

The LIFELINE



A publication created for our faithful LifeFM listeners and supporters



In This Issue:

- * Take The LifeFM Survey!
- * In the Spotlight: Rob and Liz McClure—A Timeline of Their Influence
- * A New Voice on a New Program
- * 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 or contact our office at:
(local) 864-672-1140
(toll-free) 877-700-8047



THE LIFEFM 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.

LISTEN LIVE



TheLifeFM

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

Take The LifeFM Survey

Our ministry would love to have feedback from you. Please take a moment to complete the following questions. Thank you for your help!

1. How many hours a day are you tuned into The LifeFM? 0-2 2-4 4-6 6-8 8+

2. What times do you listen to The LifeFM?

6am-10am 10am-2pm 2pm-6pm
 6pm-10pm 10pm-6am

3. How long have you been a LifeFM listener?

Less than 1 year 1-2 years 3-4 years
 4-5 years 5+ years

4. What are your most favorite features that The LifeFM offers? (Check all that apply)

No Commercials News Coverage
 Great Music Mix Special Guests
 Artist/Title Tag Given Concert Events
 "Afternoon Drive" Bluegrass Music
 "Get-Up & Go Morning Show"

Programs: Gospel Classics
 Les Butler & Friends
 Homecoming Radio
 Paul Heil Gospel Greats
 Preaching

Other: _____

5. What is your age?

<18 18-29 20-29 30-39
 40-49 50-59 60-69 >70

6. What would you like to hear more of on The LifeFM Radio Network?

7. What would you like to hear less of on The LifeFM Radio Network?

Return to: The LifeFM, PO Box 52, Greenville, SC 29602

Or complete online: thelife1031.com/survey



Rob & Liz McClure

A Timeline of Their Influence

Radio listeners may not hear Rob McClure's voice, but the fruits of his labor speak loud and clear. In his role as The LifeFM president and co-founder, Rob has built and engineered more than two dozen broadcasting sites.

Raised in Greenville, SC, Rob was exposed to Christian radio as a teenager and worked alongside his father, Bob, building and managing several commercial Christian radio stations, which were later sold to other Christian broadcasters.

Rob's passion for the technical aspect of signal development and transmission matched up well with the advances that were occurring. Eager to implement these new findings, Rob learned the ins-and-outs of wireless technology, eventually forming Zeracom, a telecom provider for area businesses.

Through the years, new FCC rules provided the ability for non-commercial radio stations to operate from a main studio and thus, expanded the potential reach of Christian radio ministries. This enabled Rob to establish The Power Foundation, a 501c3 non-profit organization, which operates The LifeFM Radio Network. Since 2010, Southern Gospel music fans have enjoyed the non-commercial entity, which inspires listeners to "live life together."

Rob's wife, Liz McClure, has been a part of The LifeFM since its inception. As its Marketing Director, her responsibilities include opportunities to network with potential clients, provide program assistance and secure underwriting support.



Liz also records a daily "Morning Devotional with Liz" segment. Concert-goers may recognize her as well, since she is an avid SGM fan and accompanies Rob to concerts and conventions.

Liz appreciates the music and the messages that are aired on The LifeFM and takes great pleasure in meeting many of the artists in person.

However, there is an even greater joy that Liz readily shares with friends and fans. "It's an extra special blessing to know that it was God's Plan to provide a liver transplant for Rob in 2012, that would enable him to carry out the vision of The LifeFM," she says. Those months of recovery were difficult, but both Rob and Liz can see how God has used that experience for His glory.



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

Fast-forward to 2018. God has continued to minister to individuals all over the USA. "I believe The LifeFM's Southern Gospel music and good Gospel preaching are part of the 'Balm of Gilead' healing we need to live in today's world," adds Liz.

Thank you, Rob and Liz!



Liz, Karen Peck and Rob



Rob and Liz pictured here with some of their immediate family at a recent concert event.

A New Voice on a New Program!



The LifeFM Program Director Rodney Baucom is the new host for Singing News Radio Network's "Top 20 Weekly Countdown" show. Rodney replaces musician Jeff Steele who had hosted the program since 2015.

"The very first job I had in Christian radio was a Top 20 countdown on a small AM station in Mint Hill, NC," recalls Rodney. Thirty years later, he has come full circle, extending beyond the local level and reaching a national audience.

Rodney states that one of the keys to happiness is to find joy in your vocation. "I love my job," he says. Most LifeFM listeners would agree with that observation.

As Rodney embarks on this new endeavor, he is enthusiastic and optimistic. "I look forward to the fun, and I hope that my influence will continue to help grow the Southern Gospel Music industry."

"Let the word of Christ dwell in you richly in all wisdom; teaching and admonishing one another in psalms and hymns and spiritual songs, singing with grace in your hearts to the Lord." Colossians 3:16 (KJV)

