

Currently Reaching 1 Million People Each Week



2021 ANNUAL REPORT



BOOK OF
MORMON
CENTRAL

TABLE OF CONTENTS

4 Director's Message

5 Overview

6 What's New

7 Strategic Initiatives

8 Year At A Glance

10 By The Numbers

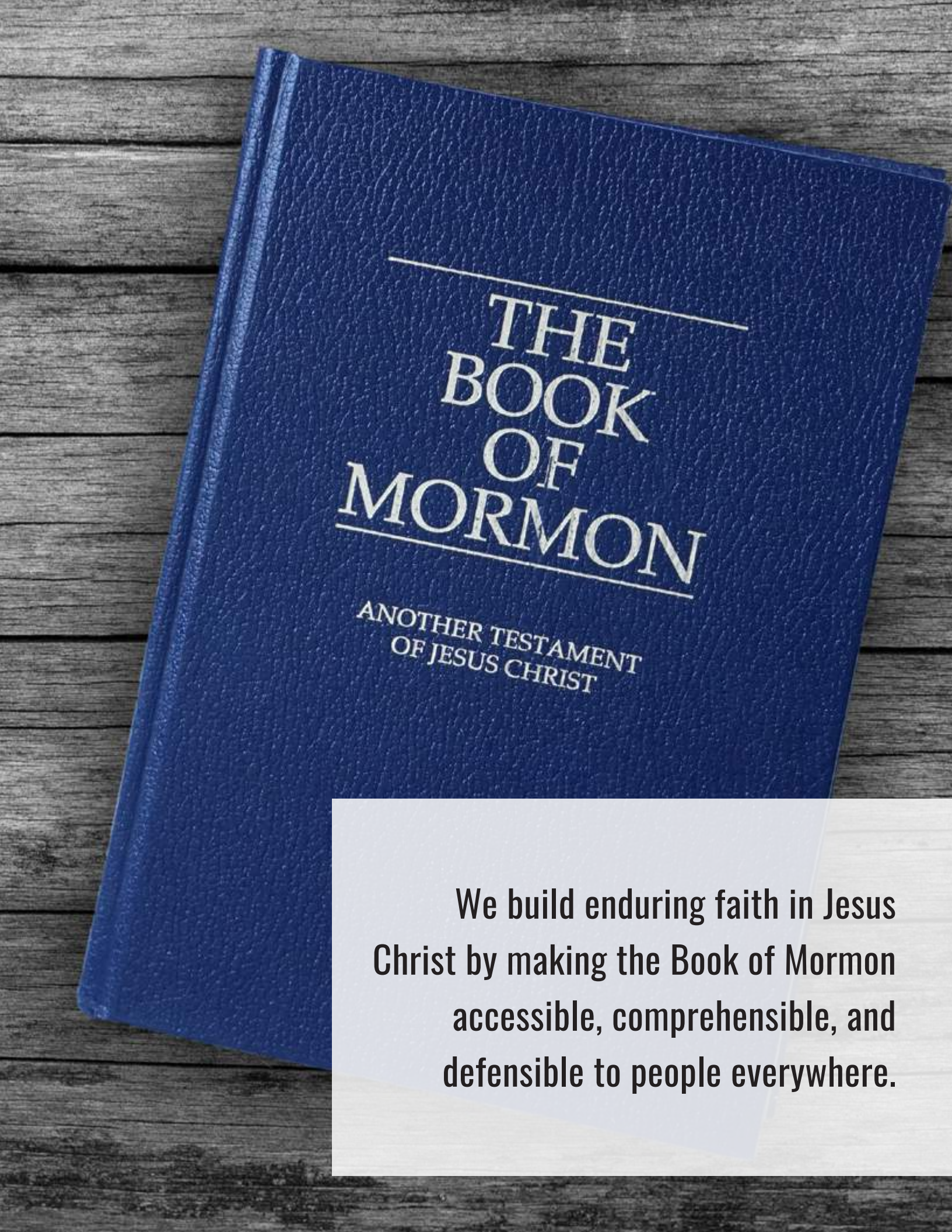
13 Results

15 Who's Who

19 Looking Ahead

Cover: Against the Christian Door by Andrew Knaupp, Honorable Mention in the 2021 Art Contest.

Above: Photograph by Jasmin Rappleye



**THE
BOOK
OF
MORMON**

**ANOTHER TESTAMENT
OF JESUS CHRIST**

We build enduring faith in Jesus Christ by making the Book of Mormon accessible, comprehensible, and defensible to people everywhere.



