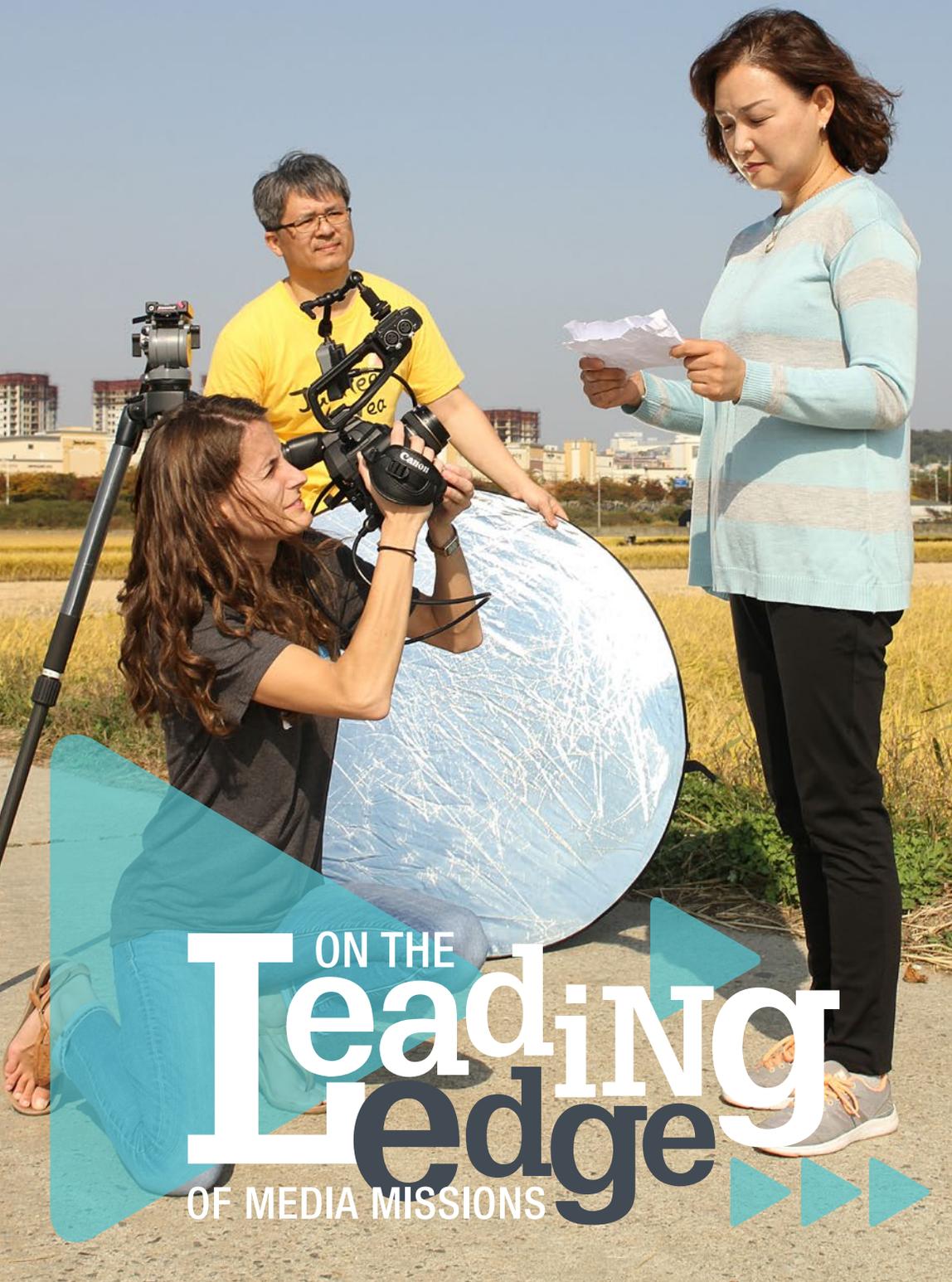


twr
MAGAZINE

Dec 2016 - March 2017 • twr.org



ON THE
Leading
Ledge
OF MEDIA MISSIONS

BECAUSE *you gave*

EXTENDING THE REACH OF THE GOOD NEWS

HOMESTRETCH FOR BONAIRE POWER UP PROJECT

At TWR, we are getting excited with less than \$600,000 to raise to complete the Bonaire Power Up Project, which will increase our Latin America broadcast signal from 100,000 to 450,000 watts. While that's still a lot of money, our goal began as \$3.8 million, and God's gracious provision and your generous giving have put us on the homestretch. The upgrade will double our potential listening audience in Latin America from 50 million to 100 million people and blanket the entire nation of Cuba with the Spanish programs of TWR. Work is ongoing on the towers, antenna-tuning houses, transmitter building and all the connections in between – a giant jigsaw puzzle for the kingdom of God. Thank you!



PEACE IN THE HEARTS OF MIDDLE EAST LISTENERS

It's rare to hear about peace these days when it comes to the Middle East. But TWR's listeners there are mentioning peace when they respond to our Arabic programs on the radio and internet. One listener said this: "You were talking about forgiveness. In such a time as this in Syria, how can I forgive those who hurt my own people? Through your episode, something has touched my heart and soul. I have peace and trust that the Lord is capable of handling our pain. His will is above all situations. I surrender to him and trust." Thank you for giving \$276,000 this year to help us continue ministering to these precious listeners.

GUAM SOLAR PROJECT COMPLETE

TWR has been broadcasting by shortwave radio from Guam since the 1970s. These life-giving messages of the gospel reach

listeners in dozens of Asian languages. This year, with your generous gifts totaling \$105,300, we have completed the third and final phase of installing solar panels that use the sun's rays to generate the onsite electricity for powering the transmitters. Says KTWR station director Grant Hodgins: "With the completion of Phase 3, we will be able to maximize our 100,000-watt power capacity and redirect what we were spending to buy electricity toward more ministry in Asia." Thank you for making it possible!

