

# The Cox Family

October 2012



*Broadcasting God's salvation and instructing believers in Christ-like living in West Africa.*

## FAQ

### Most Frequently Asked Questions about the Ministry in West Africa

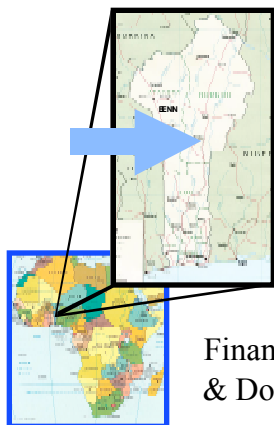


**Who is TWR (formerly Trans World Radio)?** TWR is an international Christian broadcaster with 14 major transmitting sites throughout the world. TWR's goal is to assist the church to make disciples by proclaiming the gospel and instructing believers in biblical doctrine via media.

**Why Radio in West Africa?** Radio represents a powerful medium for sharing the good news of Christ's redemption and teaching the scriptures, especially to the many remote oral societies in West Africa. Given the low literacy rate in West Africa and the almost exclusive use of oral communication in day-to-day life, radio is a natural means of delivery. The fact that there are few broadcasts in local languages also increases the effectiveness of radio. These broadcasts are not meant to replace or diminish local churches. Rather, the goal of these broadcasts is to assist and strengthen local churches as well as help start local churches where none exist.

**What do you do?** TWR operates the Benin Transmitting Site (BTS) which has a 100,000-watt AM transmitter (which is a big transmitter) outside of Parakou, Benin. It has the potential to reach 200 million people (of which 45 million are unreached). BTS broadcasts the gospel, biblical teaching and other programs in 23 different languages from Benin. Paul is the station director of BTS and helps with engineering. He is also developing the Benin staff to increase their effectiveness and develop them for future leadership. Donna helps with TWR hostess responsibilities, schooling missionary kids and a neighborhood kids club.

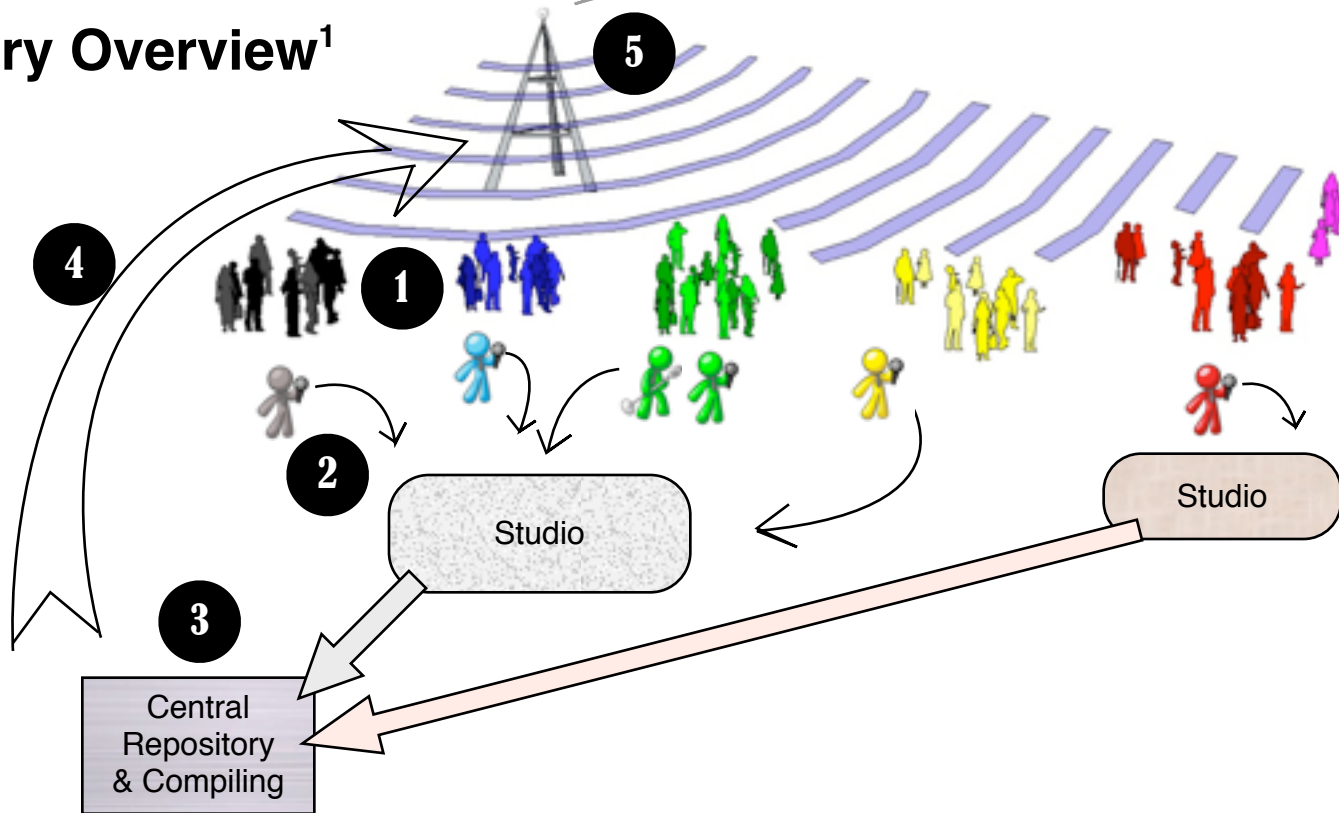
**What is an unreached people group and how many unreached people can BTS reach?** An *unreached people group* is where there is no indigenous community of believing Christians with adequate numbers and resources to evangelize this people group without requiring outside (cross-cultural) assistance. There are 45 million *unreached* people who can hear BTS's broadcasts.



