



**Christ to the World™**  
MINISTRIES



TELLING THE  
**STORY**  
OF **JESUS**  
TO PEOPLE AROUND  
THE WORLD

## Dear Friend:

In 2004 while on a mission in Seoul, Korea, I thought about the many people on this earth who live in countries that do not have the religious freedoms we have been blessed with in North America. They have no access to hear the gospel of Jesus. My heart burned within me to find a way to share Jesus with the many countries that have few or no missionaries and no access to a Bible or means to hear the Good News of Jesus.

With a few volunteer co-laborers, we began producing simple Bible dramas that tell the story of Jesus. We developed key relationships with international Media partners who work with CTTW to translate, record and broadcast the dramas by radio. From the very beginning, it was evident that the hand of God was upon this ministry. Untold millions have heard the stories of Jesus, many for the very first time, and many have responded by trusting Christ as Savior.

Year after year, we have seen growth in every area of Ministry in Asia, Africa, Middle East and South America. God has opened doors for CTTW to begin working in North America and Europe in 2020. We are currently broadcasting in over 68 countries in over 58 languages reaching many people in they native language. We use relevant media platforms that can reach a population base of 4.1 billion people with the Gospel.

Each year we see more people hungering to hear the Good News of the Gospel. God continues open the right doors at the right time and we go. All to God's glory! We have an impeccable track record for producing content on a very limited budget. Today, CTTW is at a crossroads. We are trusting God to meet all our needs and hope that you will have a part in helping us.

Know this, the fields are ripe for harvest. What Jesus said to His disciples that day so long ago by Jacob's well in Samaria is so true today. Will you join us in prayer and financial support to reach the world? May God bless you for being faithful in what you can do to share Christ to the world.

Please contact me at any time. I look forward to an opportunity to discuss Christ to the World Ministries with you.

God bless you!



**Larry Alston, President**





17

YEARS OF MINISTRY

7500

DRAMA PROGRAMS  
PRODUCED

58

LANGUAGES

68

COUNTRIES

## MISSION

To honor and carry out the final command  
of our Lord and Savior, Jesus Christ –

**Go & make disciples  
of all nations.** MATT. 28:19

We focus on bringing people to a saving knowledge of and faith in Jesus Christ as Savior and Lord. We do this through dramas and Bible studies that present the message of the Bible and the story of Jesus in ways that people everywhere can understand and relate to. These programs are shared around the world through radio and other media formats.

# THE STORY WITHIN™

*The Story Within* is CTTW's trademark name used in all our Bible dramas.

**W**e broadcast dramas based on the stories of the Bible. As the listener hears the story, he understands that there is more involved than just the biblical story he is hearing. The Holy Spirit begins to work in his life. The story takes on new meaning, and he sees himself in the story. For example, in the drama about the prodigal son and the father, the listener loses sight of the wayward boy and his Hebrew father and he sees himself and God. Hence, there is a story within the story.

## WHY DID JESUS TELL STORIES?

Jesus did not follow the sermonic model consisting of several preaching/teaching points. Rather, He told stories. And the people listened. They loved them. And they remembered the stories He told. The common definition of parable is an earthly story with a heavenly meaning. As Jesus told His many earthly stories, His listeners were able to grasp the heavenly meaning.

## CTTW MODELS WHAT JESUS DID

Oral cultures in many parts of the world rely almost exclusively on stories in communicating and teaching. Storytelling is a universal form of communication, found in every culture. Missionaries have rediscovered the effectiveness of using Bible stories. The Bible itself is a book of stories.

**Approximately 75% of the Bible is narrative (stories). CTTW takes the stories of the Bible and builds dramas around them.** Conveying the truths of Scripture in story form makes a lasting impression upon the hearer. The stories are memorable and they are a great aid when a person wants to share the truth he has learned with someone else. The dramas are planned in series. The number of dramas in a series depends upon the story being told. Most series consist of seven or eight episodes. For example, The Life and Ministry of John Mark has seven dramas. The Life of Christ has 26 dramas.

# HOW WE DO IT / CREATING BIBLE DRAMAS

## DRAMA CREATION

25+ CTTW volunteer writers in N. America produce drama content. Writers team is comprised of published authors, scholars and professional editors.



## COST PER PROGRAM

**\$ 0.00**

100% donated!

