

CMB Nominee Statement

WCSG is more than a radio station, we are a ministry. A family. An invitation to be in relationship with God and with each other through music, prayer, events, and outreach that connect people at home and worldwide. Everything we do, from the music we play, the messages we send, and the opportunities we provide; it is done in service to Jesus Christ and the Great Commission He's tasked us with.

WCSG began over 50 years ago, and we have grown to consistently be one of the top three radio stations according to Nielsen. Having one of the largest coverage areas in the state, we are blessed with an opportunity to reach hundreds of thousands of people with the Gospel message, not just through our encouraging on-air content, but through prayer and collective worship, events that lift-up families and energize faith, and opportunities to partner with listeners to be in service to others. As Christ-followers, we are intentional about maintaining a presence on-air and off that is approachable, authentic, and active within our community.

Partnering Together to Serve Others:

WCSG regularly invites our listeners to partner with us to rally around those facing hardship in and around our communities. Last spring, we donated over 360 pillows to area shelters, each having a pillowcase imprinted with Scripture verse Matthew 11:28-29; giving people without a home encouragement that they can always find rest in God.

We also held Fresh Start, a community connections drive that collected personal hygiene items for school-age children, with an emphasis on feminine and ethnic-specific products. Listeners were invited to stop by our studio with their donations, allowing us to collect over 3000 items that we had the honor of sharing with 11 different schools and shelters.

Perhaps our most powerful event last year was our new initiative called Holiday Heart. WCSG invited listeners to secretly nominate families they personally knew who were facing difficulty coming into the Christmas season. Each week WCSG's on-air morning team surprised a selected family by calling with news that they'd be receiving a gift card to help alleviate some of the stress that often comes with the holidays. Listeners were so moved by the stories of these families and their reactions upon receiving a gift that they voluntarily called in and offered to contribute additional funds; allowing us to bless more people than originally planned. The outcome of Holiday Heart was an opportunity to see God's hand at work in real time, and we feel incredibly blessed to have been a vehicle for it.

Winter 2023 marked our 16th year partnering with Orphan Outreach and listeners to support vulnerable children in Kenya; a relationship that to-date has culminated in 550 listeners joining us to travel abroad for mission work and over 827 individual child sponsorships. This past May WCSG was awarded the Children's Hope Award, an honor given to organizations whose leadership significantly advances the mission of Orphan Outreach. The legacy of

this amazing relationship continues, with listeners purchasing 20% more backpacks for school children in Kenya than we had originally planned during our January 2024 Days of Hope campaign.

Lifting-Up Families and Energizing Faith:

In addition to outward-facing activities, WCSG also provides opportunities that impact our listeners directly. Last year marked our 37th annual Father-Daughter Banquet, with over 1,250 dads and daughters in attendance. This formal event fosters the vital relationship between father and daughter through music, food, praise, and activities that celebrate and support God's perfect design of the family.

Last year also launched a pilot program for kids called "Saturday Sidekick," where children between the ages of 10 and 17 get to be a "DJ for a day" alongside our afternoon on-air team. This allows us to engage with our young listeners and their parents, expose them to the world of radio, and show them that talking about Jesus can be easy and fun.

Finally, WCSG invited listeners to "You are enough in Jesus," an event led by best-selling author and podcaster Ruth Chou Simons. With women making up 64% of our audience, this topic presented an incredible opportunity to provide our most faithful listeners with a lifegiving message every woman deserves to hear.

Prayer and Collective Worship:

Prayer is a critical part of WCSG's daily operations. When listeners call-in with stories of joy or heartbreak, not only will our radio hosts pray over them on-air, but every Monday morning WCSG staff gathers to pray over them as well. That people share their most vulnerable moments not only with us but with our entire listening audience is testimony to the sense of community people find with our station.

Last year also marked WCSG's 50th anniversary of being on-air; an achievement that could only be reached with the support of God through our listeners. We began the year with an anniversary Gala featuring a special message from Tim Tebow and praise led by Christian music artist Brandon Heath and closed the year in collective celebration with a worship concert featuring Mercy Me; an event with over 7000 people in attendance.

We are intentional about cultivating a culture where WCSG is viewed as a space that embodies the love of Christ. That we continue to exist after five decades reveals that the community view us not just as a source of music, but of relationship. Our hope is that every person who listens to us will find the light of Christ, and that they will go on to be a light for others. All praise to God for His mighty work in our ministry.