

June 2018

# The LIFELINE



A publication created for our faithful LifeFM listeners and supporters



### In This Issue:

- \* Sharathon Season Continues!
- \* The LifeFM Founder Receives 2018 Induction Award
- \* *Singing News* Golden Mic Award Announcement
- \* Fan Award Announcement
- \* How You Can Support Our Radio Ministry
- \* The LifeFM Contact Information

P.O. Box 52  
Greenville, SC 29602



## HOW YOU CAN SUPPORT OUR RADIO MINISTRY

We hope that you have been encouraged and inspired by the music and powerful, godly truths heard daily on The LifeFM network.

Because of *your* generosity, The LifeFM is able to continue reaching the unsaved with the Good News of Christ, while also being a source of daily joy and encouragement. God is faithful and continues to provide for our needs, no matter how great or small!

The LifeFM Radio Network is a listener-supported, non-profit radio ministry of The Power Foundation. As a 501(c)3 organization, all contributions made to The LifeFM are tax-deductible.

*If you would like to make a contribution to The LifeFM, please fill out The LifeFM pledge card, enclose your payment (check/money order) and return to: The LifeFM, PO Box #52, Greenville, SC 29602. A receipt will be issued for your 2018 tax records.*

## Online donations...

Make an online donation at:  
[thelifem.com](http://thelifem.com) or contact our office at:  
(local) 864-672-1140  
(toll-free) 877-700-8047



## THE LIFE FM 2018 PLEDGE CARD

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Type of Donation:  Mail-in  Recurring Credit/Debit card \*

*\* Please do not include this information—a LifeFM representative will contact you.*

*I wish to make a pledge for 2018 in the amount of:*

Donation amount: \$ \_\_\_\_\_  monthly  One-time  Other: \_\_\_\_\_

\_\_\_\_\_ I am a first-time donor \_\_\_\_\_ This is a Renewal

**PLEASE RETURN TO: THE LIFEFM, PO BOX 52, GREENVILLE, SC 29602**

*The Power Foundation is a 501(c)3 non-profit organization. Your gift to The LifeFM is tax-deductible.*



thelifem.com  
info@thelifem.com  
facebook.com/  
thelifem  
twitter.com/thelifem

## Sharathon Season Continues!

*Living Life Abundantly* was this year's theme for The LifeFM's annual spring fundraiser. What a sweet reminder that Jesus came to give us hope, joy and a life filled with abundance.



God is using The LifeFM radio ministry in a mighty way. God-honoring music and programs are broadcasted daily on 25 stations in more than ten states. Here are some fast facts to know about Sharathon:

### Donations can be made at any time of the year.

Spring Sharathon is a timely reminder for current supporters to renew their annual pledge for the upcoming year. It also provides our new listeners with a challenge to get involved too. We at The LifeFM are so thankful for the generosity and commitment displayed throughout the whole year.

### We enjoy hearing from our radio listeners!

So many of our listeners have shared their burdens and blessings with us; they tell us how the lyrics of a Southern Gospel song ministered to their hearts, reminding them of God's provision and power. Please don't hesitate to contact our comment line at 888-500-8047 and let us know how The LifeFM can better serve you.

### Spread the Good News to others!

The Good News of the Gospel is life-changing. We ought to share the miraculous birth, ministry, death, burial and resurrection of our Lord Jesus Christ with everyone we come into contact with. "Living Life Together" is a statement we like to use and implement daily in our ministry. Let's build better relationships and strive for God's pleasure in all that we do.

## The South Carolina Gospel Music Association Inducts The LifeFM Founder Bob McClure

The Life FM is happy to announce that its founder Bob McClure was recently inducted into the South Carolina Gospel Music Association.



The induction ceremony was held on May 19 at Pleasant Grove Baptist Church in Greer, SC. Receiving the plaque on Bob's behalf was The Power Foundation board member Eric Wood. Bob was unable to attend.

Every year since its inception, the South Carolina Gospel Music Association has recognized South Carolinians who have contributed greatly to the Southern Gospel Music industry. "All the honor goes to my Savior," responded Bob, when asked to comment on the achievement. "His Music is about the Blood, the Book and the Blessed Hope."

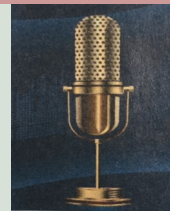
Bob's interest in broadcasting began soon after returning from overseas, where he had served in the US Navy during WWII. Both he and his (late) wife, Fran, partnered in many church ministry and business ventures, which included Missionary Broadcasters, Inc., Tracts Inc., and Tower Power Inc. In addition, Bob and his son, Rob, have built and are operating many Christian radio stations.

The LifeFM network formulated in 2010 after Fran's passing and is a fulfillment of the vision that Bob had, recognizing the need for godly music and programming on the airwaves.

Bob, who recently celebrated his 92nd birthday, is evidence that God can use an individual to reach souls and touch hearts for His Glory.

**Congratulations, Bob!**

## Singing News Golden Mic Awarded to The LifeFM's Rodney Baucom



What began as an ordinary day at The LifeFM studio for Program Director and *Get-Up and Go Morning Show* host Rodney Baucom, was about to change with a courtesy call from *Singing News* magazine's Associate Publisher, Rick Francis.

Rodney was informed that he was the recipient of the *Singing News*' Golden Mic, an award honoring excellence in Christian broadcasting. "Wow. Thank you very much," answered Rodney, who admits he had seen the award in the magazine for a long time. It's a noteworthy feat for one who has poured himself into the media industry for more than three decades.



Graduating in 1990 with a Broadcast Communications degree from Appalachian State University, Rodney pursued his goals and fashioned a career rich in diversity and recording opportunities.

Rodney's years of interacting with those in the SGM industry led him to eventually cross paths in 2012 with Bob and Rob McClure, Founder and Co-founder of The LifeFM Radio Network.



Pictured with Rodney: Rob (left) and Bob (right) McClure

The LifeFM staff and its listeners are appreciative for the excellence Rodney displays both on the air and behind the mic every day of the year. Congratulations!

Rodney's interview will be published in the July issue of *Singing News*. Be sure to check it out!

"The grass withereth, the flower fadeth: but the word of our God shall stand for ever." Isaiah 40:8 (KJV)



## It's Vacation Season!

Please take us with you!

Download our free mobile app today!



## AN ADDITIONAL ANNOUNCEMENT



~from *Singing News Magazine*

For the second consecutive year, The LifeFM's flagship station – WHQA 103.1FM in Piedmont, SC – was a Top Ten Radio Station nominee for the *Singing News Magazine*'s Fan Awards 2018.

The Top Ten nominees were determined by ballots submitted online or by mail from magazine subscribers earlier this year. A second round of voting determined the top five nominees. A final round of voting will take place in June and July; their placement will be announced at the annual Fan Awards ceremony during the National Quartet Convention the week of September 23-29 in Pigeon Forge, TN.

Identified as America's oldest and largest Southern Gospel Music (SGM) magazine, *Singing News* has served the SGM industry for more than forty years. The cost for a one-year online subscription begins at \$15; print subscriptions cost \$25 per year. More information can be found at their website: [singingnews.com](http://singingnews.com).

*Editor's Note:* The LifeFM was notified in May that they did not make the top five ballot. Only SN subscribers can cast a vote for their favorite radio station. We urge our listeners to consider this avenue as a means of support for 2019.