REACHING MORE TRUTH SEEKERS IN NIGERIA

Christians in Nigeria are being persecuted in increasing numbers as radical extremists gain more of an influence in the country. Believers need the comforting spiritual food of the Word of God, while those without the hope of Christ need to hear about him more than ever. The \$91,400 you gave will go a long way in helping TWR in West Africa to develop new programs for Nigeria and keep them on the air. Your gifts to our programs in the Hausa, Fulani and Kanuri languages will reach more listeners in Nigeria like this one in West Africa who told us earlier this year: "I want to give my life to Jesus. I ask him to forgive my sins and help me read the Bible."

anniversary milestones

Join us in thanking the Lord for these TWR colleagues who, during the second half of 2016, are celebrating 10 or more years of service.

- 35 Harry and Eileen Bettig, the Netherlands
- 30 Tim and Jeannine Klingbeil, Cary, N.C.
Steve Hippe, Cary, N.C.
- 25 Carol Witthun, Cary, N.C.
- 20 John and Carol Ragsdale, Austria
- 15 Tina Sessoms, Cary, N.C.



president's column

by Lauren Libby, President/CEO

"I will make you as a light for the nations, that my salvation may reach to the end of the earth." (Isaiah 49:6)

Every week I am amazed regarding new technological advances. Many of these advances can be used to further the cause of Jesus in the world. And that's what TWR is doing, using these new technologies to further the global ministry begun nearly 63 years ago. New ministry vehicles and technologies enhance our ability to fulfill the biblical vision described by Isaiah.

Over the last four years, TWR has been partnering with an organization to develop a new digital-media platform. It centers on an inexpensive receiver, or digital-media unit, that could be distributed to villages and homes anywhere in the world.