**How can I be involved with TWR and the Cox family?** First, we would covet your prayers as we live and work in West Africa where many countries are underdeveloped. Second, being away from family and friends can be difficult; hence, emails are helpful and encouraging ([family@cox-net.com](mailto:family@cox-net.com)). See [www.cox-net.com](http://www.cox-net.com) for the latest prayer request and family updates. Third, there is an opportunity for you to be financially involved with our ministry in Africa.

Financial gifts can be sent to: TWR, P.O. Box 8700, Cary, NC 27512- 8700. Please put "Paul & Donna Cox" on the memo line of your check. Alternatively gifts can be given online at: [www.twr.org/global\\_staff/cox/donate](http://www.twr.org/global_staff/cox/donate)

## Ministry Overview<sup>1</sup>



- 1** 23 different languages in West Africa have been strategically selected to receive programs from BTS (only six are shown in the above graphic).
- 2** Pastors, actors, producers and technicians across West Africa create, modify, record and edit various programs. These programs vary from evangelism, Bible teaching, Christian dramas, storying and community development / health.
- 3** Programs are sent to a central repository where they are checked and archived. The central repository then compiles all the programs with introductions, segues and music into a broadcast log.
- 4** All the audio (programs, introductions, segues and music) and logs are sent to Benin where they are stored until their play-out date.
- 5** The programs along with music, introductions and segues are played from BTS and received by the listeners.

[www.cox-net.com](http://www.cox-net.com)  
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<sup>1</sup> While BTS is a major component of TWR's ministry in West Africa, there are other important ministries like satellite distribution, FM broadcasts and mp3 player distribution.

**How far does BTS reach?** TWR's transmitter in Benin (100,000 watt AM) covers roughly a 700 mile radius at night and early morning<sup>2</sup>. There are 200 million people in the reach of BTS broadcast. A coverage map at the bottom of the page shows the countries covered. The counties in dark brown are completely covered while there is partial coverage in the southern part of the countries with light brown.



●●● **17 More Languages**  
(not shown on graphic)

●●● **More Than 5 Studios**

**How does TWR make programs in 23 different languages?**

Not easily! Prayer is a major part of working through the three major components: 1. Research / Planning. 2. Partnering / Networking and 3. Production.

*Research / Planning.* Each language represents a different culture with different needs in relation to the gospel, biblical teaching and development needs. Because of this each language requires research to determine what type of program is required.

*Partnering / Networking.* Before starting production TWR tries to identify who is already working with a language and how TWR's broadcast can reinforce and aid what is already happening in a particular language. Most of the time TWR is partnering with local churches, other mission agencies or other Christian radio stations.

*Production.* TWR has the philosophy of using native speakers as much as possible. For some intended audiences there are few Christians and even finding native speakers who have the needed spiritual maturity can be a problem. TWR also has the philosophy of producing the programs, as close to the intended audience as possible. As such there are more than five studios throughout West Africa that record and edit programs.

**Explain why you broadcast in 23 different languages in West Africa?**

There are over 500 different languages in West Africa. For those who live in the USA it is hard to understand that there can be villages within 20 miles of each other with completely different languages and cultures.

While many people in Africa speak multiple languages, comprehension of the simplicity of the gospel<sup>3</sup> or some of the paradoxes of Christianity are best done in a person's heart language that they naturally comprehend rather than a language that they struggle to understand. So TWR broadcasts in 23 different languages. It would be great to broadcast in more languages, however available airtime and resources do not permit this at this time. Pray that God would open the door for more airtime and provide more resources.



<sup>2</sup> Due to the nature of radio propagation AM stations have a much further range while the sun is down (night and early morning). Because of this BTS does not broadcast during the day.

<sup>3</sup> The simplicity of the gospel is harder to communicate than one would imagine. We as humans are always trying to complicate the release from shame, the free gift of eternal life and the forgiveness of sin through Jesus.

# Cox Kids FAQ

**Do you speak African?** There are 52 African Languages in Benin alone. African is not a language but refers to a Continent. We are leaning French, Swahili and can greet in several other languages.

**Do you have a pet lion?** No, but we have an African Wild Cat that is somewhat tame.

**Do you have electricity and running water?** Yes, most of the time. The joke is whether the guys at the main switch have gone on tea break.

**Have you seen kangaroos and tigers?** Sure, at the zoo in America. Kangaroos live in Australia and tigers live in Asia.

**Do you see giraffes on the side of the road?** Not in Benin but you do in Kenya occasionally.

**Do you have McDonalds?** Yes in South Africa, an eight to twelve hour trip via plane from Benin, but not in Benin where we live.

**What do you do for school?** We go to Rift Valley Academy ([www.rva.org](http://www.rva.org)) a boarding school in Kenya. It is an eight hour drive to the airport and a six hour plane ride to Kenya. We come home 3 times a year for school breaks.

**Do you like boarding school?** Most days like Friday, Saturday and Sunday, we are teenagers after all.

**Why do you go to school in Kenya?** It is a great school with lots of other Missionary Kids. Schools, friends, and extracurricular options in Benin are very limited. Not to mention trying to get into an American University in a few years.

**What are your favorite things about living in Benin?**

The warm weather, swimming year around, our pets, and chwarmas (a Lebanese sandwich)

**Where is home?** Hmmm... if that means where we spend most of our time: Kenya. Where our parents spend most of their time: Benin. What passport do you carry: American. Where we were born: New Mexico and Swaziland. Where is most of our "stuff:." Texas. Miriam's answer is: We are transients passing through earth on our way to heaven.