DIRECTOR'S MESSAGE

Book of Mormon Central (BMC) thrives at the intersection of mind and heart, study and faith, science and religion. We affirm that God lives, Jesus is the Christ, Joseph Smith is the founding prophet of the Restoration, and Russell M. Nelson holds the keys of the Gathering of Israel on both sides of the veil preparatory to the Second Coming of our Lord and Savior. We prioritize the Book of Mormon as the divine instrument that initiated and now facilitates the gathering. We help illuminate words, phrases, passages, and pericopes within the standard works such that themes, patterns, messages, and contexts are clear to modern audiences. The 40 staffers and hundreds of volunteers affiliated with BMC try hard to effectively communicate the beauty, divinity, and truth of the scriptures in multiple languages.

In 1980, John W. (Jack) Welch, John L. Sorenson, and I were getting FARMS (1979-2006) started. Sorenson shared his dream: that FARMS become like National Geographic with one foot in the world of scholarship and the other in mass media. BMC, founded in 2015, is now FARMS 2.0, and we are becoming a media powerhouse. We visited Mountain View, CA in 2018 and asked an assembled group of Latter-day Saint Googlers a simple question: “What would you do to share the wonder of

the Book of Mormon with hundreds of millions worldwide?” Their unanimous response: “Build an app.” Our ScripturePlus app debuted in 2019. It has been opened 6.2 million times and supported 83.8 million study events. We collaborated on the 2021 Come Follow Me app that is off to an even faster start.

In 2016 and 2017, we focused on websites and Facebook pages. Then in 2018, we began investing heavily in video production. Today we have 10 videos that have each garnered over 1 million views and 135 videos that have each earned over 100K views. Each week, our Come Follow Me videos in English, Spanish and Portuguese are seen by 350K families throughout the Church. We have a long way to go to become like National Geographic, which was recently acquired by Disney, but with your help, we are making progress. Jack Welch, currently serving on the religion faculty at BYU Hawaii, is delighted when strangers thank him for the impact BMC is having on their families, wards, and stakes. John L. Sorenson is currently 97. He will get a big smile on his face when I show him this 2021 annual report and he realizes the dream is alive.

Faithfully, Kirk Magleby,
Volunteering as Executive Director, Book of Mormon Central

Overview

BMC occupies 5,000 square feet of office, library, and studio space at 330 East, 400 South in Springville, UT. Dedicated people work in Florida, Texas, Idaho, and Utah, as well as in Mexico, Colombia, Chile, and Brazil. Our 20 full-time and 22 part-time staff members include specialists in research, writing, editing, layout, graphic design, illustration, digital publishing, social media, library and digital archive management, script writing, filming, video editing, audio engineering, voice acting, software development, tech support, fund development, donor relations, translation, animation, content curation, scanning, digitization, and project management. All officers and directors are volunteers.

Since April 2015, BMC has raised \$10.2 million from 1,720 donors. Our current operating budget is \$180K per month. We measure success in user engagements (touches). Since January 1, 2016, we have had 276 million user engagements. In 2016, each user engagement cost \$.36. In 2021, each user engagement costs \$.03. We publish on the web, Facebook, YouTube, Instagram, Twitter, Pinterest, TikTok, SoundCloud, Spotify, iTunes, and Google Play. We produce mobile apps that run on iOS and Android. We communicate via daily and weekly opt-in email lists. Elder Holland headlined our Chiasmus Jubilee on August 16, 2017, and Elder Christofferson our Music and the Good Word Fireside on August 15, 2021. The Church calls BMC a “trusted independent” organization. We are the largest producer of Come Follow Me enrichment material outside the official Church. Tens of thousands have shared how their lives have been impacted positively by our content and programming.

BMC creates a supportive, nurturing online environment. Investigators use our material as they learn about the Church. Our content helps new members answer questions that arise after baptism. Established members love BMC’s inspiring blend of knowledge, testimony, and devotion. We treat the who, what, when, where, and how of the scriptures. But we pay particularly close attention to the why. As President Hinckley observed, we all need to be nurtured with the good word of God.

We’re a digital publisher with deep academic roots. We’re a technology organization focused on the scriptures. We’re a media influencer seeking wisdom out of the best books and sharing learning by study and also by faith. We bring together first-rate scriptural scholarship and modern communication technology to educate the curious, strengthen the struggling, and reinforce the strong. The Church is spending over \$1 Billion to earthquake-proof the Salt Lake Temple. Book of Mormon Central helps earthquake-proof members’ testimonies and spiritual lives. Because of our independence and scholarly proximity, BMC can do vital things (authenticate, corroborate, vindicate) the Church simply cannot do for itself.

Some of the finest teachers in the Church team up with BMC to share profound insights with vast audiences worldwide. We maintain the world’s largest research library and digital archive dedicated to the Book of Mormon. Since we’re a donor-supported non-profit, BMC content is available everywhere free of charge as the Book of Mormon directs (2 Nephi 9:50, 26:25, Alma 1:20).