The receiver receives audio, text and video by way of a digital shortwave signal. From a shortwave transmitter, this digital content can be sent thousands of miles via digital "filecasting" technology. In turn, the content received by the media unit can be distributed to cellphones in a limited area, such as the surrounding village. The potential ministry applications are unlimited.

Our online web portal, TWR360, continues to expand, the daily number of visitors now approaching 30,000 from more than 200 countries and territories. These users are receiving encouragement from the

site's Bible and teaching content in 47 languages. A new, updated app is available via the Android and Apple stores. Download it free of charge and start experiencing the world of TWR ministry.

Radio continues to be a major source of ministry. When TWR Bonaire increases its power to 450,000 watts from 100,000 watts, the potential audience will double to 100 million people. In West Africa TWR is in the process of building an additional 200,000-watt AM station that will effectively double the potential listening audience in that region. And from Swaziland, the ministry has doubled its AM coverage across southeast Africa.

Around the globe, more than 4.1 billion people are within reach of the TWR radio signal. When coupled with the digital technical advances, TWR has effectively doubled our potential impact with those who listen and consumer ministry programming.

While TWR continues to utilize the latest technology, our goal remains the same: to see more people exposed to the good news of Jesus Christ and to help them become established in a relationship with Jesus.

It is because of your partnership in ministry that the Lord has a large and growing voice in an increasingly dark spiritual environment. Thank you for helping make this possible.

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 twr.org/social

President/CEO Lauren Libby
Ministry VP for North America Tim Klingbeil
Director of Marketing & Communications David McCreary
Editor Jon Hill
Designer Nicole Hughes

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Mobile app 2.0 spurs bible engagement

While helping a church friend sell her car, Ralf Stores chatted with the buyer's son and nephew, who had accompanied their family member to the signing of the final paperwork.

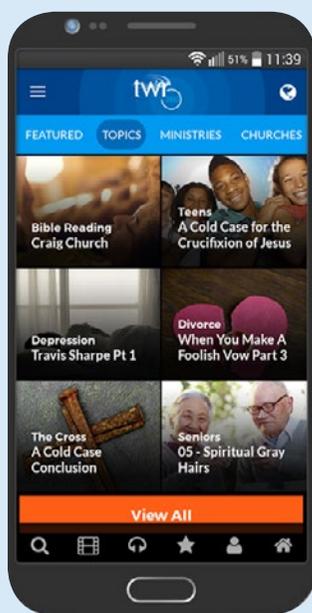
Learning that the buyer was from Morocco and that the young men attend church and are speakers of classical Arabic, Stores got out his smartphone. "May I show you something?" asked Stores, who oversees TWR360, as he started up the growing Web portal's mobile app on his smartphone.

"I played an Arabic program, and the first thing out of their mouths was, 'That's my heart language!'" Stores said. "Their second question was, 'How can I get that on *my* phone?' So I showed them right there on the spot how to download the app."

These dynamics – easy and frequent accessibility combined with convenient sharing of the abundant audio, video and text content – are why the TWR360 operations team is so excited about the recent release of its 2.0 mobile app, available free in the Apple iTunes and Google Play stores.

"This new app version goes beyond being a mirror of the TWR360 website," Stores said. "It was a complete overhaul of the app. Functionwise, the look, how people can engage with the content – all that has dramatically changed."

Among the features that users of the 2.0 app will encounter are advanced language functions and seamless switching between languages; faster content loading, transition time, and access to music and radio sections; customizable account settings for a more



TWR360 by the numbers

Languages available: 47

Monthly visits: 784,878 (Sept. 2016)

Ministries contributing content:

146 (*Running to Win* with Erwin Lutzer, *FamilyLife Today* with Dennis Rainey, *Michael Easley inContext*, to name a few)

personal experience; optimized media players for smoother streaming; and vivid colors and eye-catching images.

Reflecting a global trend, users of twr360.org are opting for mobile devices much more often than desktop computers to access the site's multilingual Bible-based content. That's why it's so important for TWR360 to occupy "real estate" on users' phone screens, said Stores, encouraging them to return to the site often. Statistics show that people who engage with God's Word four or more times a week are more likely to experience a gospel-transformed life, he added.

