

Up Date



Marshfield 93.5
La Crosse 93.7
Wausau 94.3

MAY, 2024 • VOL. 32 NO. 5

Heartbeat!



I've come to realize in the last few weeks what a great deal of stuff we can accumulate in the course of our lives. That's especially true if you live to the grand old age of 101! As many of you know my mother Mabel Louise passed away last December just a few days after her 101st birthday.

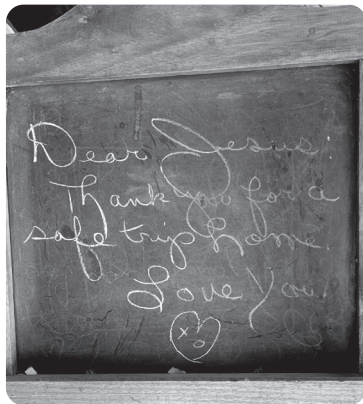
Recently our family gathered for a long weekend of sorting through my mother's treasures and trash. It turned out to be a 30-yard dumpster worth of trash. But it also was a time of reminiscing and reflecting our life as a family.

Tucked away in the corner of the garage I found a chalkboard with this hand written message from my mom. I came to learn that the sentiment on that chalkboard was written after a long road trip. But it made me think of her final road trip to Heaven and how profound that message was now. Mother's Day this year will be different for me, but I know she's finally made it HOME from her long journey here.

If your mother is still around, I encourage you to let her know how much she means to you. And, if you are a mother right now, keep laughing, loving and leading! Happy Mother's Day!

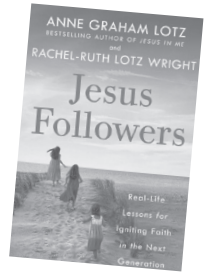
Greg Steward

WWIB/WOGO Station Manager



Passing Your Faith to Your Children

Passing on our faith to your kids does not happen by chance—it's something we intentionally pursue with prayer and joy. Yet many of us struggle to know what it looks like to live out a contagious faith in today's world.



Jesus Followers offers practical ideas, biblical teaching, and inspiring true stories from Billy Graham's daughter and granddaughter, Anne Graham Lotz and her daughter Rachel-Ruth Lotz Wright. If you want to effectively run the race of faith and pass the Baton of Truth to the next generation, for a suggested gift of \$45 or more to the ministry during the Mother's Day month of May, ask for the book *Jesus Followers*.



Mom's Night Out

Moms, we may never know just how hard you work each day, but we want to at least recognize you for all you do for others...so we're teaming up with Festival Foods to help you get a night off!

Enter online now at wwib.com/nightoff, and you could win a \$25 gift card from Festival to take a night off from cooking, AND a pair of movie passes from Micon Cinemas! And if you ever want a delicious, fully prepared meal after a hectic day, just swing by your local Festival Foods Deli and check out their huge variety of tasty Heat & Eat options!

Single Mom Saturday

WOW and THANK YOU! For the third straight year, your generosity for Single Mom Saturday blew us away! Our goal was to raise as much as we could, in just **one week**, for a **surprise** car repair fund at Bloomer Tire Center for 10 single mothers in our community! In that single week, our final total: **\$22,400!** Thank you all for showing these amazing women how much they are loved!



And thank you to all our local business sponsors this year: Days Gone By Early Learning, Ali Rud Financial Services, Marco, Wiersgalla Plumbing, Heating, and Air Conditioning, Footprints in Time Birth Center and Family Clinic, Overhead Door Company of The Chippewa Valley, Independence State Bank, Mother Nature's Food, Josef's Cheesecake, Dana Yoder of Edina Realty, AMK Cleaning Services, Visiting Angels of Eau Claire, Olson Auto LLC, Shook Family Dental, TMS Tire & Auto of Menomonie, Aroma Florist and Aroma Café, McDonell Area Catholic Schools.

Your Prize is Waiting . . .

BE SURE TO PICK UP YOUR PRIZE AT THE WWIB STUDIOS THAT YOU WON DURING HOPE IN HOOPS. We still have prizes ready to go from: Olson's Ice Cream, Mustard Seed Boutique, My Pillow, Avenue Orchard, Pizza Hut, Famous Dave's, HyVee, Mouldy's, Culvers, and Down To Earth Garden Center.

2024 Financial Update

May Goal	\$10,000.00
Giving through 4/15/24	\$6,186.64
Year-to-Date	\$33,926.87
2024 Year-End Goal	\$168,000.00

Your continued tax deductible contributions will be appreciated.

WWIB Mug Shot

Thanks to WWIB followers Jim & Linda Bain of Cantonment, FL who took their WWIB 50th Anniversary Mug all the way to Misahualli, Ecuador! Jim and Linda annually travel to support the outreach mission work to the Waorani and Quichua Indians in Ecuador's jungle interior. They sent the MUG SHOT of the WWIB mug to be counted along with the many of you who took MUG SHOTS to celebrate our 50th anniversary.



One Great Letter . . .

Every month we share a past letter from one of our listening families.