*From Top to Bottom:
Photograph of BMC Studio by Jasmin Rappleye
Ever After, I Knew by Emily Reynolds
Photograph of BMC Library by Jasmin Rappleye
Joseph Smith and Oliver Cowdery Receive the
Atonic Priesthood by Adrian Pérez
Left: Come and Partake by Deseret Leavitt*



Second Coming by Deseret Leavitt, Honorable Mention in the 2021 Art Contest

What's New?

An organization is only as good as its leadership. We have added several terrific people to the board of directors including:

- Scott Johnson, Highland, UT. Scott and Kristen are technology entrepreneurs working on their second company, Motivosity. Scott is an adjunct professor at the Marriott School.
- Jan Garbett, Salt Lake City, UT. Jan and Bryson are builders and dedicated humanitarians. She heads our very exciting Book of Mormon video translation project.
- Larry Y. Wilson, McLean, VA. Larry and Lynda were in the healthcare industry before being called to the First Quorum of Seventy. Larry heads our external relations.
- Richard Ferguson, South Jordan, UT. Rich and Kimberly are financial services entrepreneurs helping us with fundraising and donor relations.
- Pepe Valle, Spanish Fork, UT. Pepe and LeAnn are real estate entrepreneurs heading our internationalization effort. Pepe is the leading Come Follow Me presenter in Spanish.
- Trace Mayer, Las Vegas, NV. Trace and Megan are global thought leaders and investors in cryptocurrency as well as major collectors of Mormon artifacts.
- Michael and Marlene Hutchings, Draper, UT. The Hutchings are developers following Michael's career as a judge and real estate attorney. Church history is a passion.

Operational decisions are now made by the 6-person Executive Team who meet weekly:

- John W. (Jack) Welch, Chairman
- David Jenkins, Vice President
- Kirk Magleby, Executive Director
- Howard Goodman, Chief Operating Officer
- Scott Petersen, Chief Financial Officer
- Dan Galorath, Chief Marketing Officer and head of SEO

Dave currently serves in the North Logan Stake Presidency. Howard is President of the Salt Lake Cottonwood Heights Stake. Scott is President of the Provo YSA 4th Stake. Dan was recently released as a Counselor in the California Los Angeles Mission Presidency.

Co-founder and Chairman, John W. (Jack) Welch and his wife Jeannie are currently serving a mission on the faculty at BYU Hawaii. David Jenkins, who has served on our board for 3 years, is now our Vice President and acting senior executive. Dave and Lynette, very successful entrepreneurs from Logan, UT, founded Charis Legacy Foundation. BMC partners with Charis to produce Evidence Central and the forthcoming Book of Mormon Voices.

About a dozen young service missionaries work on BMC projects and we have just been approved to receive senior service missionary couples.



Strategic Initiatives

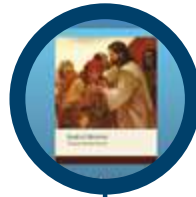
- 1 BMC websites in English and Spanish publish blogs, Come Follow Me resource guides, and our acclaimed KnoWhy series of illustrated essays.
- 2 BMC YouTube channels in English, Spanish, and Portuguese post KnoWhy videos, Come Follow Me presentations, mini-documentaries, exploration quests, children's videos, firesides, family home evening programs, musical performances, news shows, and more.
- 3 BMC Facebook pages create a sense of community in English, Spanish, and Portuguese.
- 4 BMC Facebook groups enable virtual communities to share Come Follow Me resources and more in English, Spanish, and Portuguese.
- 5 ScripturePlus mobile app offers a media-enriched scripture study experience in English and Spanish.
- 6 BMC Archive is a digital repository of curated source material relevant to Latter-day Saint scripture study.
- 7 Pearl of Great Price Central websites in English and Spanish publish illustrated insights and essays illuminating and supporting the Books of Abraham and Moses as well as the First Vision.
- 8 Doctrine and Covenants Central websites in English and Spanish publish enrichment material about people, places, events, and themes in the Doctrine and Covenants.
- 9 Doctrine and Covenants Central YouTube channel posts videos with Church history and Come Follow Me interest.
- 10 Evidence Central website, YouTube channel, and Facebook page bring some of the most compelling evidence of the Book of Mormon together in one convenient location.
- 11 Messages of Christ YouTube channel and Facebook page share contextualized details about Jesus Christ and His associates from a Latter-day Saint perspective. This is BMC's outreach to those not of our faith.
- 12 Social media initiatives include Instagram and TikTok in English and Spanish as well as posts on Pinterest and Twitter.
- 13 Audio podcasts are posted on SoundCloud, iTunes, and Google Play.
- 14 The Book of Mormon video translation project has dubbed 10 of the Church's new Book of Mormon videos in Tzeltal Mayan. Tzotzil Mayan is in process.
- 15 Work is underway with Jed Morley, Backstory Branding, to clarify BMC's market positioning.

