

BMC Newsletter

YEAR-END 2019

BOOK OF MORMON CENTRAL



*Cover: The Maid Servant of Morianton Telling All by Sheridan Bronson,
First Place Winner of the 2019 Book of Mormon Central Art Contest*

Below: Photograph of Springville Mountains by Jasmin Rappleye

Mission Statement

Book of Mormon Central builds enduring faith in Jesus Christ by making the Book of Mormon accessible, comprehensible, and defensible to the entire world.

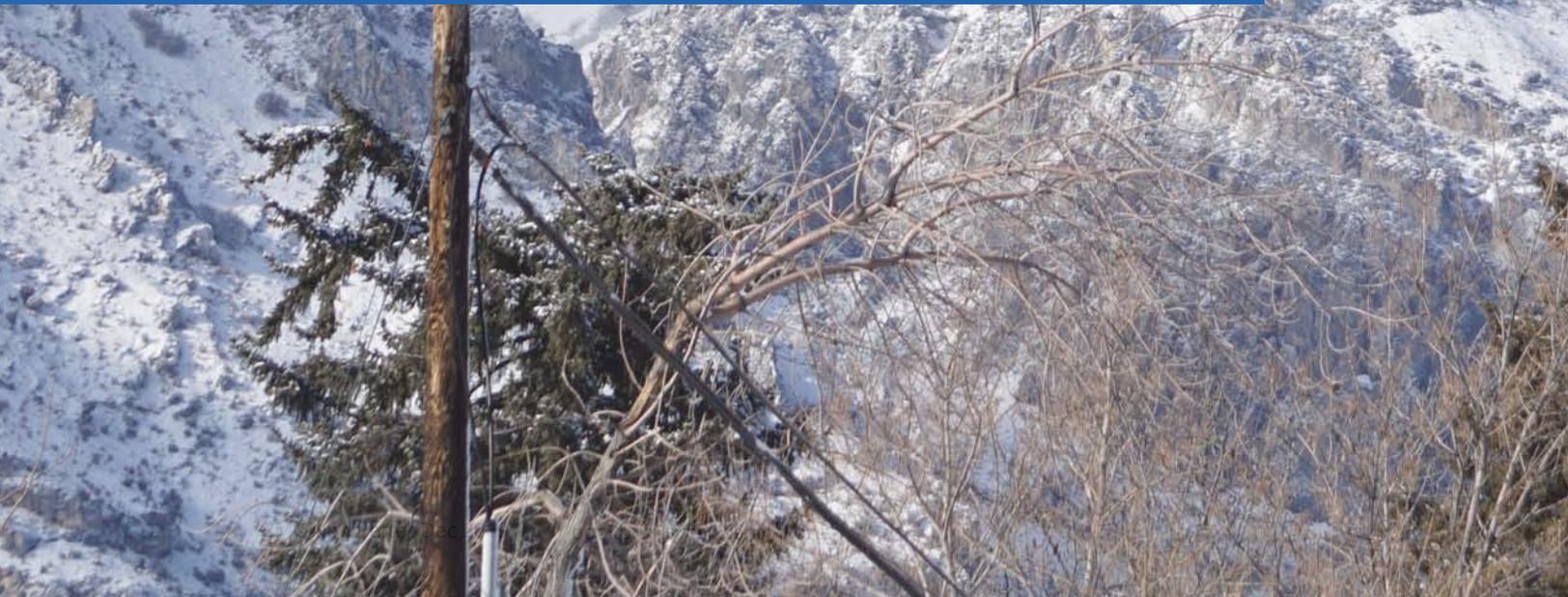


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Book of Mormon Central Personnel

Board of Trustees



Lynne Wilson



John W. Welch



Taylor Halverson



Ruth Schmidt



Bob Babcock



Scott Petersen



Tyler Perry



Harris Leck

Several committees have been organized under Tyler Perry's direction. All members of the BMC Advisory Board have been successful in their respective careers and are serving on committees where their specific expertise can help ensure the Foundation's continued success. We thank these individuals for their service and commitment to furthering BMC's mission.

Board of Advisors

Brandon Fugal
Bryson and Jan Garbett
Brad Giles
Richard Gordon
Lindsay Hadley
Doug Holmes
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Steve Knudsen
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Clay Olsen
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Kelly Scott
Duane Shaw
Paul Shorts
Stephen H. Smoot
Greg Trimble
Chrissy Vail
Ross Workman

English Team

Research

Neal Rappleye
Jonathon Riley
Stephen Smoot
Ryan Dahle
David Larsen
Matt Roper
Brant Gardner

Tech

Israel Gonzalez
Patricio Soto
Victor Llanten
Ivan Parra
Bernardo Ramirez

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Joe Andersen
Eric Anderson
Jason Anderson
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Quinten Barney
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Anthony Celaya
Doug Christensen
Mickey Cochran
Barbara Cramer
Ken Daines
Benjamin Dazey
Lee Donaldson
Sarah Dorff
Emerson Fry
Durelle Gimenez

English Team

Publishing

Jasmin G. Rappleye
Zander Sturgill
Nicole Shepard
Jared Riddick
Matthew Cutler
Daniel Smith
Robert Starling
Angel Sturgill
Tyson Yapias
Israel Gonzales
Nick Galieti
Scott Christopher
Amanda Cook
Katie Payne

David Gray
Andy Griffin
Tyler Griffin
Jerry Grover
Marc Hallacker
Derek Hansen
Scott Hoyt
Kerry Hull
Raymond Hurst
Brett Jarvis
Derek Johanson
KC Kern
Aimee Kleinman
Clark Kleinman
Spencer Kraus
Jerel Lindley
Michelle Linfoord
Kim McCall
Benjamin McGuire
Lynn McMurray
Elizabeth Mella
Glen Mella
Alan Miner
Sam Mitchell
Don Norton

Spanish Team

Content

Soraida Tabla
Lily Montesinos
Noé Correa
Jesús Alonso Inda Velasquez
Javier Tovar
Cinthia Gamo

