

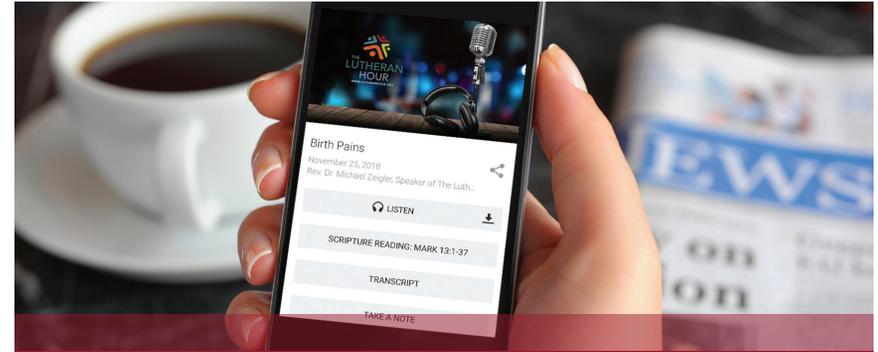
## Grow God's Kingdom through Expanded Media Outreach

With the rise of smartphones, tablets, and internet-connected media devices, Americans spend more time in the digital realm. This trend also impacts how Americans consume media. With the growing expansion of high-speed internet access, researchers predict that viewing media whenever and wherever we desire will become the norm.

The growth of on-demand content among Baby Boomers and younger generations has created an opportunity for LHM to offer a variety of quality podcasts for a new generation of listeners. In the spring of 2018, **Lutheran Hour Ministries embarked on a new venture—a podcast network.** The network will offer 10 podcasts designed to target both current LHM supporters as well as a new audience of Christians.

Lutheran Hour Ministries is leveraging the experience gained by producing an icon of American broadcast history—**The Lutheran Hour**®—to boldly step into the future. While The Lutheran Hour continues to be a powerful tool for sharing the Good News of Jesus Christ as a core program of Lutheran Hour Ministries, it will now be joined by additional programs that can be accessed on-demand.

A stable source of future funding will enhance our ability to continue moving in these new directions. Establishing an endowment fund for mass media will support The Lutheran Hour while providing ongoing funding for new media initiatives.



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LUTHERAN HOUR MINISTRIES is a trusted resource in global media that equips and engages a vibrant volunteer base to passionately proclaim the Gospel to more than 125 million people worldwide each week. Through its North American headquarters and ministry centers on six continents, LHM reaches into more than 60 countries, often bringing Christ to places where no other Christian evangelistic organizations are present.

But with billions of people still unreached with the Gospel message around the world, our work is not done.

***Therefore, we will not rest until...***

- Every person has the opportunity to hear the Gospel in an understandable way.
- Those seeking are connected to a healthy Christian community where they can grow in their faith.
- Every Christian is equipped to share the Gospel in word and deed.
- Engaged Christians advance this common mission as a global community.

*Christ's Great Commission still stands.  
God calls us to be on a constant mission for the Savior.*

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