## TRANSLATIONS

Bible drama scripts are translated in various languages primarily in the country of distribution to ensure accuracy.



**\$ 400<sup>†</sup>**

Avg. cost +/- 50% per country.  
<sup>†</sup>One-time fee per translation.



## RECORDING STUDIO

Voice actors read scripts in country of distribution recording studio to ensure accurate dialect. Audio techs complete productions adding music and sound effects.



**\$ 800<sup>†</sup>**

**4 half-hour programs.**  
Avg. cost +/- 50% per country.  
<sup>†</sup>One-time fee per drama.

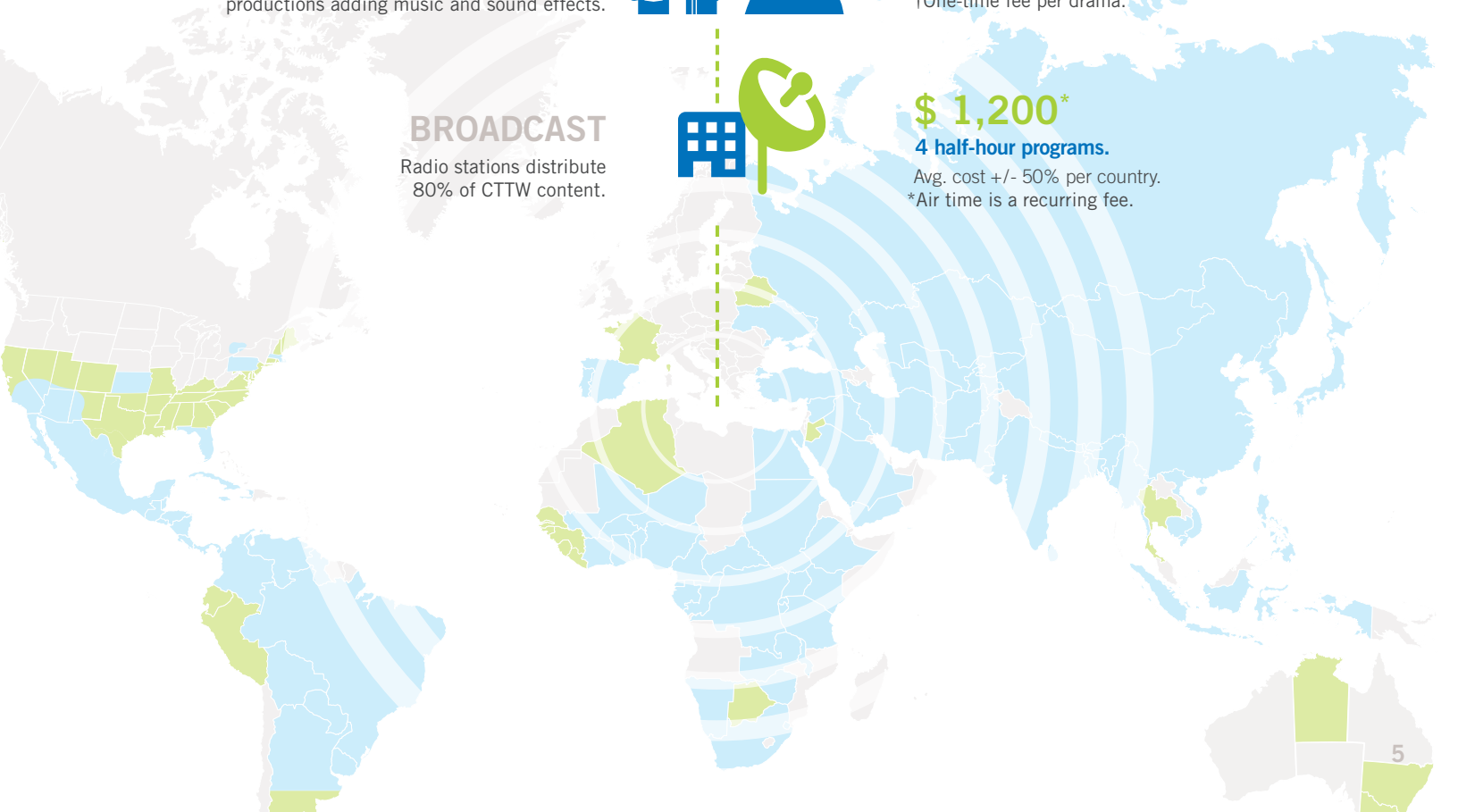
## BROADCAST

Radio stations distribute 80% of CTTW content.