Publishing

Alejandro Martinez
Fernando Vazquez
Melody Monroy
Benji Monroy
Cecilia Gastelum
Benjamin Monroy

David Osborn
Ugo A. Perego
Mike Peterson
Kristopher Powell
Michael Rawlings
Kaitlyn Richardson
Susan Ricks
Marla Staffanson
Kim Stringham
Barbara Stucki
Joel Stucki
John Swendsen
Hales Swift
James Stutz
Jeffrey Thayne
Joan Thompsen
Sheena Tidwell
Tyler Tucker
Rich Wales
Jaxon Washburn
Anita Wells
Jonathan Wilson
Sean Worsley
Walker Wright

BMC By The Numbers

Founding

Antecedent: Foundation for Ancient Research and Mormon Studies (FARMS) organized Nov. 5, 1979
FARMS was acquired by BYU in 2002, dissolved in 2006

April 2015: BMC co-founded by Lynne H. Wilson & John W. (Jack) Welch

Timeline

Date of First Publication	January 1, 2016
KnoWhy App	August, 2016
First Publication in Spanish	January 1, 2017
Chiasmus Jubilee	August 16, 2017
First KnoWhy Book	September, 2017
lds.org links to BMC articles	August, 2018
Pearl of Great Price Central	August 7, 2019
ScripturePlus App	September 16, 2019
Second KnoWhy Book	October, 2019

Resources

BMC full-time employees	19
BMC part-time freelancers	19
BMC Funds Expended through November 30, 2019	\$5,499,921.42
Total User Engagements through November 30, 2019	80,128,000
Cost per User Engagement	\$.07

Impact

Media Partners Who Share BMC Content: Meridian Magazine, LDS Living, Third Hour, MásFe, Saints Unscripted (More Good), Latter-day Saint Living Weekly, FairMormon, Influencers such as John Bytheway, Brad Wilcox, and Hank Smith

Digital Ad Impressions	15.1 million
Facebook User Impressions	10.5 million
Website Pageviews	8.4 million
YouTube Video Views	4.6 million
Pinterest Image Views	2.3 million
Website Unique Site Visitors	2.2 million
KnoWhy App Launches	1.4 million
SoundCloud Podcast Plays	1.2 million
iTunes Podcast Listens	1.1 million
Facebook Followers	151 thousand
Video Ad Views	156 thousand
ScripturePlus App Launches	122 thousand

Facebook Come Follow Me Group Members	49 thousand
Live Event Attendees	43 thousand
YouTube Subscribers	42 thousand
Email Subscribers	9,797
Instagram Followers	7,865
Archive Entries	6,245
KnoWhy Books Sold	6,280
Twitter Followers	2,293
Videos Produced	1,526
KnoWhys Published	1,080
WhatsApp Groups	65



Top 10 Content Pieces 2019

At the conclusion of every year, it is interesting to note the content pieces produced by Book of Mormon Central which generated the most views. Significantly, four of the “Top Ten” BMC content pieces for 2019 were videos posted on BMC’s Spanish YouTube channel. The top video, translated into Spanish, had six times as many views as the second ranked content piece

1 427,707 VIEWS
Easter video by Daniel Smith about the crucifixion of Jesus Christ posted on Book of Mormon Central’s Spanish channel.

announcing Book of Mormon Central’s new ScripturePlus app. Hundreds of thousands saw the ad on KSL TV. This is the view count on YouTube.

2 69,924 PAGEVIEWS
Blog post by Jasmin G. Rappleye describing how a particular verse in the Book of Mormon changed the way she views veils, women, and the temple.

8 24,554 VIEWS
Spanish video exploring the geography of the Book of Mormon.

3 60,387 VIEWS
Evidence video by Matt Cutler documenting Lehi’s trail from Jerusalem down the Arabian Peninsula to modern-day Oman.

9 20,067 VIEWS
Animated video introducing the story of the Book of Mormon with beautiful original artwork by artist Katie Payne and animation by Matt Cutler. The script for the video comes entirely from the title page and other selected Book of Mormon passages.

4 57,485 VIEWS
Video tour of latter-day prophets’ graves in the Salt Lake City Cemetery by our Spanish influencer, Melody Monroy.

10 18,918 VIEWS
Video interview with Vera Whetten Pratt about Pancho Villa by our Spanish influencer, Melody Monroy.

5 40,589 VIEWS
Come Follow Me video by Daniel Smith about the Parable of the Ten Virgins.

6 33,354 VIEWS
Easter music video with Tyler Perry singing “I Stand All Amazed.” Perry is a member of Book of Mormon Central’s Board of Trustees.

Book of Mormon Central Blog Posts inform subscribers of significant Book of Mormon announcements by the Church of Jesus Christ of Latter-day Saints. Two Blog Posts that generated a lot of traffic on the BMC website reported the Church’s release of the first episode in its Book of Mormon video series and the official Church statement regarding Book of Mormon geography.

7 33,099 VIEWS
Thirty-second advertisement by Robert Starling that aired during the October General Conference weekend

ScripturePlus

ScripturePlus, a mobile app for reading and studying the Book of Mormon with abundant enrichment material, was launched on iOS on September 16th. A strong publicity push for ScripturePlus was made over the October General Conference weekend with a thirty-second ad that ran six times on KSL TV. Thirteen thousand users downloaded the app during Conference weekend. Full-page ads are currently appearing in *LDS Living* magazine publicizing the app.

In December, BMC released the Android version of ScripturePlus. Soon after the Android release, a brief

tutorial consisting of screen shots that pop up each time a user opens the app was added to ScripturePlus. This introductory material alerts users to the various features available on ScripturePlus to enhance their scripture study experience.

During 2019, there were over **30,000** downloads and **130,000** launches of ScripturePlus—a great start! Both the code and the content have been and will continue to be enhanced by BMC’s tech team in the coming months based on valuable feedback from our users. Watch for regular new releases of this app.

As members focus on studying the Book of Mormon in 2020 through the Come Follow Me program of the Church, we anticipate greater numbers of people reading, learning, and enjoying the Book of Mormon by using ScripturePlus.

