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TWR-WECAF.ORG

Tanuli! Magazine

EXCITING NEWS ABOUT WHAT GOD IS DOING IN WEST & CENTRAL AFRICA

- 
- A young woman with dark skin and hair, wearing a black hijab with a brown lace headband, is looking directly at the camera. She is holding a silver and black portable radio in her right hand. White earbuds are visible, with one in her left ear and the other hanging down. The background is a warm, out-of-focus brown.
- Radio and social media to engage young people in the faith
 - “*My Story With God*” is producing fruit
 - Equipping youth to become ambassadors
 - The men’s ministry that’s transforming lives
 - In Central Africa, a flourishing message

Contents

Radio and social media to engage young people in the faith 3

“My Story With God” is producing fruit 6

Equipping youth to become ambassadors 9

The men’s ministry that’s transforming lives 13

In Central Africa, a flourishing message 17



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We share with you what God is doing in West & Central Africa.

RADIO AND SOCIAL MEDIA TO ENGAGE YOUNG PEOPLE IN THE FAITH

*Editorial by
Dr Sangho Abdoulaye*



REACHING THE NEXT GENERATION

In a world where technology is evolving at break-neck speed, younger generations, more connected

central role in youth communication and engagement? At the same time, social media, omnipresent in daily life, occupies a primordial place in this constantly changing media landscape.

The art of mixing radio and social networks thus becomes a strategic challenge to capture the attention of an increasingly demanding audience.

A LIVING AND TRANSFORMING MEDIUM

The new generation, especially young adults and teenagers, is characterized by its ability to juggle a multitude of media: smartphones, tablets, computers.

Radio, to maintain its impact, must embrace this digital transition. Streaming platforms, mobile apps, and podcasts are now natural extensions of this medium, making it possible to reach an audience that is increasingly demanding in terms of →

The art of mixing radio and social networks thus becomes a strategic challenge

than ever, are constantly solicited by a variety of information streams.

In the face of this proliferation of sources, how can traditional media, such as radio, continue to play a

Radio and social media to engage young people in the faith

flexibility and personalization of listening.

This evolution of radio goes far beyond simple digitization: It affects the way young people interact with content. Radio must therefore not only broadcast programmes that meet the expectations of

tion called Save the New Generation.

THE GO-TO PLATFORM

On the other hand, social media has established itself as the preferred place to exchange, get information, and above all be entertained. Facebook, Instagram, Twitter, TikTok, and Snapchat have become digital living spaces where the new generation consumes information, trends, and varied content. Through this new programme, TWR West Africa fully embraces social media and focuses particularly and strategically on adolescents and young people.

Facebook, Instagram, Twitter, TikTok, and Snapchat have become digital living spaces

young people but also encourage their interaction and involvement.

Live broadcasts, interactive polls, real-time discussions with listeners are all effective strategies to engage this audience. And that's what we're looking at with this new produc-

THE CONVERGENCE OF THE TWO WORLDS

Where the convergence becomes particularly interesting is in the complementarity between radio and social media. More and more, radio stations are using social platforms ↘

Radio and social media to engage young people in the faith

to supplement their offerings.

By creating communities around their shows, broadcasting video clips, or launching interactive contests and challenges, radio stations are able to create a bridge between their content and the expectations of young people on social media.

ESSENTIAL INTERACTION

In short, radio and social media represent two essential pillars in the communication strategy to reach the new generation.

As radio continues to evolve and reinvents its digital approach, social media allows for direct dialogue with young people, providing them with a space to express themselves and share.

Rather than seeing each other as opposing entities, these two forms of media should be seen as complementary, creating an ecosystem where information and interaction meet in the service of an increasingly dynamic and connected audience.

