



Illuminations

From the desk of

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Three-in-one

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*“God is light,
in Him there is
no darkness at all.”*

John 1:5



We live in a day where we are constantly bombarded with marketing slogans, catchy phrases and now, code-like abbreviations that come mostly from texting. For example, BOGO is the short form for Buy One Get One free, which encourages us to buy multiples of the product we probably didn't even need to purchase in the first place...but that's another topic for discussion another day.

However, recently I was reflecting on the diverse nature of our listening audience and the challenge we face in trying to present our core message of Good News from God's Word to them. Often, a decision is consciously made to "narrowcast" to a specific demographic segment of people while somewhat ignoring the rest. Radio stations in a large metro area can do this because that segment, while consisting of just a small percentage of all radio listeners, represents a very large number of people. But we have been given the challenge of reaching a larger percentage of a smaller total audience, so that "lives are changed for Eternity," to quote our Mission Statement.

So, I see three distinct segments of listeners in our audience. **The First**, those that have little or no spiritual basis, but are seeking something (they don't know what) to enrichen, entertain or enliven their daily life...**I call them Square One listeners. The Second group, which I call the Status Quo Christians**, are in a maintenance mode of supporting a marginal spiritual walk that is in need



of daily encouragement and distraction from the common stressors of daily life. More feeling oriented, they look to music and ministry-light programming to help them get through the day. **Finally, thirdly, we have the Second-helping Christians** that are hungry for the meat portion of our daily broadcasts and not satisfied with Christianity Light. Whether it

supplements a strong, local church ministry or provides the sound teaching and preaching that is absent from their home church, they hunger for a deeper walk in God's Word. **All three represent a legitimate need, and we can and do provide that every day...see...3 in 1!** All that to say that we consciously strive to reach all who listen at their point of need, and after all, isn't that the beauty of God's Word:

Blessed are they that hunger and thirst after righteousness: for they shall be filled (Matt. 5:6)

It's why "We Broadcast God's Word through music and ministry so that lives are changed for eternity."

It's also why your prayers and financial support are so critical, so thank you for all you do! Just thought you'd like to know.



Scan to donate!

- WBGW 101.5 FM**
Evansville
- WBGW 1330 AM**
102.5 FM
Evansville
- WBGW 106.5 FM**
Owensboro
- WBHW 88.7 FM**
Loogootee
- WBJW 91.7 FM**
Albion
- WBFW 94.5 FM**
Smith Mills
- WBGW 93.7 FM**
Tell City

From You

St. Francisville, IL — I listen to your station all most every day, 88.7 or 91.7. I enjoy the ministry and music, a big help in my recovery.

"Lives changed by the application of God's Word through music and ministry"

This Month's *Daysponsors*

2/6- In memory of the life and home going of Kenny Goins by Diann Goins & Jim Battista

2/18- In honor of this day by Anonymous

2/19- In celebration of their 25th wedding anniversary by Phil and Melody Plisky

2/26 - In memory of Isaac Scott's birthday by Scott and Barbara Watson

2/27- In celebration of the day she accepted Christ by Ms. Lori Jeffries

Trivia Time!

Join us for an afternoon of fun and fellowship and yes, some competition! Get your team together for **March 1st**, from **1:00 pm – 4:30 pm**. We will be meeting at the Vanderburgh County 4-H Banquet Hall. This is a **free** event (not a fundraiser) but registration is required to plan the tables (and snacks!). Lots of Bible trivia and time to fellowship! **Call 800-264-5550** to register!



Branson Trip

Our Branson trip, scheduled for **April 28**, is full but we will put your name on a waiting list if you are still interested in going.

Frequently Asked Questions

We are often asked what it means when we say we are a non-commercial radio station. The FCC allows certain frequencies for non-commercial radio stations. All Thy Word Network (AM and FM) stations operate as non-commercial radio stations. We are not allowed to sell airtime. There are restrictions regarding wording of our PSA's. The FCC licenses us to use each of the frequencies we broadcast on and therefore, we must follow guidelines set forth in the FCC procedural manual. For more information, contact our office.

Listener Letters

Newburgh, IN - God bless you and keep you! Praying and Listening!

Owensboro, KY - Thank you all for all the work you do! God has blessed your work in many ways. I have enjoyed many programs for many years.

Petersburg, IN - Love the station! Thank you for keeping it going.

Boonville, IN - Thank you for broadcasting the truth every day! In a crazy and mixed up world, you have remained faithful to God! Thank you so much for a radio station Christians can listen to, be encouraged and also grow in the Lord!

From You

Rockport, IN — Listening and praising God for you and praying for you!

thyword.org