YEAR AT A GLANCE



Sep 2020

Evidence Central launch
Emailed all S&I personnel



Nov 2020

Seminary Central launch



Jan 2021

Casey Griffiths, Marianna Richardson, Lynne Wilson, Anthony Sweat, and Scott Woodward began presenting



Oct 2020

360° tours of Church history sites posted to Google street view



Aug 2020

Annual Art Contest
More than 100 entries



Dec 2020

Doctrine and Covenants Central website & YouTube channel launched



Feb 2021

First short videos posted to TikTok

Mar 2021

KnoWhy 600 published

KnoWhys are the largest organized corpus of Book of Mormon scholarship in this dispensation



Jul 2021

First expedition style video posted: Ensign Peak



Sep 2021

Esperanza en Cristo Fireside featuring Pepe Valle live streamed throughout the Hispanic world from North Logan, UT

May 2021

Tzeltal Mayan Book of Mormon videos shown in Chiapas, Mexico



Jun 2021

Evidence summary #210 posted on Evidence Central



April 2021

Easter initiative with Christ.org garnered 1.5 million video views



Aug 2021

Music and the Good Word Fireside, headlined by Elder Christofferson, seen by 37K online viewers



BY THE NUMBERS



User Engagements (Touches)

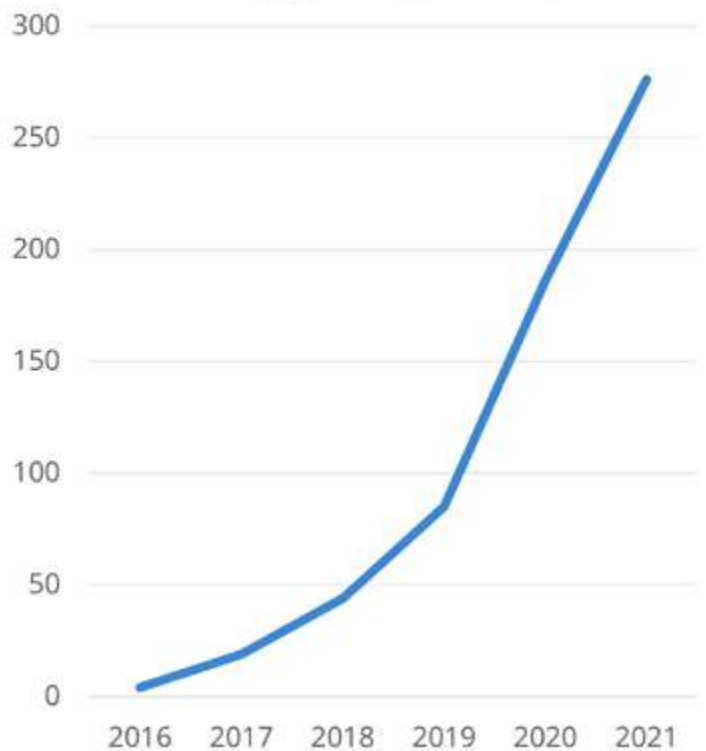
All Platforms, All Languages

Year	Engagements	Growth
2016	4 million	
2017	19 million	+ 15 million 375%
2018	44 million	+ 25 million 132%
2019	85 million	+ 41 million 93%
2020	186 million	+ 101 million 118%
2021	276 million	+ 90 million 48%

Cost per User Engagement

Year	Cost	Reduction
2016	\$0.36	
2017	\$0.15	58%
2018	\$0.10	33%
2019	\$0.07	30%
2020	\$0.04	43%
2021	\$0.03	25%

User Engagements (in millions)



YouTube Views

Year	Views	Growth	
2016	400,000		
2017	1 million	+ 600,000	150%
2018	2 million	+ 1 million	100%
2019	5 million	+ 3 million	150%
2020	42 million	+ 37 million	700%
2021	68 million	+ 26 million	62%

YouTube Subscribers

Year	Subscribers	Growth	
2016	4,000		
2017	11,000	+ 7,000	175%
2018	20,000	+ 9,000	82%
2019	53,000	+ 33,000	165%
2020	370,000	+ 317,000	590%
2021	538,000	+ 168,000	45%

