

BMC Newsletter

SUMMER 2020

BOOK OF MORMON CENTRAL



Cover: Jarom, by Normandy Poulter and the BYU Virtual Scriptures Group.

Below: Photograph of Springville Mountains by Jasmin Rappleye

Vision Statement

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

Table of Contents

**4 Book of Mormon
Central Personnel**

6 Administration
New Mission Statement
New Executives

8 BMC Projects
KnowWhys
ScripturePlus
Come, Follow Me
Videos
Commentaries
Website
Library and Archive
Pearl of Great Price Central

20 International Efforts

22 Daily Life at BMC
Daniel Smith full-time
New Books
Crowdsourced Book of Mormon
Service Missionaries

24 Donate to BMC

Book of Mormon Central Personnel

Board of Directors



Lynne Wilson



John W. Welch



Taylor Halverson



Ruth Schmidt



Scott Petersen



Bob Babcock



Harris Leck



Tyler Perry

Board of Advisors

Brandon Fugal

Bryson and Jan Garbett

Brad Giles

Howard Goodman

Richard Gordon

Lindsay Hadley

Doug Holmes

Dave Jenkins

Armand Johansen

Lucas Kjar

Steve Knudsen

Bianca and David Lisonbee

Kirk Magleby

Trace Mayer

Frank McCallister

Gail Miller and Kim Wilson

Reid Moon

Clay Olsen

Dan Roden

Dave Rosenvall

Kelly Scott

Duane Shaw

Paul Shorts

Stephen H. Smoot

Greg Trimble

Chrissy Vail

Ross Workman

English Team

Research

Neal Rappleye

Stephen Smoot

Ryan Dahle

Brant Gardner

Tech

Israel González

Patricio Soto

Victor Llantén

Ivan Parra

Bernardo Ramirez

Publishing

Jasmin G. Rappleye

Daniel Smith

Zander Sturgill

Jared Riddick

Spanish Team

Content

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

Publishing

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

Volunteers and Consultants

Warren Aston
Jeffrey M. Bradshaw
Anthony Celaya
Doug Christensen
Barbara Cramer
Nick Galieti
Tyler Griffin

Derek Hansen
Spencer Kraus
Alan Miner
Heather Pack
Service Missionaries of the
Provo, Utah Mission
James Welch

Major Donors (\$10,000 or more) to Book of Mormon Central include:

- Anonymous (3)
- Alan & Karen Ashton, Ashton Family Foundation, Lindon, UT
- Courtney Belcher, Big Bertha Equipment, Highland, UT
- Bruce Babcock, American Foundation for Workboots Foundation, Phoenix, AZ
- Dale & Brenda Bradford, Cincinnati, OH
- Elder L. Todd & Lori Budge, Sandy, UT
- Elder Tad R. & Kathy Callister, Bountiful, UT
- Church of Jesus Christ of Latter-day Saints Foundation, Salt Lake City, UT
- Covenant Communications, American Fork, UT
- Bryson & Jan Garbett, Salt Lake City, UT
- Howard & Debbie Goodman, Salt Lake City, UT
- Google Ad Grants, Mountain View, CA
- Steven Harris, Acahand Foundation, Sandy, UT
- Ivy Academy
- David & Lynette Jenkins, Charis Legacy Foundation, Logan, UT
- Johnny & Verlanne Johnson, Lewisville, TX
- KPS Investments, Springville, UT
- Chris & Erlynn Lansing
- David & Bianca Lisonbee
- LPL Financial, Vancouver, WA
- Arlo & Jackie Luke, Pocatello, ID
- Kirk & Shannon Magleby, KSM Family LLC, American Fork, UT
- Ron & Jo Ellen Malouf, Plano, TX
- Max Connect Marketing, Riverton, UT
- Gail Miller & Kim Wilson, Salt Lake City, UT
- Alan C. Miner, Springville, UT
- More Good Foundation, Provo, UT
- Bill & Linda Perry, Sandy, UT
- Scott & Marilyn Petersen, Orem, UT
- Howard & Marianne Reichman, Provo, UT
- Tom Sederberg, Provo, UT
In honor of the late Brenda Sederberg
- Duane & Marci Shaw Foundation, Draper, UT
- David & Tonya Shuley, Cincinnati, OH
- Stephanie Sorensen Charitable Fund, Laguna Niguel, CA
- Sorenson Legacy Foundation, Midvale, UT
- Randy Taylor, Ammon, ID
- Marilyn Victor, Bellevue Family Trust, Provo, UT
- John S. & the late Unita Welch, Welch Family Trust, Salt Lake City, UT
- John W. & Jeannie Welch, Provo, UT
- John A. Widtsoe Foundation, Los Angeles, CA
- Susan Ileene Wirthlin Foundation, Salt Lake City, UT

BMC Continues as a Non-Profit Organization

Book of Mormon Central has always been, and will continue to be, a non-profit organization. All BMC content is available to people everywhere free of charge in the spirit of 2 Nephi 9:50 and Alma 1:20. You will note that Book of Mormon Central has enhanced its logo by including the phrase “A Non-Profit Organization” in its insignia

Book of Mormon Central is staffed by a modest number of paid employees and many volunteers. Donations from the general public—people like you, your colleagues, friends, and family—are our lifeblood. We heartily thank all contributors. Every donation is valued and appreciated. The BMC donor list is in ScripturePlus. Go to the “About” menu and click on “Credits.”

Revised Mission Statement

Book of Mormon Central has a newly-revised Mission Statement that includes six principal focus areas for the organization.

This Mission Statement is part of an ongoing effort to clarify and explain the purpose and direction of Book of Mormon Central.

Book of Mormon Central

provides a gateway to the greatest concentration of substantive, inspirational, and relevant material for strengthening individual testimonies of the Book of Mormon. We engage our audience through an integrated, systematic suite of offerings:

KnowWhys

Videos

ScripturePlus

Come Follow Me

Digital Library and Archive

Research

This Newsletter will highlight each of the six focus areas and share a sampling of our fan mail which pours in at the rate of several hundred each week. In the first six months of 2020, the amount of fan mail received exceeds all prior years combined!

