



Marshfield 93.5
La Crosse 93.7
Wausau 94.3

UpDate

JANUARY, 2024 • VOL. 32 NO. 1

Heartbeat!



The end of 2023 and the beginning of 2024 provides us with an excellent opportunity to wipe the slate clean and make a fresh start! I wonder if it might have been the end of the year when the Apostle Paul wrote the book of Philippians when he said, **Forgetting those things which are behind and reaching forward to those things which are ahead, I press toward the mark for the prize of the high calling of God in Christ Jesus.** He must have been thinking of his future.

The old year is dead and we must let it go! God, in His providence has brought us out of it. Its evil is gone and the good survives. Those who know the Lord Jesus as their Lord and Savior can let go of the past and move ahead with assurance because Jesus provides forgiveness and HOPE! Having confessed their sin, *forgetting those things which are behind*, they can with confidence face the future, *reaching forward to those things which are ahead.* (Phil. 3:13)

Remembering God's faithfulness and forgetting our past mistakes will make entering the New Year a time of wonderful anticipation. We can leave the sins and failures of this past year behind us, accept His forgiveness, and press on to higher goals. Let's each of us follow Paul's instructions and **reach out to the high calling in Christ Jesus** throughout the New Year!

Lovingly,
Mabel Louise, WWIB Co-Founder

Your Partnership

Our annual W.W.I.B Inc. meeting of the Board of Directors capped off our 50th year Mug Shot celebration! We are all so grateful to you and our faithful Lord for your generous support in 2023 of the ministry provided!! We anticipate a glorious beginning of the next 50 years to broadcast the Gospel through the airwaves in western Wisconsin via 103.7 fm, and the WWIB translators: 93.7 fm LaCrosse; 94.3 fm Wausau; 93.5 fm Marshfield and online streaming throughout the world!



Priorities and Passion

If you've been a listener who sees the importance of regularly supporting the ministry of Western Wisconsin's Inspirational Broadcaster Inc.'s 20 Christ-honoring programs, then consider joining the growing number of believers who have **prioritized their passion through a recurring gift.** Just one click on the GIVING TAB and "recurring" will allow you to choose the amount, the date and frequency of your recurring gift. It will automatically gift W.W.I.B. Inc. on your behalf with a tax deductible amount.

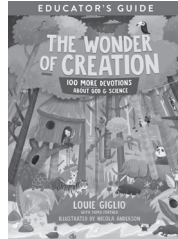


2023

100%
75%
50%
25%
0%

Financial Update

January 2024 Goal \$10,000.00
Year-To-Date Giving thru 12/15/23 \$9,823.53
2024 Year-End Goal \$168,000.00
Your continued tax deductible contributions will be appreciated.



Why is snow white?

What is a rogue planet? Is the earth really flat? Have you ever wondered about that? For a child learning about God, the January gift offer will open up the truths that answer 100 questions about God's magnificent creation. Explore the wonder with known scientific facts, Bible verses, prayer, fun activities and incredible photos. **Start the New Year** by strengthening your child's faith . . . and, yours! For a suggested gift of \$45 or more to the ministry, during January, ask for **The Wonder of Creation by Louie Giglio**, another in his "Indescribable Kids Series".

60 Ways in 60 Days



During our "60 Ways in 60 Days" campaign for **Feed My People Food Bank**, we asked you to match the \$5,000+ given by our sponsors - thank you for your wonderful response to this challenge! The WWIB sales staff were able to accompany **Feed My People** on stops to local food pantries in Colby, Chippewa Falls, Eau Claire, and Spooner for special Christmastime deliveries.

We heard many stories: elementary children unable to concentrate at school because of empty bellies; middle schoolers ashamed to accept food out of fear they'll be bullied...but also stories of senior citizens finding food and friendship at their local pantry.

Your gifts helped encourage these vital local organizations all throughout West Central Wisconsin, reminding them that they are not laboring alone. Thank you to our incredible business sponsors, and to all who prayed for and gave generously to bring hope to many, echoing the True Giver!



Upbeat!

- Thank you for 50 years of brightening my day. Keep up the good work! -- Rib Lake, WI
- Thank you for all you do at WWIB! I am so looking forward to reading the Otter B series to our grandkids. — Cadott, WI

Merry Christmas Quilts!



Last year's quilts from the Warmth from Wisconsin Quilt Contest blessed many a heart through Agora Ministries Christmas party in San Antonio.

Gloria Ann, next to Roger Audorff on the top left, was a former drug addict who has been clean for a few years and loves the Lord! Gloria's mother, who was a volunteer

with AGORA for years, just passed away a month ago. Gloria Ann told me that she was sitting in her seat praying that she could have one of these beautiful quilts in memory of her mother while we were drawing...and was so thankful to God when her number was called!! God is good!

Thank you so much WWIB quilters for this ministry to the people living in the rough inner-city of San Antonio!!

One Great Letter . . .

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

Dear WWIB,

December, 2022

What can I say but "thank you" for being God's instrument! I watched the two videos I "won" in "The 12 Days of Bundles", and what joy they brought as I see the word of God lived out. . .

God has been good to me, and being the movie hound I am, I thank you for the movies and the talk that Rita and I had because of the DVD's.

Persist in God!

-Eau Claire, WI

Calling All Cancellations

When stormy weather or other issues shorten or cancel the school day or postpone your church or organization's event, call WWIB/WOGO to notify our listeners over-the-air. We'll also post it on our website. Call 715-723-1037 or use our Listener Line.



WWIB'S LISTENER LINE
715-396-1670
LEAVE A TEXT OR A VOICEMAIL!

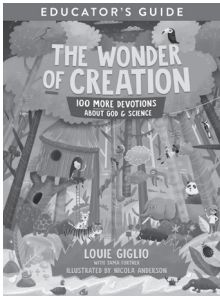
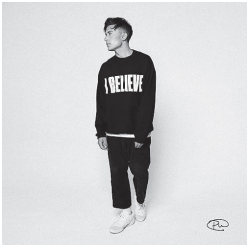
Our Gift to you!

It's 2024. . . a New Year to join with all of creation praising God who works all things for good according to His purpose! During January, we invite you and your family to worship God in song and by learning more about His creation!!!



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

I Believe by Phil Wickham (CD)
Three years in the making, *I Believe* features the song, *This is Our God*. Phil says, *This project brings to life joy that isn't based on circumstances but identity in Christ alone*. The 13 songs are a declaration of faith, hope and truth!!!



The Wonder of Creation by Louie Giglio (Book for Kids)

Start the New Year by strengthening your child's faith . . . and, yours! Open up the truths that answer 100 questions about God's magnificent creation. Explore the wonder with known scientific facts, Bible verses, prayer, fun activities and incredible photos. Another book in the "Indescribable Kids Series".



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 January 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
- 9:15 am Sharing Hope with Joni ♥
- 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.