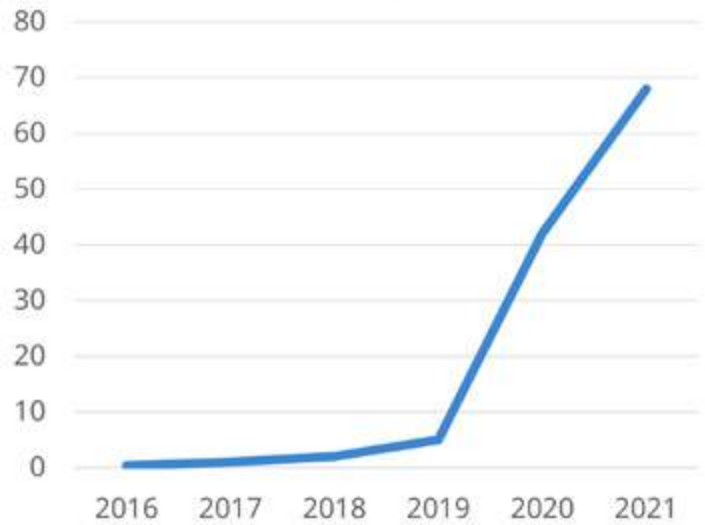
Facebook Followers

Year	Followers	Growth	
2016	75,000		
2017	101,000	+ 26,000	35%
2018	134,000	+ 33,000	33%
2019	153,000	+ 19,000	14%
2020	196,000	+ 43,000	28%
2021	215,000	+ 19,000	10%

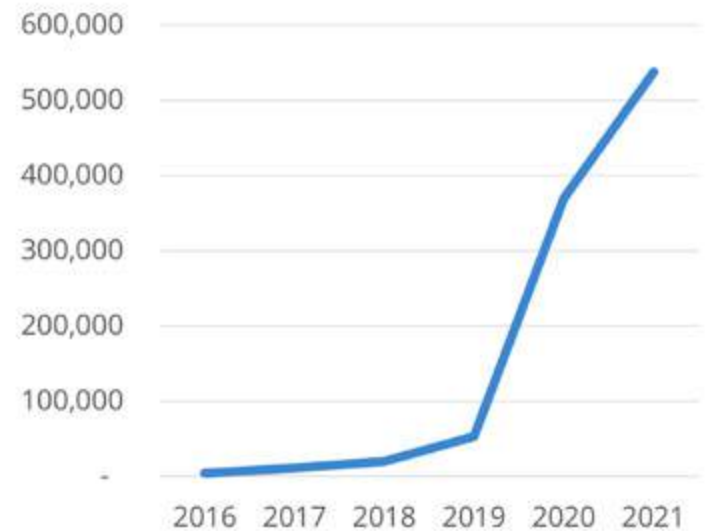
Facebook Come Follow Me Group Members

Year	Members	Growth	
2019	53,000		
2020	195,000	+ 142,000	268%
2021	233,000	+ 38,000	19%

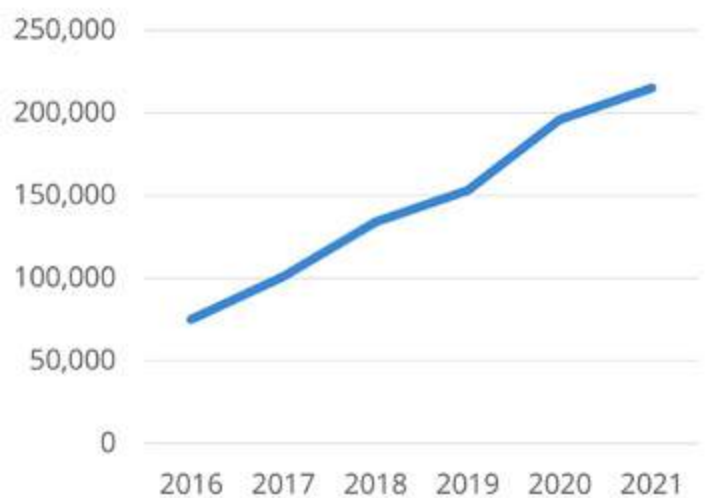
YouTube Views (in millions)