"The purpose of TWR360 is not just to get new people to come to the site and check it out," Stores said. "I want people continually engaging with God's Word. I want to see people engage somehow with TWR360 content every day of the week to get a solid diet of biblical teaching."

revolutionary device, far-reaching impact

New technology that fuses a radio with a basic tablet computer may soon revolutionize the way TWR's broadcast ministry engages millions around the world.

It's called the Titus II, and it looks pretty much like other midsize radios – rectangular, speakers on both ends, an attached aerial. In the middle, however, is the screen of an Android system tablet, which serves as the user interface. The unit is controlled by software, making it flexible, configurable and expandable.

“It has storage and can be preloaded with apps, files, videos,” said Steve Shantz, a longtime TWR missionary and regional vice president. “We could preload the TWR360 app, and the Titus has Wi-Fi capability, so it can be connected to the internet. In places where there is no internet, content could be preloaded and distributed, so now you have a radio platform that can receive high-quality, clear radio transmissions, and it also has, for example, a full five years of *Thru the Bible* [teaching programs] in several languages of that region.”

For several years, the broadcast industry has been hoping to see the flourishing of a technology called Digital Radio Mondiale, or



Selecting a frequency on the Titus involves a simple twist of a virtual dial on the touch screen.

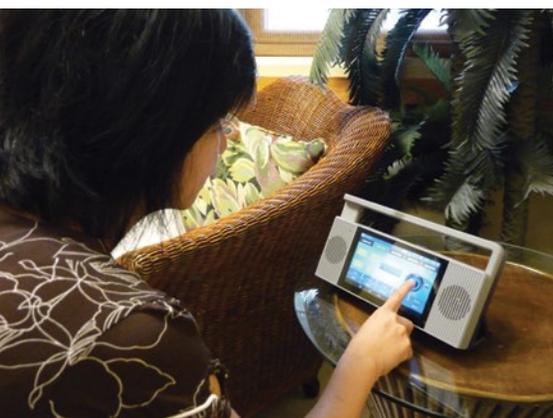
DRM, which allows digital radio signals to be carried over existing AM, FM and shortwave broadcast bands. This results in higher-quality sound and uses less transmitting power – and it means that text, audio or video digital files can “hitch a ride” on the radio signal to be saved on the listener’s Titus tablet.

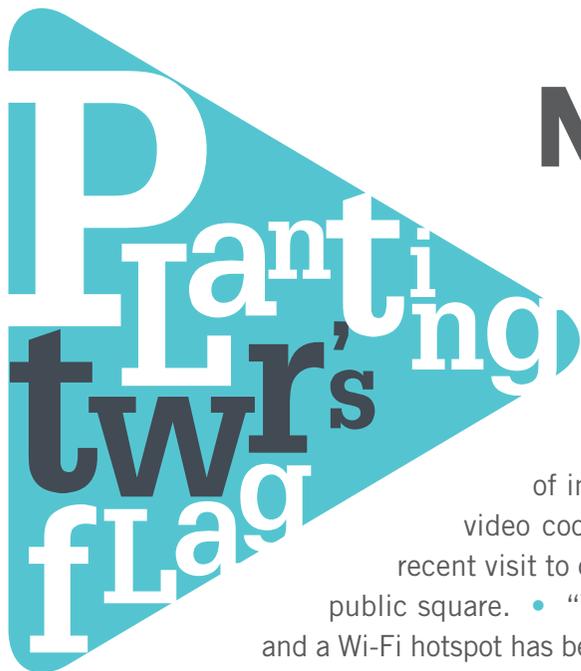
DRM hasn’t taken off, however, mainly because a digital receiver priced low enough to sell to less-affluent listeners around the world never materialized in the marketplace. So TWR collaborated with a Christian engineer as his company, PantronX, developed a way to produce the Titus II at a price point significantly below the DRM receivers that have been for sale.

