

# World Christian Broadcasting



## ***NEWSLETTER***

Spring 2025

### **Now More Than Ever**

The world is rapidly changing. Several countries in the world are reeling due to poor living conditions, wars and intimidation right outside their front door, and the loss of life and homes due to different catastrophes. Families are looking for meaning and purpose in their lives and have come up empty. What does the word "God" mean to you? As I talk with our 8 Senior Producers, that word means so many different things to the listeners of our broadcasts. Our challenge every day is to communicate in ways our listeners will have a deeper understanding of God and His will for their lives.

**"Now More Than Ever"** the work of World Christian Broadcasting is needed.

The number of platforms to send the message out is continually increasing. We are hearing from more listeners, social media searchers, and website visitors than ever.

God continues to open doors of opportunity into countries that were previously impossible. From the dark world of North Korea, to the persecuted region of Africa and the Middle East, the work of World Christian Broadcasting is needed

**"Now More Than Ever".**

To God be praised for the open door the Cuban government has given us to be the first religious broadcast on their cable system that blankets their country. These are things that only God can do! The broadcasts from KNLS, MWV, Cuba and other places, are needed **"Now More Than Ever"**. I wonder what door God will open next?

Andy Baker, CEO/President

The home of:  
KNLS in Alaska &  
MWV in Madagascar

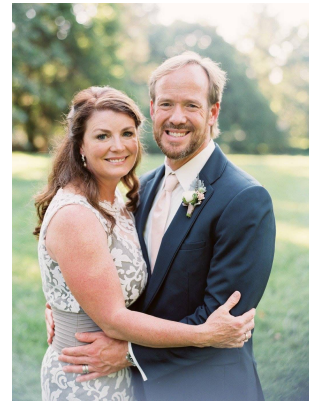
World Christian Broadcasting  
605 Bradley Court  
Franklin, TN 37067

**It's Finally Here!**

Check out our  
**NEW Website!!!!**

**[www.worldchristian.org](http://www.worldchristian.org)**

# Meet Chris Keith, Development Officer



## If Everyday was a Mission Trip

There's nothing better than the feeling you have after returning home from a mission trip. You've worked long hours, and many times in difficult conditions. Those that you've served are grateful, and thankful for your work. You always return home feeling as though you've received more in return than was given. That's the feeling Chris has while working for World Christian Broadcasting. Chris calls Tuscaloosa, Alabama home where he moved at the age of 6. He is the youngest of 3 and was an elder's kid. His parents, Bob and Edith, were wonderful examples of what a Christian couple looks and acts like. With his childhood church just 3 blocks from Bryant Denny Stadium, it's no wonder that Chris is an avid Alabama fan. He met his bride, Cara Shepherd at Lipscomb University in the mid 80's. Work took them to Atlanta, where daughters Emma and Sara were born and on to Tuscaloosa where their son John Allen was born. Returning to Nashville in 1999 to raise their family, Chris and Cara put down roots at Brentwood Hills Church of Christ, where they've been active members since 2000. Son-in-law Clint, granddaughter Banks and grandson Shep have since added to their number. Chris is a sales and marketing professional who loves nothing more than telling a great story and serving others. He gets to do both at World Christian Broadcasting.



## Annual Benefit Lunch/Dinner

Our annual benefit dinner helps us send the Gospel around the world every day in 8 program languages! Come hear what's going on with WCB. You can register for the lunch or dinner by using the QR code to the right, call us at (615) 371-8707, or email us at [MainOffice@WorldChristian.Org](mailto:MainOffice@WorldChristian.Org).







# Exciting announcement...



World Christian Broadcasting is pleased to announce a new relationship with **Thompson & Associates**, the nation's premier values-based estate planners. This is a partnership between World Christian Broadcasting, Thompson & Associates and our local professionals to deliver a unique planning experience that combines your values with your valuables.

For more information about this complimentary and confidential planning service, please contact Sue Erwin at (615) 371-8707 or [serwin@worldchristian.org](mailto:serwin@worldchristian.org).