View the app at <https://www.scriptureplus.org/>. In order to access all content provided on the app, you must register with your email address. This app will prove to be an invaluable tool for studying and immersing oneself in the Book of Mormon.

“

Wow, Just Wow. So much information, and so accessible! I'm excited to dig deeper into the Book of Mormon than I ever have before with the help of this app. I'm loving it so far!

BIG_DAN_

“

After a few hours of studying the scriptures, I have been more educated and spiritually edified by this app's method...than I have ever felt in any religion class at BYU.

DZESYI

“

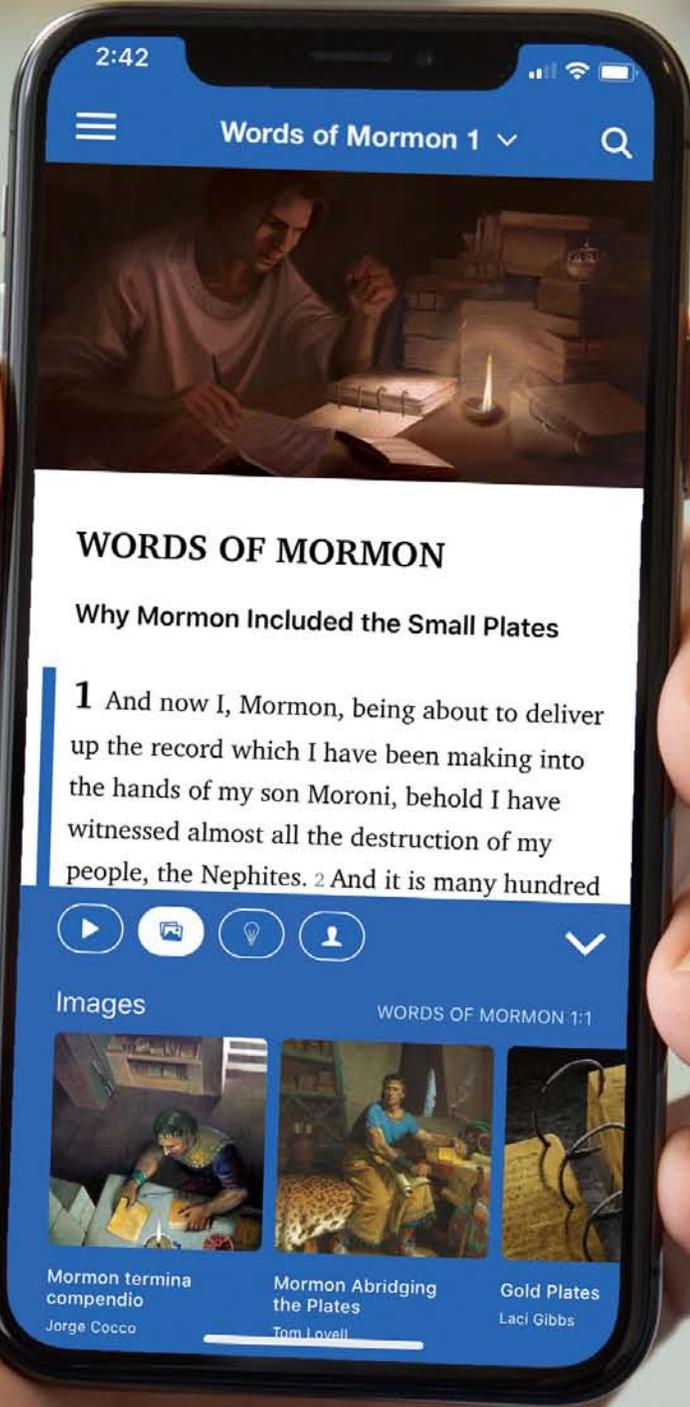
Its like having a BYU professor in my pocket. I love the scriptureplus app.

ONIONLAPTOP

“

This is the best app I have ever seen for use in scripture study. Wonderful enhancement. I look forward to study every day.

MAGICDORTER



READ



EXPLORE



LEARN



VISUALIZE



“

This is the app I've always dreamed of for my scripture study. I've already learned so much having all the tools and resources at my fingertips for each passage.

NATNATNATTTT

“

ScripturePlus is a home run.

LEE L. DONALDSON

“

This app is awesome. It seems like this app is just too good to be true but here it is and it does not disappoint.

