



BELIEVER'S BROADCASTING CORPORATION

220 North 6th Street, Quincy, IL. 62301

KJIR 91.7 "The Cross" Radio 217-221-9410

www.kjir.org

Not-for-Profit
Organization
U.S. Postage
PAID
Permit No. 4
Quincy, IL
62301

August 2016

Thank you to all of our supporters who make KJIR Radio possible! The Webster's 1828 American Dictionary defines your service as: To bear; to supply funds for or the means of continuing; as, to support the annual expenses of government. Your support allows us to continue the broadcast of Christian Music which is very important because we live in a day and an age where "political correctness" has wreaked havoc on our way of moral life.

This is not the same America that I grew up in. **Psalms 9:17 says, "The wicked shall be turned into hell, and all the nations that forget GOD."** Anytime you remove GOD you remove light.

1 John 1:5 declares to us, "that GOD is light, and in HIM is no darkness at all." By supporting Christian Radio you are resisting the attempt of those who want to plunge our society into spiritual darkness. Think about it, every time you give your monthly support you are resisting the darkness. It is so much bigger

than you or me being able to hear Christian music, it's about resisting the darkness that wants to take over our society. But the Good News is "**In HIM (that's JESUS) was Life; and the Life was the Light of men. And the Light shineth in the darkness; and the darkness comprehended it not.**

John 1:4 & 5. Light always overcomes darkness and as children of Light (1 Thessalonians 5:5) it is our obligation or duty to pierce the darkness. You can feel good knowing that every time you give to KJIR you are contributing to the fight to make our world a better place, **THANK YOU.**

With that said I would now like to point out that there are two kinds of supporters that we at KJIR depend on. First we have the individual like you, Praise GOD for the individual who sends in what they can to continue the work. Because you care enough to give we can bless this community with **THE LIGHT.** Then second we have the underwriter. From time to time you hear underwriting messages on our station,

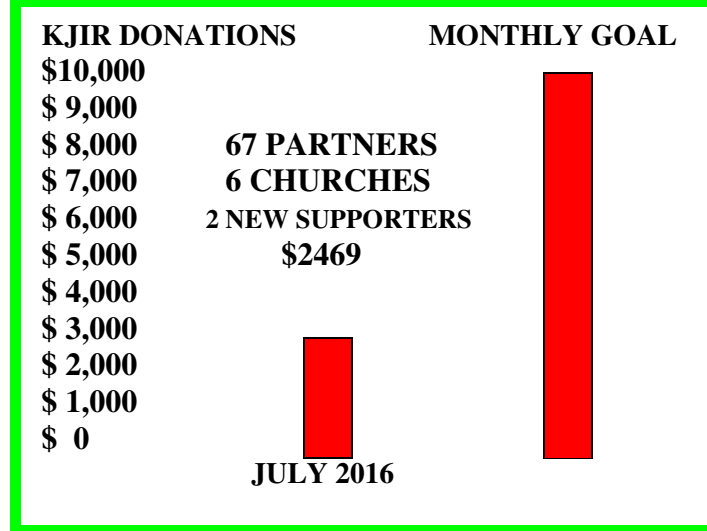
our station, but "What is underwriting?" The F.C.C. authorizes non-commercial stations (like KJIR) to acknowledge gifts or grants from businesses, organizations, or churches who underwrite specific programs or portions of our programming. Recognition of those gifts on the air is referred to as an underwriting message. Underwriting is a non-commercial radio station's answer to commercials. While different in some areas from commercial advertising, underwriting continues to be a cost effective and community minded way to get the message out to the public about your business, organization, or church. While underwriting is not advertising it can provide some of the same benefits plus some that commercial advertising can't offer. Research indicates that public radio is an excellent public relations tool.

Continuing...

Listeners have a positive image of companies that support Christian radio and report their purchasing decisions are positively influenced by such support. Why do listeners have a positive image of those who underwrite? Because it shows that they care about the world we live in and that they want the light to shine in the darkness. If you have a business, organization, or church and you want to join in and fight the darkness and at the same time let others know about you then give KJIR a call and let's partner together and fight the darkness. Call 217-221-9410 or toll free 888-909-9410.

Email underwrite@kjir.org

Thank You,
Michael Wortman



KJIR Radio Is A Listener Supported Christian Radio Station

Words of the wise...Sanctification...

And now in the light of his revealing we behold Christ, the perfect One, who walked in sinless perfection through the world in His incarnation, waiting to come and enter our hearts, and dwell in us, and walk in us as the very substance of our new life, while we simply abide in Him and walk in His very steps. It is not merely imitating an example, but it is living the very life of another. It is to have the very person of Christ possessing our being – the thoughts of Christ, the desires of Christ, the will of Christ, the faith of Christ, the purity of Christ, the love of Christ, the unselfishness of Christ, the single aim of Christ, the obedience of Christ, the humility of Christ, the submission of Christ, the meekness of Christ, the patience of Christ, the gentleness of Christ, the zeal of Christ – and the works of Christ manifest in our mortal flesh.

A.B. Simpson

ATTENTION ALL BUSINESSES & CHURCHES KJIR IS LOOKING FOR UNDERWRITERS

What is underwriting? The F.C.C. authorizes non-commercial stations (like KJIR) to acknowledge gifts or grants from businesses or churches who want to support specific programs or portions of our programming. Recognition of those gifts on the air is referred to as an underwriting message. Research indicates that Christian radio is an excellent public relations tool. Listeners have a

**The Cross
KJIR
91.7 FM**