## HOW IT WORKS

- Meet individually (and privately) with Thompson representative Cayce Powell for one hour to learn more about how he can help you develop and evaluate your existing estate plans based on your values and objectives.
- After this meeting, determine if you wish to participate in the process, which includes two to six additional meetings depending on the complexity of your estate. You may include other family members or financial advisors in these meetings if you wish.
- During your time together, Cayce will help you clarify your personal values and goals. Once these are established, he can review your existing estate plan with you to see if it reflects your values. If not, he can work with you to develop a plan that does. If you do not have a plan, he can also help you create one. In addition, he can often suggest tax-saving strategies.
- Once your plan is finalized, Cayce will help you share the details with your own attorneys or other financial advisors so that they can draft the final document to implement the recommendations.
- You may discontinue this program at any time for any reason.

If you have any further questions, please call Sue and she will help answer any questions you may have. When you are ready, she is available to schedule you for your first appointment with Cayce. We have in office meetings at World Christian Broadcasting office or through Zoom for those it is difficult to come to our office or for those who live out of state.





## Latin America/Spanish Program

# CUJBA



Exciting things are happening with our Latin America/Spanish program! Not only have we added the Gospel Videos to the website and app, but we are expanding our footprint in Cuba.

Our Latin America team is lead by Senior Producer, José Castillo. His team consists of two broadcasters, one editor, one technician, and a few writers. Members of our team are in Cuba, Nicaragua, and Guatemala. They work to produce programs for both the 59 and 29 minute radio broadcasts. With government approval, these are being made available through “The Package”, a collection of digital material distributed weekly to people in Cuba through hard drives as a substitute to broadband internet.

A few weeks ago, a Cuban government representative signed a document officially authorizing us to record and broadcast La Voz Alegre in Cuba! They allow us to record our program in the state-sponsored radio station “Radio Ariguanabo.” We were just informed that beginning March 2025, they will start broadcasting our half-hour program in that station FOR FREE! They are considering broadcasting our program in the provincial Radio Station, “Radio Artemisa” which would reach the six provinces in the western part of the Island, including Havana.

We are in awe at how God has worked and continues to work in our radio ministry. What has happened in Cuba is nothing short of a miracle. In the 1950's, Cuba declared itself to be an atheist nation and persecuted religious people. In the 1990's, they amended their constitution and declared to be a secular entity. The fact that Cuba is now open to tolerate religion and is giving more freedom to talk about it publicly, can only be attributed to the work of God.



LaVoz Alegre App





# *Letters from the Mailroom*

"Listening to your broadcast is satisfying, pleasurable and fills my heart with loving beautiful messages of hope. Your English today hour fits young and older people."  
(Australia)

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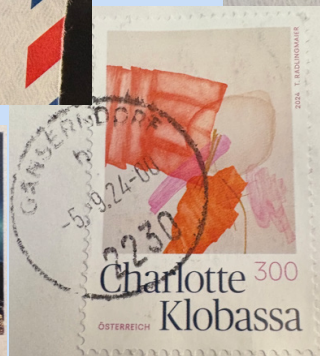
"I'm a shortwave enthusiast from Finland and a few days ago I had the pleasure of hearing KNLS here far away. What a lovely way to start Christmas holiday, listening to New Life Station coming through very strong over the pole. Beautiful and dignified program, thank you."  
(Finland)

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"I was amazed by the strong signal of your program from Alaska. This is the first time to listen to your station. By the way, I will try to listen to your program regularly to brush up my English and get to know about (the) Bible."  
(Japan)

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"I enjoyed the music that you played during your broadcast. Although not a Christian, I was able to relate to the message in The Journey. I am a retired police officer, and I saw too many examples of people not doing the right thing and not taking up the challenge of being a good Samaritan. I also found the Bible Archaeology program on the Hittites to be very interesting."  
(Australia)







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Franklin, TN 37067  
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<https://www.worldchristian.org>

<< Benefit >>  
*Lunch/Dinner*

**Take this as your personal invitation to attend our Spring Lunch/Dinner on Thursday, April 24, 2025.**

**Our annual lunch/dinner will be a time of great fellowship, a time to learn of new open doors God has provided, and a time to be encouraged. The food will be great, the prayers for this ministry will take on deeper meaning, and the God of heaven will be glorified. We look forward to seeing you. Look inside for more details.**

**Franklin Cool Springs Marriott  
700 Cool Springs Blvd  
Franklin, TN 37067**