JWL1954

“

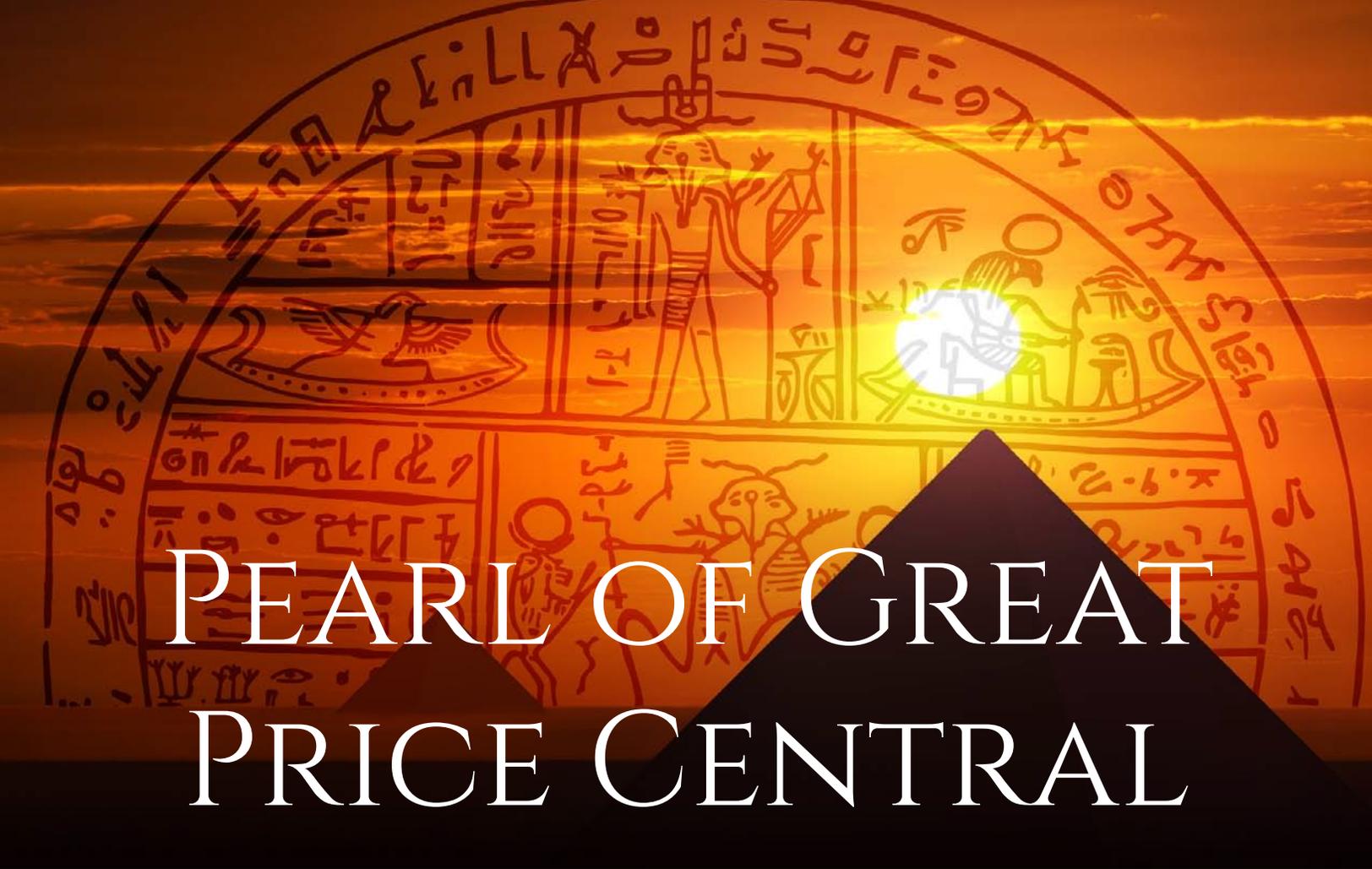
I am so excited about this new app! I am reading the BOM with my 11 and 13 year-old and this is so fun and engaging!! I love the connected videos/pictures/KnoWhys! I love the description and history of writer of the book

CRACKPOTTER

“

For the first time in a while I feel excited to start scripture study. This app makes me feel like I will be able to better understand what is going on and have a deeper connection to the events that happened in the scriptures. Feels so easy to have it all in one place. Thank you!

J.GUADALUPE



PEARL OF GREAT PRICE CENTRAL

Image by Book of Mormon Central

August 7th, we launched Pearl of Great Price Central to loud and spontaneous applause from the audience at the annual FairMormon Conference in Provo. Like Book of Mormon Central’s “KnoWhys” for the Book of Mormon, this new website provides “Insights” which faithfully answer critical questions arising from The Pearl of Great Price. Since its launch, Pearl of Great Price Central has released a new Book of Abraham Insight each week. This pace will continue until there are about forty well-researched, richly-illustrated Insights on this remarkable book of scripture. Additional Insights will be published periodically thereafter. A ten-minute video, summarizing these Pearl of Great Price Central

Insights, was released in early December. This video (<https://youtu.be/3WTwQml8MaE>) presents compelling evidence of the ancient historicity of the Book of Abraham. There has been considerable interest in this content so far, with over 10,000 unique site visitors to the website. The Spanish version of Pearl of Great Price Central launched in mid-December.

Pearl of Great Price Central will soon begin publishing Insights on the Book of Moses. In addition, as our contribution to the Church of Jesus Christ of Latter-day Saints’ 2020 bi-centennial celebration of Joseph Smith Jr.’s First Vision, Pearl of Great Price Central will also publish Insights and scholarly content about

Joseph Smith’s History in the Pearl of Great Price. The site already contains an extensive bibliography and an innovative Study Edition of the Book of Abraham.

The September 2019 issue of *LDS Living* included an article about five Pearl of Great Price Central “Insights” on the Book of Abraham and directed readers to pearlofgreatpricecentral.org. *LDS Living* has shared Book of Mormon Central content dozens of times since 2016.

Check out our stunning new website: <https://www.pearlofgreatpricecentral.org/>.

Upcoming Projects

Evidence Central

Over the years, a vast quantity and impressive variety of evidence supporting the Book of Mormon has been published. Unfortunately, these evidences are scattered throughout hundreds of books, articles, and other media. In an effort to make this faith-affirming information more accessible to laymen and scholars alike, Book of Mormon Central will soon be launching a new website called “Evidence Central.”



The website will offer multiple user interfaces that, in various ways, will identify, categorize, chart, and summarize evidences supporting Book of Mormon authenticity. At launch, 100 evidence summaries will be presented in an index-style interface. From there, we will continue to publish new evidence summaries and develop new user interfaces. We hope this engaging new interactive tool will strengthen testimonies and help those who may be struggling with doubts or concerns about the authenticity of the Book of Mormon. Well-documented evidences can increase one’s understanding of and appreciation for this marvelous text.

Crowdsourced Book of Mormon

Throughout 2020, members of the general public will be invited to make history by participating in the first-ever Crowdsourced Book of Mormon project. Anyone interested can film themselves reading one verse from the Book of Mormon. There are 6,604 verses in the Book of Mormon and we hope people from all over the world read one of those verses on camera. By the end of the year, we expect to have the entire Book of Mormon available for all to view online in this crowdsourced format. The youngest reader so far is a 1-year old infant (his mom is prompting him) and the oldest is in his 90’s. We have footage from Niagara Falls and Machu Picchu.



To jump-start this project, nine members of the BMC staff flew to Palmyra, New York on the weekend of October 25th to film people reading one verse from the Book of Mormon. They were also able to squeeze in time to be filmed themselves doing a reading at several historic sites—the Smith family home, farm, and log cabin; outside the Sacred Grove; the Hill Cumorah; the Whitmer farm, the Grandin printshop; and the Palmyra Temple.