In this hyperconnected world, the balance between tradition and innovation will be the key to reaching younger generations and providing them with an enriching and engaging Christian media experience. ■



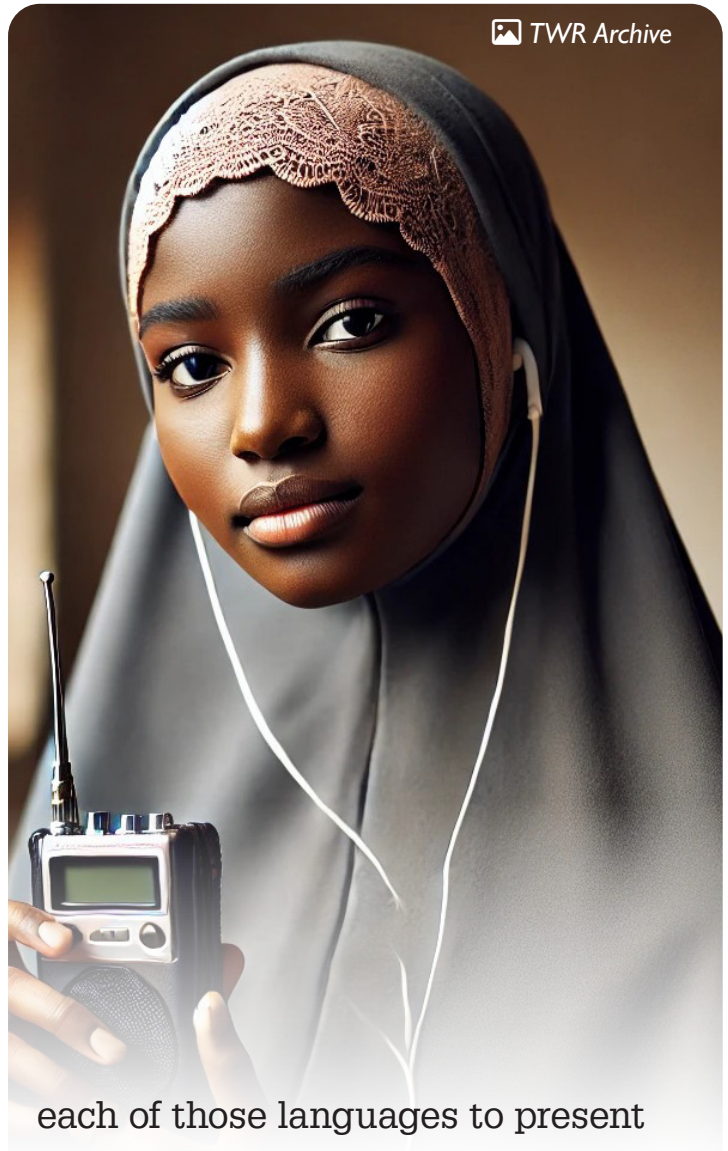
“MY STORY WITH GOD” IS PRODUCING FRUIT

Nigeria
Côte d’Ivoire

In Nigeria and in Côte d’Ivoire, Muslims are coming to faith in Christ through the testimonies of others who have followed the same road.

Although both countries have a strong Christian presence, the Bambara people of Côte d’Ivoire and the Hausa people of Nigeria both overwhelmingly follow the religion of Islam.

But *My Story With God*, launched last year in



each of those languages to present testimonies of faith and transformation, is already bearing fruit.

Consider Hajara, a teenage girl in Nigeria who with her mother listened to the testimony of a woman named Maimouna Kone on *My Story With God*.



“My Story With God” is producing fruit

Kone, a former Muslim, shared how she encountered Christ and experienced true peace. Her testimony resonated deeply with Hajara and

My Story With God first went on the air in July 2024...

her mother, leaving them hungry for more.

Today, they are actively growing in faith and have become a source of encouragement, even to the program’s producers.

Developed in West Africa for West Africans, *My Story With God* first went on the air in July 2024 and is heard weekly in each of four languages: African English and African French as well as Hausa and Bambara.

The Rev. Abdoulaye Sangho, TWR international director for West and Central Africa, envisioned the project.

“Testimonies have a unique power to touch hearts and break barriers,” he explained.

“When people hear how Christ has changed the lives of others, they realize that transformation is possible for them, too. This project is not just about stories; it is about igniting faith and bringing people into the kingdom of God.” →



“My Story With God” is producing fruit

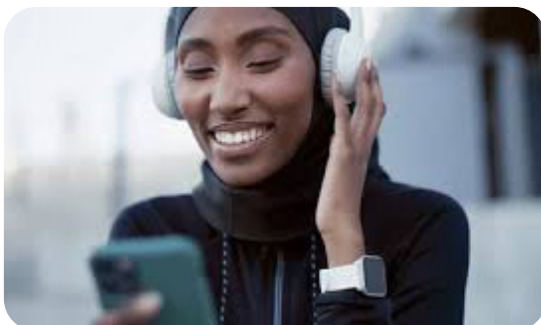
An example of the power of testimony is Umar, a gang member in Nigeria whose life was changed by *My Story With God*.