**\$ 1,200\***

**4 half-hour programs.**  
Avg. cost +/- 50% per country.  
\*Air time is a recurring fee.





AS HIGH AS  
**66%** ILLITERACY IN  
DEVELOPING COUNTRIES  
SOCIALIZE MORE BY STORY-TELLING

CTTW broadcasts to the top seven countries with the highest illiteracy in the world. If these people wanted to read, finding a Bible in their native language is extremely difficult. Oral cultures socialize more by storytelling as a form of entertainment than Western or European cultures which make CTTW Bible dramas the ideal media for reaching developing countries.

**FastFact:** Khond India, a culture with little written language, used CTTW audio drama content to create their own stage plays. They performed these plays with their own actors and shared them with other villages.

**Illiterate Rate:**  
Highest per capita worldwide

CONGO	66%
YEMEN	63%
PAKISTAN	55%
ETHIOPIA	39%
AFGHANISTAN	29%
SUDAN	27%
MALI	27%

SOURCE: Wikipedia.org

**6.5** HRS. OF DAILY INTERNET  
SOURCE: DataReportal.com

CTTW is reaching people where they live and in ways they can understand with media that is accessible. Digital forms of delivery include YouTube, internet radio and messenger apps WeChat and WhatsApp. Worldwide average internet use is 6½ hours. Philippines is highest at 10-hours per day.

**3.5** HRS. OF DAILY RADIO  
AVG. DAILY LISTENING BY SOUTH AFRICANS & ASIANS

In Africa and Asia the main source of media for news and information is radio.

**FastFact:** Only 1.6% of households in Central Africa have a television. SOURCE: World Development Indicators Database: NationMaster.com



# 19 COUNTRIES BAN MISSIONARIES / MANY MORE CENSOR CHRISTIAN CONTENT IN MASS MEDIA & INTERNET

Governments cannot block radio waves transmitted outside their borders. Christ to the World media partners manage broadcasting contracts from the highest frequency transmitters in the world!

**FastFact:** The average US transmitter is 50-100 KW. The transmitters CTTW broadcasts from Sri Lanka have a 500 KW capacity to broadcast within many countries where religion-content is banned by government controls.

CTTW's simple Bible stories told in dramatic ways are reaching the hearts of millions of people where they are — overcoming borders, language and government suppression.

In Iraq, for example, tens of thousands of people have been forced to flee their homes, cities, and families as ISIS, a radical caliphate, conducts jihad against people who refuse to convert to Islam. Many Iraqi citizens, widely written off by missionary efforts due to the dangers, are in the world's spotlight as people become aware of the plight of people without hope. If CTTW stops broadcasting into these suppressed areas, then these people groups may never hear the gospel!



*“CTTW Bible dramas are the best means of sharing the Gospel in these volatile areas of the world; please double your efforts!”*

— TENKIR T., FEBC MEDIA DIRECTOR

## Countries Banning Christian Missionaries:

- AFGHANISTAN
- ALGERIA
- CHINA (People's Republic)
- COMOROS
- DJIBOUTI
- IRAN
- IRAQ
- LIBYA
- MALDIVES
- MAURITANIA
- MOROCCO
- NORTH KOREA
- SAUDI ARABIA
- SOMALIA
- SUDAN
- TUNISIA
- TURKMENISTAN
- UZBEKISTAN
- VIETNAM
- YEMEN

SOURCE: ChristianityToday.com

## DISTRIBUTION BREAKDOWN

# 75%

### RADIO

Partnerships with **FEBC Far East Broadcasting Company** and **TWR Trans World Radio** are CTTW's direct links to securing programming and airtime on the highest frequency transmitters available in the world.

# 10%

### DIGITAL

SD cards are distributed with speaker box audio players that are small and easy to transport. SD cards play an important role in sharing Bible Drama in areas where Radio is not available.

# 15%

### INTERNET

Digital content on demand available on YouTube, CTTW.com and TRW.360org. Messenger Apps delivery by WeChat and WhatsApp.