Robert Starling, BMC’s videographer assigned to the crowdsourcing project, has filmed in the Blanding, Utah area and in Atlanta, Georgia. Most verses will be a person recording a selfie or a friend filming a friend on a smart phone. Robert has lined up a number of student interns from Utah Valley University who will help edit these short videos.

BMC Highlights

BMC Launches Digital Marketing Campaigns

Book of Mormon Central has received a Google Grant that is helping us drive more online search traffic to our various websites. We have also engaged the services of the digital marketing agency Max Connect who runs campaigns for us. We have digital display ads showing across the Internet, video pre-roll ads on YouTube, and targeted social ads on Facebook. To date, BMC ads have been shown more than 15 million times and all this exposure has resulted in noticeably more traffic to our websites and videos.

ChurchofJesusChrist.org Links to Book of Mormon Central

The Church of Jesus Christ of Latter-day Saints' official website, ChurchofJesusChrist.org, links directly to Book of Mormon Central content. In a February 24th article published in the Church News, Brent L. Top (professor of Church History and Doctrine at Brigham Young University) and Gaye Strathearn (associate professor of Ancient Scriptures and Near East Studies) explain the importance of in-depth personal scripture study. In the article, Brother Top mentions materials that are available to Church members to enhance and enrich their learning experience, specifically pointing out that ChurchofJesusChrist.org now links to the BYU Religious Study Center, Maxwell Institute, and Book of Mormon Central.

BMC Partners with Living Scriptures

Book of Mormon Central and Living Scriptures, Inc. signed an agreement that will result in BMC videos airing on Living Scriptures' free streaming service. This will be a wonderful way to get the message of the Book of Mormon into more homes being used by larger numbers of families.

Animated Book of Mormon Video Produced by BMC

Book of Mormon Central teamed up with artist Katie Payne to create a beautiful and engaging video called "The Plates of Mormon." Using only the text of the Book of Mormon as the script, viewers can get a glimpse of the father/son relationship between Mormon and Moroni as they strive to transcribe and pass along the record of their people on metal plates so that we can cherish the Book of Mormon today. This video has original artwork, an original music track by Latter-day Saint Hollywood composer Jonathan Keith, and native Central Americans narrating the voices of Mormon and Moroni. This is the highest quality video we have yet produced. You can view it here: https://youtu.be/T_GErTonAFg

Events & Travel



Top: Kirk Magleby announcing Pearl of Great Price Central at the 2019 FairMormon Conference

Bottom: (Left to Right) Neal Rappleye, Daniel Smith, Jasmin Rappleye, and Taylor Halverson presenting on ScripturePlus at the 2019 FairMormon Conference.

FAIR Conference Co-Sponsored by BMC

Book of Mormon Central co-sponsored the three-day FairMormon Conference held at the Utah Valley Convention Center in August. BMC hosted the lunch program the first day of the conference where the three Grand Prize winners of the 2019 BMC Art Contest were announced and their pieces unveiled.

Doug and Arlene Christensen were honored as the 2019 Father Lehi and Mother Sariah recipients during the same lunch program. The Christensens have devoted a lifetime of service to the Book of Mormon and to the children of Lehi. They were inspired to open and operate the Alma Success Academy, located in Quetzaltenango, Guatemala. This school taught Guatemalan returned missionaries skills necessary for career success. Doug was also one of the original founders of Book of Mormon Archaeological Forum, Inc., Book of Mormon Central's parent corporation.

Following lunch, Book of Mormon Central provided the speakers and presentations for the remainder of the first day of the conference. An enthusiastic response greeted the announcement that Book of Mormon Central was launching a new website—Pearl of Great Price Central. See the accompanying article in this Newsletter.

An article in the August 18th edition of the Church News included photos of Jack Welch and his wife, Jeannie, as well as three other BMC staff members—Neal Rappleye, Ryan Dahle, and Stephen Smoot—who all presented at the FairMormon conference.



ART CONTEST

The annual Art Contest has become a beloved tradition at Book of Mormon Central. We have seen it grow each year from its modest inception in 2016. Artists of all ages from many parts of the world, both amateur and professional, continue to submit to our Art Contest. Local artists and museum curators serve as our judges to determine the merit of each piece based on technical skill, artistic expression, and relation to the Book of Mormon. Three Grand Prizes, seventeen Honorable Mentions, and six Youth Honorable Mentions were

awarded this year. Winning pieces were displayed at the FairMormon Conference in August (co-sponsored by BMC).

First prize went to Sheridan Bronson, a Fine Arts graduate in illustration from Brigham Young University, for her beautiful oil painting entitled *The Maid Servant of Morianton Tells All*. This piece was inspired by Alma 50:30, where an unnamed female servant fled the abuse of Morianton to reveal his war plans to Moroni. The key information revealed by this woman saved the Nephite armies

from disaster. Even though the signs of abuse are apparent in this painting, this brave woman stands tall with trust and conviction.

Second prize went to Carol Dunford Jackman, a Utah native with a BA degree from Brigham Young University. Her deeply moving bronze statuette of *Abish and the Queen* depicts the one instance in scripture of a woman raising another woman (the Lamanite Queen, the wife of Lamoni). The story of Abish is found in Alma 19. She was a Lamanite with a valiant testimony of the Lord and

is one of the three named females in the Book of Mormon who is not also mentioned in the Bible.

Caleb Williams received the Third prize for his intricate ink and pencil work which captures the heroic style of romantic period war scenes. This work is entitled, *There you shall meet them, on the East of the River Sidon*, and depicts the ruthlessness of war, the overwhelming advance of the Lamanite army, and the strong and steadfast Nephite army response. Caleb made his submission to the Art Contest while completing his full-time mission in the Japan Tokyo North Mission. Upon returning home, he was able to personally accept his prize at the FairMormon Conference with the other winners. Caleb is currently a student at Brigham Young University.