Book of Mormon Central Reorganization

The year 2020 has been transformative for Book of Mormon Central (BMC). The organization has grown exponentially by most measures since its website was launched on January 1, 2016. To handle growth and to focus on what Book of Mormon Central does best, BMC has undergone a reorganization under the direction of Howard Goodman, who has agreed to serve as Chief Operating Officer (COO). Scott Petersen has agreed to serve as Chief Financial Officer (CFO). As with all officers, directors, and advisors, both men are volunteers. Both Goodman and Petersen are currently serving as stake presidents in their respective local church organizations.



**Chief Operating Officer
Howard Goodman**

Howard Goodman recently retired from Savage Companies in Midvale, Utah where he was Executive Vice President and Group Leader of People. He helped grow Savage from a regional to a global enterprise. Goodman is helping BMC strategically focus for growth and efficiency.



**Chief Financial Officer
Scott Petersen**

Scott Petersen was a founder of several successful companies and was the executive director of the Rollins Center for Entrepreneurship & Technology in the Marriott School of Business at BYU. The Rollins Center has been ranked in the top 5 of all university business incubator programs for the past 10 years running. Petersen will oversee BMC's financial affairs.

BMC Projects

KNOWHYS

KnoWhys have become a recognized brand within Book of Mormon Central. KnoWhys are the best of up-to-date Book of Mormon scholarship, attractively packaged as well-researched, well-written, well-edited, richly illustrated, concise essays that are widely distributed in multiple formats as online articles, downloadable PDF's, audio podcasts, YouTube videos, mobile app posts, email attachments, and social media memes. KnoWhys provide faithful, well-documented answers to probing questions relating to the Book of Mormon. Unlike much that is found on the internet, KnoWhys

have developed a solid reputation for reliability and consistency based on sound scholarship. Every KnoWhy is peer-reviewed for quality and clarity. KnoWhy videos have been a particular favorite of many Seminary and Institute teachers, who regularly share them with their students in Book of Mormon classes.

Currently, BMC publishes a new KnoWhy every Tuesday that is immediately available on our website and on ScripturePlus. By Thursday, that same KnoWhy is published in Spanish. There are more than 568 KnoWhys now available in BMC's archive and on our website, mobile

apps, and social media channels. KnoWhys are also available nationwide as printed books and audio books through Covenant Communications. Our KnoWhy app, which debuted in 2016, has had over 1.5 million launches.

KnoWhys are the world's largest and most accessible corpus of modern Book of Mormon scholarship and have been made available in Spanish since January of 2017. Efforts are currently underway to raise the funds needed to get this remarkable body of faith-affirming work available in Portuguese.

“

I also love the KnowWhys and actually use a lot of the artwork you have in those videos to display in class...Your site is really one of the best tools I have for getting to know the material better and giving my brothers and sisters a better experience in class. Thanks for all you do!

CURTIS STRONG

“

I like how Book of Mormon Central demonstrates parallels between the Book of Mormon record and Jewish laws and customs...that are not always obvious when reading either the Book of Mormon or the Bible...Thanks for the great work!

MICHAEL VONCANNON

“

We are often on [Book of Mormon Central's] site accessing materials, which are so very abundant and still growing. I will absolutely continue to share—these materials are marvelous.

**RICHARD LEGRAND WIRTHLIN,
PRESIDENT OF THE UKRAINE MISSION**

“

I love the additional facts that give a better picture—feels almost like the expression “the rest of the story.” The background information provides much food for thought. I love everything about this site. Thank you.

JULIE RAYBOULD

“

I've only been a member for about 13 months, but finding your website today really has helped my testimony that the Book of Mormon is truly the inspired Word of God. Even though this is my 3rd time through 1st Nephi I am learning new things. I will now get the App for study when I'm not home. THANK YOU!!!

DAVID BLAKLEY

“

It's helped me strengthen my testimony of the Book of Mormon, because it not only confirms truths but also makes it be even more real. Love how we do not have to rely only on faith anymore because there is evidence also, which acts as another witness of its validity. Thank you.

EDUARDO GARCIA

“

The KnoWhy feature has enriched my study this year and helped me to stay on track with my reading.

LYNN ELLIOTT DAVIS

“

[KnoWhys] confirm what I already knew—that the Book of Mormon is true, in ways that even Joseph Smith may not have been aware of.

KURT KAMMEYER

Enhanced Study with ScripturePlus and Reading Plans



ScripturePlus, a revolutionary mobile app for reading and studying the Book of Mormon, provides images, videos, quotes, insights, and other enrichment material in the palm of your hand. ScripturePlus launched on September 16, 2019 on Apple devices. The Android version of ScripturePlus went live on the Google Play Store on January 10th and on Amazon Kindle devices on March 17th of this year. Thanks to BMC's world-class app development team, ScripturePlus is now available in English and Spanish on most popular mobile devices.

Hundreds of new users download this amazing app each week.

This year, as members of the Church have focused on studying the Book of Mormon, ScripturePlus has changed and enhanced the way many Latter-day Saints study their scriptures. 117,000 downloads and 1.7 million launches testify to its usefulness. Nothing is stagnant with this app—new features are added and content is enhanced in weekly releases from BMC's talented tech team residing in the US, Chile, and Mexico.

For those who want to stay current with "Come, Follow Me" this year, Book of Mormon Central offers a brilliant Come Follow Me Reading Plan—a favorite feature added to ScripturePlus and BMC's website. The study plan not only assigns verses to be read each day to stay on track with the Come Follow Me schedule, it also directs you to enrichment material for that day's study—KnoWhys, BMC blog posts, General Authority quotes, videos, and much more. Who knew scripture study could be so enjoyable?