## LETTERS, EMAILS & TEXT MESSAGES...

### RUSSIA

*"Your stories simply penetrate our hearts. Your characters are alive. You are helping us to truly believe in God. Thank you so much!"* — **MAXIM & IRINA**

### KOREA

"I listened to the CTTW radio drama story of (the adulterous woman). I also blamed and accused the woman in the story who committed adultery. I too thought she was a terrible woman. But then I heard that Jesus forgave the woman and accepted her. I cried. I realized that I was the woman in the story and that I too can have my sins forgiven. I prayed that night for Jesus to come into my life. Now, I am free and appreciate God's mercy and grace. Thank you!" — **MS. KIM**

### INDIA

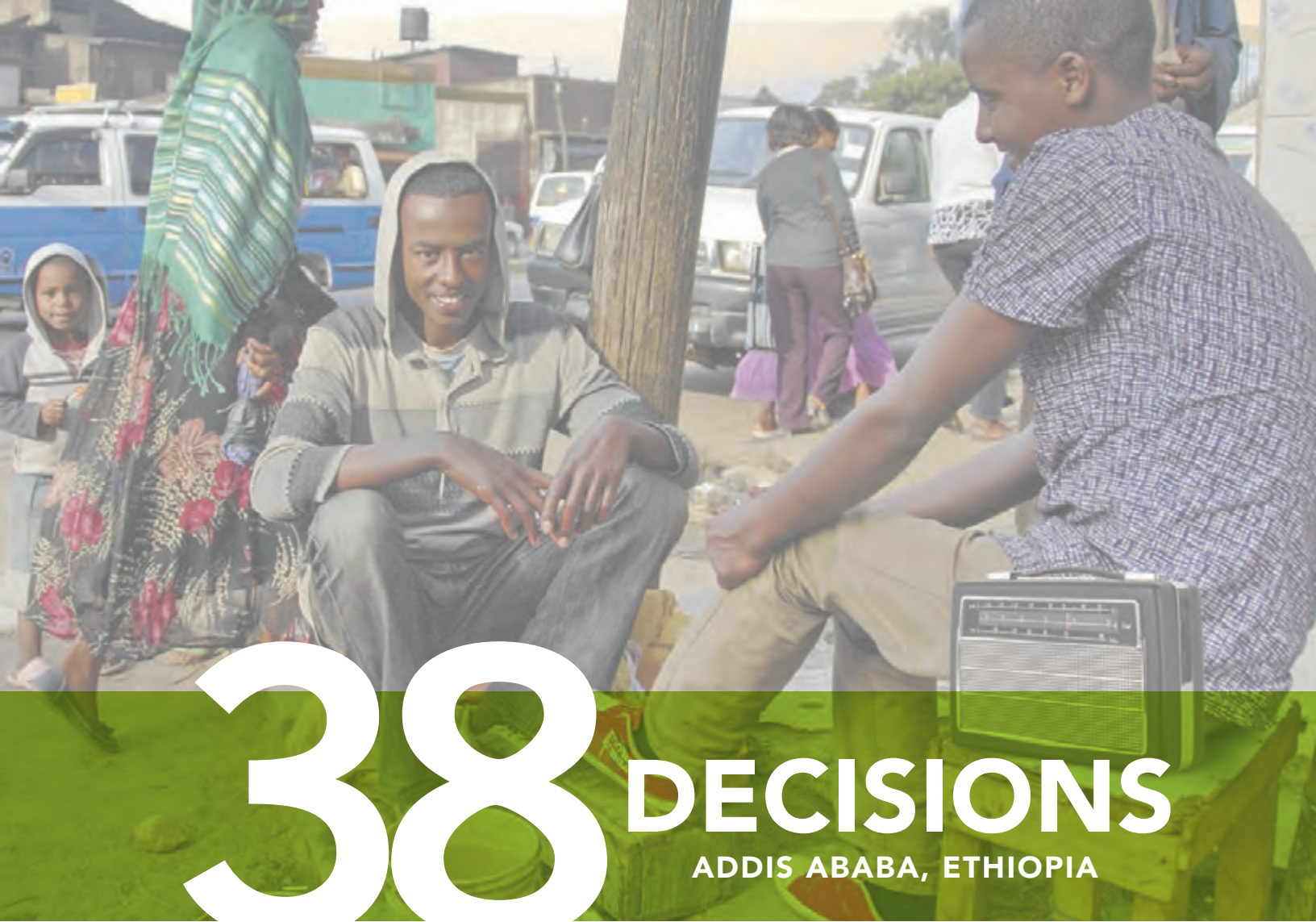
**"I am a secret believer now. My family still needs to be saved. It is my prayer that my family would listen to the dramas and hear about the one true God."**