Every quality piece of art submitted is stored in Book of Mormon Central's Media Archive to be viewed and accessed by readers. In addition, these art pieces are a valuable resource for illustrating Book of Mormon Central KnoWhys and videos. Since August, several of this year's submissions have already been used in our publications. We are always in need of excellent works of art that relate to the Book of Mormon.

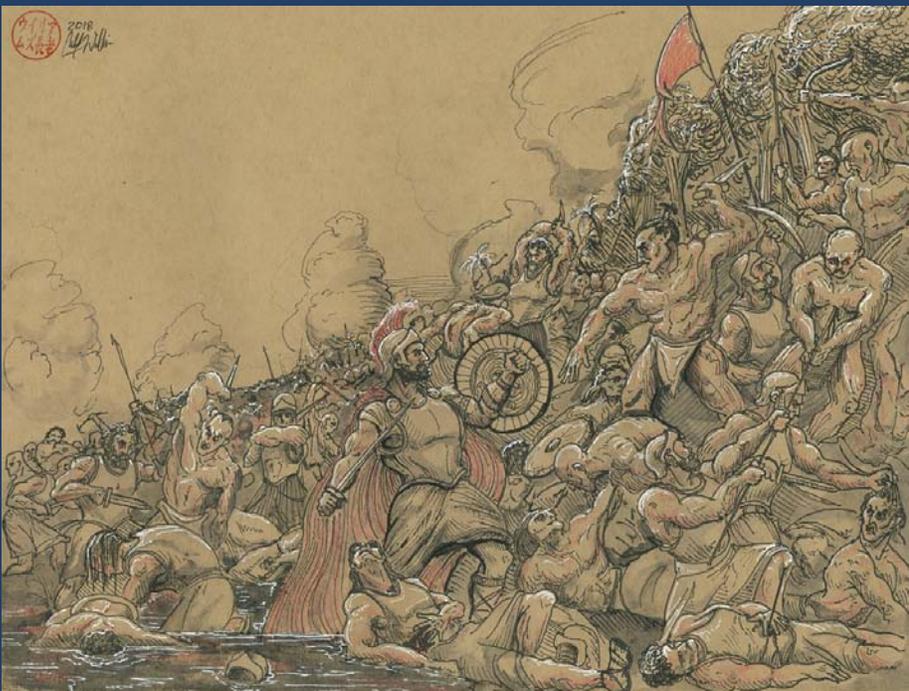


Previous: *Captain Moroni* by Mark Parker, Honorable Mention in the 2019 Book of Mormon Central Art Contest

Above: *Abish and the Queen* by Carol Jackman, Second Place in the 2019 Book of Mormon Central Art Contest

Opposite Top: *The Maid Servant of Morianton Telling All* by Sheridan Bronson, First Place in the 2019 Book of Mormon Central Art Contest

Opposite Bottom: *There you shall meet them, on the East of the River Sidon* by Caleb Williams, Third Place in the 2019 Book of Mormon Central Art Contest



Events (cont.)

Multi-Stake YSA Conference in California

A multi-stake Young Single Adults Conference was held in the Bay area of California on September 14th. Nearly 1,000 people were in attendance, coming from Berkeley, Palo Alto, San Francisco and the surrounding areas. Stephen Smoot represented Book of Mormon Central and was a presenter at several conference break-out sessions. He introduced the audience to Book of Mormon Central and discussed, as well as demonstrated, the many study resources now available for individuals to study this marvelous book of scripture—the keystone of our religion.

BYU Education Week

Book of Mormon Central content was showcased in several class sessions at Brigham Young University's Education Week. The printed brochure listing class offerings highlighted "Book of Mormon Central" in many of these class titles or descriptions.

Lynne Wilson, co-founder of Book of Mormon Central, was the speaker at four sessions, where she announced the forthcoming launch of ScripturePlus and demonstrated the many features which are included in the app.

Daniel Smith, a member of Book of Mormon Central's video team, taught a series of classes on the ancient Jewish feasts and holidays and showed several of his YouTube

videos which appear from time to time on BMC websites.

BMC's Spanish Team at Academia Juarez

Book of Mormon Central's Spanish team gave an impressive presentation to 350 students at Academia Juarez in Chihuahua Mexico on October 8th. Academia Juarez is the only Church Educational System (CES) school still operating in Latin America. The presentation introduced Book of Mormon Central to the students at the academy and showed attendees how they can help the Church accomplish its mission by sharing worthy content on social media. BMC's Kirk Magleby, Javier Tovar, Benji Monroy, and Melody Monroy all assisted with this event.

The Inaugural John L. Sorenson Lecture

On October 28th, Book of Mormon Central and the BYU Department of Anthropology co-sponsored the inaugural John L. Sorenson lecture. The event, attended by more than 300 people, was held in the Hinckley Center on BYU campus with Dr. Stephen Houston, Chairman of the Anthropology Department at Brown University, as the featured speaker. The title of Houston's presentation was "Recovering a Lost World: The LIDAR Revolution and Ancient Maya Warfare."

Dr. Houston, one of the leading Mayanists in the world today, shared insights and discoveries from his

field work at La Cuernavilla in northern Guatemala. La Cuernavilla is a Maya fortress recently discovered by the PACUNAM LiDar survey published in 2018. Dr. Houston's work has documented many defensive structures at this site that are strikingly similar to those used by the Nephites as described in the Book of Mormon. LiDar has revealed thousands of ancient Mesoamerican sites and structures that correlate surprisingly well with passages in the Book of Mormon.

Society of Biblical Literature Conference

Every year since its inception in 2016, Book of Mormon Central has sent scholars to attend and present papers at the Society of Biblical Literature (SBL) Conference. This year, Stephen Smoot, one of BMC's researchers and writers, represented us at the November 22–26th SBL Conference in San Diego, California. Thousands of Biblical scholars and university professors from around the world attend this annual gathering. Jonathon Riley, formerly a researcher and writer for Book of Mormon Central and currently a PhD candidate at Catholic University, presented a paper at this year's conference.

