



THE LUTHERAN HOUR



Dear friends in Christ,

The first broadcast of **The Lutheran Hour**® aired on October 2, 1930. Today, it is the longest-running Christian outreach program on the radio. From the gorgeous bluffs overlooking the La Crosse River, to some of the greatest football fans in the nation, financial support from local congregations across Wisconsin has helped The Lutheran Hour proclaim the Gospel to your neighbors, friends, and family throughout the Badger State.

*For the body does not consist of one member but many ...
As it is, there are many parts, yet one body.
1 Corinthians 12:14, 20 ESV*

The Lutheran Hour airs in the La Crosse market on WKTY 580 AM. While this is an exciting opportunity to share the Gospel message on the radio waves, the airtime carries significant cost.

I invite your congregation or mission committee to prayerfully consider becoming a member of our brand-new **Local Supporters of The Lutheran Hour** broadcast partnership program through a donation of support. Your partnership would help ensure the Good News continues on WKTY for the people in your area.

People who cannot attend worship services—or have never attended one—write to tell us they stumbled across the broadcast while scanning the radio dial. Some are Christians. Others are not. For some, the Lord uses The Lutheran Hour to proclaim Christ's finished work to them *before* He plants them into congregations like yours, where they will grow and be discipled. In this way, **The Lutheran Hour serves on your behalf, working in conjunction with you to proclaim the Gospel in its purity.**

Today, as many individuals grapple with the uncertainty of their future, The Lutheran Hour continues to provide messages of hope, love, and comfort to hurting people throughout North America. I have enclosed some real-life stories, which illustrate how The Lutheran Hour impacts local communities like yours. These stories occur only because of your partnership. It's a win-win scenario. Without you, the program could not remain a powerful tool for sharing the Good News of Jesus Christ, proclaiming both Law and Gospel in fresh, compelling ways.

Thank you for your prayerful consideration and partnership in His ministry.

In Jesus,



Rev. Dr. Michael Zeigler
Speaker of The Lutheran Hour