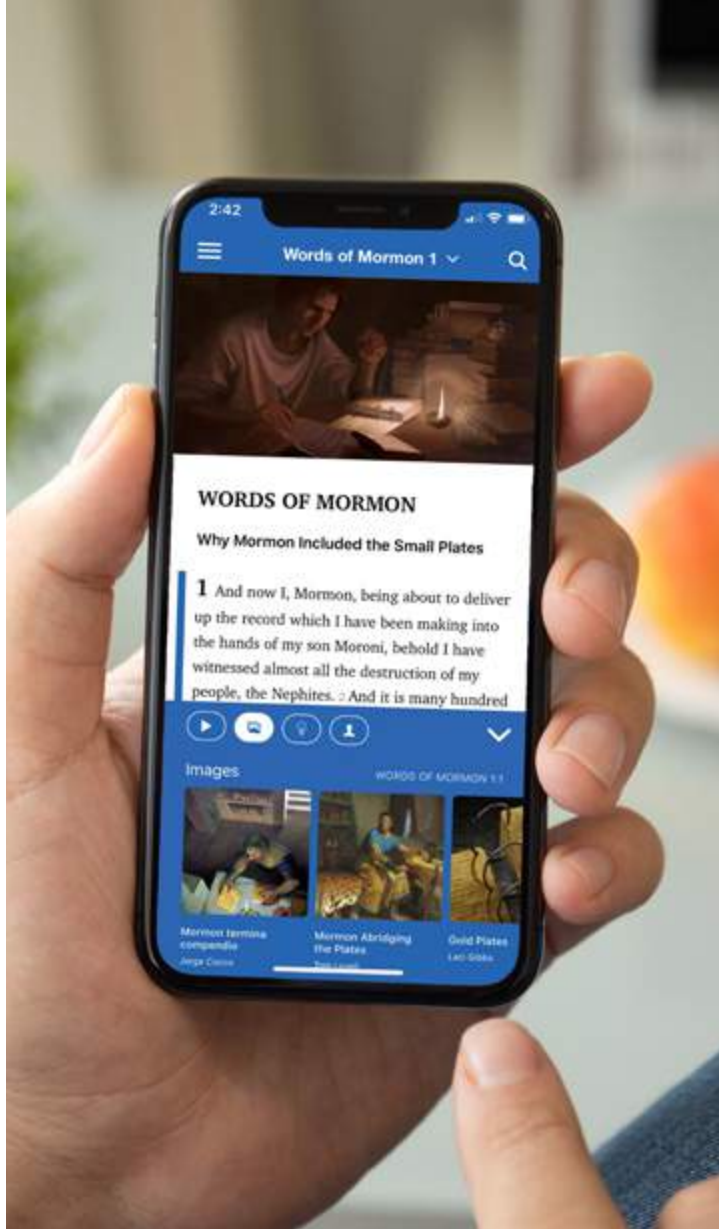


YouTube Subscribers



Facebook Followers





ScripturePlus Downloads

iOS, Android, Kindle

Year	Downloads	Growth	
2019	34,000		
2020	156,000	+ 122,000	358%
2021	194,000	+ 38,000	24%

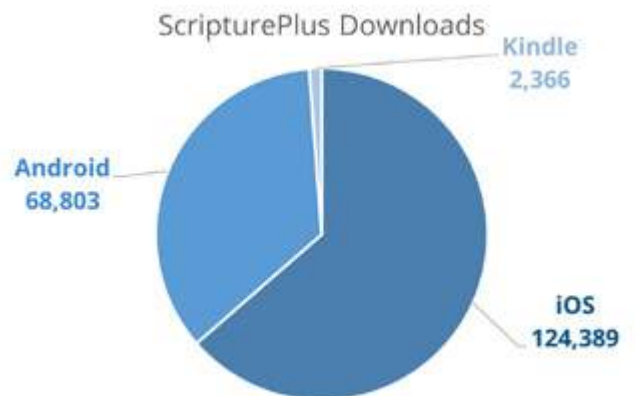
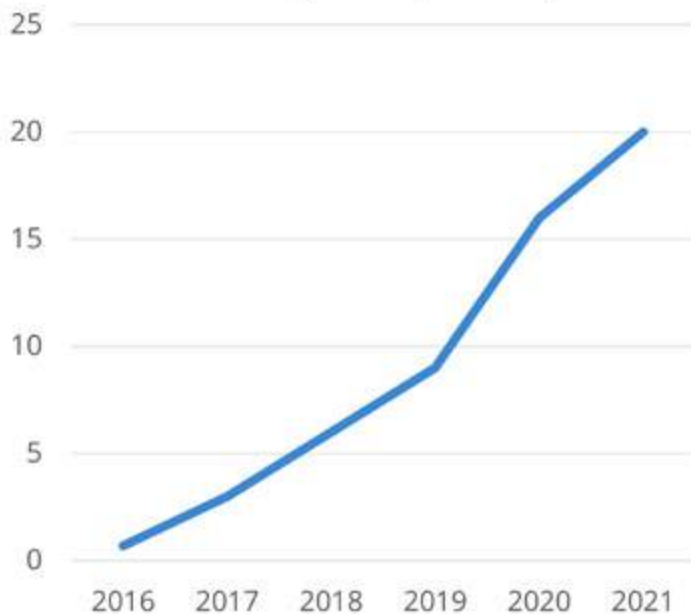
Website Pageviews

