

UpDate



Marshfield 93.5
La Crosse 93.7
Wausau 94.3

APRIL, 2024 • VOL. 32 NO. 4

Heartbeat!



The sun warms, grass grows, trees bud, flowers bloom, bees buzz, birds arrive. SPRING HAS SPRUNG AND "HOPE SPRINGS ETERNAL". But what about when tragedy strikes? Like January 28, 1986 when the space challenger exploded shortly after take-off and we lost everyone, including our first teacher in space, Christa McAuliffe. Then President Reagan quoted, "they have slipped the surly bonds of earth to touch the face of God." (John Gillespie Magee Jr., Canadian Air Force, 1941)

But what about when my sweet wife Lil received the news, no cure and your time on earth will soon end. Is there hope then? **YES!** Lil and I placed our hope in Jesus who said, *I am the way, the truth and the life. No one comes to the Father except through me.* **HOPE IN JESUS DOES SPRING ETERNAL!** I live in that hope now after her passing to Jesus, October 25, 2023.

At WWIB we have hope and we broadcast hope. You help us with this important ministry with your prayers and gifts. THANK YOU! Romans 15:13 says, *May the God of hope fill you with all joy and peace in believing so that by the power of the Holy Spirit you may abound in hope.* Amen!

Abounding in hope,
Rod Larson
WWIB host of *Clean Country*

VOTE!

Someone struggled for your right to vote. Use it!
–Susan B. Anthony, Women's 20th century suffragette activist
2024 will provide Wisconsinites 18 and older three more opportunities to vote, the soonest of which is the Spring Election and Presidential Preference Vote, April 2nd.

Statewide, in addition to voting in the presidential primaries, voters are also being asked to weigh in on two referendums. Locally ballots will offer a varied mix of mayoral, city council, county board, school board, judicial, and school referendums for voters to decide on.

To verify what's on your ballot and where you vote go to: myvote.wi.gov.



2024 Financial Update

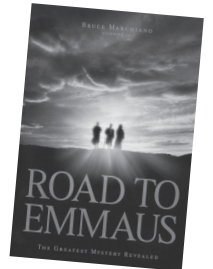
April Goal.....	\$12,000.00
Giving through 3/11/24.....	\$6,084.18
Year-to-Date.....	\$22,209.83
2024 Year-End Goal.....	\$168,000.00

Your continued tax deductible contributions will be appreciated.

Road to Emmaus

You've been in that situation where someone tells you something, but you're not quite sure it's true? That's what happened to believers after Jesus' crucifixion: he told them that he'd be back. Really? The Romans just killed him!

Road to Emmaus follows two first-century travelers who were joined by a stranger who knew so much about the ancient Scriptures about which they talked. Hear what he said Jesus promised about his return. During April for a suggested gift of \$45 or more to the ministry, ask for the DVD **Road to Emmaus**.



Single Mom Saturday

As Mother's Day approaches, WWIB will be hosting our third annual "Single Mom Saturday," a special event to bless 10 local single mothers and their children. Last year, through your incredible generosity, you turned the matching funds from our business

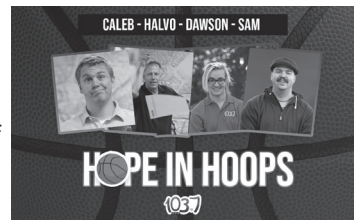
sponsors into **\$23,000** for a SURPRISE Single Mom Saturday vehicle repair fund!

Will you help us once again? **This year's one-week matching challenge will be from April 6th - 12th!** Let's show these single mothers how much they are accepted, welcomed, and loved.

If you can help, just go to WWIB.com/SingleMomSaturday!