Umar was moved by the testimony of another young man who left a

In Côte d'Ivoire, also, listeners are responding.

life of violence and found peace in Christ. Umar reached out to a local pastor, gave his life to Christ and is now part of a discipleship group.

In Côte d'Ivoire, also, listeners are responding. A listener named Fatoumata



shared how she had struggled with fear and uncertainty but found hope through a testimony on *My Story With God*.

She connected with a local Christian group and is now actively engaged in Bible study.

The response to *My Story With God* has been overwhelmingly positive, demonstrating the profound power of oral-based media in the region.

Moving forward, the goal is to expand the reach of these broadcasts, translate them into additional languages and provide more discipleship opportunities for new believers.

As this great harvest continues, we are reminded of Matthew 9:37: “*The harvest is plentiful, but the laborers are few.*” God is calling more partners to join in this movement.

Through prayer, financial support and advocacy, we can ensure that *My Story With God* continues to reach the unreached and bring many more into the kingdom.

Would you partner with us in this life-changing mission? Together, we can make a lasting impact for Christ.

EQUIPPING YOUTH TO BECOME AMBASSADORS

The need to “Save a New Generation” is urgent ...

The need to “Save a New Generation” is urgent, David Irondi said.

“In a rapidly changing world where young people face increasing pressures and challenges, the need for a Christ-centered foundation has never been more urgent,” said Irondi, regional project manager for TWR in West and Central Africa.

In sub-Saharan Africa, where 70% of the population is younger than 30, according to United Nations data, challenge also brings opportunity. That’s why Irondi initiated *Save a New Generation*, a multifaceted programme officially launched in March 2024. →



Equipping youth to become ambassadors

“This initiative, blending media, mentorship and practical training, is not just about reaching young people but equipping

“Save a New Generation” uses storytelling, media engagement and community-based initiatives

them to become ambassadors for Christ in their communities,” Irondi said.

As a movement rather than one particular radio programme, *Save a New Generation* uses storytelling, media engagement and community-based initiatives to inspire, educate and equip young people to live out their faith boldly.

Although the primary audience is from 13-24, the

initiative also engages parents, educators and community leaders, who have a vital role in shaping the next generation.

The campaign **uses all available media tools** to provide compelling content, including:

- **Radio dramas and talk shows** addressing topics such as faith, relationships, identity and resilience through dramatized stories and discussions.
- **Social media engagement** through platforms such as YouTube, Instagram, TikTok and Facebook.
- **Podcasting and streaming services** using platforms such as Spotify and Apple Podcasts. →



Equipping youth to become ambassadors

A **second component** is interactive digital engagement to connect youth with mentors. Elements of this part of the project include:

Although the initiative is barely a year old, Save a New Generation is already making a difference

- **Hosting live Q&A sessions** on social media where youth can ask questions and receive biblical guidance.
- **Establishing feedback channels** that allow young people to share their struggles and testimonies.
- **Developing a mobile app or chatbot** for daily Scripture readings, inspirational messages and discipleship re-

sources.

A **major goal** is to equip young leaders through:

- **Leadership training workshops** to teach communication skills, evangelism and discipleship principles.
- **A Youth Ambassador Programme** to identify and mentor young leaders who will spearhead outreach efforts among their peers.

A **final component** is community-based outreach events:

- **Youth rallies and festivals** filled with music, storytelling, testimonies and motivational talks to encourage faith-based living.
- **School and campus outreach programs**, engaging students to discuss peer pressure, identity and faith.
- **Vocational training and rehabilitation** to offer skill-building opportunities for at-risk youth.

Although the initiative is barely a year old, *Save a New Generation* is already making a difference through biblical teaching, mentorship and →

Equipping youth to become ambassadors

The goal is to see an entire generation firmly rooted in Christ

real-life testimonies, Iron-di said.

“Former gang members, school dropouts and young people struggling with identity crisis are now becoming beacons of hope, sharing their transformation stories and encouraging others.”

“The long-range vision is to expand the programme to reach more young people, create additional content and strengthen partnerships with churches,

schools and organizations,” Iron-di said.