“

This app has changed my life. Reading the scriptures just felt like a chore every day...Now, for the first time ever, I feel like I am actually studying and enjoying the scriptures. Especially with the daily reading plans I look forward to it every day and it's making a huge difference

NICK PASSMORE

“

I just downloaded this app and am **blown away by how incredible it is.** It makes reading the Book of Mormon more meaningful and insightful. It's easy to navigate and user friendly...I can't recommend this app enough. It's definitely a game changer

WOODYV23

“

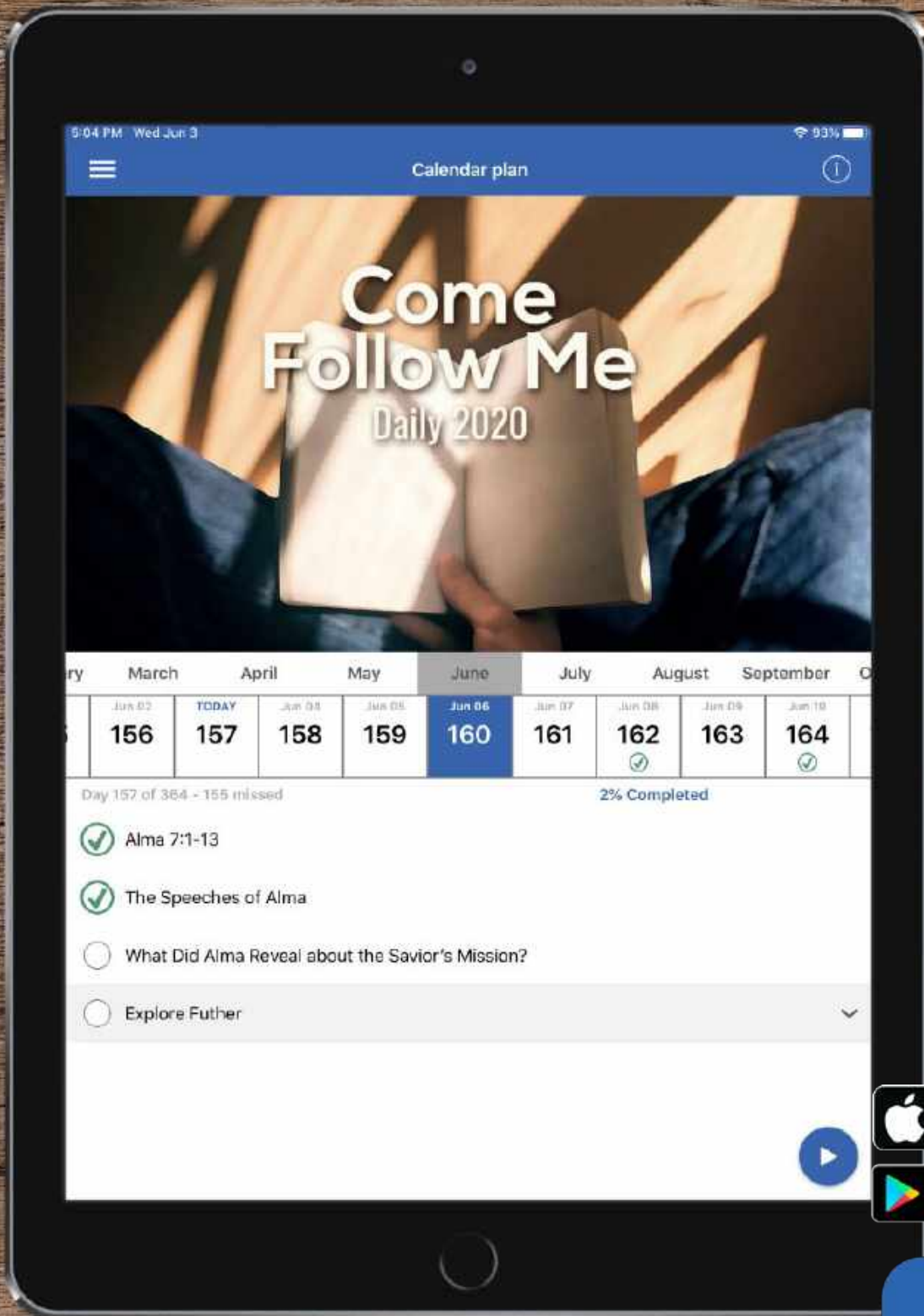
To the developers: a heartfelt thank you. To would be users: try the app. You will not be disappointed!

TEZZA1123

“

This app really is something special. It is easily the most aesthetically appealing, interesting, and exciting scripture study app I have used.

DJLARS01



5:04 PM Wed Jun 3

93%



Calendar plan



Come Follow Me

Daily 2020

February March April May June July August September October

Jun 02	TODAY	Jun 03	Jun 04	Jun 05	Jun 06	Jun 07	Jun 08	Jun 09	Jun 10
156	157	158	159	160	161	162	163	164	165

Day 157 of 364 - 155 missed

2% Completed

- Alma 7:1-13
- The Speeches of Alma
- What Did Alma Reveal about the Savior's Mission?
- Explore Futher





COME, FOLLOW ME

Insights



Image by Book of Mormon Central

“These lessons mean a great deal of spiritual up lift and education to me. I’ve been a ward clerk for about twelve years now...so I don’t get to feed on the Lord’s words as often as I should. Book of Mormon Central has been my saving grace...I’ve learned more in a few months than in five years of Sunday lessons.

BISON UBERTI

“[Your weekly lessons have] greatly increased our love for the Book of Mormon—and we loved it before! We refer to your lessons as “dessert” after we finish reading the assigned scriptures!