— **MRS. KAVYA**

### AFRICA COTE D'IVOIRE

*"I am Muslim. One day, I was listening to the radio and I tuned in to your CTTW program in Bambara. I was interested in it and I listened to it. It was about Jesus and a woman who was caught in adultery. This program completely changed my way of seeing women and how to treat them. In my religion, we often see women as slaves, or as persons without any importance. Contrarily, I saw that women who met with Nabi Issa (Jesus) and he treated her with respect and he did great things. I listen to the programs each week. These programs have changed me as I understand Jesus teachings. I want to be more like him."* — **HASSAN**





# 38 DECISIONS

ADDIS ABABA, ETHIOPIA

**S**amuel, a former Muslim, and his older brother Paul, like most East Africans, spend up to 3 hours a day listening to the radio. They happened to listen to a station that airs CTTW Bible Dramas every Friday night in Addis Ababa. After listening for a few weeks, the programs started to have an impression on Samuel. He could not stop thinking about the stories and they started affecting his life. Samuel weighed the costs for himself and that of his family's eternal lives. Soon he trusted Christ as his Savior and became a Christian. As a result, Samuel shared CTTW dramas with the rest of his 12 member family and one by one they too decided to follow Christ. Their lives were forever changed. Despite the risks, Samuel and his family felt called to tell others about Christian ways. In a few weeks, many of Samuel's Muslim neighbors made decisions to follow Christ as well. The impact grew and within a few months the number of Christians grew to 38 because of Samuel's witness.

# WITHOUT YOUR HELP many around the world, may never hear the Story of Jesus in their native tongue.

By God's provision, from 2004 to 2019 –100% of CTTW's budget funded international broadcasting. In 2019, CTTW's budget allows for needed communications and administrative programs necessary to sustain and strengthen partnerships worldwide. With 2,000 primary languages worldwide, it is CTTW's ongoing mission to produce more translations to reach more people groups with the stories of Jesus as possible.