The goal is to see an entire generation firmly rooted in Christ, equipped to navigate life’s challenges with biblical wisdom and empowered to make disciples in their own communities.

The harvest is plentiful, and the next generation is ripe for transformation. Whether through prayer, partnership or active participation, every believer has a role to play in this mission.

The *Save a New Generation* project is more than just a media initiative. It is a movement to ignite faith, inspire change and build ambassadors for Christ across West and Central Africa.

Will you be part of this movement?



THE MEN'S MINISTRY THAT'S TRANSFORMING LIVES

*Every Man A Warrior
(EMAW) is going to prison.*

The TWR men's ministry, which is seeing remarkable growth in West Africa, won approval from the Abia State (Nigeria) Correctional Service in February 2025 to enter its facilities.



“Prisons are filled with men who have lost their way, but the Word of God has the power to restore them,” said Joshua Ironi, director of TWR Nigeria.

“We believe that through EMAW, many will find redemption, purpose and a fresh start in Christ.”

The milestone for West Africa follows three years after EMAW first was accepted into prisons in Kenya.

“It has impressed Kenyan authorities so much that EMAW now has access to all 130 prisons in Kenya,” said Wayne Craig, continental director for EMAW/TWR in Africa.

It's even being used in two women's prisons. →

The men's ministry that's transforming lives

Since the prison work began in Kenya, 4,452 inmates have been equipped on how to be godly men, husbands and fathers, and more than 2,000 inmates have accepted Christ as their Lord and Savior, according to data from Pastor Samuel Muchiri, EMAW prison ministry director for Africa.

"Prison EMAW programmes also are being developed in Uganda, Tanzania and Zambia," Craig said.

"Outside of prison walls, EMAW is growing in Nigeria, Benin and Cote d'Ivoire. In Nigeria, it has expanded across multiple states."

"Nigeria is our most advanced country in West Africa," Craig said.

"God is clearly at work", Irondi said.

"We are witnessing an incredible hunger for discipleship," he said.

*Outside of prison walls,
EMAW is growing in
Nigeria, Benin and
Cote d'Ivoire...*

"Men are eager to grow in their faith, lead their families well and stand firm in biblical

truth. The testimonies we received daily are proof that God is using this→



The men's ministry that's transforming lives

ministry to bring healing and restoration.”

Lonnie Berger formed EMAW in the United States in 2011 as a min-

Technology has provided an incredible avenue for us to disciple men beyond physical limitations

istry of The Navigators, which is still a partner in the work.

He wrote the first three books of the curriculum, which provides Scripture-based teaching on the is-

sues men face in their lives. A fourth book, *Every Man A Pure Warrior*, by a different author, was added later.

Since Berger joined TWR as director of men's ministry in 2017, the reach of EMAW has become increasingly global.

The growth of EMAW in West Africa has been fueled, in part, by virtual groups that allow men from different locations to be trained and disciplined together. These groups have proven to be invaluable, especially in areas where in-person meetings are difficult.

“Technology has provided an incredible avenue for us to disciple men beyond physical limitations,” Irondi said. *“Through virtual meetings, men in different countries are engaging with God's Word together, sharing struggles and sharpening →*



The men's ministry that's transforming lives

one another as iron sharpens iron."

As EMAW continues to expand, the vision remains clear: to equip men with biblical wisdom, strengthen families and influence nations for Christ.

"We trust that God will continue to use EMAW in greater ways, raising up men who will lead their families with integrity, stand firm in their faith and influence their nations for Christ," Irondi said. "The work is far from over, but we move forward with faith, knowing that God is leading the way."

The need for prayer, support and committed discipleship partners is

greater than ever. This is a divine opportunity to invest in the spiritual formation of men and, by extension, strengthen families and communities.

Would you consider partnering with EMAW to disciple men, restore families and build nations?

"Together, we can raise a generation of warriors for Christ."



IN CENTRAL AFRICA, A FLOURISHING MESSAGE

Across Central Africa, the Word of God is flourishing through TWR and media.

