CMMs around the world, providing more than 275,000 hours of content each year.



Donors (Also Known as Ministry Partners) — Our ministry isn't possible without the faithful support of donors, whether they are individuals, churches or foundations. Donors support the Global Media Outreach Fund, specific projects and missionaries.



National Partners — One of the unique partnerships TWR has is with national partners. These are autonomous organizations with a predominantly indigenous board representing a cross section of the body of Christ in their countries or language/ethnic groups. These partners' missions align with the mission of TWR. The partnership is based on trust and accountability and continues to be key to ministry growth.

TWR contributes to these partnerships by:

- Providing leadership in ministry strategy.
- Providing expertise in content translation and production.
- Connecting content consumers with local churches so they can find spiritual nurturing and fellowship.

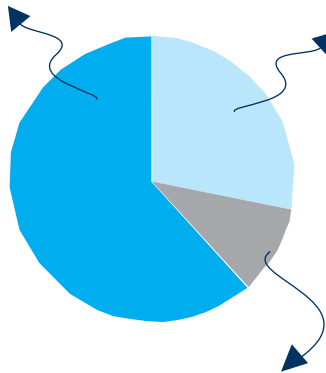
The basic responsibilities of a partner are threefold:

- Assist the church in its country by media.
- Develop self-sufficiency in finances and other essential resources.
- Contribute meaningfully to the TWR world mission.

where does the **content** come from?

Cooperative Ministry Content

Media ministries ask us to distribute their programs over our global network.
ex: Thru the Bible, Moody Church Media



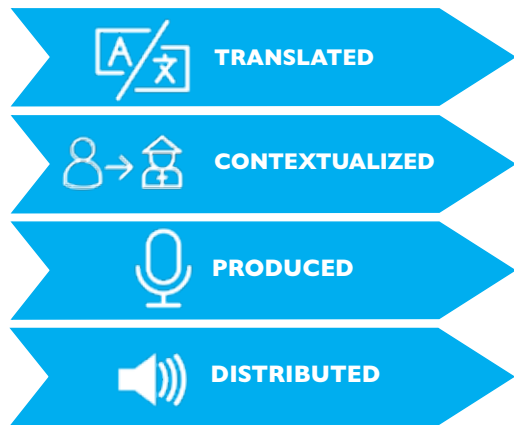
TWR-Developed Content

Programs are developed by TWR, in-country partner organizations or TWR's language ministries. ex: *Women of Hope*

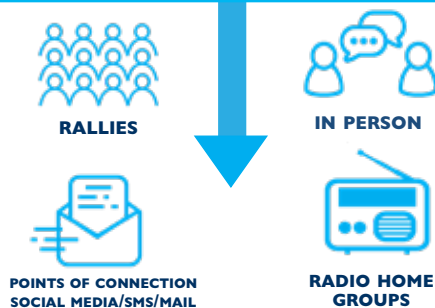
Joint Ministry Content

Programs are jointly developed and funded with other mission organizations.
ex: Bible societies

... and where does it go?



ENGAGING WITH THE AUDIENCE



No one covers the globe with the gospel quite like TWR, and I'm thrilled that our worldwide ministry to people with disabilities can be a part of TWR's outreach. My prayer is that TWR's signal stays loud and strong."

