

# THE LIFELINE

A QUARTERLY PUBLICATION CREATED FOR OUR FAITHFUL LISTENERS AND SUPPORTERS

## BLOOM WHERE YOU ARE PLANTED!

The challenge presented by The LifeFM for this upcoming Sharathon is to focus more on serving others than being served.

The action of serving others displays what's really in the heart. Our 2023 theme, "**Saved People Serve People**," reflects a pay-it-forward mentality. Rather than remain on the receiving end, it's essential that we project the blessing outwardly.

Do we possess an attitude of gratitude, one that is contagious and reciprocating? How does this carry over into our giving? Many listeners tell us how blessed they are by The LifeFM Radio Ministry, yet they are not active donors. The financial support needed to further our mission is still a great need.

Generosity is seen in our daily walk and in the way we live out our Christian faith. A simple gesture of kindness may be the greatest witnessing tool in your spiritual belt. Your monetary gift to The LifeFM will be used for good works indeed!

As a non-profit, 100% listener-supported organization, we rely fully on the financial gifts of our listening audience. Will you prayerfully consider your part and bloom where you are planted?

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## In the Spotlight



## The Specialist is "IN" ~ Donor Specialist, Karen Finn

If you have made a donation to The LifeFM, there is a good chance that you have corresponded with Karen Finn, Administrative Assistant, aka the "Donor Relations Specialist."

It was right after LifeFM's first Sharathon in April, 2015, Rob McClure realized there was a need for organization of donor records and donations. The newly-aired WHQA (103.1 FM) station in Greenville, SC, was quickly gaining listeners.

Karen possessed the organizational background Rob desired, but also brought additional skills that have become a vital part of her position.

Working for a Christian music ministry has been a win-win; Karen enjoys interacting with donors and has become a fan of Southern Gospel music. In addition to her responsibilities with donor recording and correspondence, Karen also maintains the FCC quarterly filings. *(continued on page 3)*

Have a comment, suggestion or feedback for us? Leave a message for us on our Comment Line: 888-500-8047 (Available 24/7). Thank you for listening to The LifeFM!

# SAVED PEOPLE SERVE PEOPLE

Read the donor testimonies which share that truth:

"In 2016, I first tuned my radio to LifeFM, and it made such a change in my prayer life and devotional time! I love the music, but it is so much deeper than that. Praying that this helps others find your station and Jesus Christ."  
~Stephen, Carmel, IN

"Thanks again for being a daily delight for me. As a Christian and as a Pastor, I consider The LifeFM an important part of my daily spiritual nourishment. God's Word is primary, but the Gospel music feeds me manna from heaven daily."  
~ Bill, Sylvania, GA

"We really enjoy The LifeFM programming and the gospel message presented. It's a joy to raise our young children to hear some good music and have them sing along and attend some of your events."  
~Angelo & Family, Mauldin, SC

"I had never heard of the radio channel until one day I was scrolling thru my car radio. This was about two weeks after my precious husband died suddenly. I was overwhelmed with grief and did not know where to turn. I truly believe God led me to this music station. I hope it blesses everyone as much as it has me."  
~Sandra, Easley, SC

"Our grand kids listen and sing along with the radio."  
~Michelle and Tammy, Gray Court, SC

**THE LIFE FM: "The more you listen, the more you'll be encouraged"**

# SPRING Sharathon 2023

April 19th, 20th & 21st

6:00 AM - 6:00 PM

**WAYS YOU CAN GIVE:**

**PHONE:** 877-700-8047

**ONLINE:** [thelifefm.com](http://thelifefm.com)

**MAIL:** The LifeFM

PO Box #25051

Greenville, SC 29616

Your gift matters! It assists us with all of the costs affiliated with managing and maintaining a network of 24+ stations.