Here's a glimpse of how the Word is going forth in three countries

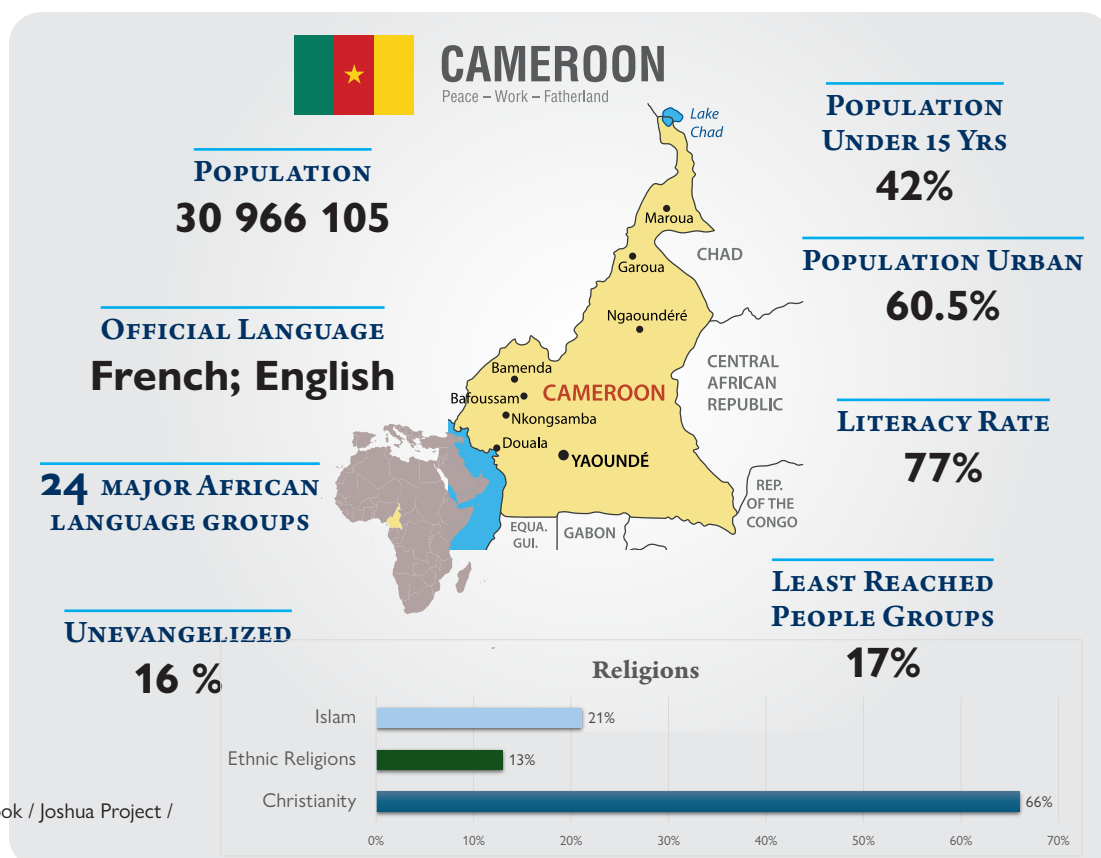
CAMEROON

A major partnership agreement between TWR Central Africa and Mission of God Ministry will enable TWR to broadcast programmes for three months at no cost across the Littoral, West and Far North regions of Cameroon.

"The Lord has answered our prayers for the salvation of the Cameroonian people," said the Rev. Obam Hyacinthe, leader of Mission of God Ministry.

"Through this partnership, we will reach more souls with the liberating power of the gospel."

Listeners in these regions will have access to such life-changing programs as *The Prophet*, *Dr. Luke* and *Thru the Bible*. →



In Central Africa, a flourishing message

... players will allow them to hear God's Word in their heart language for the first time...