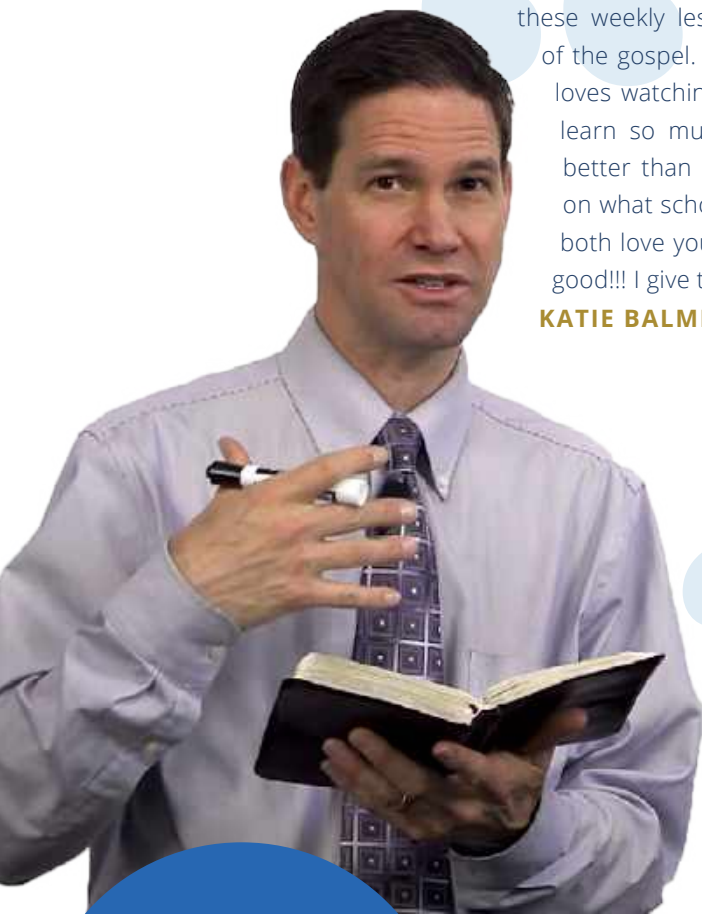
ANN COHEE

This year, BMC has provided a great way for individuals, couples, or groups to engage the weekly “Come, Follow Me” curriculum by studying the Book of Mormon with two very gifted BYU professors. Over 150,000 Latter-day Saints have chosen to watch Taylor Halverson and Tyler Griffin’s Come Follow Me Insights videos on YouTube. This weekly program is a tremendous resource that supplements personal reading and study of the Book of Mormon. Since the COVID-19 pandemic has kept people sheltered at home on Sundays without a lot of interpersonal interaction and gospel discussion, these videos give one the welcome feeling of sitting in a classroom with two engaging and inspiring instructors. The Taylor and Tyler show can be viewed in English, with English and Portuguese subtitles.

This BMC offering has been extremely popular—a bonafide hit! The program averages 110,000 views per week. A derivative publishes weekly in Japanese and, due to demand, this program became BMC’s first product subtitled in Portuguese. Our goal is to make these BMC videos available to 85% of church members in their primary language.

To capitalize on the momentum, Book of Mormon Central has significantly upgraded its studio equipment and IT infrastructure to better support this weekly video production. Taylor and Tyler receive hundreds of comments from fans each week.





Thank you both for your time and resources to give us these weekly lessons. My husband is an investigator of the gospel. He looks forward to your lessons and loves watching these with me each week. We both learn so much, and you explain things so much better than I do! He also puts a little more value on what scholars have to say over my answers. We both love your insight, depth, and explanations. So good!!! I give thanks in my prayers every week.

KATIE BALMER

You guys are a huge reason for my conversion to the gospel, thank you!

REILLY DEVINE

Thank you so very much for your wonderful lessons. I feel so blessed to be able to tune in and to learn so much. I really feel the spirit from these lessons, even though it's online. I am especially grateful at this time of Covid-19, as I am the only active member in my household and so your lessons really shore up my faith when I'm no longer able to get that from attending church

ANDREA PICKLES

Best Gospel Doctrine class I ever attended! Thank you!

ROCHELLE HAMEL

Watching from France, and I just love your lessons. They are so enriching and enlightening. You really help me make a feast of the scriptures, and love more and more the Book of Mormon and the Bible. thank you so much! Merci beaucoup!

CH REN



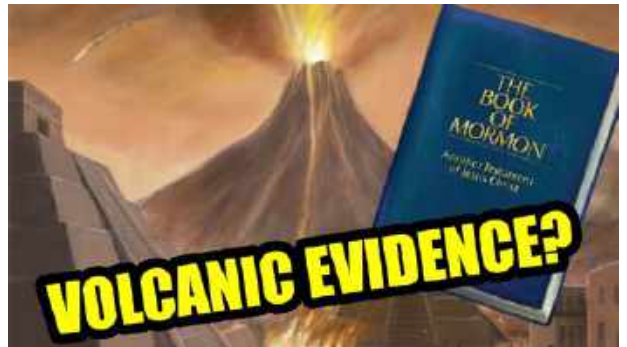
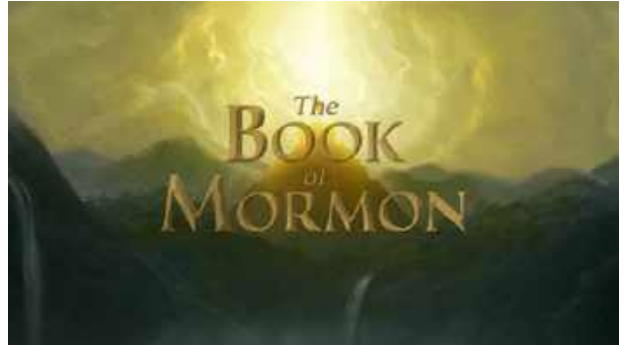
Brothers, I'm literally in tears. Thank you. Bless you.

FIRE BLOODS

Inspired! The things you taught in this lesson were reaffirmed in an answer to prayer I have received about those who have wandered in my family. Thank you for likening the scriptures so beautifully to our day and families. Hope is alive and well in my heart.