Caribbean Cruise

Book of Mormon Central hosted its first-ever cruise from December 14th through the 21st with John W. Welch as the on-board educator. The cruise ship sailed through the central-

western Caribbean with stops in Grand Cayman; Roatan, Honduras; Belize City, Belize; and Cozumel, Mexico. On sea days, Welch and Book of Mormon Central staff provided up-to-date information and hands-on experience with the Book of Mormon.

Cruise members were introduced to BMC's new app, ScripturePlus, and two new BMC websites—Pearl of Great Price Central and Evidence Central. There were also discussions and an overview of the content being created for the 2020 Come Follow Me curriculum.

In addition to the headliner, John W. Welch, presenters included Noe Correa, Paul Fields, Brant Gardner, Kirk Magleby, Elder Clate and Sister Carol Mask, Jasmin Rappleye, Neal Rappleye, Matt Roper, Daniel

Smith, and Robert Starling. What a line-up it was! Subjects included everything from new information about Old World and Book of Mormon archaeology, stylometry, and inter-textuality, to videos and the tidal wave of answers that have been forthcoming for Book of Mormon questions. There was much discussion about what to expect from faithful scholars working with Book of Mormon Central in the future.

The next Book of Mormon Central travel experience will be an Amazon River/Machu Picchu trip departing September 25, 2020.

Filming in Oman

Daniel Smith, one of BMC's talented videographers and media producers,

went to Oman with Warren Aston to film at Khor Khofot, the likely location of Nephi's Old World Bountiful. Daniel, an experienced drone pilot, expected to get some great aerials, but his drones were impounded at the Omani airport. He came back with gorgeous footage of the local geography, abundant water, vegetation, and animals, showing why this place is, indeed, "bountiful." This striking footage will be used in future BMC productions.

Below: Photo of Khor Kharfot by Daniel Smith.





Book of Mormon Central's Spanish Team

A Great Influence for Good in the Latin World

This has been a remarkable year for Book of Mormon Central's Spanish Team. We had nearly 2 million views on our Spanish YouTube Channel in 2019. The Spanish Team launched a social media influencer, Melody Monroy (Melody dice), who is appreciated and followed, particularly in Mexico. Melody has helped generate interest and excitement in BMC content, releases, and events.

The Spanish Team launched a Come Follow Me Facebook group

which has grown to include more than 10,000 members. We have 70 WhatsApp groups functioning in 19 countries. The response to Book of Mormon Central in the Spanish-speaking world has been remarkable. Our Spanish Facebook page has 15,000 more followers than our English page.

Book of Mormon Central is increasingly being included in the Church's public relations outreach in the Mexico Area. We were invited to participate in the Family History

Fair in Mexico City and the Book Fair (featuring the Book of Mormon) in Guadalajara.

Javier Tovar, a respected archeologist and Church leader living near Mexico City, continues researching and lecturing about ancient Central America. He made a number of visits to important archeological sites in 2019, including a one-week expedition to Izapa with Ayax Moreno

Come Follow Me 2020

Next year, the Book of Mormon will be the scriptural focus of Come Follow Me. Book of Mormon Central will continue with its signature brand of KnowWhys which will correspond with the Church's 2020 Come Follow Me general reading schedule. For those who prefer a daily reading schedule for the year, Book of Mormon Central will publish a Book of Mormon Reading and Study Plan for its users. BMC will also publish a daily "Book of Mormon Minute" that readers can read in order to gain insights into that day's reading assignment. Relevant Blog posts from BMC staff members will also continue into next year.

Look for an exciting new Book of Mormon Central content feature—John W. Welch's "Notes." Welch is one of the foremost scholars of the Book of Mormon and, over the years, has taught classes on this book of scripture with around 150 attendees per class. Transcripts from his classes will be consolidated into study notes for BMC users.

2020 should be an exciting year for Book of Mormon Central!

“

The best Book of Mormon content on the web!

NIMIKOR

“

Man, you guys are doing this right! Thanks so much for your hard work. God bless you.

GLEN M. DANIELSON

“

We support Book of Mormon Central because the Book of Mormon is the tangible rock foundation of our intergenerational family's faith in Jesus Christ, the restoration of Christ's church and living prophets! It helps unite us with an eternal hope.

JOHN AND JANE COVEY FAMILY

“

Book of Mormon Central performs a great service for believers and inquirers to better understand the Book of Mormon by providing a platform where reputable scholarship can be made easily available.

BRYSON AND JAN GARBETT

“

During a difficult time in my faith life I found encouragement and reason to believe thru your podcasts. Keep up the good work and thank you.

STEWART NORTH

“

When I have had doubt appear in my life, I felt safe to come to Book of Mormon Central to ask questions and to seek answers and knew that I was not alone in my inquiries.

LINDSAY HADLEY

Books

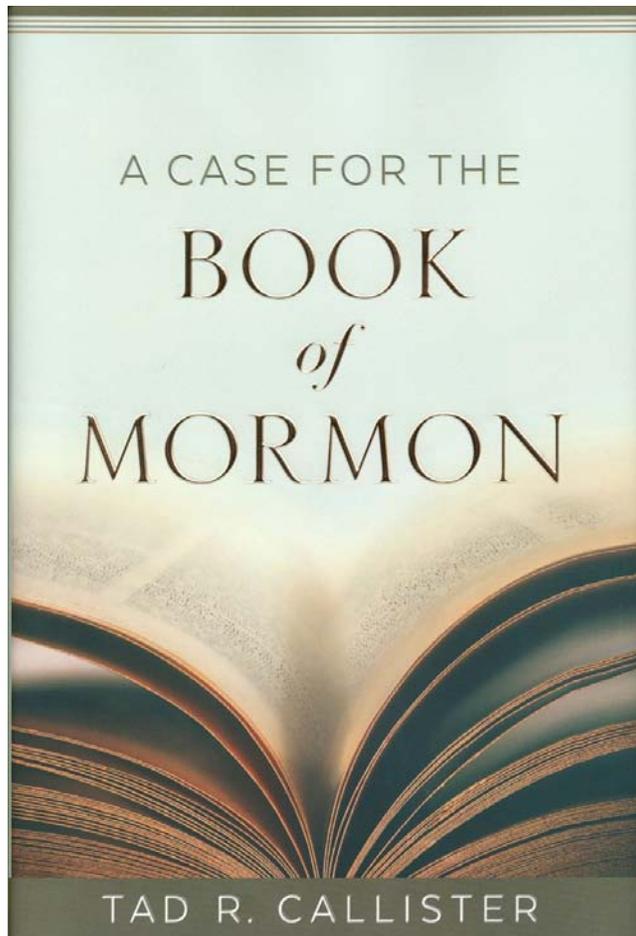
Publication of Elder Tad R. Callister's Newest Book:

A Case of the Book of Mormon

Tad R. Callister's most recent book, "A Case for the Book of Mormon," was published by Deseret Book in March of this year. Book of Mormon Central and several BMC staff members are mentioned more than thirty times in this impressive and informative work.