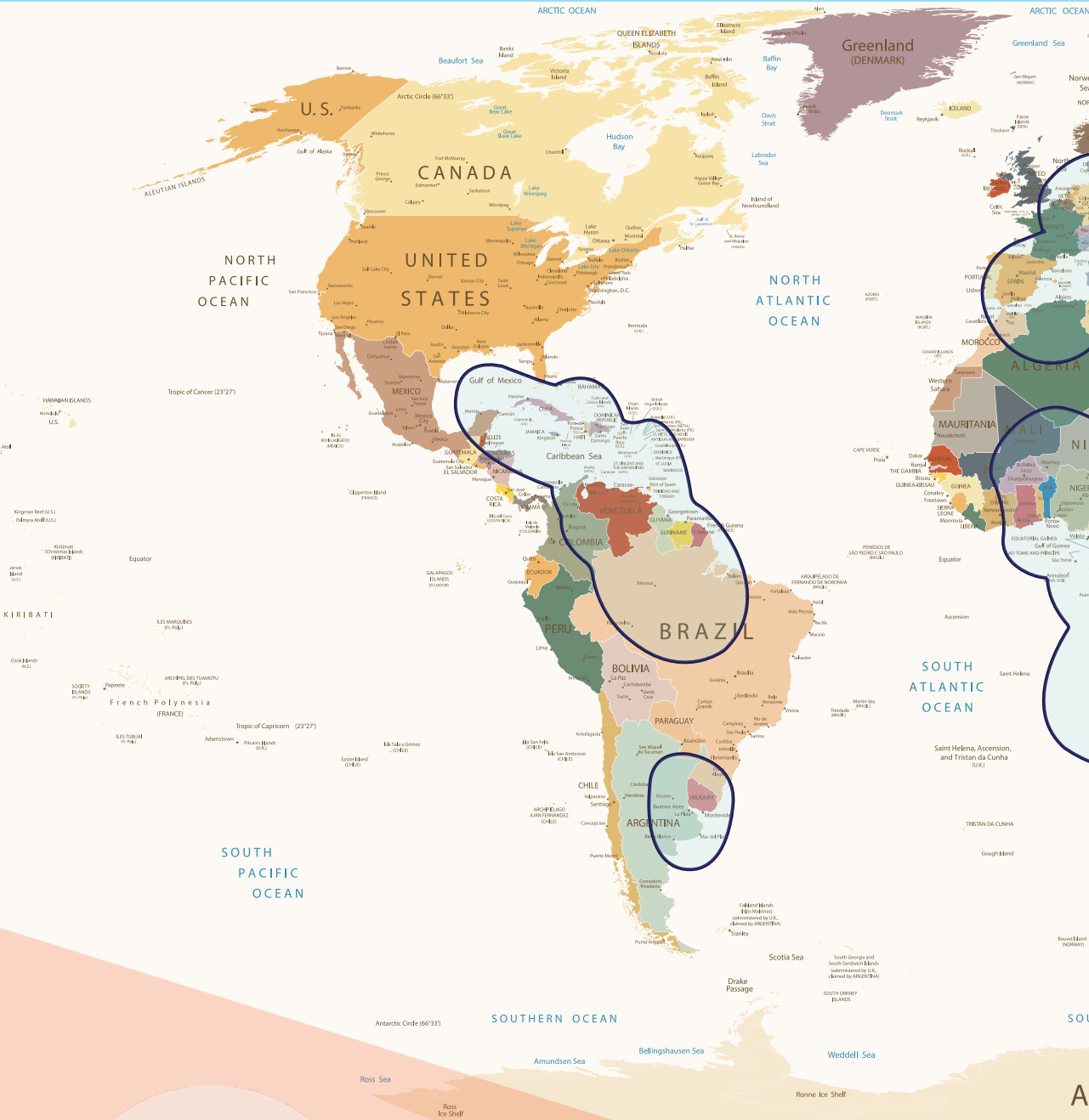


Joni Eareckson Tada

Founder and CEO,
JAF Ministries

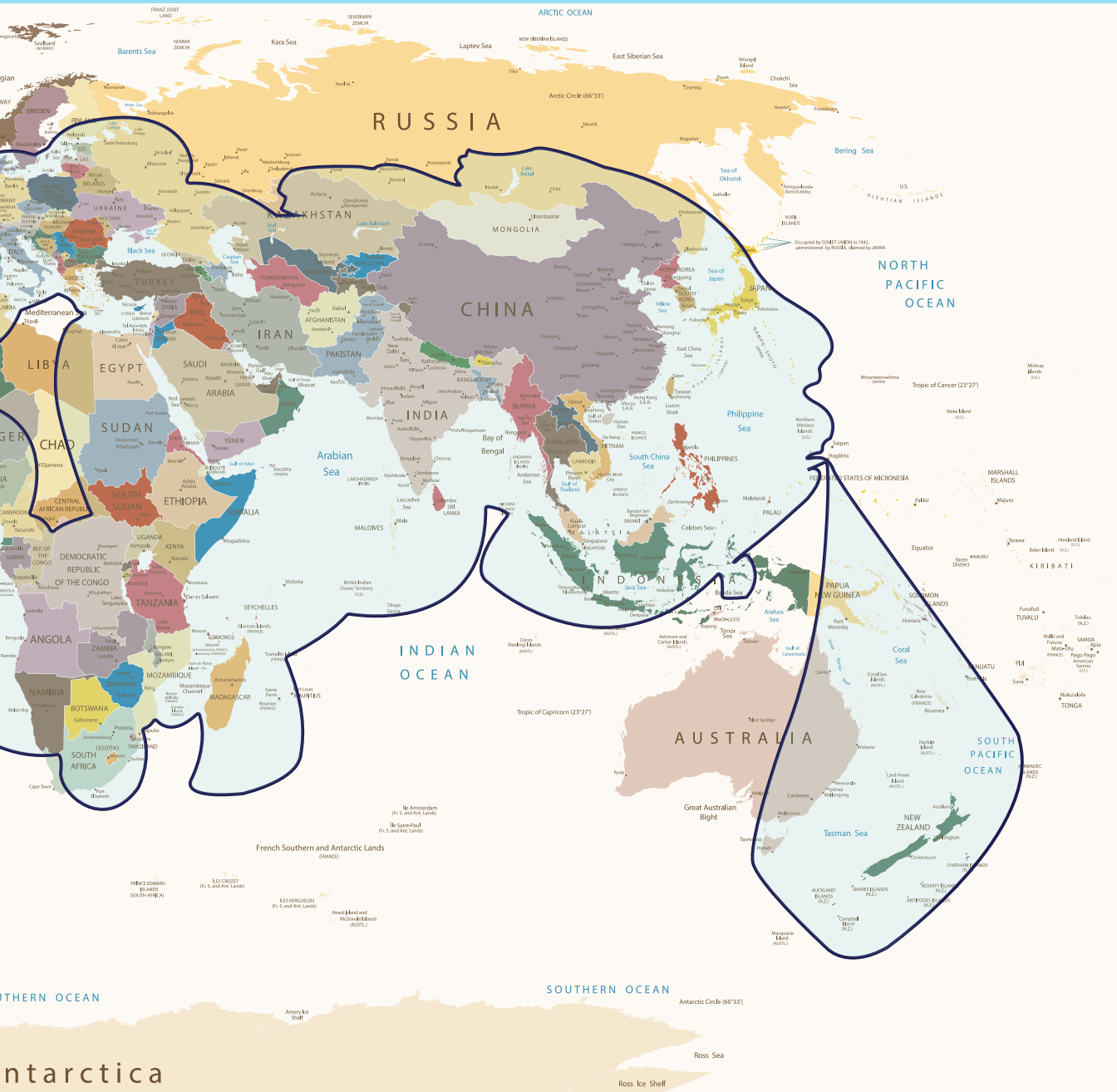
TWR Global Radio Coverage

TWR



The tremendous challenge in missions before us is to work together – to work at the job. We must live together, realizing the potential is unlimited when we

reaches out to a potential audience of 4 billion people



More than ever, we need the need to link arms – hands and hearts
in a much bigger way, with much greater vision,
and we commit our all to the Lord Jesus Christ.”

—Paul Freed

7 MINISTRY DISTINCTIVES



WE ASSIST THE CHURCH

Our goal is to expand and strengthen the body of Christ by building up pastors, leading people to Christ, pointing them to local churches and planting new churches.



