



tvr

a
closer
look
@
TWR



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.

our president



Story after story reminds us of an important reality: It has never been about towers or transmitters or technology for TWR. It was always about people meeting and obeying Jesus. Today, TWR is among the most far-reaching Christian media ministries in the world. We have dedicated staff, partners, volunteers and supporters who are deeply passionate about the mission. Our duty now is to become experts in every useful form of communication available – not for our sake, but for the sake of those who need to hear about Jesus.



— **Andy Schick**
President and CEO

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





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 200+
languages and dialects.
-  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.

for a **deeper** dive

To learn more about TWR's
history, go to:
twr.org/our-history



reluctant beginnings

D 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, the question that continually filled Freed's thoughts was: How can 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,

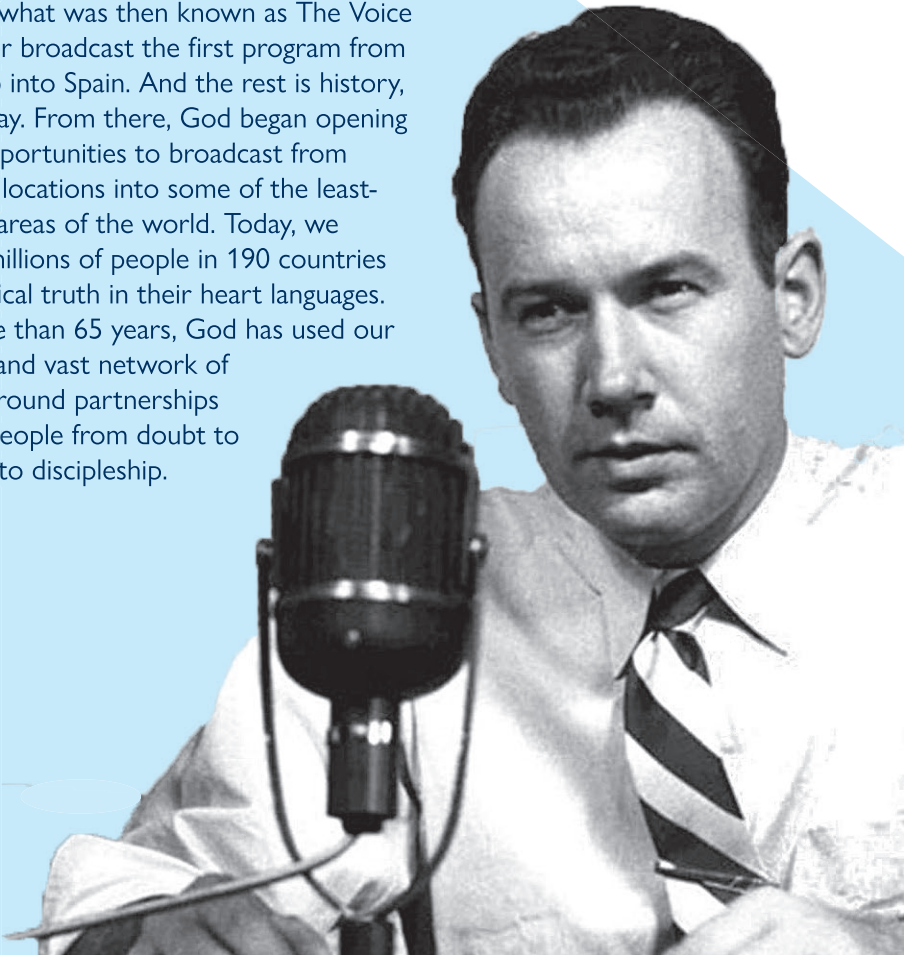
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reluctant beginnings *continued*

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.



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.

partnership in the gospel work

We love partnering with other ministries, churches, foundations and individuals. After all, partnership is how God intended 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.

