

# International Gospel Hour News



November 2018

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

## **In This Issue:** *Why We Air IGH Programs*

### ***Why We Air International Gospel Hour Programs***

#### *The Ad*

On the back side of this newsletter you will see an advertisement promoting International Gospel Hour.

This ad ran on the inside back cover of the Fall 2018 issue of "Seasons," Freed-Hardeman University's quarterly magazine.

The fall issue of "Seasons" always features the schedule for the upcoming annual Bible lectureship. This issue, as I recall, was mailed to more than 40,000 churches and individuals around the country. We do not have the resources to reach that many by ourselves.

The ad gives International Gospel Hour much needed exposure across the brotherhood. We only do something like this once a year, but we believe it's a helpful way to promote our work.

#### *The Content In The Ad*

Yes, the facts and figures about the ad itself are interesting. But they are no where near as important as what the ad says.

You can read it, of course, but permit me to take a few moments to fill you in with some details along the way.

In September of 2018, at 6.28 AM one Sunday morning, a man named Steven called our toll-free number, 1.855.IGH.6988.

*Why did Steven call that number?*

*First*, Steven called our toll-free number because we reserved it a few years ago. We reserved it because the digits 444 correspond to the letters I - G - H. Using the letters makes it easier to remember.

*Second*, Steven called that toll-free number because we use it in *every* radio broadcast.

*Third*, Steven called 1.855.IGH.6988 because he heard it during one of our broadcasts on radio station WCKY in Cincinnati, Ohio. That station, a 50,000 watt clear channel station, reaches a large area in the Eastern part of the country.

*Fourth*, Steven not only heard our broadcast and our toll free number, he *also* heard one of our free offers. The offer that Steven heard that Sunday morning was for a free Bible course by mail. Why? Because our programs frequently include this message: "To study the Bible by mail, call this toll-free number — 1.855.IGH.6988 — to request our free 30-lesson Bible study series."

*And fifth*, Steven actually called our toll-free number and requested that Bible study course. You can see the transcription of that message in the ad.

*Why do we air IGH programs?* For Steven. And for souls like Steven who have heard, and will continue to hear, God's word preached through International Gospel Hour. Our preaching usually ends when our programs ends. By offering free materials, and providing an easy way to access them, our reach and our impact continues *after* our programs air.

Please help International Gospel Hour reach more souls like Steven.

The dollars you invest in this good work pay dividends worth more than money. We are investing in *lost* souls today, in hope of *saved* souls tomorrow.

# We don't know Steven



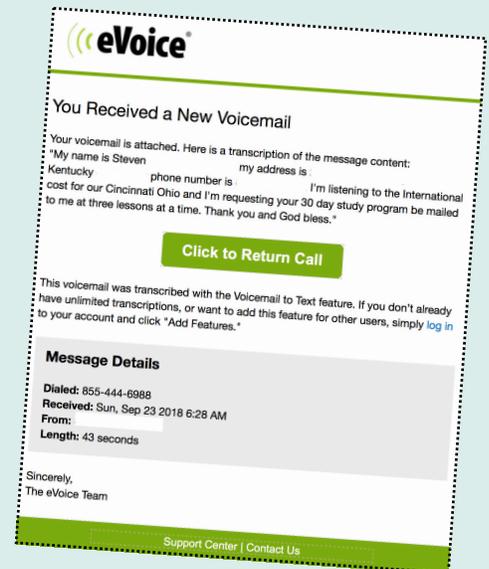
...but he's calling us at  
6:28 Sunday morning

- ▶ **Why?** He's heard us on WCKY radio in Cincinnati, OH.
- ▶ **What does he want?** He wants to receive a Bible study course.
- ▶ **What happens?** We send Steven the lessons he's requesting.

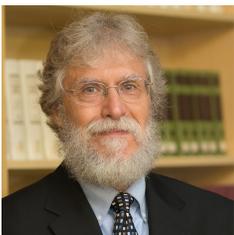
Steven is only one of hundreds who call, email, message or write when they hear International Gospel Hour broadcasts.

Every response is logged into an online database. A McMinnville, TN congregation (which has sent one third of a million courses over the years) follows up on Steven's request.

We currently air 5000+ programs per month, and each program includes multiple prompts to encourage hearers like Steven to respond.



## Will you help us reach more Stevens?



For more information,  
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