■ Currently Reaching
 ■ Planned Expansion
 ■ Future Expansion

## BUDGET NEEDS

**2004** CTTW founded

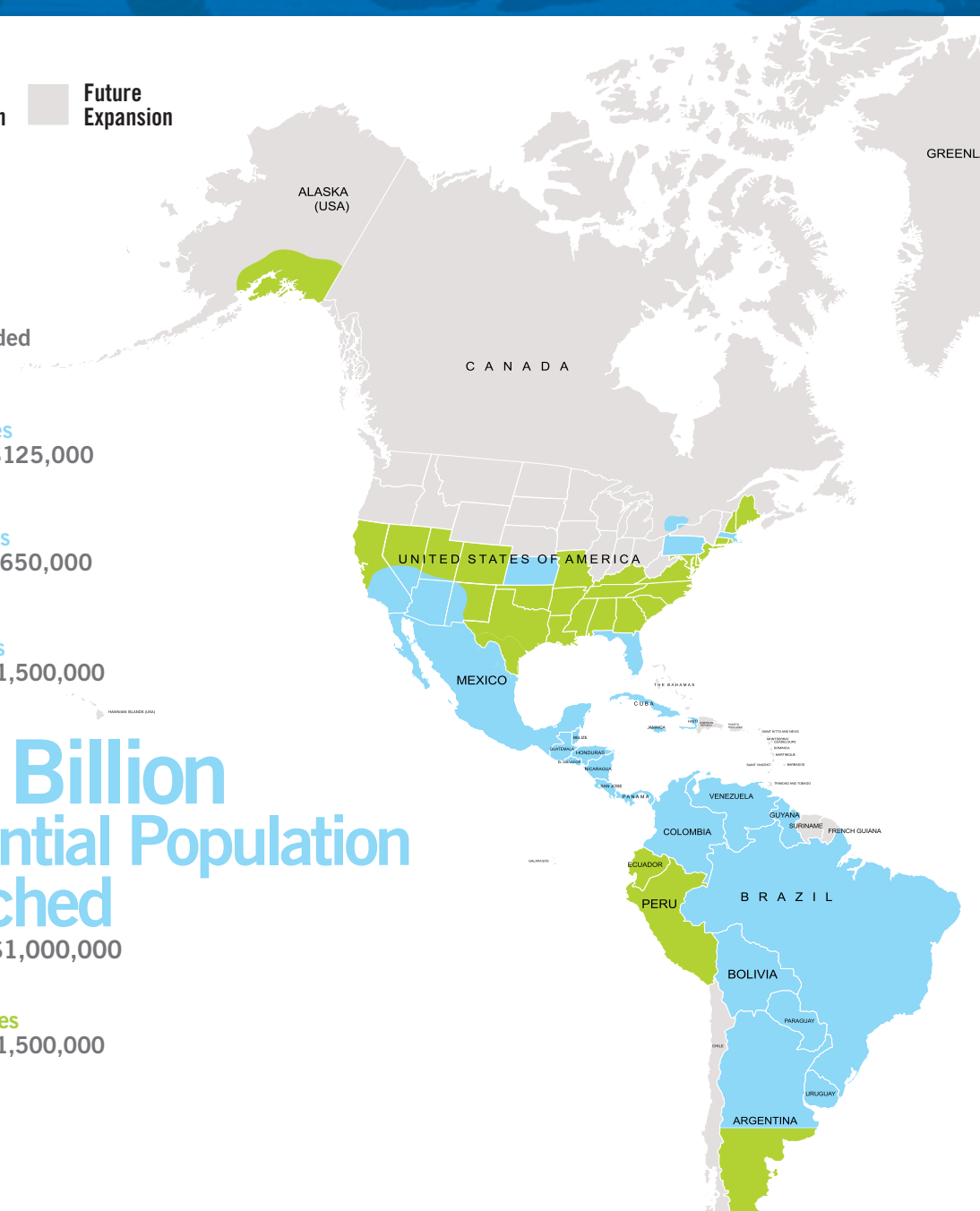
**2008** 12 Countries  
Budget of \$125,000

**2012** 33 Countries  
Budget of \$650,000

**2016** 50 Countries  
Budget of \$1,500,000

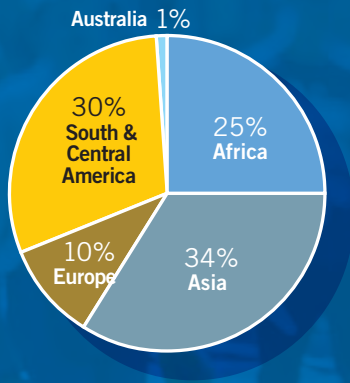
**2021** **4.1 Billion**  
**Potential Population**  
**Reached**  
Budget of \$1,000,000

