

# ***Tanuli!*** Magazine

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



TWR Wecaf's Mission to Engage Africa  
Through Content

West Africans embrace  
*"Men of Courage"*

*'Precious and Beloved'* in West Africa

Bringing the light of Jesus to  
Côte d'Ivoire

Radio + App + TTB = new life

Igbo speakers embrace *"Thru the Bible"*

Fifty years of bringing hope to Africa

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**Tanuli!**  
Magazine

## Imprint

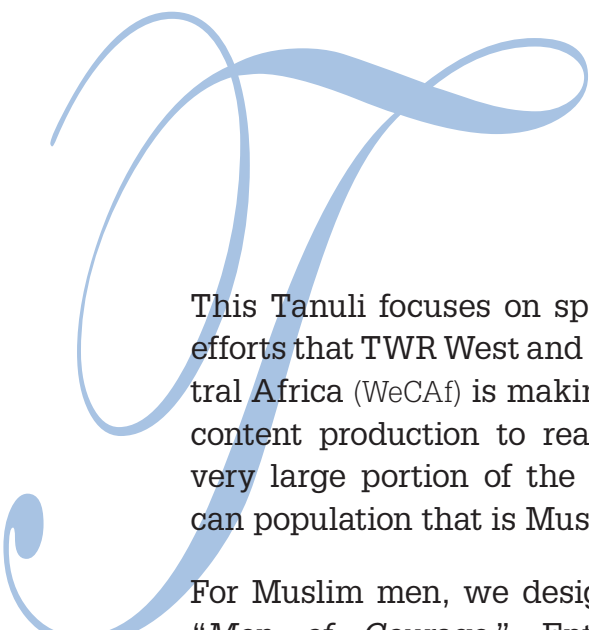
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We share with you what God is doing in West & Central Africa.

# TWR WECAF'S MISSION TO ENGAGE AFRICA THROUGH CONTENT

*Editorial by  
Dr Sangho Abdoulaye*



This Tanuli focuses on special efforts that TWR West and Central Africa (WeCAf) is making in content production to reach a very large portion of the African population that is Muslim.

For Muslim men, we designed “*Men of Courage*.” Entirely conceived and produced from West Africa, this programme enters into the daily life of men and their experiences, their daily struggle, their hopes and despair. But it also gives them a perspective of life with Jesus Christ to make a difference.

Another programme is aimed specifically at “*Precious and Beloved*” Muslim women. Women

are the wonderful creatures whom God loves unconditionally and desires to touch and save. Too often wronged by the male junta in our tropics, they will discover in this programme a new reason to hope and to live happily for today and for eternity.

More information on our West and Central Africa ministry for your prayer and praise focuses on Côte d'Ivoire, Benin and Nigeria.

Finally, TWR Africa is celebrating fifty years of ministry this year. It is worth celebrating. For fifty years, TWR has been broadcasting the gospel from powerful shortwave and medium-wave transmitters from Eswatini (formerly Swaziland) to cover the whole of Africa.

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**“Africa needs Jesus”  
proclaimed the first  
International Director  
of TWR**

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This kingdom, landlocked by South Africa and Mozambique, has opened its arms wide to host the Trans World Radio mission. It's a win-

dow to reach Africa and bring it the most beautiful and best news: the good news of salvation. Because, as the first international director of TWR proclaimed, “*Africa needs Jesus*”.

This inspiring leader, Rev. Stephen Boakyé-Yiadom, was also the first missionary of



# TWR Wecaf's Mission to Engage Africa Through Content



TWR International and ERF Germany to Africa. He was based in Kenya, but originally hails from Ghana in West Africa.

He had a great vision for his African continent and wanted Africa to hear the message of salvation. Armed with his faith, vision and unfailing courage, the one who was not expected in Kenya settled there and began to spread the Message and look for favourable places for dissemination.

God had planned nothing less than a visionary king in Eswatini to invite TWR and offer him hospitality. We thank the Lord for his preparation and provision.

The fiftieth anniversary was celebrated on 1 November 2024. So many adventures with global missionaries, so many miracles performed by the Lord, so many testimonies of lives transformed from near and far. Some of these stories

will only be told in the presence of our Lord in eternal bliss. Glory be to him.

At the end of this year, and in agreement with the entire TWR West and Central Africa team, I wish you a Merry Christmas, an excellent end of the year 2024 and to enter the new year 2025 under the benevolent gaze of the Lord.

Dr. Abdoulaye Sangho,

TWR WECAF International Director

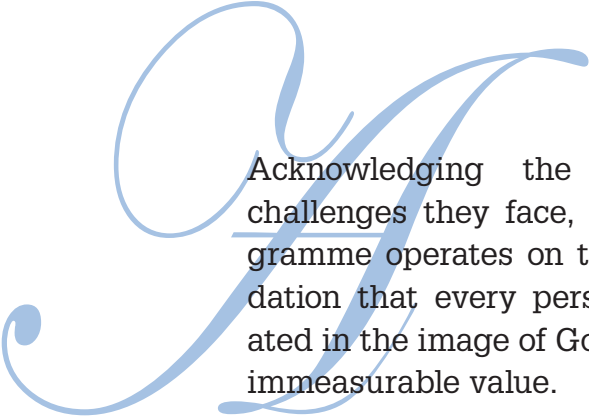




# WEST AFRICANS EMBRACE “MEN OF COURAGE”

By David Irondi

*In a region where cultural and religious beliefs shape daily life, the Men of Courage radio programme emerges as a bold initiative aimed at reaching Muslim men with a message of hope and transformation.*



Acknowledging the unique challenges they face, the programme operates on the foundation that every person, created in the image of God, holds immeasurable value.

