

## **Christian broadcaster blankets Asia with Gospel broadcasts**

By Kenneth D. MacHarg

A new Christian station, VOICE International, is broadcasting the Gospel to Asia from powerful shortwave radio transmitters in Australia.

British-based Christian Vision, which also operates shortwave facilities in Zambia and Chile, purchased five 250,000-watt transmitters and one 300,000 watt transmitter previously used by Radio Australia and is using them to beam programs in English, Mandarin Chinese and Bahasa Indonesia into South East Asia, China and Indonesia.

In addition, the organization is covering the area with satellite services that provide programming to local stations throughout the region.

“Our programming can be received via satellite and affiliated stations from Fiji to the Middle East,” said Mike Edmiston, VOICE International Asia Pacific Director.

Referring to the international shortwave broadcasts, Edmiston said, “These transmitters are now being used to make inroads into countries with predominantly Hindu, Buddhist and Muslim believers or atheists where the message of Jesus is seldom heard.”

“Our mission is clear,” Edmiston added. “To introduce people to Jesus and encourage those who acknowledge Him to accept Him as the Son of God and become His true believers.”

Using a format similar to Voz Cristiana, the organization’s Spanish station that broadcasts from studios in Miami and transmitters in Chile, VOICE International utilizes a music and information format, broadcasting contemporary Christian music, brief inspirational messages and news and information features.

“It’s a massive multicultural undertaking, but God has blessed our organization and strengthened us so that we can overcome the various problems that come with being a major international multicultural broadcaster,” Edmiston said.

VOICE International’s new studio complex was officially opened on September 14 at Maroochydore, 90 kilometers north of Brisbane.

Ten state-of-the-art studios are being used primarily for the production of Chinese services for broadcast to China, Bahasa Indonesian services for broadcast to Indonesia, and English services for broadcast to China, Indonesia and the Indian sub-continent. However, cultural diversity in the Asia Pacific region has attracted interest in the different language services from outside of the primary target zones.

With the addition of the Australian station, Christian Vision programming is now available through shortwave and satellite uplink facilities to well over half of the world’s population.

The parent organization, founded in 1988 by British businessman Bob Edmiston, established a shortwave station in Zambia in 1994. Currently, its English-language programming is broadcast on 13 AM and FM stations throughout central Africa.

Transmissions from eight powerful shortwave transmitters in Chile began in 1998. Today, Spanish-language programs are broadcast 24 hours a day under the name Voz Cristiana, while Portuguese programs, using the name Voz Crista, are transmitted to Brazil 18 hours a day.

In addition, 83 local stations in Latin America, the United States and Spain are broadcasting Voz Cristiana programs that are delivered to them by satellite.

Most of VOICE International's programs are produced in their Australian studios. Concentrating on contemporary Christian and other popular music, programs also address real life questions such as conflict resolution, living a full life and sexual issues. Several comedy segments are inserted each day, and other features focus on movies, computers and video games.

For information on VOICE International, contact Richard Daniel, Broadcast Service Manager, at 07-5477 1555 or at RichardDaniel@VOICE.com.au. The station's mailing address is VOICE International, P.O. Box 1104, Buderim, Queensland 4556, Australia. The station's web site is [www.VOICE.com.au](http://www.VOICE.com.au).

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