**2024** 100 Countries  
Budget of \$1,500,000

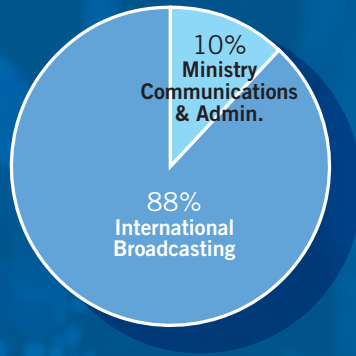


## 2014 BUDGET

100% INTERNATIONAL

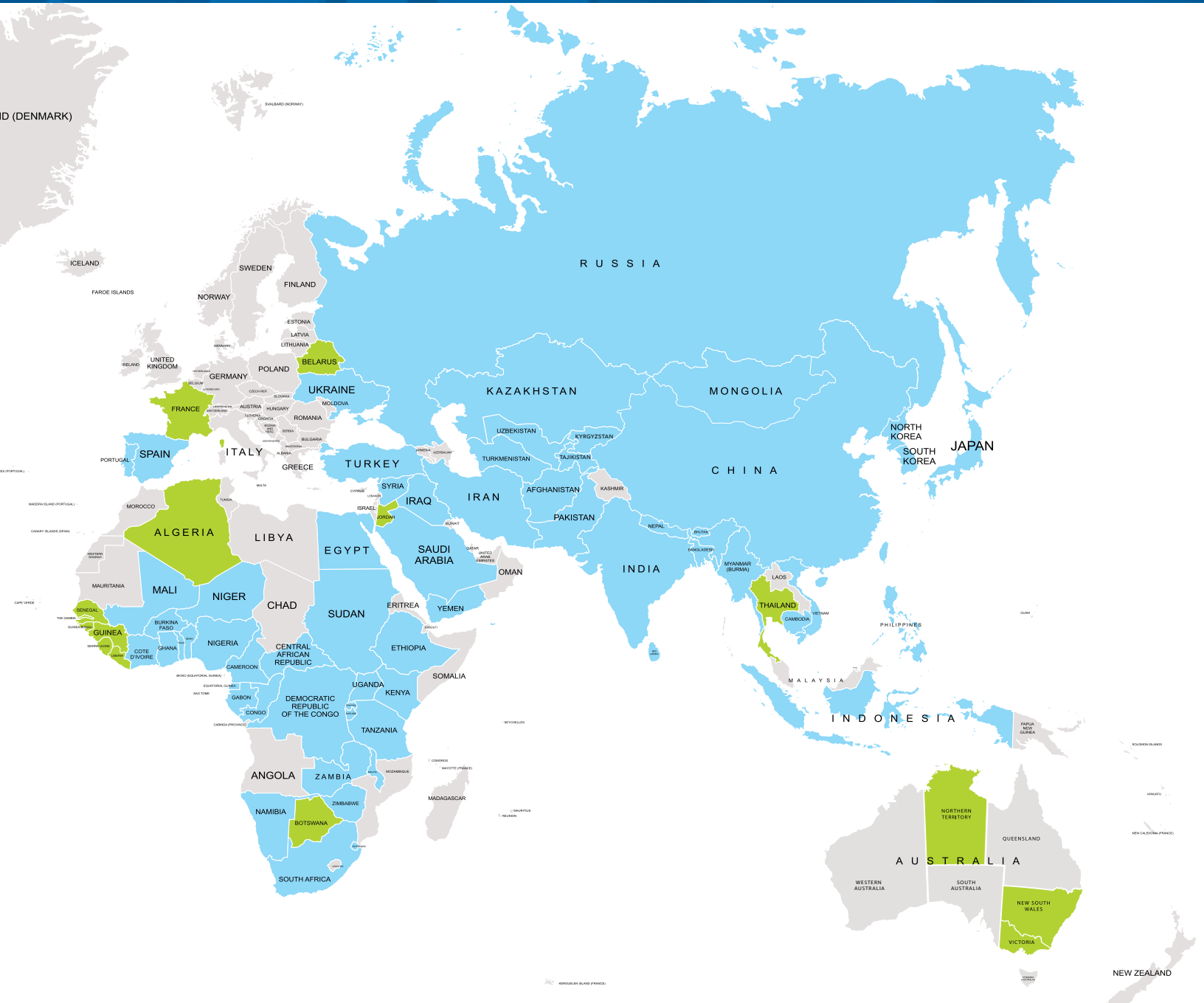
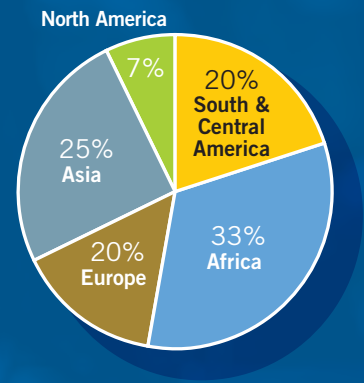


## 2021 BUDGET



## 2021-2024

MINISTRY EXPANSION





Your financial help will ensure  
the stories of Jesus are heard by  
people around the world.

# GIVE

ALL DONATIONS ARE  
TAX DEDUCTIBLE.

**ONLINE** at [CTW.com](http://CTW.com)

**MAIL** your gift to: Christ to the World Ministries, Inc.  
PO Box 360, Judson, TX 75660.

**PHONE** 903.720.8500 or Email: [larry@ctw.com](mailto:larry@ctw.com)  
to speak with a CTTW representative about any gift  
including Legacy, Memorials and Stocks.

# PRAY

**JOIN OUR PRAYER TEAM!**

Join our prayer team and receive  
our free quarterly e-newsletter.

Signup at: [CTW.com/PrayerPartner](http://CTW.com/PrayerPartner)



**Christ to the World™**  
MINISTRIES



Listen to  
an English  
Bible Drama



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