By offering a compassionate and understanding perspective, *Men of Courage* invites listeners to explore deeper truths about faith, hope, and life's many trials, without compromising their cultural and religious identity.

## LAUNCHED IN CÔTE D'IVOIRE

In French-speaking Côte d'Ivoire, the programme is called *Chez Konate* or *Konate's Corner*, named after the presenter, Konate Amandou.

The weekly programme was launched on four FM stations, including two Muslim-run stations, in October. After listening to the pilot episode, each signed a one-year contract and offered prime Saturday time slots.

Another of the stations, Evangile FM, covers a region of the capital city of Yamoussoukro that is predominantly Muslim.

Each of the four stations also requested the opportunity to re-broadcast previous episodes – a request that was gladly approved.

Moreover, three of the four station managers recognized *Chez Konate* as a potential solution to the daily challenges faced in Muslim homes.

The station managers have taken on the responsibility to ensure that listener feedback will be meticulously gathered and transmitted to TWR, demonstrating their strong belief in the positive impact of this programme.

# West Africans embrace “Men of Courage”



**The programme also had its first live broadcast on the social media app TikTok.**

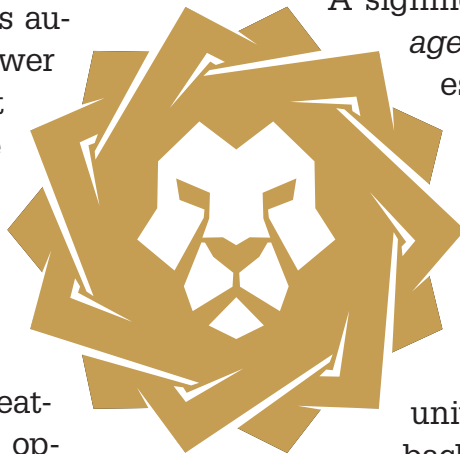
During the live session, Konate was able to extensively engage with his audience and answer many pertinent questions. The plan is to offer two live broadcasts a week using both Facebook and TikTok, creating even more opportunities for direct interaction with our audience.

## **FAMILY COMES FIRST**

Since its pilot episode, *Men of Courage* has been touching lives. Koro Abou, a guest on the programme, reflected on the episode “*Can Career Success Replace Family Time?*”

He shared:

*“We have all made these mistakes, sacrificing time we should have spent with our family – God’s most beautiful earthly gift – pursuing career success, which can never match the value of being with loved ones. This programme has shown me how wrong this is, and I pray others will also learn from it. This gap in relationships is the root of most family problems.”*



A significant strength of *Men of Courage* lies in its ability to build bridges between cultures and faiths.

By discussing pressing issues like family unity, justice for widows and orphans and forgiveness, the programme presents a godly perspective on human challenges that are universal, regardless of religious background.

This approach fosters respect and promotes deeper exploration of biblical principles, guiding listeners to apply these truths in their lives even before coming to faith in Christ.

## **A GOD-ORDAINED TOOL**

Pastor Konate, the programme anchor and presenter, recently shared his deep



## West Africans embrace “Men of Courage”



↓  
conviction regarding the impact of *Men of Courage*.

After testing several pilot episodes in churches with predominantly Muslim-background believers as well as with Muslim neighbours, Konate said he confidently believes that the programme will be an instrument for a great harvest of souls.

His first-hand experience with the audience has strengthened his view that *Men of Courage* is uniquely positioned to reach

hearts that may have otherwise remained closed to the message of hope found in Christ.

This conviction underlines the growing sense that *Men of Courage* is not just another programme but a God-ordained tool for transformation in communities where cultural barriers can sometimes make open discussions about faith challenging.

Pastor Konate's belief in the programme's potential continues to inspire and motivate the team as they press forward.

Looking to the future, it's hoped *Men of Courage* will expand into new regions and

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*Men of Courage* is not just  
another programme

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# West Africans embrace “Men of Courage”



languages, ensuring that its life-giving message reaches more Muslim men across diverse cultural contexts. With leaders such as Pastor Moussa Kone and his team, who have established ministries reaching Muslim-background Christian men, the programme is positioned to grow further, impacting lives and inspiring transformation across the region.

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The vision is clear: to be a beacon of hope and an instrument of change, helping men discover their worth in God’s eyes and find eternal hope in Christ.

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*Men of Courage* continues to stand as a transformative force, bridging gaps, fostering understanding, and inspiring men

to live more fulfilling and purposeful lives through Christ’s message.

As the programme expands, its commitment remains the same: to offer hope, practical guidance, and a glimpse into the unconditional love and purpose that can only be found in a relationship with God.