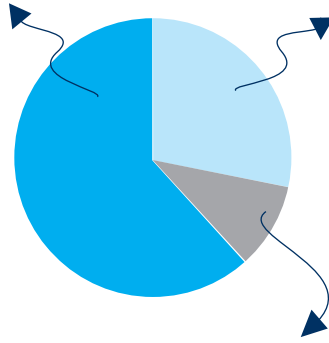


National Partners — One of the unique partnerships TWR has is with national partners. These are autonomous organizations with a predominantly indigenous board representing a cross section of the body of Christ in their countries or language/ethnic groups. These partners' missions align with the mission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

where does the **content** come from?

Cooperative Ministry Content

Media ministries ask us to distribute their programs over our global network. ex: *The Word for Today*, Moody Church Media.



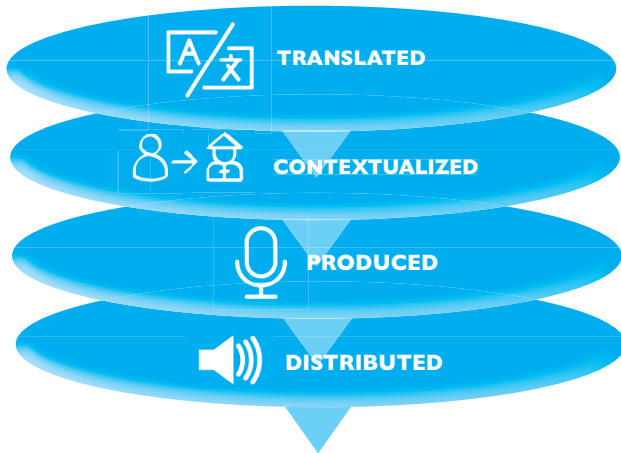
TWR-Developed Content

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

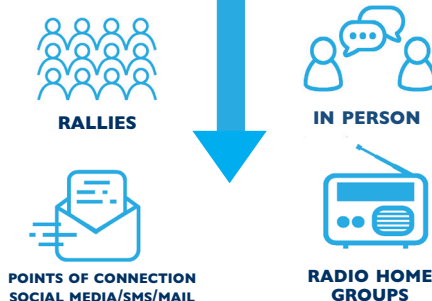
Joint Ministry Content

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

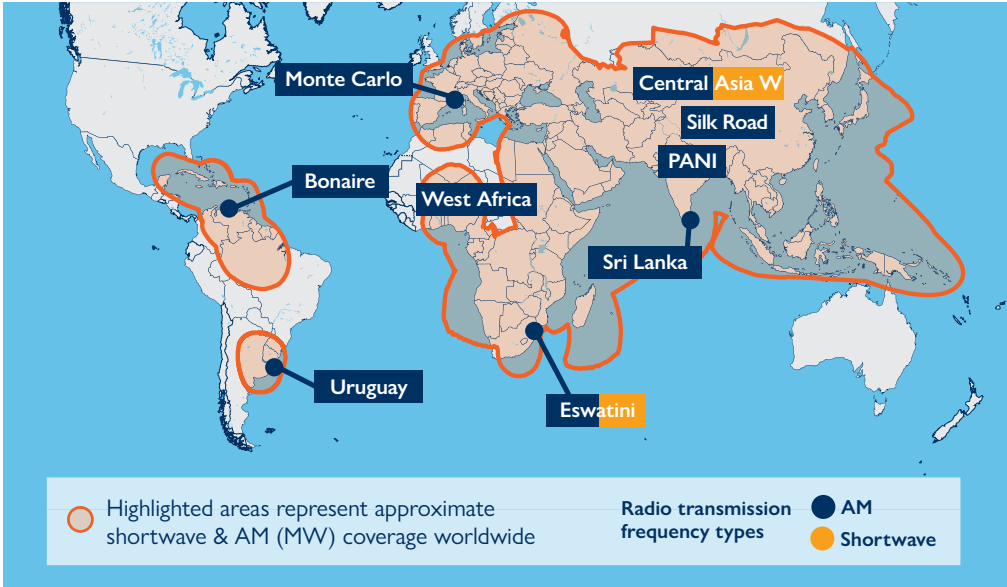
... and where does it go?



ENGAGING WITH THE AUDIENCE



transmission sites & coverage



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 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 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.”



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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.



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





P.O. Box 8700, Cary, NC 29512 | 800.456.7897 | twr.org