Year	Pageviews	Growth	
2016	700,000		
2017	3 million	+ 2 million	329%
2018	6 million	+ 3 million	200%
2019	9 million	+ 3 million	50%
2020	16 million	+ 47million	78%
2021	20 million	+ 4 million	25%

Digital Ads

Year	Impressions	Growth	
2019	14 million		
2020	35 million	+ 21 million	150%
2021	54 million	+ 19 million	54%

Website Pageviews (in millions)



Educate the
Curious



Strengthen the
Struggling



Reinforce the
Strong



RESULTS

“

Since arriving in Laie, I have been impressed with the number of people who have come up to me and thanked me for the impact Book of Mormon Central is having in their families, wards, and stakes. These are people from all over the Pacific.

John W. Welch, BYU Hawaii

“

In addition to watching ‘Taylor and Tyler’ every week, we also review all other materials you provide. We find Casey Griffith’s presentations enlightening and Scott Woodward’s reviews of D&C sections outstanding! Thank you for the amazing work you are doing!

Stan Kimball, Draper, Utah

“

We have a small branch and often there is no one to teach a lesson. So, we get out our phones, read the assigned passages along with the commentary in ScripturePlus, and discuss it as a group. These have been some very uplifting lessons.

Gabriela Sanchez de Leon
Puerto Natales, Chile

Keep up the great work
in Portuguese.

Jack Kane
Miromar Lakes, Florida

We so appreciate the fine
work you do.

Cheryl Horne
Gilbert, Arizona

RESULTS

During the pandemic, when people were not attending Church in our meetinghouses, investigators had no way to fulfill the church attendance requirement before baptism. So, we had them watch Come Follow Me episodes with Pepe Valle and that counted as Church attendance. Hundreds joined the Church this way.

Luis A. Ferrizo, President
Buenos Aires East Mission

**“In our home, we
follow Book of
Mormon Central”**

Sister Katherine
Christofferson

Five years ago, whenever our students looked for information about the Book of Mormon online, 99% of it was negative. Today, thanks to Book of Mormon Central, it is more like 50-50. Book of Mormon Central is doing a great service to the Church in Latin America.

Leobardo de la Cruz Rosales
Director, Mexico City Institute
of Religion

The new video from John Hilton III is the most effective temple prep training I have every seen. It is being used throughout our area right now to get young people ready to go to our new Temple.

Arlo Luke, Pocatello, Idaho

**“We have been
greatly blessed
by the many
opportunities for
study BMC provides.”**

Diane Dahle
Salmon, Idaho

I'd like to convey my deep appreciation for Tyler and Taylor. I learn so much and always feel the spirit. I have many members of my family not participating in the church. If they would listen to this scripture study program, they would somehow find their way back.

Kristine Draper Douglass

Thank you for the great
work Book of Mormon
Central does.

Catherine Beamer

Thank you, Book of
Mormon Central!!
Sister Nancy Seljestad
Zillah, Washington

WHO'S WHO



John W. Welch
Chairman, Co-Founder



Lynne Wilson
Co-Founder



Dave Jenkins
Vice President and Acting
Senior Executive



Kirk Magleby
Executive Director



Jim Backman
Corporate Secretary



Howard Goodman
Chief Operating Officer



Scott Petersen
Chief Financial Officer



Dan Galorath
Chief Marketing Officer

Board of Directors All Volunteer



Taylor Halverson



Bob Babcock



Tyler Perry



Harris Leck



Scott Gordon



Rich Ferguson



Jan Garbett



Larry Wilson



Pepe Valle



Scott Johnson



Trace Mayer



**Michael & Marlene
Hutchings**



Presenters

Tyler Griffin	Book of Mormon Central
John Hilton III	Book of Mormon Central
Casey Griffiths	Book of Mormon Central
Scott Woodward	Doctrine and Covenants Central
Marianna Richardson	Book of Mormon Central
Anthony Sweat	Doctrine and Covenants Central
Walter Posada	Central del Libro de Mormón
Melody Monroy	Central del Libro de Mormón
Cecy Gastelum	Central del Libro de Mormón
Liz Posada	Central del Libro de Mormón
Lucas Guerreiro	Central do Livro de Mórmon

Content Production

Neal Rappleye	Operations Manager
Jasmin Rappleye	Digital Content Manager
Alejandro Martinez	Digital Content Manager Spanish
Gabriel Davis	Content Digitizer
Spencer Kraus	Content Digitizer
Sister Black	Content Digitizer
Sister Vincent	Content Digitizer
Sister Warenski	Content Digitizer
Aramis Martinez	Content Digitizer Spanish
Jared Riddick	Librarian, Archivist
Alec Winegar	Scanning, Digitization