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# ‘PRECIOUS AND BELOVED’ IN WEST AFRICA

## *West Africa*

*The man, a strict Muslim in a Central Asian country, was stunned by the programme he came across on YouTube. The voice. He knew that voice.*

No doubt. It was his sister – well, technically, his stepsister. They had been adopted by the same couple and grew up in the same home.

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But what was she saying? Women are loved. They are precious in God’s sight. Because of Jesus, they can be free from shame and guilt.

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In that culture, in that country, these messages from a programme called *Precious and Beloved* were radical. He didn’t expect to hear it from his sister.



Nonetheless, the man listened to the entire first episode. Then he sent a link to his wife and other family members.

His wife listened to one episode, then another, then another after that. Six episodes in a single day. She started texting her sister-in-law, the producer behind *Precious and Beloved* in their language, saying she couldn’t stop crying.



## ‘Precious and Beloved’ in West Africa



No one in her family had imagined the man's sister was involved in such a thing.

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... something extraordinary about a Christian programme being embraced by Muslim women in a Muslim culture ...

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*“[The producer] is a Christian, and her family is not, [so] she cannot talk about Precious and Beloved,”* explained Susie Pek, global director of Women of



Hope, the TWR ministry that's responsible for the series.

There's something extraordinary about a Christian programme being embraced by Muslim women in a Muslim culture.

Now, for the first time, *Precious and Beloved* also is being heard in French-speaking West African countries that are either predominantly Muslim – Mali and Senegal – or have significant Muslim populations – Benin and Côte d'Ivoire.

*“French African was the fifth among six languages in which Precious and Beloved has been produced,”* Pek said, *“and the first broadcasts were not heard in the region until October 2024.”*

But Charlene Ndoukou, the programme's French African voice, is certain it also will resonate with West African listeners.

*“Because of their religion, Muslim women are going through many difficulties they can't express,”* said Ndoukou in French that was translated by her husband, Jean-Anath Ndoukou. *“So Precious and Beloved is based on love ... to bring hope to those women who are going through hopelessness.”*

*“Precious and Beloved was developed by a Women of Hope producer in the Middle East\*<sup>1</sup> in a magazine-style format,”* Pek

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*\*For security reasons, we are withholding her name.*





## 'Precious and Beloved' in West Africa

↘ said. *"Each 30-minute programme has six or seven segments."*

*"The first 13 sessions have already been heard in Central Asia and elsewhere, and a second season of 13 sessions was completed this year."*

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**The purpose is that women would know they're loved by God and are precious in his eyes.**

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*"It also can be presented in 15-minute programmes. Aired that way, it eventually could run for 52 weeks. Both seasons have been approved for West Africa," Pek said.*

*"The message of the programme is reflected in the name," she said. "The purpose is that women would know*

*they're loved by God and are precious in his eyes."*

*"That's a radical concept to many women," Pek added.*

*"To understand that you're truly loved for who you are, you just being you – it's very radical," she said. "It's hard to grasp. You know, even being in a Western culture, that's hard enough, and being in a Muslim culture is even more so."*

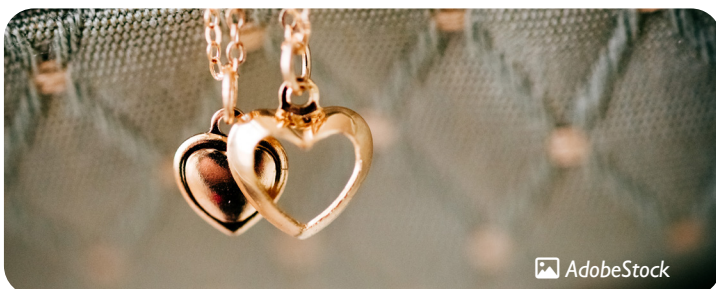
Pek shared the testimony of a West African team member with *Women of Hope* whose family deserted her when she became a Christian. *"But it didn't matter. You know, love has changed her."*

The Central Asian producer also was a former Muslim, Pek said. *"I was asking her about her testimony last year. I said, 'What drew you to Christ?' And she said, 'Love. The fact that there is a God of love. That attracted me to Christ.'"*

Charlene Ndoukou wants women across West Africa to know that love.

*"My dream for this programme is to see these women living the good way, living [with] the life of God in them," she said.*

