

# Reaching Millions for Christ



**Trans World Radio**  
*Sharing Christ's transforming Love*

## The Problem

The UK today is under the constant strain of child poverty, homelessness, alcohol abuse and unemployment. Greed, consumerism and isolation are breeding a selfish and fragile culture.

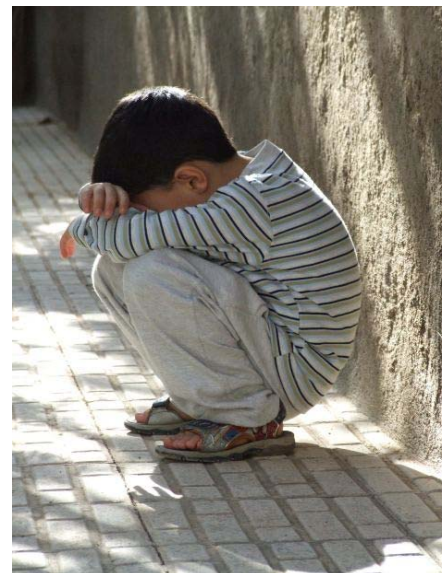
The life-changing message of salvation through Jesus Christ is the only sure and certain comfort we can have. It is essential that everyone, no matter what age, background or race has the opportunity to hear the Good News of the Gospel.

## The Solution

TWR's goal is simple: **to establish a speech-led Christian radio station that is easily accessible to everyone in the UK.**

The Lord has opened up a new opportunity for us to broadcast in the UK, and TWR has been granted a license to broadcast on DAB (Digital Audio Broadcasting) radio throughout the North West of England.

This gives us the exciting opportunity to share the life-changing Gospel message with more than 6 million people, and puts us on the first step towards national DAB coverage.

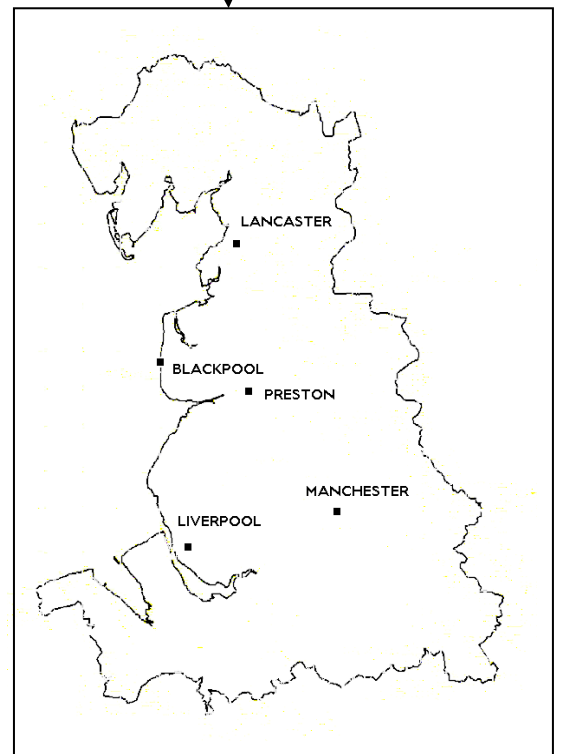
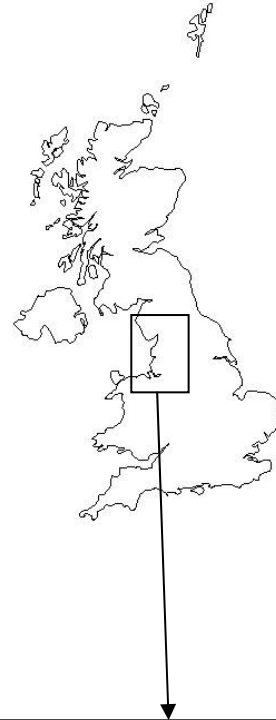


# Our Time is Now

- TWR has secured carriage with MXR Digital Ltd to broadcast on its North West multiplex.
- Broadcasting on DAB in the North West can reach a potential audience of 6 million people.
- By 2015, FM and AM radio broadcasts are due to be phased out as part of the digital switchover.
- DAB will soon be the foremost means of broadcasting on radio.
- By maintaining our contract in the North West we can put ourselves on the first step to national coverage.