Video & Media Production

Zander Sturgill	Social Media Publisher
Benji Monroy	Social Media Publisher Spanish
Soraida Tabla	Voice Actor
Nick Galieti	Audio Engineer
Daniel Smith	Video Producer
Matt Cutler	Video Producer
Marvin Olvera	Video Producer Spanish
Daniel Acosta	Video Producer Spanish
Benjamin Griffin	Video Editor
Brenden Fullmer	Video Editor
Avery Kirk	Video Editor
Brad Wilson	Video Editor
Elder Brown	Video Editor
Elder Taylor	Video Editor
Elder Lisonbee	Video Editor
Robert Starling	Creative Consultant
Sheryl Lee Wilson	Creative Consultant
Jeannie Welch	Video Transcription
Carol Jones	Video Transcription
James Welch	Video Transcription
Sister Cheney	Video Transcription



Research & Writing

Ryan Dahle	Researcher, Writer
Matt Roper	Researcher, Writer
Brant Gardner	Researcher, Writer
Blake Allen	Researcher, Writer
Avram Shannon	Researcher, Writer
Spencer Marsh	Researcher, Writer
Alan Miner	Researcher, Writer
Chris Heimerdinger	Script Writer
Morgan Tanner	Editor
Sarah Johnson	Editor



Opposite: BMC Staff with Tad R. Callister in 2019.

From Top to Bottom:

Taylor Halverson and Tyler Griffin

Lynne Hilton Wilson

Casey Paul Griffiths

Melody Monroy





Technology

Israel Gonzalez	Software Developer
Patricio Soto	Software Developer
Victor Llanten	Software Developer
Salvador Velazquez	Software Developer
Dasaev Cerqueda	Software Developer
Luis Diaz	Software Developer
Wendy Bazan	Software Developer
Bryan Platamone	Visualization Technology
Paul Fields	Visualization Technology
Ethan Fullmer	3D Modeller
Elder Ducos	3D Modeller
Fernando Vazquez	Graphic Designer



Translation

Javier Tovar	Latin American Liaison
Dale Bradford	Portuguese Team Lead
Jesus Inda	Spanish Translation
Cintia Gamboa	Spanish Translation
Noe Correa	Spanish Translation
Lilia Gutierrez	Spanish Quality Control
Jonathan Ferrell	BOM Video Translation Project
Yovani Morales	BOM Video Translation Project



Special Projects

Pete Baumgarten	Deity Project
Brad Omer	Geography Project
Wally & Judy Breitenstein	Intertextuality Project
Wade Miller	Paleontology Project

Development

Larry Stay	Endowment Manager
Don Smith	Facility Manager
Brent Hall	Fund Development
Nathan Bryant	Donor Relations
Michele Quarnberg	Administrative Assistant



LOOKING AHEAD

Book of Mormon Voices will launch soon. This website helps moderns better know the speakers in the Book of Mormon through their lives and their words.



Bible Central is coming. Our success in 2021 with Doctrine and Covenants Central emboldened us to tackle this huge project. The Bible is so vast our 2022 efforts will be a proverbial drop in a bucket, but we are encouraged to offer a Latter-day Saint perspective on this iconic text. With Bible Central online, we will have a Central supporting each of the four Standard Works.

The Church produces its superb Book of Mormon videos in 15 languages. Many other marginally literate populations around the world would benefit if these videos were dubbed in their indigenous language. A team is currently creating a program to do this at scale. Tzeltal Mayan is finished. Tzotzil Mayan is in process. Kekchi Mayan & Aymara are in the queue. Ilocano, Hindi, Telugu, Swahili, and many other languages are possible with adequate donor support.



BMC Executive Director, Kirk Magleby, has been called on a part-time service mission to work with the Priesthood and Family Department at Church HQ to create an eco-system around gospel study roughly modeled on the very successful eco-system the Family History Department has created around Family Search.

Returned mission presidents are helping us refine a system that will empower members to more conveniently and effectively share the Book of Mormon with their friends and neighbors.





Book of Mormon Central
bookofmormoncentral.org



Central del Libro de Mormón
centralldm.es



Pearl of Great Price Central
pearlofgreatpricecentral.org



Central do Livro de Mórmon
YouTube Channel



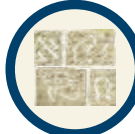
Doctrine and Covenants Central
doctrineandcovenantscentral.org



ScripturePlus
scriptureplus.org



Evidence Central
evidencecentral.org



Seminary Central
seminarycentral.org



Messages of Christ
YouTube Channel



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