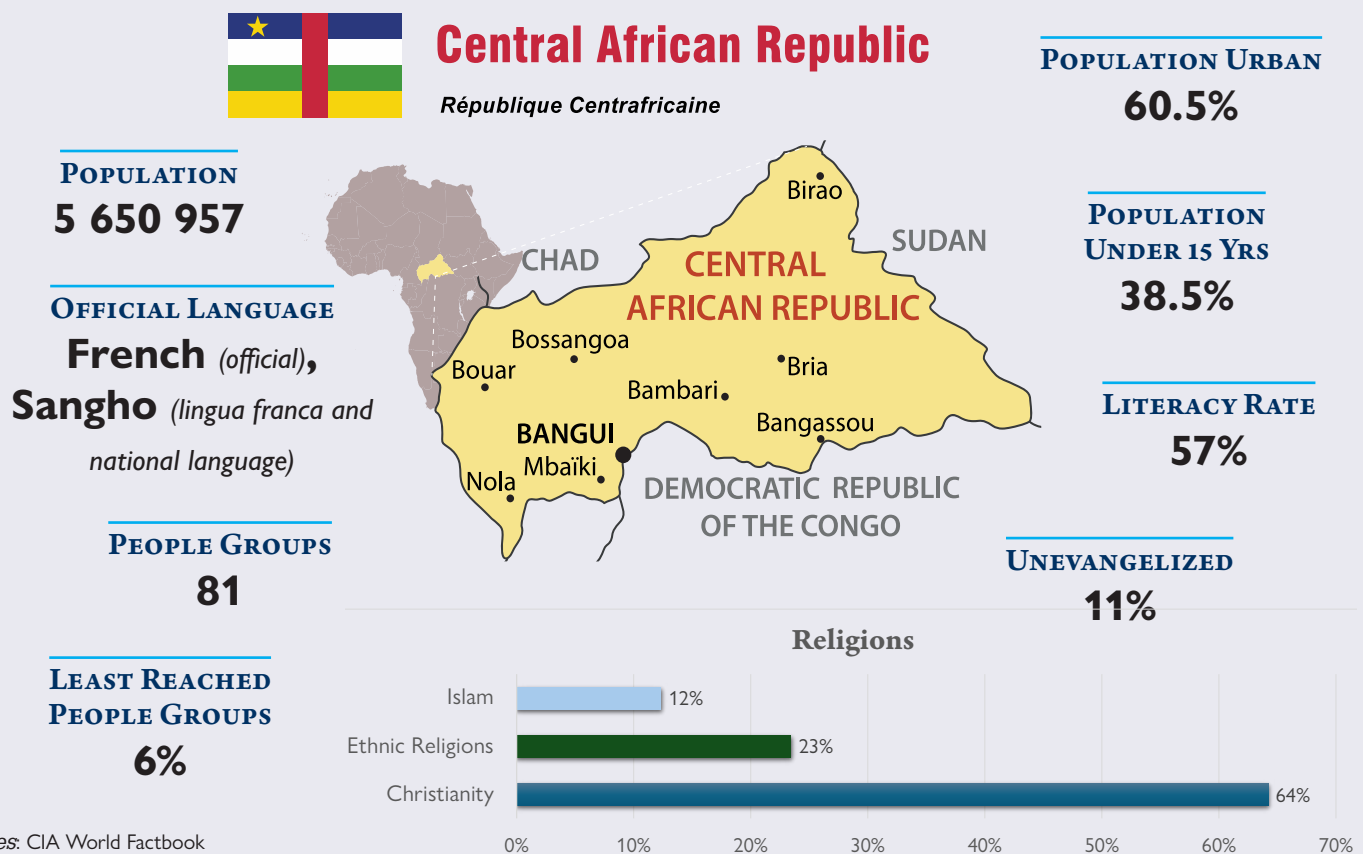
CENTRAL AFRICAN REPUBLIC

In the heart of the Central African Republic, a distribution of solar-powered radios will benefit that country's 26,000 Bayaka people. The Bayaka are a pygmy subgroup who live in remote forested areas. TWR has been working closely with Pastor Clar-

ence, a dedicated missionary serving among the Bayaka.

With preparations nearly complete, the team only needs the final go-ahead to begin distribution. The radio players will carry gospel content in the Bayaka language. Although about 40% of the Bayaka are Evangelical Christians, according to Joshua Project, the players will allow them to hear God's Word in their heart language for the first time.

This initiative is a profound reminder of the power of Christian media to reach even the most isolated communities with the love of Christ. →



In Central Africa, a flourishing message

GABON

The TWR team in Gabon continues to make significant progress, particularly in translation and content production.

