

## **LCMS RADIO STATION SHARING THE GOSPEL KFUO Radio — \$60,000**

We can think of KFUO as having a unique mission. Messages are not only broadcast via various technologies not only to those who are incarcerated, live in nursing homes, serve in the military, or are home-bound, but also to worldwide mission fields.

Based in St. Louis, KFUO continues to proclaim the Gospel in new formats by utilizing ever-changing technology. The founders grew to realize that they could reach people not only through live broadcasts, but also by sending out recorded programs to other stations. Over the years, as many people as possible were reached using various types of media: LP records, reel-to-reel tapes, cassette tapes, CDs, and via satellite. Most recently, they utilize the World Wide Web, live-stream, and podcasts. The station is visible on Facebook, and they use Twitter and text messaging to communicate.

KFUO strives to stay connected with listeners of all ages in locations around the globe by using the latest cutting-edge platforms available. Currently they use Smart radios, such as Alexa, where listeners can ask KFUO questions about broadcasts. They also use a platform called “OPAL,” which allows them to have high-quality connections between hosts and guests in remote locations. Broadcast Bionics permits KFUO hosts to engage with listeners in live programming.

Funds for this mission grant will make it possible for KFUO to continue purchasing and using the newest technology to make the Gospel message available to everyone, including children and young adults living in the digital generation.