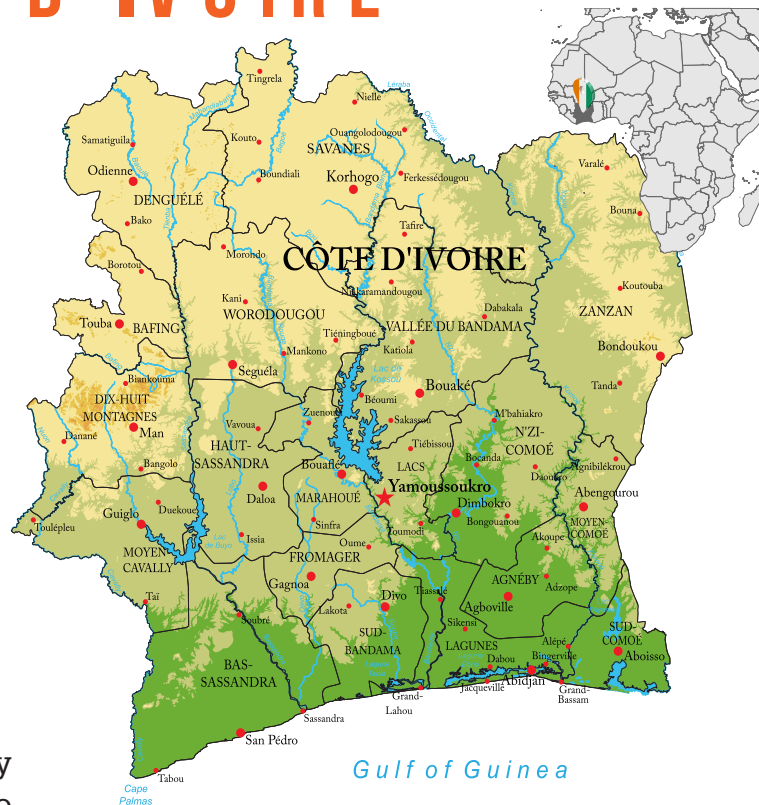
*"I want to see women healed from their broken hearts ... so they understand there is a God who loves them."*



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# BRINGING THE LIGHT OF JESUS TO CÔTE D'IVOIRE

*Côte d'Ivoire –  
Yamoussoukro*



The man was blind and angry with God. He didn't want to hear anything from Christians, he said.

But Florence Mbamba, visiting his village in Côte d'Ivoire, was quietly persistent.

*"I encouraged him, gave him a radio, and he listened to the broadcasts," Mbamba related.*

*"After some time, he called me back to say that he understood it wasn't God who was the problem, but himself. So now he accepts receiving Jesus."*

**The blind man who was given spiritual vision is an example of the lives being changed**

The blind man who was given spiritual vision is an example of the lives being changed, one at a time, through TWR partner Radio Evangile since it established a station in Côte d'Ivoire's capital city of Yamoussoukro in July 2022.

Mbamba, national director of Radio Evangile, is straightforward when it comes to the purpose of her work.

*"My objective is to win souls for the Lord – souls that will remain in the churches," she said. "Alongside that, we need to encourage and strengthen the church, those who are already converted, help them to root themselves more in Christ."*

# Bringing the light of Jesus to Côte d'Ivoire



**"I receive many testimonies from people who actually listen to the radio and whom God manages to touch."**

*"Evangelism is foremost," Mbamba said, "because there are areas within Yamoussoukro itself, as well as in remote villages, that the gospel has not reached."*

*"We believe that with the radio, we can reach those places."*

For Mbamba that means more than broadcasting the good news from a studio, as central as that is. It also means distributing radio sets in person to places where many people don't have radios. It also means following up.

*"I wait for one or two months, and then I go back to see what is happening... whether the distributed radios are actually being used as intended," she said.*

*"I receive many testimonies from people who actually listen to the radio and whom God manages to touch."*

One woman told Mbamba that listening to *Women of Hope* on her radio transformed her life and gave her guidance in her walk with the Lord. The leadership of one village was embroiled in conflicts but were touched by the testimonies they heard on the radio. *"They reconciled, and it made a big impact on the village,"* she said.

*"More could be done," Mbamba said, "if she had a bigger staff."*

*"Our team is very very small," she said. "You see, I am the first in charge, and I often find myself in the field, covering distances, sometimes on foot and alone because there is no one to go with me. Everyone is busy with a task."*

More radios are needed to increase the number of people who can hear the word,



TWR Archive  
Their tower is intended to reach 60 meters, but there's only room on the site for a 32-meter tower.



# Bringing the light of Jesus to Côte d'Ivoire

▼

she said, along with additional print materials. Radio Evangile also needs a bigger site in Yamoussoukro.

Their tower is intended to reach 60 meters, but there's only room on the site for a 32-meter tower.

*"The rest of the tower is on the ground," she said. "How can we find a place that can accommodate our transmission?"*

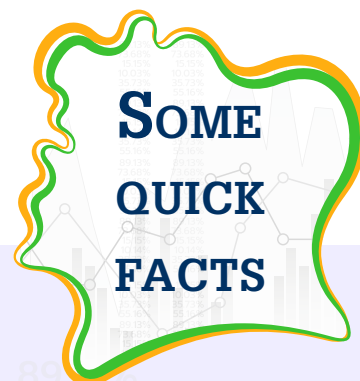
## Radio Evangile's hope is to reach the entire country.

*"In other cities in Côte d'Ivoire that I have had the honour to visit, I have seen the suffering of the people," Mbamba said. "Some of them have never seen a radio; they don't know what it is. And they live in very precarious situations. And when I pass through places like that, my heartfelt cry to God is to give us the means to reach this population."*

That heartfelt cry leads Mbamba to one more request:

*"We also need a lot of prayers – prayers to accompany the work that is being done."*

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### POPULATION

Total: 29,981,758

Male: 15,040,032

Female: 14,941,726 (2024 est.)

