

Wiring the world for sound...

VOICE OF HOPE - AFRICA is the latest acquisition by California based Strategic Communications Group in their quest of World-class radio stations programmed to span the globe with the Gospel of Jesus Christ!

December 18, 2014

(Los Angeles, California) December 18, 2014 – Strategic Communications Group (“SCG”, <http://www.voiceofhope.com>) announced today the purchase of its newest shortwave transmission facility in Lusaka, Zambia. Broadcast signals from this facility will soon be available to more than one billion potential listeners across the continent of Africa.

Strategic Communications Group, a broadcaster headquartered near Los Angeles, purchased the state-of-the-art transmission facility this month from Christian Vision (<https://cvglobal.co>). The super-station will operate as *Voice of Hope – Africa* broadcasting the Gospel of Jesus Christ in English and several African languages - as well as providing news, health, and other information programming to audiences throughout the continent.

Reflecting on the acquisition, SCG President John Tayloe said *“Shortwave signals continue to cross political, social, racial, economic, and cultural barriers. It is notable that China’s explosive growth in shortwave broadcasting has increased their audience worldwide and has filled the void left by retreating Western countries from the powerful medium. I believe shortwave is the perfect medium for carrying the Gospel of Jesus Christ to the world. Unlike other forms of mass media such as satellite, terrestrial television/AM/FM radio, and printed materials - shortwave radio signals can still be sent without program content being restricted in any way. **The Voice of Hope – Africa** is a remarkable platform to reach millions. **Voice of Hope** is also excited about the latest technical advances that provide new opportunities such as CD quality over-the-air digital broadcasting (Digital Radio Mondiale - DRM), 24/7 internet streaming simulcasts, and dynamic interactive websites - and is actively investigating integrating all of these advances within each broadcast ministry.”*

The *Voice of Hope – Africa* campus has 12 buildings on 150 acres. It houses two 100 kW Continental shortwave transmitters and two high-gain TCI long range antennas that beam strong signals over all of west, central, and southern Africa. As part of its commitment to the community, SCG will also operate a Health Clinic from its broadcast campus and explore the viability of an annual Leadership program for Christian Pastors and Lay leaders. Because of its unique location, plans to expand the **Voice of Hope’s** footprint into India and China from this location are also being evaluated.

In a message to SCG, Jeff White, Past President, National Association of Shortwave Broadcasters (“NASB”, <http://www.shortwave.org>) said: *“At a time when some countries and organizations have been reducing or eliminating their shortwave transmissions, it is refreshing to see that broadcasters like **Voice of Hope** are expanding their reach and giving new life to shortwave. Africa is particularly important since the people of this continent rely heavily on shortwave radio to hear news, information and spiritual programming.”*

Strategic Communications Group was established in November 1998 as a non-profit, 501(c)(3) charity in the United States. SCG also owns and operates the ***Voice of Hope – Americas*** (KVOH) radio station from Los Angeles that was launched in 1986 by George Otis, Sr., founder of High Adventure Ministries (1973-1999), and features broadcasts in Spanish and English to Latin America, the Caribbean, Canada and the USA. SCG is in the final stages of a major upgrade to the broadcast signal of **Voice of Hope – Americas**, installing a high-performance Harris shortwave transmitter. SCG is also in the planning stages for a state-of-the-art global Technical Operations Center (TOC) to be located in the Los Angeles area. This TOC will allow efficient monitoring and technical support of all **Voice of Hope** broadcast transmitter sites in the U.S. and abroad.

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