JULIE MECHAM

BMC Projects



V I D E O S

It is common knowledge that many people enjoy learning by watching videos. Videos enhance learning by providing both an auditory and a visual experience. A thoughtful YouTube video is part of each KnoWhy. In addition, Book of Mormon Central has created a series of high quality “evidence” videos designed to bolster faith that the Book of Mormon is truly another testament of Jesus Christ. Currently, there are eight evidence videos that can be viewed in English on the “BMC Studios” YouTube channel and in Spanish on the “Central del Libro de Mormon” YouTube channel.

One high-quality video was produced on the Book of Abraham in 2019. Scripts and illustrations for two additional Book of Abraham videos are in the works.



BMC Publishes Commentary from Top Book of Mormon Scholars



John W. Welch John W. Welch Notes

John W. (Jack) Welch, BMC co-founder, is one of the foremost Book of Mormon scholars in the Church. Over the past fifty years, Welch regularly taught the Book of Mormon in Church and university classes and gave hundreds of firesides and conference presentations. In particular, between 2006 and 2018, Jack taught a well-attended and beloved Book of Mormon scripture study class in the Provo Utah Edgemont Stake. At one point, individuals who had regularly attended these classes moved away or were called to serve as mission presidents throughout the world. Many requests were made to record Welch's classes so the material could be enjoyed remotely. Subsequently, these audio tapes have been transcribed and edited—thereby preserving Welch's thoughts and insights on the Book of Mormon. The edited class notes comprise Book of Mormon Central's John W. Welch Notes.

The John W. Welch Notes are published each week on BMC's website and ScripturePlus app. Weekly publication aligns with the Church's "Come, Follow Me" scripture study and reading plan calendar. John W. Welch Notes can also be accessed as a PDF download from Book of Mormon Central's digital library and archive.



Brant Gardner Book of Mormon Minute

A popular feature added to ScripturePlus this year is the "Book of Mormon Minute" by Brant Gardner. The app gives readers immediate access to this short verse-by-verse commentary from a beloved Book of Mormon scholar and Mesoamerican specialist.



The Gardner Book of Mormon minutes and the Welch notes are so enlightening. I am amazed this is offered all for free. We have donated in the past and we will donate again! Your small staff is doing big things! Thank you!!

REBECCA NABROTZKY



My husband and I sent a donation in February and another a couple of days ago, and plan to do so every month. I appreciate BMC. Last year I valued and was blessed by Lynne Wilson's New Testament Commentary, and this year I'm reading the Book of Mormon on your wonderful ScripturePlus app, where I enjoy reading all the insights, but especially those from Brother Gardner and John W. Welch. They've both given me much to think about. I also want to thank you for providing so many footnotes that link directly to source materials. What a blessing! I am rich in study materials, thanks to you. May God bless your endeavors

BRENDA F. SKOUSEN



Improvements to Book of Mormon Central's Website to Enhance Your Search for Content



BMC's beautifully-designed website continues to be improved based on user feedback. For example, users can easily navigate to the various areas of our website through a new front-page menu that highlights BMC's six main focus areas: Come, Follow Me, KnoWhys, Videos, Archive, Research, and ScripturePlus (see icons on left). For the time being, Pearl of Great Price Central represents BMC's Research Area.



Near the bottom of BMC's homepage, users can search using three different learning modes—Read, Visualize, and Research. "Read" takes you to KnoWhys, blog posts, and Book of Mormon questions and answers. "Visualize" takes you to much of the stunning media BMC is known for: evidence videos, a media gallery, or Book of Mormon Online. "Research" takes you to BMC's Digital Library and Archive where you can search by scripture, subject, genre or author.



Take a moment and explore these enhanced search tools. Who knows—you may learn something new and exciting!

You may be interested to know that BMC owns and operates six different websites in English:

- bookofmormoncentral.org
- pearlofgreatpricecentral.org
- bookofmormon.online
- scriptureplus.org
- evidencecentral.org
- crowdsourcedbookofmormon.org



BMC owns and operates two different websites in Spanish:

- centraldm.es
- centralpgp.es



2.9 million unique site visitors have viewed 12.9 million pages of content on these sites.

Right: Screenshots of the Book of Mormon Central website

BOOK OF MORMON CENTRAL
A World of Possibilities

Come Follow Me 2020: 3 Nephi 8-11
SUMMER 2020

Come Follow Me
 Keywords
 Video
 Audio
 Price of Great Promise
 My Book of Mormon

BOOK OF MORMON CENTRAL

Read
Learn about the Book of Mormon by exploring BMC's audio.

Visualize
Bring the Book of Mormon to life with learning media.

Research
Study the Book of Mormon with our Archive of Scholarship.

[All Media](#) [Browse Audio](#) [Browse Video](#)
[View](#) [Media Gallery](#) [Open My Project](#)
[View My Bookmarks](#) [About Our Archive](#) [Contact Us](#)

Donate Today

BOOK OF MORMON CENTRAL

Archive Menu

The Book of Mormon Central Archive is a digital library of thousands of free textual and media resources for the study of the Book of Mormon.

Search the Archive

Search

BOOK OF MORMON CENTRAL

Archive Menu

Periodicals

These periodicals feature articles related to the Book of Mormon. The collection is not comprehensive, and new periodicals will be added.

MORMON TIMES
 MORMON LIVING
 MORMON HISTORY
 MORMON NEWS

Project of Atonement: Jesus on the Resurrection Day of Atonement (1843)
 Mormons, Slaves, and the Book of Mormon: Insights on the Power of Justice (2019)
 Book of the Book of Mormon: The Book of Mormon (2019)
 King Benjamin's Speech: "The 14th Day" (2019)

Mourning the Fallen at the Temple in the Garden on the Sabbath (2019)
 King Benjamin's Speech: Made Simple (2019)
 The Book of Mormon: Insights from a Book of Mormon Scholar (2019)

Media

All Content
 VIDEO OF 1830

Browse All Media

Showing 1 - 10 of 100

Media Type

Tags

Artwork of Jorge Cocco

Showing 1 - 10 of 10

Sort by: Order Items per page: 10

Jorge Cocco
Jorge Cocco
Jorge Cocco

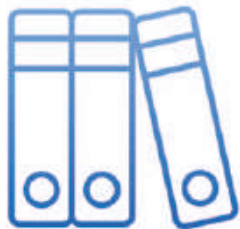
2020 Art Contest Gallery

This year's art contest features artwork from across the world, from children and professionals. It was a thrill to get alongside the best work of art from artists and students among people, but we are pleased to announce the winners of this year's Book of Mormon Art Contest.