Following its publication, Elder Callister and Elder Larry Y. Wilson were speakers at an April BMC fundraising event held at the Riverside Country Club in Provo. Callister and Wilson described how their personal use of material produced by Book of Mormon Central has increased their love and understanding of the Book of Mormon. Both men enthusiastically endorsed the BMC organization.

A second event was held at the Rick Woodbury home in Salt Lake City in September where Elder Callister graciously signed copies of his book for attendees. Elder Callister donates all royalties from the sale of his latest book to BMC.



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Thank you for the incredibly valuable service you and the staff of Book of Mormon Central provide for all honest seekers of truth.

TAD R. CALLISTER

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Book of Mormon Central is an incredible organization, and I continue to be amazed and delighted with everything you have done.

WILLIAM BENZ

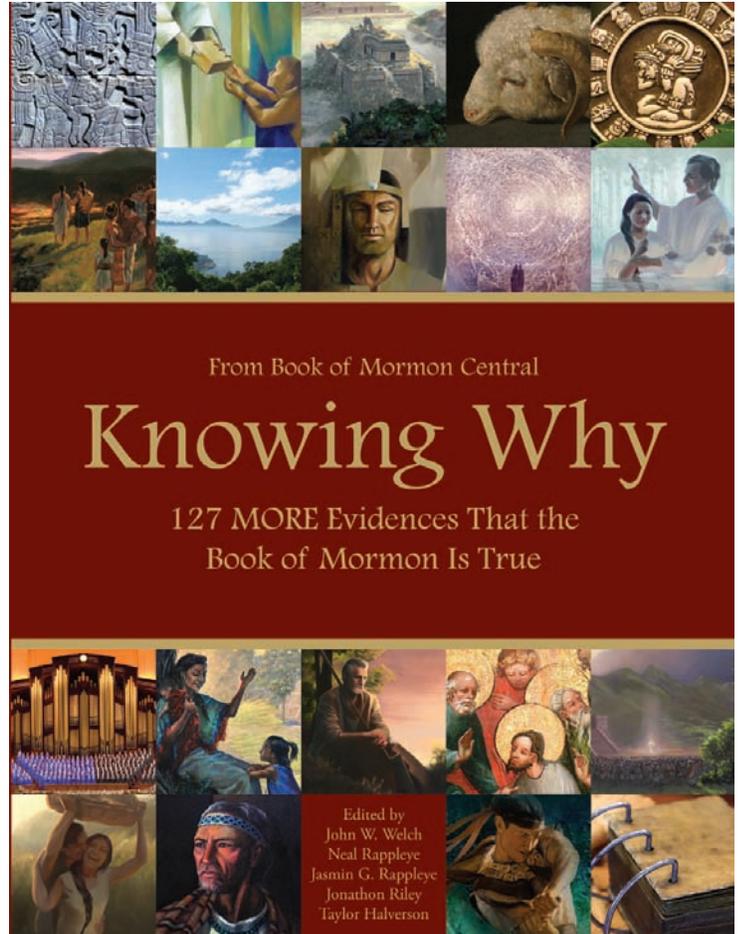
Second Knowing Why Book

Published by Covenant Communications

Book of Mormon Central's first published book, *Knowing Why: 137 Evidences That the Book of Mormon Is True*, was published in October 2017 and covered insights from the first half of the Book of Mormon. Because of the success of BMC's first KnoWhy book, Covenant Communications published a second volume entitled *Knowing Why: 127 MORE Evidences That the Book of Mormon is True*. This sequel publishes KnoWhys for the final half of the Book of Mormon. Even though the book only hit bookstore shelves in mid-October, it has already become a top-seller! Both volumes together are a significant resource for families doing Come Follow Me in 2020.

Covenant Communication's description for the KnoWhy sequel compliments Book of Mormon Central's mission statement and encourages sales by stating: "In these turbulent last days, casual scripture reading is simply not enough protection against the onslaught of the adversary. Serious study of the Book of Mormon is more important than ever, providing followers of Christ with a foundation of doctrinal truth upon which to build. . . . By uncovering the answers to [sample] questions and many more, readers will likewise discover anew the power of the Book of Mormon—a book worthy of deep study—and will realize a determination to move beyond simply knowing to knowing why. . . . [This book] will inspire, instruct, and amaze you."

The recently-released KnoWhy book in paperback format is also available as an audiobook with narration by Nick Galieti.



Just had to send my gratitude somewhere. ... I taught King Benjamin's speech today, and showed the video on bookofmormoncentral.org about the discovery of Chiasmus. It was beautiful and touching and so well done! What a treat. My students were touched, and so was I, all over again. Thank you!

JOHN BYTHEWAY

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1. PayPal. Go to <https://bookofmormoncentral.org/> and click on "Donate."
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3. Electronic Transfer. Wire funds to our Altabank account: ABA 124301025 Account 09149360 (BMC Operations). Email Kirk Magleby magleby.k@bookofmormoncentral.org if you have questions.
4. Other. We are set up to receive gifts of stocks, bonds, real estate, etc. Email or call Kirk Magleby magleby.k@bookofmormoncentral.org (801) 756-8854 or John W. (Jack) Welch welchj@law.byu.edu to discuss your proposal.

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