Hooping it UP

March flew by here at WWIB with so many basketballs flying through the hoop for **Hope in Hoops!** Because of your generous pledges, the netted outcome was over-the-top! Thank you to so many of you listeners who stepped up to the line to join W.W.I.B. Inc.'s annual March **funraiser** in-studio as a guest shooter. Many of you will be visiting the **Hope in Hoops** 20 Day Sponsors who donated the prizes that you won. Stop by the WWIB studios to pick up your winnings, and tell the Sponsor thank you for supporting **Hope in Hoops!**



- *Culvers * MyPillow *Onefest *Josef's Cheesecake *Markquart Motors
- *HyVee *Kwik Trip *Mouldy's Archery & Tackle *Family Fare
- *Mustard Seed Boutique *Famous Dave's *Pizza Hut *Action City
- *Olson's Ice Cream *Chippewa Candy Shop *Down To Earth *Micon Cinemas *Avenue Orchard *One Source Imaging *Festival Foods

STICKER PATROL

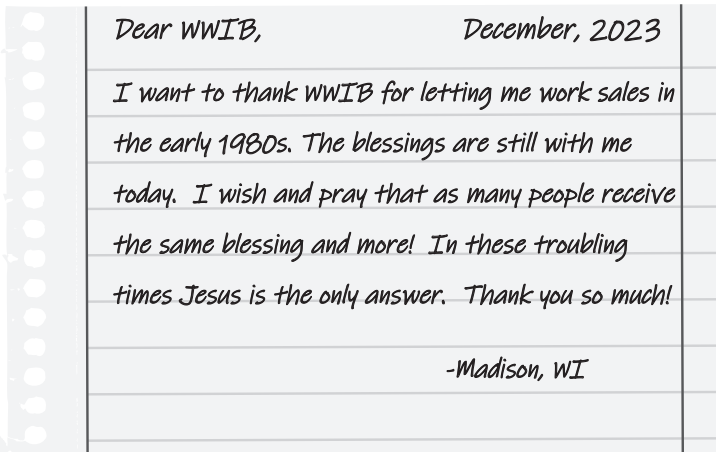
HAVE YOU TRADED IN YOUR CAR?

Put a WWIB Bumper Sticker on your new ride! Stop by the studios to pick-up yours! Come and get it!



One Great Letter...

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

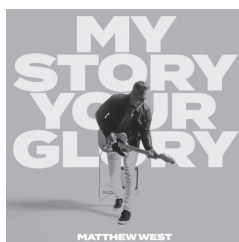


Our Gift to you!

If you're looking for Spring, it's here! With a mild winter behind us, we're looking forward to God's creation in full bloom once again. During April, our thank you gifts shout God's magnificent plan of redemption and resurrection!



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

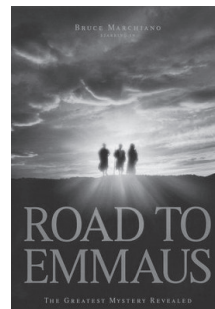


My Story Your Glory by Matthew West (CD)

A 2 CD-set features stories of his own and others showing how God works in our everyday lives, followed by 10 worship songs that glorify God. Together Matthew West's music creates "My Story Your Glory".

Road to Emmaus (DVD) Dove rated "Faith-Friendly" for all ages

Road to Emmaus follows two first-century travelers who were joined by a stranger who knew so much about the ancient Scriptures about which they talked. Hear what he said that Jesus had promised about his return. A great overview of the Old and New Testament teachings!



Did you send in your pledge?

If you didn't get your Hope in Hoops pledge in during March, be sure to send it in during April. Thank you for joining in the fundraiser by supporting Western Wisconsin's Inspirational Broadcaster Inc. during our annual **Hope in Hoops!**



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 April 30, 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 Ma♥ers ♥
- 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♥amily
- 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



"UNSHACKLED!"



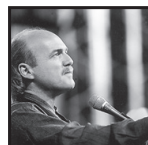
Barry Meguiar Revival Outside the Walls



Joni Eareckson Tada Sharing Hope



Nancy DeMoss Wolgemuth Seeking Him



Greg Laurie A New Beginning



Debbie Griffith Everyday Matters



J.D. Greear Summit Life



Rod Larson Thru the Night Clean Country



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.