Visit the 2020 Book of Mormon Central Art Contest event page

2020 Art Contest Gallery
2020 Art Contest Gallery
2020 Art Contest Gallery

BMC Projects

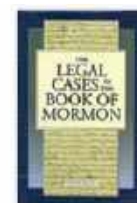
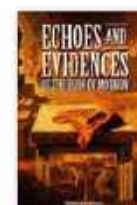
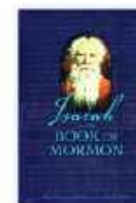
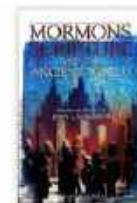


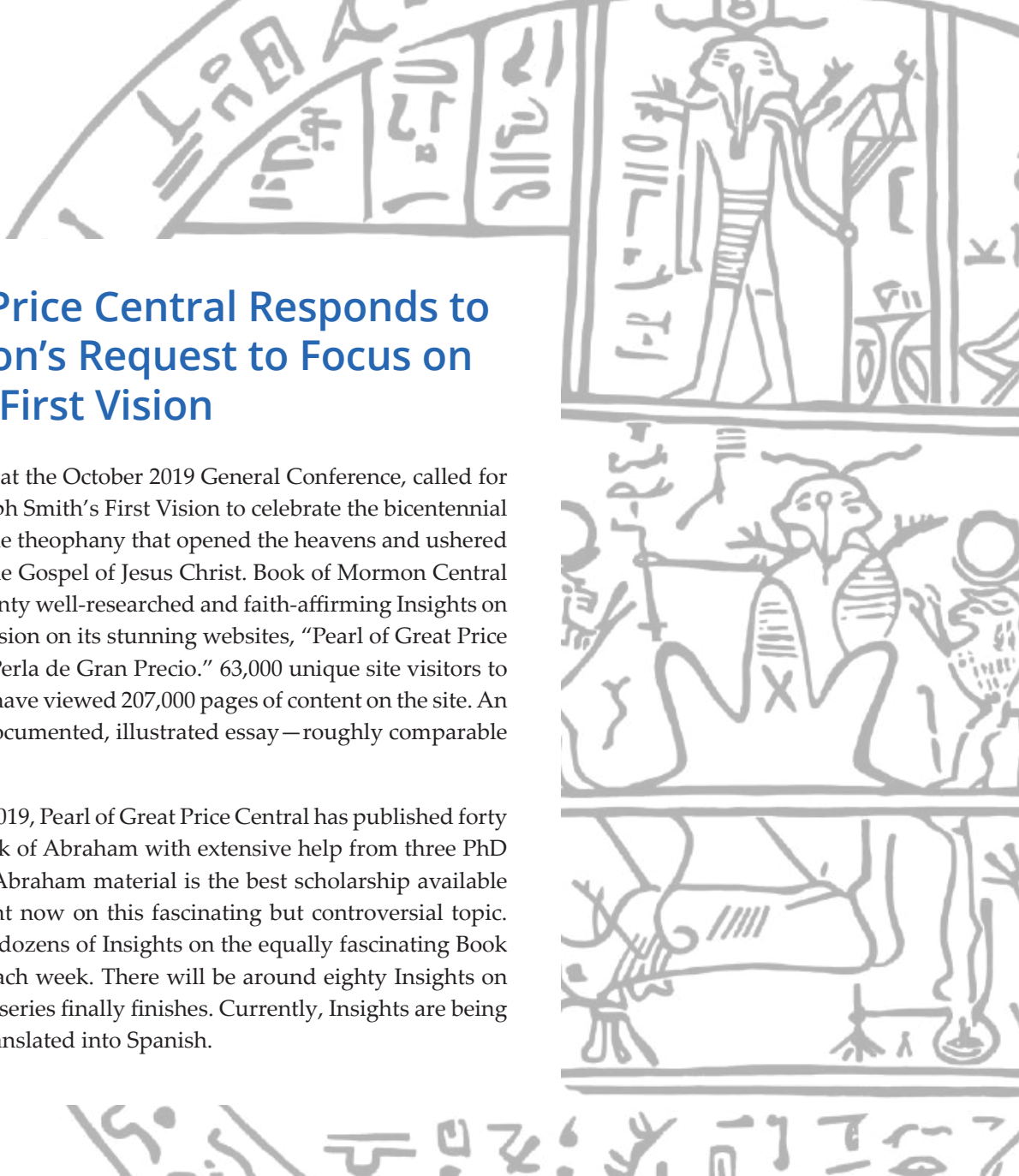
Digital Library and Archive

The Doctrine and Covenants admonishes us to “seek ye out of the best books” (D&C 88:118; 109:7) and to “become acquainted with all good books” (D&C 90:15). From its inception, Book of Mormon Central has been collecting, preserving, packaging, and making the best scholarship on the Book of Mormon available to people around the world.

Did you know that the world’s largest Book of Mormon research library is located in Springville, Utah at Book of Mormon Central headquarters? BMC’s specialized library holds over 2,600 volumes on topics relevant to the Nephite text. Books, periodicals, and articles include quality scholarship from many disciplines that help shed light on this amazing book of scripture. Topics include not only general commentaries but also evidences, archaeology, chiasmus, linguistics, ancient Near Eastern studies, Old and New Testament studies, Mesoamerican studies, Church history and other subjects germane to Book of Mormon studies. The library contains individual volumes as well as complete major collections. Many are books by authors who have passed away or volumes that are no longer in print. We are currently in the process of collecting and preserving all FARMS publications.