### ETHNIC GROUPS

Akan 38%, Voltaïque or Gur 22%, Northern Mande 22%, Kru 9.1%, Southern Mande 8.6%, other 0.3% (2021 est.)

### LANGUAGES

French (official), 60 native dialects of which Dioula is the most widely spoken

### RELIGIONS

Muslim 42.9%, Catholic 17.2%, Evangelical 11.8%, Methodist 1.7%, other Christian 3.2%, animist 3.6%, other religion 0.5%, none 19.1% (2014 est.)

### COMMUNICATIONS

#### TELEPHONES - MOBILE CELLULAR

Total subscriptions: 49.006 million (2022 est.)

Subscriptions per 100 inhabitants: 174 (2022 est.)

#### INTERNET USERS

Total: 12.15 million (2021 est.)

Percent of population: 45% (2021 est.)

#### BROADBAND - FIXED SUBSCRIPTIONS

Total: 260,097 (2020 est.)

Subscriptions per 100 inhabitants: 1 (2020 est.)

Source: <https://www.cia.gov/the-world-factbook/countries/cote-divoire/>

# RADIO + APP + TTB = NEW LIFE

*Benin*

*Media Evangelique du Benin*

*It's easy for Virgile Ouendo to tell that people are listening to TTB Fongbe.*

"Any time that we have technical problems, and the programme comes in late, we start having some – a lot – of requests," said Ouendo, who is national director of Media Evangelique du Benin (MEB), TWR's national partner in Benin.

***"Oh, why is the programme not coming through?' 'Why are you not sending the programme?'"***

"Oh, why is the programme not coming through?' 'Why are you not sending the programme?'"

TTB refers to *Thru the Bible*, the beloved radio survey originated more than five decades ago

by Vernon McGee. It has been on the air for 14 years in Fongbe, the most widely spoken language in Benin.

But nine years ago, MEB added a new wrinkle, forming a TTB listening group on the messaging network WhatsApp.

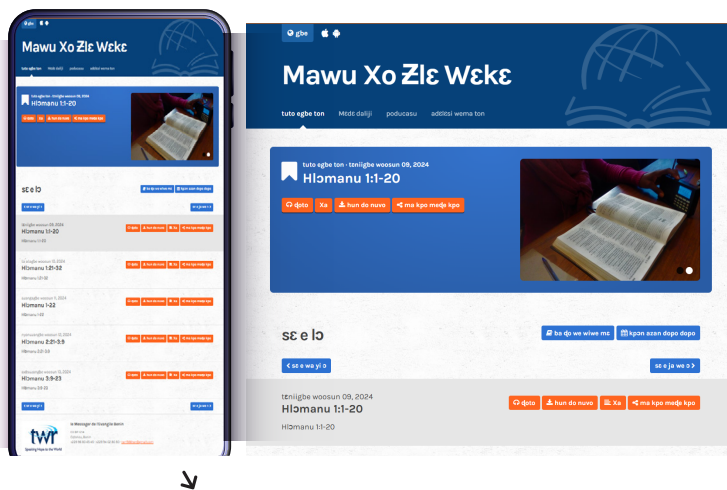
Since a cycle of the programmes, from Genesis 1:1 through Revelation 22:21, requires five years of airtime, the group is nearing the end of its second TTB cycle.

"The term 'group' might be misleading. Although listeners come and go for various reasons, the group includes anywhere from 600 to 700 people," Ouendo said, "in more than 50 locations across Benin."

"They are 'from different categories of people,' he said. 'We have ... evangelical Christians, Catholic Christians, we have,



## Radio + App + TTB = new life



were realities in which we claimed to worship God. This was not at all in line with the Scriptures of the Bible. I realized this when I started to attentively listen to TTB Fongbe.”

Another listener wrote in an October 2023 message that he had been religious but hadn't had a relationship with God. “By the grace of God, I came across [the] TTB Fongbe programme and started listening,” he went on.

also non-Christians. We have a few Muslims.”

The programme is sent to the group every weekday morning at 10. As mentioned above, a technical issue that delays the release prompts calls from concerned group members.

Their comments reveal why they value the programme and the group.

“I joined the listener forum of TTB Fongbe programme last year,” a listener texted in August 2024.

“Before that, I sincerely admit that my knowledge of God was not biblical. It was more of a religious knowledge. Respecting rules and observing liturgies

“Upon my request, I was added to the listeners WhatsApp group. Over the course of several months, everything concerning salvation became clearer in my mind. Many of the teachings I listened to helped me realize that I still had not understood salvation. But I am grateful that as I write to you, I can assure you that I am saved, and my name is written in the Book of Life.”

The group format allows resources in addition to the life-transforming teaching. MEB offers a quiz session that helps listeners make sure they didn't miss the main points of the teaching, Ouendo said.

Ouendo and the rest of the five-person team at MEB also respond to spiritual needs.

“Sometimes they listen to the programme, and the programme addresses part of their lives,” he said. “And they don't know how to apply it to the circumstances where they are, so they ask for counselling. So we also do counselling with them. Some of them call to ask for prayer. So we pray with them.”



## Radio + App + TTB = new life



With TTB Fongbe as the framework, MEB is also training pastors with no radio experience for radio ministry. After being trained, the pastors began to understand that radio is a powerful medium, Ouendo said, and start investing in radio ministry to reach the unreached.