They are working on:

- **Translating and producing** *the Precious and Beloved* radio programme.
- **Translating and producing** *Le Mot du Jour* (*The Word Today*) *in the Nzebi language.*

Their efforts are crucial for enabling the gospel to reach people in their heart languages. →



Gabon

POPULATION
2 593 130

OFFICIAL LANGUAGE
French

**32 MAJOR AFRICAN
LANGUAGE GROUPS**

UNEVANGELIZED
5%

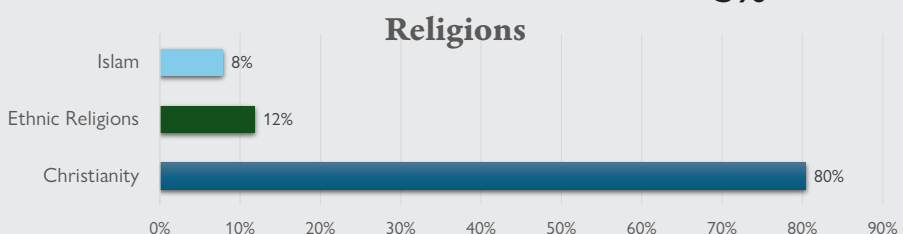


POPULATION UNDER 15
37%

POPULATION URBAN
91.6%

LITERACY RATE
89%

LEAST REACHED PEOPLE GROUPS
5%



Sources: CIA World Factbook
Joshua Project / Operation World

In Central Africa, a flourishing message

LOOKING AHEAD

We rejoice in God's faithfulness and look forward to seeing even a greater impact. But there is more to do.

We invite you to pray, support and stand with us as we seek to reach more lives with the life-transforming message of Jesus Christ:

- **Pray** for the successful broadcast of TWR programmes in Cameroon and for hearts to be open to the gospel.
- **Pray** for the smooth distribution of solar radios in the Central African Republic so the Bayaka people can encounter Christ in their own language.
- **Pray** for the translation efforts in Gabon, that the Word of God would reach many more souls.
- **Pray** for our listeners in the war-threatened zones of the Democratic Republic of Congo, especially in Goma, that they may find hope, peace and protection amid the challenges they face. ■

We invite you to pray, support and stand with us...



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Sundays -
04:47 UTC
17:47 UTC
Medium Wave 1476 Khz

Tony EVANS
THE URBAN ALTERNATIVE

Radio
evangile
Côte d'Ivoire 105.4 FM

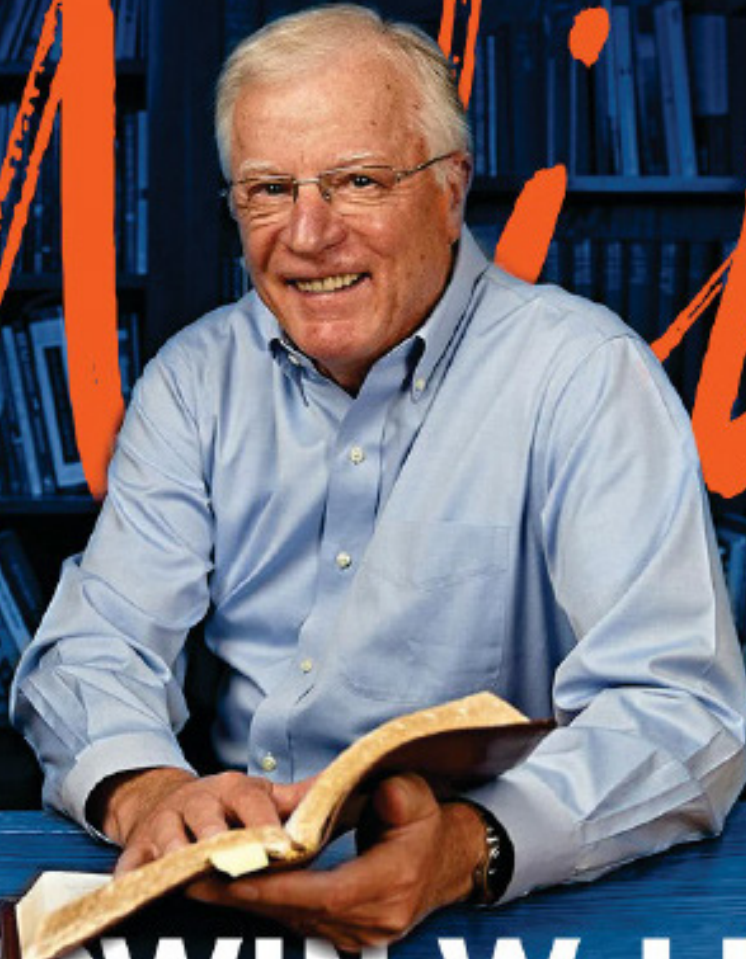
La radio qui change les vies.



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