



MINISTRY update

ISSUE 3-2009

RADIO ORGANIC IS GROWING!

24 hours a day. 7 days a week. Christian counselors standing by. Over 1,000 listeners each day. Worldwide. This is *Radio Organic*. And since its launch mid-November 2008, *Radio Organic* has already proven to be a very effective method of reaching Chinese youth and young adults.

Two thirds of China's population is under the age of 40. That's 880 million people. 250 million of those are internet users. For this group, internet may be their only access to the outside world. And these are the people who *Radio Organic* is designed to reach.

The internet has become the most popular media or communication tool for young people, whether they are at school studying or working on projects in a coffee shop. Web radio has no boundaries; you only need a computer and internet access. Webcasting is rapidly replacing traditional radio and TV broadcasting. (Webcasting, also called streaming, occurs when you access programs as they are being broadcast rather than downloading them to your computer and playing

them back at your convenience. *Radio Organic's* broadcasts are prerecorded but aired in a webcasting format as if you are listening to regular radio.)

Deborah Maak, the visionary behind *Radio Organic*, notes that Chinese youth and young adults are attracted to the internet because they can chat with many people from all around the world as they listen to internet radio programs. They like to listen to music, play games and interact with others on the internet while they work or study. As well, they want something immediate and instant; they don't want to phone in or email and wait for a response.

To attract this audience, Deborah and her worldwide team realize that the program content must be relevant and interesting as listeners have many other options from which to choose. Therefore, they put together programs with a positive message based on the gospel and popular music. The hosts are between the ages of 20 and 40, someone with whom audiences can easily identify. The message is positive and focused on joy and hope in contrast to

the world's view of "eat, drink and be merry." They encourage young people to work hard and dream while sharing the gospel in a conversational way.

Radio Organic broadcasts in six-hour blocks, repeated three more times during a 24-hour period. These blocks are made up of programs which include discussions, counseling-focused broadcasts, question and answer periods, testimonies and music programs. Content is gathered and developed through volunteers in Hong Kong, Singapore and Taiwan. A team in Toronto does the final editing and posting to the website.

Due to the nature of *Radio Organic*, listeners can talk to other listeners and the host as the program is broadcast. This differs from an archive program where you select and choose a program to listen to at your own time without any interaction with other listeners.

It is our hope and prayer that after listening to the program and chatting with program hosts, the listeners will think about the meaning of their life and will come to a saving faith in Jesus Christ.

FROM THE PRESIDENT'S DESK



Dear Friends,

I recently learned that of the over 6 billion people living on the earth today, 1.3 billion are Chinese. Of that 1.3 billion, over 40% are considered youth. The numbers are staggering and reveal a huge need: millions of Chinese youth need to hear the gospel, either for the first time or to be encouraged in their faith.

Twenty years ago, this group would have largely been rural, but today the youth of China are living in large cities and traveling and studying all around the world. Our challenge at TWR Canada is to reach these young people with the gospel, wherever they are.

We need a tool that can reach anytime, anywhere in the world, and it must be playable on any one of a number of portable devices used by youth. We need to use the technology that they use in their day-to-day lives. And it must be up-to-date and relevant. There is so much available for them to listen to, and they

want something that speaks to where they are today.

TWR Canada saw this need and began a web radio ministry called *Radio Organic* to reach this huge population. We believe it is the right response as it meets Chinese youth where they are, with what they want.

Material is gathered daily from a number of Asian cities as well as from locations in North America. It is then put together in a six-hour block of programming that speaks to what is happening today. *Radio Organic* offers music, Bible teaching, testimonial programs, talk shows and English language teaching. Response to the program is telling us that it is meeting the needs of our listeners.

A listener writes, "It is so exciting to listen to *Radio Organic*. I may be the FIRST FRUITS of this radio. I am a Christian before, but after listening to your program I start going to church once again. Your program keep on reminding me about God's love which I have long forgotten. I had forgotten there is someone who is still in love with me and waiting for me."

I could include many more excerpts, but one thing is clear: God works through His Word, and *Radio Organic* is sharing

that Word. It is encouraging people to come to faith or to grow in their faith.

While *Radio Organic* is our newest initiative, we continue to be involved in the highly effective and greatly needed *Seminary on the Air* programs and Radio Church Kits. You can learn more about these as you read this newsletter.

I ask you to pray for the people of China. It is the third largest country in the world by area, and the most populous. About 40% of the population believes in Buddhism and traditional Chinese or ethnic religions, while most of the population professes non-belief in any religion. Christianity forms only about 7 percent. Please pray that they would discover the message of saving grace offered by Jesus Christ and that they would learn to grow in their love and knowledge of Him. Also, please pray for our ministry into China. May His name be glorified.

In His Service,

Ray Alary
President
TWR Canada

"My ex-colleagues from China are listening to *Radio Organic*. They are so surprised that the programs are so interesting and lively. They like 'Green House Effect' most because the topics enlighten them. We who grew up in China never talk about topics like anger, worry, habit, etc. With all my blessings to you and the Ministry that will glorify His name!"

"Keep it up. I have been working with the Szechuan orphanage officers since the earthquake! I listen to your program when I have time and access to the internet. It has been a great spiritual support to us. May God bless the Chinese who suffer so much."

"I am from Beijing and I like your program, especially, 'Out of the Box' [Question and Answer and Counseling] and 'Stir Fry Green Bean' [Testimonies]. The testimonies move me, and I realize that I am not the only one who suffers. I have started to pray."