MEB also is using TTB to train pastors in remote villages, Ouendo said. Often, they've never been to a Bible school, and they avoid portions of the Bible that aren't clear to them, such as Revelation.

*"Some of them said, 'I have never preached in that book because it is scary for me,'"* Ouendo explained. *"So we took TTB, and we explained to them Dr. McGee's method and how he approached each book of the Bible. ... And some of them confessed to us that this has changed their ministry. It has changed the message that they give to the church."*

That fits with what a pastor texted in February 2024.

*"After listening for some time, I ... realized that I did not know much about the Bible, and to really benefit from the content of these teachings, I have to put my title as a pastor who has studied theology aside,"* he wrote. *"Which I did, and I became a new learner again. By the grace of God, I understood many books of the prophets and the book of Revelation."*

Ouendo hopes to extend that sort of teaching beyond the borders of Benin. TTB currently isn't available in the languages of next-door Togo, he said. *"We are praying that the Lord will do something so that we can also have TTB in those languages."*



### PEOPLE AND SOCIETY OF BENIN

Population: 14,697,052

#### ETHNIC GROUPS

Fon and related 38.4%, Adja and related 15.1%, Yoruba and related 12%, Bariba and related 9.6%, Fulaani and related 8.6%, Ottamari and related 6.1%, Yoa-Lokpa and related 4.3%, Dendi and related 2.9%, other 0.9%, foreigner 1.9%(2013 est.)

#### LANGUAGES

55 languages; French (official); Fon (a Gbe language), Yom (a Gur language) and Yoruba are the most important indigenous languages in the south; half a dozen regionally important languages in the north, including Bariba and Fulfulde

#### RELIGIONS

Muslim 27.7%, Roman Catholic 25.5%, Protestant 13.5% (Celestial 6.7%, Methodist 3.4%, other Protestant 3.4%), Vodoun 11.6%, other Christian 9.5%, other traditional religions 2.6%, other 2.6%, none 5.8% (2013 est.)

Source: <https://www.cia.gov/the-world-factbook/countries/benin/factsheets/>



# IGBO SPEAKERS EMBRACE “*THRU THE BIBLE*”

*In Nigeria,  
TTB is going to church.*

*“In these churches ... when we have an invitation from them, we move,”* said Joshua Ironi, director of Victa Media, the Nigerian partner of TWR (Trans World Radio).

The invitations come because of TTB, the shortened form of *Thru the Bible*, which since August 2020 has been broadcast in the Igbo language on medium-wave 1476 and FM stations in Nigeria at 5:10 a.m. daily.

*“Some people have told us they set their alarm to ensure that before 10 minutes [after 5] they*

*are awake,”* Ironi said. *“And then they have the radio by their side.”*

They don't necessarily listen alone.

*“I wake everyone in my house up once it is time for the programme, and we all listen together,”* a caller told Victa Media in October 2023.

*“TTB is indeed an unavoidable religious breakfast,”* another listener reported via social media in March 2024. *“I am being blessed.”*

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They don't necessarily  
listen alone.

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## Igbo speakers embrace “Thru the Bible”

✓ The four-person staff at Victa Media is well aware of that morning blessing.

*“The phones don’t rest,” Iron-di said. “They call us. People share testimonies. People ask questions. It is just making an impact.”*

And sometimes they ask: “Can you come?”

*“Some pastors who embrace this truth also know that their members have listened to a whole lot of other pastors who are teaching them the wrong thing,” Iron-di explained.*

*“So they want the TWR team with the TTB programme to come to them and talk to their members and let people understand the right foundations of the gospel.”*

*“Vernon McGee, the originator of Thru the Bible, began teaching his verse-by-verse radio Bible course 57 years ago, but it’s speaking powerfully to Igbo people today,” Iron-di said.*

That’s because it counters the unscriptural teaching from the so-called “prosperity gospel,” which is popular in parts of Africa.

*“Some of these people have made men understand that if things are not going well with you, you’re not a true Christian,” Iron-di explained.*

*“If you are not rich, if you don’t have a car, you’re not well-to-do, you’re not representing Christ well. And it has made many people doubt their faith.”*

*“Some pastors take advantage of that teaching,” Iron-di said, “insisting that people will only prosper if they bring money to the pastors.”*

*“But the TTB programme has helped men understand that it is your faith in Christ Jesus that saves you, and it doesn’t have anything to do with materialism,” he went on.*

*“Although many pastors have embraced the truth taught through TTB and encour-*

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*“Such enormous truth has been hidden from us for a long time, ... Thank you for opening my eyes to the Word.”*

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## Igbo speakers embrace “Thru the Bible”

“*aged their flocks to listen, false teachers have tried to impede Victa Media’s efforts,” Irondi said.*

*“Those pastors feel like you are making their members disloyal to them,” he said.*

*“They want to discourage members from listening.”*

But as Igbo people discover TTB, they respond.

