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**SPECIAL
BIRTHDAY
EDITION!**

the **Life** fm **LINE**

MARCH 2025

HAPPY BIRTHDAY TO US!

INSIDE THIS ISSUE

A Pictorial Timeline of
The LifeFM Ministry

A DECADE OF LIFE CELEBRATION!

March marks a major milestone for The LifeFM Radio Network, which is celebrating ten years of service and broadcasting ministry.

This special edition of The LifeLine features a pictorial, 10-year timeline of highlights that have shaped and influenced The LifeFM Ministry.

1

ANNUAL BIRTHDAY EVENT

The LifeFM has hosted a local, listener-appreciation concert every spring since its first birthday in April, 2016. The event features a mix of beloved Southern Gospel artists for a night of music and praise.

Rock Springs Baptist Church in Easley has been so gracious to host this year's celebration, which will take place on Friday, March 21st at 6:00 PM. Featured groups include: SouthBound, Joseph Habedank, The Perrys and The Isaacs.

We are Living Life Together!

SPRING SHARATHON DATES:

WEDNESDAY
APRIL 30th

THURSDAY
MAY 1st

FRIDAY
MAY 2nd

6:00 AM - 6:00 PM



2

GMA DOVE AWARD RECIPIENT



In 2017, The LifeFM received the Southern Gospel Radio Impact Dove Award from the Gospel Music Association.

The accolade recognizes professionalism and influence in the broad-casting industry.

What an honor!

LifeFM's Co-Founder, Rob McClure, and his wife, Liz, attended the ceremony, and are pictured on the right.





3

FAMILY & FRIENDS MORNING SHOW

The 6-10 time slot is filled with fun and familial teasing-that's because the hosts of LifeFM's *Family & Friends Morning Show* are a father and daughter duo!

Since June 2020, Rodney Baucom and Reagan (Baucom) Boyte have enjoyed quality time - both on and off the air.



4

EXPANSION PROJECT

In the Fall of 2020, The LifeFM expanded into the Augusta, GA (CSRA) area with the acquisition of WLFW (92.7 FM).

Richard Chambers, Regional Director and WLFW radio host, has been an asset to The LifeFM Network.

Richard helps out every Sharathon and is an avid SGM fan. We love you, Richard ~ as do our WLFW listeners!!



5

RELOCATION OF LIFE FM HEADQUARTERS

The LifeFM moved its studio/office headquarters in June, 2023. The facility is more updated and has plenty of room for a growing radio ministry. Come by for a visit!



6

COMMUNITY OUTREACH



The LifeFM desires to be the hands of feet of Christ by serving in its local community.

Honoring our veterans, sending blankets to WNC, Christmas caroling and a town parade entry were some recent activities whereby The LifeFM ministered and made its presence known.



7

COMMUNITY AWARENESS



8

BUILDING A LEGACY THAT LIVES ON



Left: Bob McClure, LifeFM Founder, with his wife of 58 years. Fran’s passing in 2010 inspired Bob to begin a Christian radio ministry at the age of 84. The LifeFM Network was formed in 2015.

Center: Rob McClure, LifeFM Co-Founder, had a heart for gospel music ministry and was gifted in the ability to engineer and manage radio-broadcasting technology.

Right: Bob is pictured here with his supportive family: Rob McClure, Jon McClure, Carolyn Robinson, Steve McClure and Mark McClure. Rob and Bob’s passings in 2021 were sad occasions, but it reinforced TheLifeFM’s mission to “keep on keepin’ on.”

Because of Rob and Bob’s passion and commitment, countless generations of listeners have been, and will continue to be, blessed by the God-centered music and programming that is played on their favorite LifeFM station.

9

BI-ANNUAL SHARATHONS: SPRING AND FALL



Every spring and fall, The LifeFM conducts a fundraising campaign to raise financial support for its network of 20+ Southern Gospel radio stations. A theme is chosen, testimonies are shared, and sometimes, there is even a special guest or two! (*Jeff and Susan Whisnant are pictured to the left*)

It’s basically an “all hands on deck” experience, in which LifeFM staff are capable of leaping tall buildings in a single bound (oh, wait—that’s Superman!). Seriously though, Sharathon is a significant event—without it, there would be no LifeFM.

Our radio ministry relies 100% on the donations it receives. Those monies pay for costs such as licensing fees, tower rental, internet usage and so much more. *We are very thankful for our donors and for our Sharathon volunteers who assist with phone calls!*

10

GROWTH AND DEVELOPMENT

	<p>Gospel Tunes in the Afternoon HOST: TOM RUSK TIME: 2 - 6 PM</p>		<p>Saturday Morning Sips HOSTS: LYN JORDAN AND KAREN FINN TIME: 9 - 11 AM (SAT.)</p>		<p>Let's Praise HOST: PASTOR TRAVIS MCALISTER TIME: 9 - 11 AM (SUN.)</p>
	<p>Gospel Nights with Super Dave HOST: DAVID GARRETT TIME: 9 PM - MIDNIGHT</p>			<p>Nicholas' Nuggets CONTRIBUTOR: NICHOLAS WILKE AM/WEEKLY SEGMENT</p>	



We have seen God provide for the needs of The LifeFM Network in amazing ways over the past ten years.

Because of His faithfulness, our team has been able to “pay it forward” by ministering to its listening audience and plan for the future. We couldn’t have done this without the prayerful and financial support received from our LifeFM family.

Looking ahead: Here’s what to expect in 2025:

- Expansion plans are underway to add a LifeFM station in Rockingham, NC and Norwood, GA.
- Great attention is given to the content and timing of program additions. Tune in to hear for yourself!
- We will continue to be a source of daily encouragement to believers and a lifeline to those who are seeking a relationship with our Heavenly Father.



129 Kiowa Lane * Piedmont, SC 29673



Happy Birthday

DONATE NOW TO THE LIFE FM



SCAN AND TAP!

YOUR GIFT CAN MAKE A DIFFERENCE!

TO GIVE BY CREDIT CARD: Fill out this form and return to The LifeFM ~ 129 Kiowa Lane ~ Piedmont, SC 29673

TO GIVE ONLINE: Go to our website-thelifem.com

TO GIVE BY CHECK: Enclose your check with this form and mail to: 129 Kiowa Lane ~ Piedmont, SC, 29673

TO GIVE BY PHONE: Contact us at 877-700-8047

Living Life Together!

IN MEMORIAM

"Keep on keepin' on"



May 14, 1953 - October 28, 2021

April 15, 1926 - November 5, 2021

The LifeFM was founded in 2010 by Bob McClure and his son, Rob.

Together, they established a legacy which ministers and encourages with Gospel music and messages on the radio.

Together, they finished well. Our loss is heaven's gain.

The LifeFM is the radio ministry of the Power Foundation, a non-profit 501(c)3 organization.

YES. I WANT TO SUPPORT Life IN ITS MISSION TO REACH SOULS!

THE LIFE FM PLEDGE CARD

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

I have enclosed a one-time gift in the amount of \$ _____

I want to give a monthly amount of \$ _____

I would like to be a Forever Friend of The LifeFM. Please automatically renew my pledge every year.

Debit/Credit Visa Mastercard AMEX

Credit Card # _____ Exp. Date _____

C V V # _____ (last 3-4 numbers located on the back of the credit card)

Name as it appears on card: _____

Scan the QR code below to download The LifeFM app!



For Android phone users



For Apple iPhone users