WE PREACH & TEACH THE WORD OF GOD

TWR proclaims the gospel. We believe the Bible alone contains the answers to humankind's deepest problems and needs. Scripture provides the exclusive basis for our message.



WE REACH THE UNREACHED

God has equipped TWR to overcome barriers — whether geographic or ideological, sharing the hope of Christ with the least-reached around the world.



WE ENCOURAGE BELIEVERS

God has given TWR a special role to play in parts of the world where there are few trained pastors or biblical resources. We want to enable those who have become Christians to grow in their faith and knowledge of the Lord.



WE DEVELOP CONTENT

With the multitude of cultures, languages and countries being reached by TWR, biblical content is only good if the listener understands it. TWR works to develop content that can be embraced by the cultures to which it is sent.



WE USE MASS MEDIA

TWR specializes in finding and using the most effective means available to reach the intended audiences with the gospel.



WE PARTNER WITH OTHER MINISTRIES TO GET THE JOB DONE

Partnership touches everything we do at TWR. Hand in hand, we join with other Christian organizations to reach the world.

90%
of unreached people
live in places
resistant to the
gospel

lasting fruit

Malawi

In Southern Africa, many people claim Christianity as their religion. However, sound biblical teaching is often neglected.

Daniel lives in Malawi and started listening to the programs broadcast by TWR to help Christians understand and apply the Word of God.

“At the end of the day, everything I did brought some kind of sorrow in my life,” Daniel shares. “I started listening to Trans World Radio. The program aired a lot of sermons that really touched my heart and made me do some deep soul searching.”

Daniel mostly uses the TWR360 app on his phone because it allows him to listen to any program he wants.

“I became born again because I believed in the good news,” he shares. “And I know that the message at the time was really meant for me.”

lasting fruit

Cuba

People in Cuba are more likely to have access to a radio than to a Bible. Pastor Luis, who is blind, is bringing the gospel to people who share his disability.

“I’m a completely blind person,” he shares. “I am disabled. But I am not disabled from serving God almighty.”

He listened to TWR before becoming a believer. The words started to feed him. He is now a believer and a pastor. He continues to listen to the programs.

“Because TWR gives very good and specific messages that people with visual disabilities can hear,” he says, “they can feed us from the Word of God.”



lasting fruit

Philippines

Julieta, who lives in the Philippines, found herself in a difficult situation when her husband left her. She felt alone. Then her health gave out. She couldn't move or walk. Many thought she would die.

She says things began to change when her child turned on the radio and she heard the *Women of Hope* program.

"After five days of listening, my heart and mind were moved to pray because God was there, so I called to him," she shares. "I truly prayed."

She asked God to take her life so that she wouldn't have to suffer or, if he still had a plan for her, to let her stand and walk.

Little by little she was able to stand and then walk.

"I surrendered my life to the Lord through listening to the radio program," she said. "I am really thankful for what has happened in my life. If not for that, I may not have seen God. He has done great and impossible things in my life."



lasting fruit

Albania

Mira, 23 years old: "Greetings! I am from the city of Lushnja, but now I am studying in Tirana. Five years ago I accepted Jesus as my Lord and Savior. The radio programs have been a great help for me since the beginning of my faith. When I was in my city, the only source for the Word of God was radio. Thank you for *Thru the Bible*. I have found answers for my questions in your programs, especially in the most difficult times. God bless you."



ENHANCE CONTENT

to attract ever-larger audiences. We want to reach an increasing number of people globally with the hope of Christ.



ENHANCE BROADCAST PLATFORMS

by adding new and upgrading existing facilities.



INTEGRATE NEW TECHNOLOGY

by developing and using new digital-delivery methods and platforms.



GROW PARTNERSHIPS

by working with like-minded ministries to accomplish more together.



RECRUIT AND TRAIN STAFF

to accomplish our expanding ministry goals with excellence.



DEVELOP LEADERS

so a new generation will be trained to guide us into the future.



