

International Gospel Hour News



January 2019

Your support allows us to spread the good news of Christ and His kingdom. Thank you.

In This Issue: IGH 260

One Chapter Per Week • 260 Weeks • Five Years

Several months ago I started working on a five-year plan for International Gospel Hour.

Here's how it started.

Thinking long term — not just a month out or a year out — I wanted to do something that would be significant over a longer stretch of time. Not too long, like ten or twenty years, but something substantial enough that it would keep me going and, hopefully, keep audiences listening long enough that they would form a closer, stronger relationship with our work.

Five years seemed to be a good span of time.

And, as I thought about it, being a bit of a numbers geek, I realized that, over a five year span, there are 260 weeks. I wanted to plan something that would hold an audience's attention on a specific subject for *one week* at a time. Over an extended period, I would be able to address related and ongoing subjects in *much more* detail.

As every Bible-number trivia-enthusiast knows, there are 260 chapters in the New Testament.

And so IGH260 was born. The plan: Cover one New Testament chapter per week for 260 weeks.

Starting the last Sunday in 2018, December 30, and continuing for five years — through the end of December 2023 — the plan, we hope, will play out as follows:

- Preach through the New Testament *one chapter* at a time.
- Preach through the New Testament *one week* at a time.
- *Start* week one studying Matthew 1.
- *End* week 260 studying Revelation 22.
- In between, finish the remaining 258 chapters over 258 weeks.

Crazy? Maybe so.

Promoting IGH260

Because these reports are late, what you are about to read chronicles *not* just what I *planned to do* with IGH260, but what I have *already been doing*.

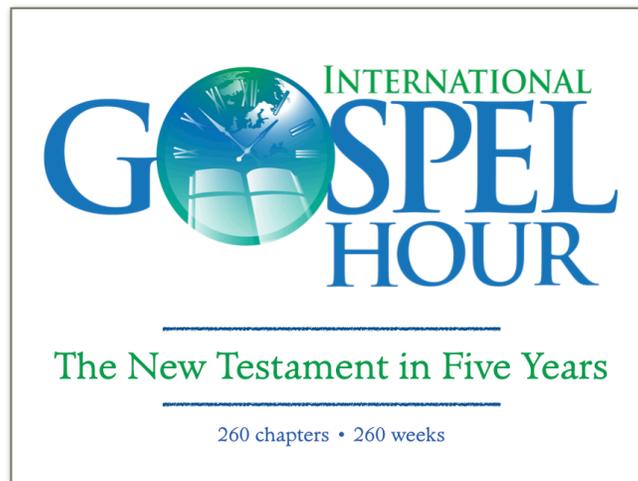
To promote this series I posted on IGH's Facebook page on December 20, 2018. That post — a photo of it appears on the back — explained what IGH260 was about and what we hoped to do

over the course of the extended series.

The post included the start date and encouraged Facebook viewers and listeners to “Join us on this 5-year-long journey as we examine all 260 New Testament chapters, one per week for 260 consecutive weeks”

I created a “whiteboard” video — but using a blackboard background instead — that explained how the series would work.

The video, 3 minutes and 22 seconds long, traces an imaginary “conversation” between the “presenter” — seen in the opening screen — and a “bewildered” potential listener. After the first screen our “bewildered” listener asks, “What’s IGH260? I’ve never heard of it.”



The rest of the video details the “conversation” between the “presenter” and the “listener,” all of which was designed to prompt the potential “listener” to tune in to IGH260 to study through the New Testament.

The photo to the right lists all of the different places where that video can be viewed. Because it’s a photo, the links are not “live.” But, if you go to our website you will see the video at the opening page. You will find the web links at the bottom of the next column.

One last thing about this post. I often, out of my own pocket, “boost” FB posts. For those not familiar with the jargon, FB refers to Facebook, and the word “boost” means that I paid for that post to be promoted, or advertised. It went to at least two circles of FB users, first, to those that have “liked” the IGH page (about 3900) and then, second, to their friends.

At the bottom of the image you will see the number 25,316. That’s how many people saw this post and video on Facebook. It was shared by 124 people. Not a lot, but better than zero. I’ll tell you about others that generated higher interest in upcoming newsletters.

What’s Behind Each Week’s IGH260 Programs?

The work involved in this has been taxing. I am slow in moving through studies of the biblical text, and quite long-winded in writing about it as well.

Though our programs air six times per week, I always have more to “say” than the allotted broadcast time allows. To make sure I finish what I’ve started, I keep a list of backlog episodes that will, later, complete each week’s studies. They will be promoted as a weekly “bonus lesson,” and though they will *not* air live through IGH radio

broadcasts, they will appear as downloadable files on the IGH260 site. To listen to these programs, starting with the very first in the series and continuing to the present, just visit the main page of our website. You will find several links to the IGH260 page there.

The next newsletters will provide details about what it takes to prepare for and air these programs.

Additionally, we have new ways to encourage listener response that we will share.

So, watch your mail. More newsletters are on the way as I catch up on what we’ve been doing.

Bill Hobbs

Evelyn’s younger brother, Bill, came to live with us in early January.

Bill was diagnosed with cancer about three years earlier. Evelyn was there to help him through that.

Right before Christmas Bill was having some major health problems, made a visit to the ER and heard that he had “spots” on his liver. Right after the first of the year we learned that it was much more than “spots.” He had tests, a port installed, and started his first treatment. He had no one to help him, so he came to live with us.

More about that in future newsletters and letters. Bill died in March, and his illness and death has impacted us more than the deaths of other family members we have helped near the end of life.

Thank you for your interest in IGH. If you think that what we are doing merits your financial support, please

consider giving generously at this time.

International Gospel Hour
December 20, 2018 · 🌐

IGH 260 Intro • Take 3 minutes 22 seconds to watch. Then share.

IGH 260 starts Sunday, December 30, 2018 with a study of Matthew 1. During the second week we will study Matthew 2. And, at the end of the 260th week we will finish studying Revelation 22.

Join us on this 5-year-long journey as we examine all 260 New Testament chapters, one per week for 260 consecutive weeks.

You can watch the IGH 260 Intro video on the FB page, or at the following locations:

- Vimeo: <https://vimeo.com/307505072>
- YouTube: <https://youtu.be/mtLXGPd3x8w>
- IGH: <http://internationalgospelhour.com>
- IGH mp4: <http://ighradio.com/media/video/igh260.mp4>
- IGH m4v: <http://ighradio.com/media/video/igh260.m4v>
- IGH mov: <http://ighradio.com/media/video/igh260.mov>

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In Christ,
Jody L. Apple

International Gospel Hour presents
IGH 260

25,316 People Reached 1,661 Engagements Boost Again

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