

## **International Christian broadcasting ministry changes names, image to reflect its expanding and changing outreach**

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When a radio producer sits behind a microphone, they never know where or by whom their voice will be heard. Sometimes, in the silence and loneliness of a sound-proof booth, one wonders if anyone is listening.

That uncertainty is felt equally by secular radio announcers and those who work for Christian stations around the world.

The producers and announcers at CVC-La Voz in Miami know those feelings all too well. Yet, they also know, by the emails and letters that they receive from listeners all around the Americas, that their programs are heard and listener's lives are being changed.

Witness the letter from Natalia in Uruguay. "I found this station one of the many nights in which I couldn't sleep. The things you said program after program began to break through my heart. Listening to you I discovered that God does exist and wants to change my life. A short time after this I gave my life to Jesus Christ."

Or that from Estefania in Argentina; "Every time my life gets complicated, God uses your voice to take out the bad moments and thoughts from my heart."

CVC-La Voz reaches listeners in every Latin American country and many U.S. states from its studios in Miami Lakes, Florida. Using shortwave broadcasts from a powerful transmitter site in Chile and satellite delivery of programming to local AM and FM stations throughout the Americas, CVC-La Voz reaches inquiring listeners with the purpose of introducing people to Jesus and encouraging those who acknowledge him to accept Him as the Son of God and become his true followers.

Currently CVC-La Voz is heard on 190 affiliates in 22 countries, with 143 additional stations in the process of picking up the programs and 180 more which have enquired.

CVC-La Voz is a part of Christian Vision, a British-based foundation. The organization has shortwave transmitters in Chile, Zambia and Australia.

A new project of CVC is the development of a network of Christian television stations in Brazil. Organizers plan to have the network on the air by the middle of this year in each of Brazil's 27 states. CVC's studios in Miami also broadcast radio programming in Portuguese via shortwave to Brazil.

And, the ministry is exploring the possibility of obtaining an additional shortwave transmitter site which would reach all of Europe including the Middle East.

CVC-La Voz, was previously known as Voz Cristiana. The organization adopted the new names and a new logo to reflect their expanding worldwide strategy.

CVC-La Voz's program and shortwave frequency schedules and other information can be found online at <http://www.cvclavoz.com>. Information on the Portuguese programming can be found at <http://www.radiocvc.com/>.

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