Dear W.W.I.B. Inc., January 27, 2024

Each year our small ladies church group, United Women in Faith, chooses some worthwhile organizations in the surrounding area to donate some of the money we have raised over the past year. Your radio station has, and continues to be a place to listen to awesome Christian music and you also help broadcast upcoming events for local churches – which is greatly appreciated. Your organization does many good things for the surrounding communities and we hope our donation can help in that mission. Thank you!

--United Methodist Church
Prairie Farm, WI

Our Gift to you!

You know the **unsung hero** in your family. . . **MOM.** MOM has

changed our diapers, wiped away our tears, and taught us about Jesus! Our thank-you gifts praise MOM and offer help for her continued work going forward.



For a suggested gift of \$45 or more to the ministry, ask for:

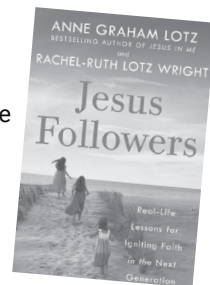


Unsung Hero by For King & Country (CD)

This 11-track collection showcases original songs from the movie **Unsung Hero** and inspired by the Smallbone family's radical risk, bravery, and faith. Featuring guest artists Amy Grant, Michael W. Smith, Rebecca St. James and others.

Jesus Followers by Anne Graham Lotz & Rachel-Ruth Lotz Wright (book)

This book offers real-life lessons of practical ideas and biblical teaching from Billy Graham's daughter, Anne Graham Lotz and her daughter Rachel-Ruth Lotz Wright. If you want to ignite faith in your children and grandchildren and effectively run the race to pass the Baton of Truth, this book is for YOU!



In the Basement

What do you do when something falls behind your couch? Your piano? You get on your knees and grab a yard stick to get it back! When something fell behind

Michelle's desk at WWIB, she got on her knees and not only found what fell down, she also found a manual, tickets yet to be picked up and string cheese—well-aged!!!



If you prefer:

Contact Us Today By Phone or Online!
715-723-1037 or wwib.com



Thank you for your continued contributions to the ministry of Western Wisconsin's Inspirational Broadcaster Inc.

Gift offers expire May 31, 2024



WEEKLY PROGRAM GUIDE

MONDAY - FRIDAY

- 12:15 am Focus on the Family Minute ♥
- 3:15 am Insight for Living Minute ♥
- 2:00 am Unshackled ♥
- 5:00 am Compassion Radio
- 5:30 am WWIB Wake-Up Show
- 7:00 am WWIB Wake-Up Show
- 9:00 am Focus on the Family
- 9:30 am Mid-Mornings with Michelle
- 9:50 am Seeking Him ♥
- 10:40 am Everyday Matters ♥
- 11:00 am Pat Wahl
- 11:45 am Revival Outside the Walls ♥
- 12:00 noon Greg Steward
- 12:50 pm Breakpoint ♥
- 2:00 pm Dawson on the Drive
- 2:20 pm Revival Outside the Walls ♥
- 6:20 pm Seeking Him ♥
- 6:30 pm Focus on the Family
- 7:00 pm Insight for Living ♥
- 8:05 pm A New Beginning with Greg Laurie ♥
- 9:15 pm Sharing Hope with Joni ♥
- 9:40 pm Revival Outside the Walls ♥
- 10:05 pm Summit Life with J.D. Greear ♥
- 11:00 pm Thru the Night with Rod Larson

SATURDAY

- 12:00 am Thru the Night
- 12:15 am Focus on the Family Minute ♥
- 3:15 am Insight for Living Minute ♥
- 6:05 am God's Great Outdoors ♥
- 7:00 am Sam Aberle
- 1:05 pm Twenty the Countdown Magazine ♥
- 6:15 pm Adventures in Odyssey ♥
- 9:00 pm TOP 22
- 11:00 pm Thru the Night with Rod Larson

SUNDAY

- 12:00 am Thru the Night
- 12:15 am Focus on the Family Minute ♥
- 3:15 am Insight for Living Minute ♥
- 5:00 am Praise & Worship
- 8:00 am Focus on the Family Weekend ♥
- 9:30 am Moody Presents ♥
- 11:07 am Bethesda Lutheran Church
- 12:05 pm Christian Music Rewind ♥
- 2:00 pm Dawson Halvorsen/Zach Wojtczak
- 3:00 pm Weekend Top 20 ♥
- 5:10 pm Chippewa Valley This Week (bi-monthly)
- 7:00 pm Clean Country ♥ Gospel from the Countryside ♥
- 10:30 pm Unshackled ♥

Twenty the Countdown Magazine



God's Great Outdoors



The Odyssey gang Adventures in Odyssey



Focus on the Family Weekend



Dr. Mark Jobe Moody Presents

Christian Music Rewind



Weekend Top 20

Chuck Swindoll
Insight for Living



Big George with George Younce
Gospel from the Countryside



♥ Indicates a program sponsored by Western Wisconsin's Inspirational Broadcaster, Inc., and is aired in response to your tax deductible financial support of that program to W.W.I.B. Inc.