In addition to the physical books and periodicals housed in BMC’s Springville library, Book of Mormon Central maintains an online digital library and archive where any person in the world can instantly access quality Book of Mormon scholarship and other creative works. Presently, the BMC Archive has over 7,000 books, articles, art pieces, maps, musical scores, and more. FARMS? SEHA? Juvenile Instructor? Improvement Era? BYU Studies? Interpreter? You can find much of the best material ever published on the Book of Mormon in BMC’s digital library and archive. Access is 24/7/365 and completely free of charge. Nearly 5,000 serious and curious individuals take advantage of this unparalleled resource every month.





Pearl of Great Price Central Responds to President Nelson’s Request to Focus on Joseph Smith’s First Vision

President Russell M. Nelson, at the October 2019 General Conference, called for a Church-wide focus on Joseph Smith’s First Vision to celebrate the bicentennial anniversary of this remarkable theophany that opened the heavens and ushered in the final dispensation of the Gospel of Jesus Christ. Book of Mormon Central responded by publishing twenty well-researched and faith-affirming Insights on Joseph Smith and the First Vision on its stunning websites, “Pearl of Great Price Central” and “Central de la Perla de Gran Precio.” 63,000 unique site visitors to pearlofgreatpricecentral.org have viewed 207,000 pages of content on the site. An “Insight” is a concise, well-documented, illustrated essay—roughly comparable to a KnoWhy.

Since it launched in August, 2019, Pearl of Great Price Central has published forty scholarly Insights on the Book of Abraham with extensive help from three PhD Egyptologists. This Book of Abraham material is the best scholarship available anywhere in the Church right now on this fascinating but controversial topic. BMC is currently publishing dozens of Insights on the equally fascinating Book of Moses at the rate of one each week. There will be around eighty Insights on the Book of Moses when that series finally finishes. Currently, Insights are being published in English, then translated into Spanish.



One thing I like in particular is Pearl of Great Price Central. [BMC] has been doing remarkable work on that and on the Book of Abraham Insight series.

BOB SMITH

Digital Marketing

To share the Book of Mormon with the world in the latter days, digital marketing is a big part of BMC’s strategy. Book of Mormon Central, in partnership with digital marketing agency Max Connect, publishes display ads on hundreds of websites, social ads on Facebook and Instagram, and video pre-roll ads on YouTube. BMC also has an active campaign managed by Non-Profit Megaphone targeting certain words searched on Google. One interesting fact is that Google helps pay for much of this advertising. Google donates a sizable sum to Book of Mormon Central each month so we can share the wonder of the Book of Mormon with people everywhere.



Melody Monroy in the Central del Libro de Mormón YouTube series “Melody Dice.”

BMC Participates in Live CES Fireside in ECUADOR

Book of Mormon Central’s Spanish Team continues to be a great influence for good in the Latin world. On March 31st, Israel Gonzalez gave a 60-minute YouTube live presentation at the invitation of the Quito, Ecuador Institute Director about the harmony between the various accounts of the First Vision. More than 600 youth from all over Latin America listened and commented as the live stream progressed. It did not take long for the video to reach 9,700 views and 480 likes.

Israel’s presentation was terrific, with a great balance between study and faith. It was largely based on the good work Stephen Smoot did creating the First Vision Insights posted on Pearl of Great Price Central. Gonzalez explained why the young people listening should download ScripturePlus and use it regularly. The Institute Director and a Stake President from Guayaquil, who also shared his testimony, were effusive with their praise for Book of Mormon Central in general, and with Israel in particular. The questions from the young people were thoughtful and Israel answered them well.

This live stream set a new Book of Mormon Central record—600 people simultaneously connected that evening. BMC has been approached by other Institute Directors in other major Latin American cities who want to partner with us in the future on other topics. Good news travels fast. Book of Mormon Central has evolved into a magnificent system with extraordinary people and faithful content that is highly valued by many of our brothers and sisters worldwide.

Some BMC Resources Now Available in Portuguese

For years, Book of Mormon Central has received requests for KnoWhys and other Book of Mormon resources to be published in Portuguese and other languages. We would love to reach all members of the Church in their native language. However, it takes a significant commitment of time, staffing, and financial resources to accurately and sensitively translate BMC textual, audio, and video media into another language.

Book of Mormon Central reached another milestone on June 29th when BMC content was first published in Portuguese. BMC volunteers led by Dale Bradford are translating, narrating, and posting KnoWhy videos on our Portuguese YouTube channel as well as creating Portuguese subtitles for the Taylor and Tyler Come Follow Me Insights program on our English YouTube channel.



“Even though I live in Portugal and very, very few members...use the materials that are available, I try to be aware of all of those I can. I wish to congratulate you for your excellent work, helping all of us to understand better the scriptures and to have a more full relationship with our God and Lord. Thank you so much for all your wonderful work.

ALBANO RUI ANDRADE DOS SANTOS TAVARES

Top: Noé Correa teaching a Come, Follow Me lesson.

Bottom: Benji and Jazmín Monroy reporting on the latest news of The Church of Jesus Christ.

Book of Mormon Central is now posting content in three languages: English, Spanish, and Portuguese. As we reviewed our organization to accommodate a third language, it became apparent that we needed to change the name of BMC's main Spanish webpage from "bookofmormoncentral.es" to "centraldellibrodemormon.es" and then "centralldm.es."

Daily Life at BMC



Daniel Smith Working Full-time at Book of Mormon Central

Book of Mormon Central is pleased to announce that Daniel Smith is now working full-time on the BMC staff. Daniel is a very bright and talented videographer with great experience developing and distributing digital and physical products as well as events that help people better visualize the scriptures.