*“Such enormous truth has been hidden from us for a long time,” a listener emailed in February 2024. “Thank you for opening my eyes to the Word.”*

Another listener summed it up in an October 2023 phone call to the Victa Media office:

*“You may not realize the impact of what you are doing in our lives,” the caller said. “Your programme has drawn me to a deep commitment to follow the Lord. Since I began following these teachings on radio, my life is transformed.”*

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### PEOPLE AND SOCIETY OF NIGERIA

Population: 236,747,130

#### ETHNIC GROUPS

Hausa 30%, Yoruba 15.5%, Igbo (Ibo) 15.2%, Fulani 6%, Tiv 2.4%, Kanuri/Berberi 2.4%, Ibibio 1.8%, Ijaw/Izon 1.8%, other 24.9% (2018 est.)

#### LANGUAGES

55 languages; French (official); Fon (a Gbe language), Yom (a Gur language) and Yoruba are the most important indigenous languages in the south; half a dozen regionally important languages in the north, including Bariba and Fulfulde

#### RELIGIONS

Muslim 53.5%, Roman Catholic 10.6%, other Christian 35.3%, other 0.6% (2018 est.)

Source: <https://www.cia.gov/the-world-factbook/countries/nigeria/factsheets/>

# FIFTY YEARS OF BRINGING HOPE TO AFRICA

*Eswatini*  
**ESWATS**

*In 1974, South Africa's Apartheid era was under attack, Muhammad Ali knocked out George Foreman in Zaire's Rumble in the Jungle, and a skeleton given the name Lucy was discovered in Ethiopia's Afar Depression. Blazing Saddles and Young Frankenstein were box office hits; Billy Joel, Lynyrd Skynyrd and ABBA were among the top pop artists.*



And, beginning on Nov. 1, tens of millions of Africans across sub-Saharan Africa were able to hear a new voice, a voice of hope, from TWR (Trans World Radio).

Many things change in 50 years. Apartheid is long gone; today's heavyweight champion is from Ukraine; movies are dominated by superheroes and pop music by Taylor Swift; and Zaire is known today as the Democratic Republic of Congo. TWR was broadcasting then as now from near the city of Manzini, but now that city is in Eswatini, not Swaziland.

More than ever, though, TWR Africa is proclaiming hope through the air, on the ground, in more than 70 languages, and across borders.

*"Thank you, TWR, for bringing us broadcasts that are powerful and are restoring lives, giving people hope," ...a listener to the English-language Running to Win in Zimbabwe texted in February 2024.*

With a choir, English hand bell music, prayer, speeches and – of course – a festive

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*"Thank you, TWR, for bringing us broadcasts that are powerful and are restoring lives, giving people hope,"*

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# Fifty years of bringing hope to Africa



meal, the TWR Africa family celebrated its 50th anniversary on Nov. 1, 2024, the exact anniversary of the first broadcast.

## **‘FROM THE GRASSROOTS’**

*“It is a ministry that has endured, in part, because of TWR’s respect for the culture of Africa,”* said Branko Bjelajac, a TWR ministry vice president whose responsibilities have included Africa since 2016.

*“We are not a colonial mission,”* Bjelajac explained.

*“We do not come to introduce our view of this world and our view of how the local church should look. ... But we actually*

*like to see the growth from the grassroots of the country.”*

The frontline work is done through 15 partner ministries across Africa. As an organization, TWR provides resources and expertise, continually upgrading and expanding so that more people can hear the gospel in their heart languages, and by the means that is most familiar and available to them.

In a continent as huge, as fast-developing and as diverse as Africa, that can be a lot to manage.

*“We are trying to reach the digital audience,”* Bjelajac said. *“We are trying to ... nurture our FM stations. The same with the medium-wave stations, [and] especially the shortwave stations. Africa is one of the rare continents where the shortwave broadcast is still in full scope, because of the distances, because of the shortage of infrastructure.”*



# Fifty years of bringing hope to Africa

## REACHING THE WEST

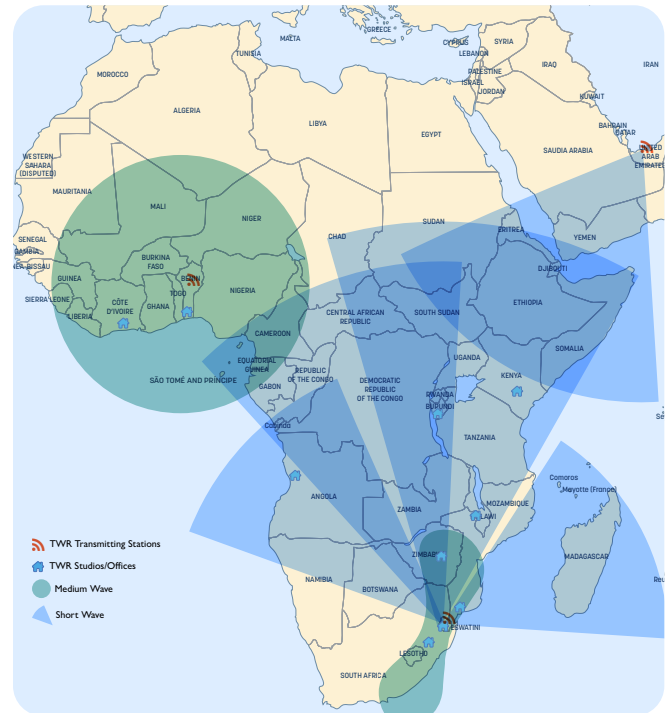
▼ Perhaps the greatest development since the original transmitters went live in Eswatini was the start of the West Africa Transmitting Station, adding tens of millions more potential listeners, including in Africa's most populous nation, Nigeria. The first broadcast was on Feb. 1, 2008.