RADIO ORGANIC LISTENERS RESPOND



SEMINARY ON THE AIR (SOTA)

In an interview with TWR Canada, Sebastian Chan, International Director for TWR-Asia, shared his thoughts and information on TWR's ministry into China. His input was used in the articles on this page and the back cover.

In 2000, TWR embarked on an 18-month information-gathering endeavour in China. Traveling all over China, the team talked with trainers, church members, consultants, people at seminaries and friends to determine the need. Over and over they heard, "teach us, train us, prepare us with a seminary training program."

Our response was *Seminary on the Air* (SOTA). Since 2002, TWR has offered this intense 45-minute daily program providing seminary training to pastors and lay leaders who would otherwise not have an opportunity to receive theological training.

From Monday to Friday the material is taught. On Saturday, the material is reviewed. Sundays are reserved for questions and answers. These questions come from written queries as well as from interactions with participants. Often, the same questions are asked by several participants. Answering them over the radio allows many to hear the response at the same time.

We can confidently say that 800 participants in China have graduated from the program. These are people with whom

we conduct regular follow-up. However, we know there are many others we are not in contact with who have worked through the material. Interestingly, there are also Chinese groups in Canada working through the SOTA program! To date, there have been 18 SOTA graduates here in Canada, with an additional five graduating this fall.

Sebastian tells of the group they met in northern China. This group of listeners wanted to be full-time workers but didn't know how to get the necessary training. Their solution was to use SOTA. The group of twenty went to a farm house where they lived for one year. Here they formed their own seminary and dedicated themselves to working through the SOTA program. Since then trainers have met with them and provided follow-up.

Follow-up is critical to the success of the program. Those doing this work are theologians and capable of answering the more difficult questions. As well, they are able to gather feedback that helps in the production of new programs. In this way, SOTA is interactive.

SOTA is filling this gap in China; it is preparing people for much-needed ministry leadership in China. One father and daughter started church planting in central China. They use SOTA as a founda-



tional training tool and are able to equip assistants and other pastors to carry on the leadership cycle. Now God has called this team to northern China where they continue to plant churches. At last count, they had planted 36 churches! SOTA is the tool they use to enhance the ministry to which God has called them.

When the Communist party took over in China in 1949, there was no television or newspaper; there was no single way to spread propaganda efficiently. Their solution was to give each family a shortwave radio. Shortwave was born in China.

Today things are changing. China currently has the largest population of internet users in the world. The internet is quickly becoming the best way to reach today and tomorrow's generations.

TWR-Asia started looking into developing a ministry to reach internet users. Finding that 64% of the population of China is 29 years old or younger and are internet users, they developed an active internet ministry, in which TWR Canada has played a significant part.

Internet is effective because it is a transferable and portable medium. Listeners can download the programs to listen anywhere, anytime. Programs are easily shared with friends, as they can be downloaded then sent from cell phones and computers.

Speaking about *Radio Organic*, Sebastian pointed out that it is successfully reaching the younger generation. It is 24 hours; it is interactive, and it is handled by Chinese people. The programs are designed, produced and presented by Chinese people for Chinese people. The result is credible and relevant programming. Thus *Radio Organic* is meeting a significant need in a highly effective way.



ANYWHERE, ANYTIME:
INTERNET MINISTRY

CHINA INTERNET MINISTRY ...BY THE NUMBERS

There are **1,324,708,000** people in China.

Of those, youth aged 10-24 number **319,900,000**.

298,000,000 have internet access, most of them youth.

TWR broadcasts **260** hours each month by shortwave radio into China.

On TWR Asia's 4 websites, **221,940** pages are viewed each month.

- **134,684** visitors come to these sites monthly.
- **6,940** hours are streamed live monthly.
- **117,712** hours of audio are downloaded each month.



MISSION

The purpose of TWR Canada is to assist the church to fulfill the command of Jesus Christ to make disciples of all peoples, and to do so by using mass media to:

- proclaim the Good News about Jesus to as many people as possible;
- instruct believers in biblical doctrine and daily Christ-like living;
- model our message through our internal and external relationships.

VISION

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



SUPPORT TWR

TWR Canada exists because of the faithful prayer and financial support of its donors. An *Official Receipt for Income Tax Purposes* will be issued for the eligible amount of any gifts. You may give by mail, phone or online at www.twrcanada.org.

TWR Canada also produces a monthly prayer calendar. If you would like to receive this by mail or email, please contact our office.

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RADIO CHURCH KITS



Every week tens of thousands of believers in China gather secretly in house churches to listen to TWR's Bible-teaching broadcasts. Many use the Radio Church Kits (RCKs) that we distribute to supplement the teaching. Each kit contains one shortwave radio, a Mandarin Bible, study books and program schedules for broadcasts.

The RCKs support an 18-month discipleship program, *Discipleship on the Air* (DOTA), which is designed to develop lay and church leaders. It is estimated that the 1½ years of training is equivalent to more than seven years of one-to-one discipleship!

Through the RCK program, discipleship is done in a systematic manner. Countless people can be discipled by one

trainer, all of them receiving the same quality and the same message. In this way, we can ensure accuracy and correct doctrine. Also, follow-up is done to ensure that the RCKs are being used appropriately.

TWR has set a high standard through the RCKs. One listener group shared that when there is a dispute in theology or doctrine within the church leadership, they listen to TWR broadcasts to settle the dispute. Whatever the trainers say is accepted as their final answer. This gives our trainers high honour but also great responsibility.

RCKs are providing a great resource to the ministry in China. Countless people have been impacted by this ministry, and lives are being changed.