Smith received a Master's Degree in Public Administration from BYU and began his career making safety videos for his first employer. Subsequently, he started his own YouTube channel, "Messages of Christ," where he has been a one-man show—researching, writing scripts, creating videos, and posting on Old and New Testament topics of interest. His YouTube channel has broad appeal to a general Christian audience around the world and has been extremely successful. Five of his videos have more than 1 million views each. Daniel has also worked on the Virtual Scripture

Team at BYU, creating computer and app-based products that allow users to visualize the scriptures through interactive experiences with 3-D models.

Joining Book of Mormon Central in early 2017, Daniel has taken b-roll footage for various BMC videos at sites in Germany, Oman, Mexico, the Eastern United States, and the Caribbean. He is currently the team leader of BMC's interactive mobile app, ScripturePlus. He heads app design, customer service, and product support. He provides direction and leadership for the church service missionaries assigned to work with Book of Mormon Central, and he also interfaces with many artists whose work appears in ScripturePlus and in our videos.

BMC now has a legitimate outreach to those not yet of our faith. When Daniel Smith joined BMC full-time, we inherited his "Messages of Christ" YouTube Channel, which has 144,000 subscribers and 17.5 million views. Only a minority of those views come from Latter-day Saints.

Book of Mormon Central Receives Donations from Book Royalties

You may be interested to know that royalties from several books sold online or in bookstores are donated to

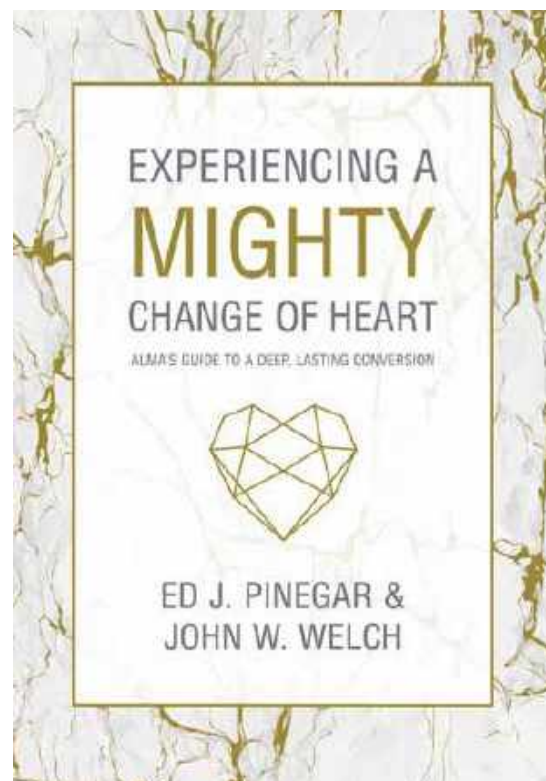
support our organization. Book of Mormon Central benefits financially every time one of these books are purchased:

Book of Mormon Central's two "Knowing Why" books published by Covenant Communications in 2017 and 2019

Tad R. Callister's book entitled, "A Case for the Book of Mormon," published by Deseret Book in 2019

John W. and Jeannie S. Welch's book entitled, "The Parables of Jesus: Revealing the Plan of Salvation," published by Covenant Communications in 2019

Ed J. Pinegar and John W. Welch's book entitled, "Experiencing a Mighty Change of Heart: Alma's Guide to a Deep, Lasting Conversion," published by Covenant Communications this year, 2020



THE PARABLES OF JESUS

REVEALING THE PLAN OF SALVATION



WRITTEN BY JOHN W. AND JEANNIE S. WELCH

ARTWORK BY JORGE COCCO SANTANGELO | ART COMMENTARY BY HERMAN DU TOIT

We thank these authors for their generous donations to Book of Mormon Central. All of these books make terrific additions to your personal library and will help increase your understanding and appreciation of God's word.

Crowdsourced Book of Mormon Underway

There are 6,604 verses in the Book of Mormon. What if 6,604 different people went somewhere interesting and filmed themselves reading one verse? Go to the Crowdsourced Book of Mormon channel on YouTube to see the first 190+ videos. The youngest narrator is not yet 2 (his mom helps him). The oldest is over 90. Videos have been filmed in 25 states and half a dozen countries. Some are clever. Some are reverent. All are

endearing. People with disabilities are among the most impactful. This is a 100% volunteer grassroots effort by ordinary people sharing their love of an extraordinary book.

If you want to film a verse, go to crowdsourcedbookofmormon.org and reserve your choice. Verses in yellow are already reserved. Verses in green have been submitted, edited and uploaded to YouTube. If you or someone you know edits videos, we need help. Go to crowdsourcedbookofmormon.org and click on "You can help!"

In 1988, President Ezra Taft Benson asked Latter-day Saints to flood the earth with the Book of Mormon. Your face and voice can literally be part of that flood.

Service Missionaries

After a lengthy vetting process, The Church of Jesus Christ of Latter-day Saints approved Book of Mormon Central as a location able to receive service missionaries on February 3rd of this year. Elder Daniel Jenkins began serving at BMC the following day, February 4th. Two to four service missionaries at a time have been assigned to work with us. These missionaries assist with locating and scanning scriptural illustrations, video editing, audio editing, digitizing, archiving, and adding content to ScripturePlus. These are talented, dedicated missionaries, and we greatly appreciate their consecrated service.

How to Donate to Book of Mormon Central (BMC)

1. PayPal. Go to <https://bookofmormoncentral.org/> and click on "Donate."
2. Check. Make check payable to "Book of Mormon Central" and mail to P.O. Box 1538, American Fork, UT 84003-6538.
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 at magleby.k@bookofmormoncentral.org (801) 756-8854 or John W. (Jack) Welch welchj@law.byu.edu to discuss your proposal.

Book of Mormon Central is a dba of Book of Mormon Archaeological Forum, Inc., a Utah non-profit granted 501 (c) (3) public charity status by the IRS. Our final determination letter is dated April 16, 2007. Copy available upon request. EIN 20-5294264. Utah Charitable Solicitations Permit # 5878714.



bookofmormoncentral.org