**NATIONAL DAY OF PRAYER**

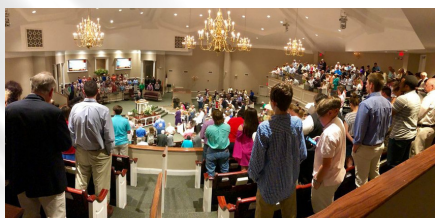
*"Be careful for nothing; but in every thing by prayer and supplication with thanksgiving let your requests be made known unto God."*  
Philippians 4:6

## Thursday, May 4, 2023

*Since 1952, Americans have observed an annual National Day of Prayer, first proclaimed by President Harry S. Truman. Years later, the observance was moved to the first Thursday of May, by President Ronald Reagan.*

*In an era when unity is most desirable, citizens of all faiths are encouraged to turn to God in prayer, meditation and reflection. Our founding fathers recognized the sovereignty of God and utilized His guidance in every aspect of their decision-making. God has certainly blessed the United States of America!*

**March marks the eighth anniversary of The LifeFM's flagship station, WHQA (103.1 FM). God has truly blessed our efforts to encourage radio listeners all over the world! Thank you for partnering with us in this vital ministry.**



The LifeFM has hosted hundreds of local concerts for gospel fans bringing many artists to the region.



Bob McClure, LifeFM Founder with his wife, Fran, who inspired him.



Rob and Liz McClure at the 2017 Dove Awards ceremony in Nashville, TN.



LifeFM General Manager Rodney Baucom taping the Morning Show with his co-host and daughter, Reagan.

# Nighttime Programs for Nighttime Listeners



★ Every weekday evening, LifeFM listeners can tune into a network-wide program and enjoy the sweet sounds of Southern Gospel music even more!

We have provided a schedule for those who would like to listen. All programs begin at 7:00 PM (EST) and can be heard online at [thelifem.com](http://thelifem.com)



## MONDAY

"Throwback with Mickey Bell"

## TUESDAY

Singing News "Top 20 Weekly Countdown with Greg Goodman"



## WEDNESDAY

Bill Gaither's "Homecoming Radio"

## THURSDAY

"Gospel Vinyl Gold with Dave Taylor"

## FRIDAY

"Gospel Greats" with Rodney Baucom



## Family is everything!

Karen married Ted in 1986. They have been blessed with five children and six perfect grandchildren.



Pictured below is a rounding-up of the whole crew this past August at the beach. Good times!



## Who wants puppy hugs?



A favorite past-time of Karen's, is breeding her AKC-certified Labradors.

The LifeFM got a fun, furry visit last spring!

## Spotlight on Karen Finn *(continued from page 1)*

### Cake anyone?

The pictures tell the story. It's become a LifeFM tradition to celebrate a birthday with Karen's homemade cheesecake (or any other type of baked item).



### Additional Information:

Karen has been the editor of The LifeFM's newsletter, *The LifeLine*, since its 2015 incorporation.

As a stay-at-home Mom in 1993, Karen began to freelance for a local town newspaper. That eventually led to more opportunities to write and utilize her writing skills.

In 2013, Karen self-published a teen girl's Bible study book titled *Is Your Fruit Sweet or Sour?*

She gives all the glory to God for its success and extensive outreach.





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 info@thelifefm.com  
 www.thelifefm.com

**YES, I WANT TO SUPPORT TheLifeFM 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: \_\_\_\_\_

**TO GIVE BY CREDIT CARD:**

Fill out this form and return to  
 The LifeFM or call: 877-700-8047

**TO GIVE ONLINE:**

Go to: [thelifefm.com](http://thelifefm.com)

**TO GIVE BY CHECK:**

Enclose your check with this  
 form and mail to:  
 PO Box #25051  
 Greenville, SC 29616

**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.*

**The LifeFM  
 Comment Line:  
 888-500-8047**



**alexa, play WHQA**

Listen to The LifeFM's Dove  
 Award-winning programming...

Sharing the greatest songs  
 about the greatest message,  
 the Gospel.

**hey Google, play  
 WHQA**