Much of the region is a “Muslim zone,” said the Rev. Dr. Abdoulaye Sangho, TWR's international director for West and Central Africa. But as long as the message is heard, there is hope.

*“I'm encouraged by the fact that when the message is aired or broadcast [and] when the distribution is done, people accept Jesus and we get conversions in the area,”* he said.

The way the message of hope in Jesus is conveyed must change with a new generation, Bjelajac said. That's particularly true in a continent in which the population is so young.

Africa is the youngest continent in terms of the ages of its people, he said. In sub-Saharan



Africa, 46% of the population is younger than 14.

*“So, the message of Jesus, the teaching from the Bible remains, and TWR is in that respect, I think, well-recognized,”* Bjelajac said. *“But we change technology. We were shortwave and longwave. Now we are medium wave. We are FM. We are on phones. We are on the apps. We have satellite radio.”*

Over 50 years, with leaders such as the late Stephen Boakye-Yiadom, Abdoulaye Sangho and Victor Kaonga, international directors for West and Central and East and Southern Africa respectively, TWR has built up what Bjelajac calls a “good history

▼



# Fifty years of bringing hope to Africa

▼ *and credit line” in the continent.*

*“I think we have a very good position to actually try to reach these young people ... and provide for them the message of the gospel,” Bjelajac said. “Because we are a media organization, but salvation comes one at a time, one person at a time.”*

*“So no matter how many millions of listeners we have, the Lord and the angels sing for one person who has found Jesus today. And that is our goal.”*

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## PHOTOS

1. Gottfried Schiele playing the hand-bells
2. Masters of Ceremony Thulani Mdletshe and Sphiwe Nxumalo-Ngwenya
3. Minister of Information and Communications Technology (ICT) Honourable Savannah Maziya
4. Victor Kaonga, Director for East and Southern Africa
5. David Irondi, Assistant to the TWR West and Central Africa Director
6. A Swazi choir entertaining the guests
7. The main table with (left to right) Joe Barker, Steve Stavropoulos, Minister of Agriculture – Honourable Mandla Chauke, Minister of Information and Communications Technology (ICT) Honourable Savannah Maziya, Senator Ndumiso Mdluli and Greg Clarke, Station Director, ESWATS.



Lucky Studios, Eswatini



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.*

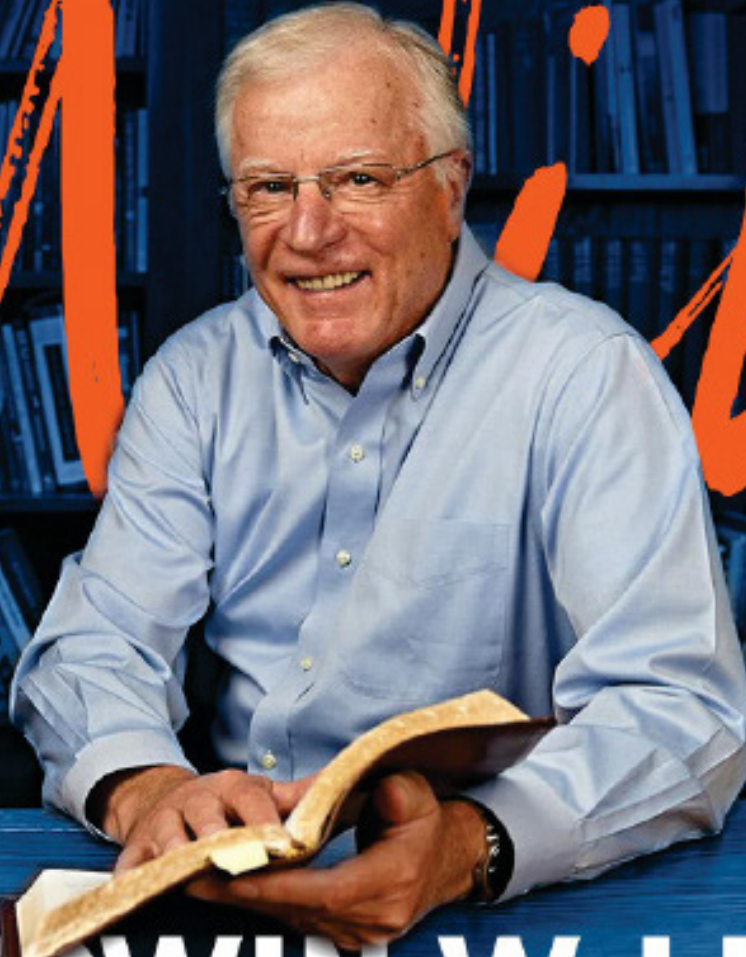


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# RUNNING TO



# DR. ERWIN W. LUTZER

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