Argentina was once part of the United Provinces of the Rio Plata, a territory of Spain. Upon gaining independence in 1816, Paraguay, Uruguay, and Bolivia departured. The remaining land became Argentina. The Andes Mountain line its western border with Chile. Argentina hosts a variety of climates, from temperate to arid to subantarctic—Ushuaia is the southernmost city on Earth, just north of Antarctica. Argentinians enjoy drinking Yerba Mate, which is a tea derived from the leaves of the Brazilian holly, an evergreen tree.

Argentina is a source of beef, soybeans, and petroleum. Its elevation and climate near the Andes offers another benefit: Argentina is a leading producer of wine, including its Malbec wine, which continues to grow in popularity worldwide. One-quarter of those who call Argentina home live below the poverty line.

A nation of immigrants, almost the entire population can trace its roots to Europe—97% are Spanish, Italian, or of mestizo mixed heritage. A vibrant people, Argentina is the birthplace of Tango. However, religion in Argentina is nominal overall. Among the 44 million Argentinians, 92% are Roman Catholic, but less than 20% are active in it.

Lutheran Hour Ministries conducts outreach in Argentina through mass media, technology, and interpersonal channels.

Ministry Response

There is tremendous opportunity to share God's love and reach out with the Gospel in Argentina. Lutheran Hour Ministries (LHM–Argentina) responds to the spiritual hunger across this South American country through a variety of strategies:

**RADIO.** Argentina was one of the first countries to have radio broadcasting. Even today, Argentinians spend more time listening to the radio than any other country. We air 30-second, issue-based radio spots on stations throughout Argentina. Topics change each month, and each spot gives listeners an opportunity to request a free booklet.

**LITERATURE.** Booklets and other publications are a core component of our ministry in Argentina. These resources provide a key early step in building a relationship with individuals who don’t know Christ or who are struggling. Topics cover salvation, addiction, coping with sickness and difficult seasons of life, and much more.

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DIGITAL OUTREACH. Young adults gravitate to the internet seeking help, including millions who are curious—or have doubts—about Christianity. The Vivenciar.net website serves as our hub for digital outreach in Argentina and throughout Latin America. Through Vivenciar, we establish online relationships with individuals and provide biblically-based answers for their lives. Eventually, as God opens their hearts, we share the Gospel with them and guide them into church.

BIBLE CORRESPONDENCE COURSES. LHM–Argentina offers Bible Correspondence Courses (BCCs) to introduce the Gospel to people who don’t know Jesus, and to reinforce a biblical understanding for people who do. When someone responds to an outreach activity, LHM–Argentina will typically invite the respondent to begin a BCC as the next step in his or her spiritual journey. BCCs are available for both children and adults.

YOUTH MINISTRY. As adolescents struggle with conflicting moral and social choices, our Project JOEL program tackles tough topics—from relationships to gangs to drugs—in an honest, relevant manner, rooted in God’s love for them. We work with public and private schools to incorporate Project JOEL events.

EQUIPPING THE SAINTS. LHM–Argentina recruits volunteers and provides Equipping the Saints workshops that train volunteers to reach out to people with the Word of God in effective ways. We partner with local congregations to offer sessions on evangelism and stewardship. After attending the sessions, believers feel more confident sharing the Gospel with their neighbors and inviting them to local congregations.

Impact

HELP AND HOPE ARRIVE: How God Used Lutheran Hour Ministries to Help Prevent an Argentinian Man from Ending His Life

Cristobal lives in Argentina. He works as a driver, so he spends a lot of time on the road. When his marriage entered a season of crisis, it cut him to the core. Depression crept in. As the darkness thickened, he considered taking his own life.

Cristobal had never heard about the love of Jesus. One night on the road, sitting in his hotel room alone, he turned on the radio to keep himself company. He hadn’t planned to pay close attention to the broadcast until a man’s voice caught his attention. Cristobal listened as the man spoke of God’s love and forgiveness. During the broadcast, the man provided a phone number that listeners could call. Cristobal picked up the phone.

The radio spot had come from LHM–Argentina. Leon, a ministry volunteer, answered the phone, and Cristobal admitted he was on the verge of ending his own life. Leon listened. Then he got into his car.

Leon and another LHM–Argentina volunteer met Cristobal at the hotel. As the three men sat together, Cristobal shared his story of heartbreak. The volunteers comforted him and shared about Christ’s promise of forgiveness. When it was time for the volunteers to depart, they gave their new friend some ministry materials to keep him encouraged on his journey. Cristobal left town with newfound peace—and new friends eager to stay in touch with him.

LHM.ORG/GLOBAL