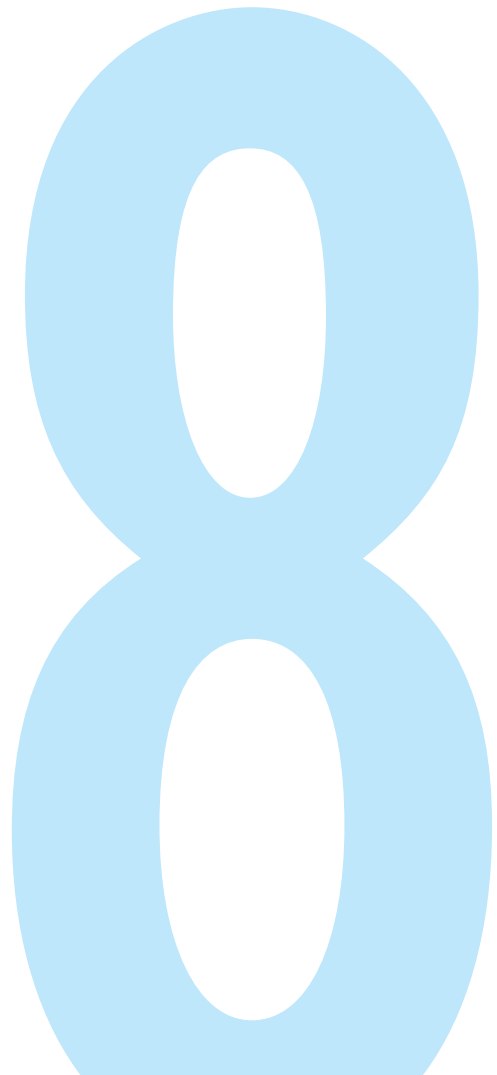
BUILD A SERVANT CULTURE

that fosters servant leadership and enables staff to flourish in an environment of grace.



INCREASE REVENUE

to ensure that our mission is strong and sustainable.



STRATEGIC DIRECTIONS

These eight strategic directions are a road map to keep TWR focused on its vision in a changing media environment. They were adopted in November 2012 by TWR International board members. This is where they believe God is guiding the ministry into the future.



We must determine the will of God, then move ahead with confidence regardless of the cost, knowing that since we have conformed to his will, He will provide the means. Is not this, after all, the crux of confident Christian living? First, to seek the will of God; then, to step fearlessly into that will.

—Paul Freed

lasting fruit

North Africa

In many parts of the world, political, cultural and religious barriers make it difficult to openly share the gospel. That's the case in North Africa, where Brother Rachid grew up.

He first heard about Jesus over the radio. For him as a Muslim, the message was full of blasphemies, claiming that Jesus is God, that he was crucified, that he bore our sins.

Brother Rachid wrote a letter to the people behind the radio program — TWR. That began a correspondence back and forth. He gradually became a believer. And TWR connected him with other Moroccan Christians. Brother Rachid was surprised to find so many others like him.

And he found that many had the same story — discovering TWR radio, taking correspondence courses, then coming to faith.

"And that's why I still believe in the power of the gospel using media," he said. In fact, he's now the host of a Christian television program. Every week he shares the good news of Jesus with millions across the Arab world.



for a deeper dive

Watch Brother Rachid's whole story

twr.org/brother-rachid

uniquely positioned

TWR has the distinct opportunity to reach into people's homes and lives with the hope of Christ. Consider how the ministry is uniquely positioned to reach the world for Christ:

- We reach out to more of the world than any other Christian media organization.
- We partner with like-minded people in scores of countries to increase our global impact.
- TWR shares Christ with the least-reached people around the world in their heart languages.
- By harnessing media, we overcome the barriers that keep many from hearing the good news of Jesus. We overcome barriers of ideology, inaccessibility, national turmoil, personal brokenness, persecution and more.

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hope
KNOWS
NO BARRIERS



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