



Speaking Hope to the World®

TWR EUROPE - PRESS RELEASE

Member Care Media Receives National Religious Broadcasters Award

Bratislava, Slovak Republic, 1 March 2016 – TWR is pleased to announce that TWR's Member Care Media Ministry has received the 2016 National Religious Broadcasters Media Award for International Strategic Partnership.

For more than 15 years, MCM has been serving cross-cultural workers around the globe with content that is tailored to their specific situations and needs. This ministry has been one of the first to use media to encourage, enhance and enable those whose obedience to the Great Commission has taken them to difficult places.



Different surveys conducted by WEF Missions Commission found that 71 percent of missionaries leaving the global missions workforce were due to preventable causes. One in 20 career missionaries leave every year, with 47 percent leaving in the first five years (*Too Valuable to Lose*, William D. Taylor).



Jonathan Griffiths and Lauren Libby receive the National Religious Broadcasters award on behalf of Member Care Media.

MCM started to address these “preventable causes” through its programs, in partnership with the WEA Missions Commission initiatives of Global and European Member Care, Dr. Brent Lindquist from Link Care Centre, as well as counselors, psychologists and teachers from around the world. The primary goal was to provide resources for missionaries and leaders in-country to address some of the causes of attrition at an earlier stage.

It has been critical in the development of partnerships and content providers to address the unique issues faced by those working in high-pressure, cross-cultural environments, away from the normal support structures of “home.” Together with over 70 professional and well-known care specialists, MCM has addressed over 60 primary issues related to the preventable causes of missionary attrition, from a variety of perspectives.

Partnerships, cultural sensitivity and care-based, Christian content have always been at the center of this ministry. It is, therefore with great joy that the team receives the NRB recognition specified for partnership with indigenous ministries, sensitivity to cultural distinctives and an impactful Christian outreach.

Here is what Beate Kiebel, TWR international director of Support Services for Europe and CAMENA said in regards to the award: “TWR’s mission is to speak hope to the world by proclaiming the gospel of salvation to as many people as possible, by instructing believers in biblical doctrine and daily Christ-like living and also by serving cross-cultural workers around the globe through our ministry of [Member Care Media](#). The ever increasing opportunities in media such as radio, Internet, mobile and social media, allow us to reach people right where they are. I am excited about this ministry outreach, and NRB’s recognition is very much appreciated, valued and an encouragement to us all. This International Strategic Partnership Award will receive a special place in our office.”