In June 2016 TWR joined with the ministry Faith Comes By Hearing for a successful test of filecasting – in this case, the ability of TWR’s digital shortwave transmitter on Guam to transport a file containing the entire Gospel of Mark to a receiver 3,000 miles away in Thailand. This breakthrough means TWR and its media partners soon may not have to rely on slower and costlier mailing to send devotionals or discipling materials to listeners.

“Titus can also act as a Wi-Fi hotspot,” Shantz said. “So I can imagine an isolated village in Africa or the Amazon having no internet, but we could send audio content and notes and study guides. Then anybody could walk up in range and connect to the Titus and download to their devices, and they could share with others.”

Production of the Titus II is beginning in 2016, with wider distribution expected in 2017. Check it out at titusradio.com or in the Digital Radio Church Kits for China project in the Radios for the World catalog inside this magazine.





IN VISUAL MEDIA

FIND OUT MORE AT
TWR.ORG/MOTION

He knew

about the tight regulation of media and the limited spread of internet in Cuba, so TWR's global video coordinator was surprised during a recent visit to come upon a large gathering in a public square. • "You go into urban areas of Cuba, and a Wi-Fi hotspot has been set up, and you see hundreds of young people crowded around with their devices watching videos and video chatting," said Tyler Gates. "Video is the preferred medium for whatever bandwidth they can get. The truth is it's cutting across every society."

Gates' experience in Cuba is a perfect illustration of the global phenomenon driving the formation of TWR MOTION. The new visual-media-based subministry, which Gates will lead, officially launches Jan. 1, 2017.

"There hasn't been a country I've visited and hasn't been a missionary I've met who hasn't testified to the importance of visual-media ministry, particularly among young people," he said. It's hardly surprising, therefore, that the small but growing staff of MOTION is composed mostly of millennials.

Even though TWR has been best known for its six decades of worldwide radio outreach, Gates said, MOTION unquestionably shares the parent ministry's DNA.

"This is not a departure from the need for radio at all," he said. "In fact we consider this a complement to the radio ministry in a way that, with both of them together, makes for an unprecedented level of effectiveness for sharing gospel material moving forward."

The purpose of MOTION isn't simply to make more videos. In fact, Gates said,

its first priority is to assist and advance the growing visual-media ministries of local churches and TWR national partners, who are already steeped in their own cultures, after all. Second, just as TWR has long collaborated with media partners such as Thru the Bible and Back to the Bible on radio programming, MOTION will be available to help partners like these and others to translate and contextualize their visual-media content.

And finally, Gates added, "if the Lord lays it on our heart or we see a need not being met through these first two priorities, we want to be able to independently meet that need with our own content creation."

As video consumption rates climb around the world and as national partners call for help in developing visual-media ministries, MOTION is the response of TWR leadership as it senses the Lord moving in this direction.

"TWR's greatest strength is not in our technology," Gates said. "It's in our ability to make disciples using media in some of most unreached places on earth. It doesn't matter what the technology is."

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and learn about the Reformation
from the man who wrote the book.



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for the Reformation 500th Anniversary Tour with TWR president Lauren Libby and his wife, June, and Dr. Erwin Lutzer and his wife, Rebecca.

Under the capable teaching of Dr. Lutzer, the broadcast preacher whose book *Rescuing the Gospel* focused on the Reformation, we'll trace the life of Martin Luther, the rebel priest who called the 16th century Church back to scriptural fidelity.

As we tour cities such as Wittenberg, Berlin, Prague and Vienna, Dr. Lutzer will discuss the impact of the Reformation then and now, while the Libbys and locally based TWR staff will share how the global media ministry daily communicates the unchanging gospel to increasingly post-Christian Europe.

Don't miss this 500th anniversary celebration, featuring first-class accommodations, leisurely sightseeing and uplifting learning.

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