## North West DAB area



## A Proven Track Record

For over 40 years, Trans World Radio has been broadcasting in the UK. We have distinguished ourselves by:

- ✓ Creating the most widespread Christian radio network in the world reaching the unreached and unengaged.
- ✓ Proclaiming the Word worldwide in more than 200 languages and dialects.
- ✓ Collaborating with ministries across the globe to develop, train and strengthen church leaders.
- ✓ Working together with new believers to start and grow churches nurtured by God's Word.
- ✓ **Making a major impact in the UK for over 50 years. Reaching the lost and teaching the faithful through medium and short wave broadcasts, Freesat, satellite digital services and the internet.**

### Our Vision

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

*"As a very young Christian, I vividly remember reading Dr. Paul Freed's gripping book 'Towers to Eternity' about the founding of TWR. It was one of the major factors in determining the course I took in my life towards broadcasting in general and Christian broadcasting in particular".*

**Olave Snelling, Christian Broadcasting Council**

## Why Does the UK Need Christian Radio?

**The Church is declining** – only 7% of the population of Great Britain attended church in 2005, down from 11% in 1980. (Christian Research “Religious Trends No 4”)

**The times are urgent!** If the pattern of decline continues in the future, there will be fewer church buildings in 2040, that basic Christian doctrines will be less believed and that church attendance may well have shrunk to as low as 0.5 per cent of the population! (See Peter Brierley, *Steps to the Future: Issues facing the Church in the New Millennium* London: Scripture Union and Christian Research, 2000).

**People want to hear from us!** According to Christian Research, “Religious Trend No. 4”, 79% of people in Manchester surveyed said that the church should offer clear moral, ethical leadership.

The UK is crying out for quality Christian teaching, and for the message of hope and salvation which can only be found through Jesus Christ.

**Trans World Radio now has the opportunity to reach a population of millions. Will you help us?**

*“Trans World Radio is a very important part of my life and I would be lost without its companionship in the Word.”*

**Mrs G in Sheffield**

*“Since I discovered TWR on satellite ...I am so blessed, it is without doubt the very best Christian programme on TV or radio. Wonderful teaching, a good amount of ‘nice’ songs - not too much - its teaching and preaching I want, not music all day long.*

**Mr McD in Carlow,  
Ireland**

## The Costs

To broadcast on DAB digital radio for one year will cost £80,000 – a significant sum, but one which is certainly achievable.

We hope to raise this money through our donor support and from Trusts like yourself.

We believe we can expect to see support as follows:

<b>Amount</b>	<b>Source</b>	<b>Total p/year</b>
1 x £15,000	Trust	15,000
1 x £10,000	Trust	10,000
2 x £7,500	Trust	15,000
100 x £20 p/m	Donors	24,000
70 x £10 p/m	Donors	8, 400
One off gifts		7, 600
	<b>=</b>	<b>£80,000</b>

The Lord's blessing means TWR needs your help like never before! This opportunity to expand our ministry in the UK means that the need is urgent and it is time to build.

## Your invitation to join

*“...if it seems good to you and if it is the will of the Lord our God, let us send word far and wide to the rest of our brothers... to come and join us.*

*– 1 Chronicles 13:2*

# Partnering with TWR

We live in an age greatly influenced by the media, including the medium of radio. That's why Christian radio is so important, because it can influence the lives of so many people for the better. For too long the Christian voice here has been pushed to the margins, or not heard at all. Let's put God back where he belongs – at the heart of British life!

For over 50 years, TWR has been broadcasting Christian radio in the UK. As the most far-reaching Christian radio network in the world, it is known for its high standard of teaching content.

TWR offers:

**Challenging** Bible teaching and discipleship programmes and inspiring studies of God's Word.

**Inspiring** programmes reflecting TWR's commitment to God's global mission.

**Informative and relevant** current affairs, interviews and reviews.

**Life-changing** Christian radio for all the family with special programmes for children and young people.

*"I can't thank you enough for the wonderful work you're doing for the Lord – using the multimedia available to more people now!"*

**Mrs B, France**

**Please consider partnering with TWR to bring the light and life of God's truth to millions.**