

12 Unique Advantages of WIHS-FM 104.9 Christian Radio

JESUS
SAVES

1. **WIHS unashamedly proclaims the Good News of Jesus Christ every day!** We are overtly evangelical. Leaders, managers and staff are committed Christ-followers who believe in and support our mission and ministry. We are operated by CT Radio Fellowship, a non-profit 501c3 organization with clear Statements of Faith & Purpose.



2. **WIHS leadership, management, staff and volunteers are Connecticut residents.** Because we're your neighbors, we immediately cover and effectively communicate news and weather to you, from a distinctly Connecticut-centric perspective.



3. **WIHS produces local, Connecticut-based original content,** including a daily on-air devotional called *Bread of Life*. More than 40 local pastors create and deliver messages for this program, which is recorded at the WIHS studio. Other WIHS-produced programs include *Daily Thoughts*, *Faith & Ministry News*, *Family Prayer Circle*, *Ministry Roundtable*, *Morning Cheer*, *Reading Room*, *Spectrum of Sound*, *The Salt Mine* and *WIHS Journal*. We feature 20 newscasts/day on weekdays, 16 newscasts on Saturdays, 10 newscasts on Sundays, plus traffic/weather updates.



4. **WIHS refers listeners and the public to local churches and ministries.** As we talk with listeners, we play an important, informal networking role by suggesting local Christian resources and events that may be of help.

maturity

5. **WIHS is 100% commercial-free and debt-free,** funded by listeners and donors. We do not charge ministry programmers for air time. We enjoy a freedom in decision-making about policy and content that comes from not being manipulated by well-meaning but overly-aggressive programmers, advertisers and special interests. This also makes the listening experience more pure. Our total operational costs are about \$100/hour vs. over \$1,000/hour for comparably-sized radio stations in CT.



6. **WIHS features rich, diverse, mature Christian content.** We seek to represent and broadcast the diversity of quality, doctrinally-sound, Bible-based, Christ-exalting music, preaching and teaching within the Body of Christ. We request our programmers to follow our non-commercial policies and limit their appeals for financial support.



7. **WIHS is "live" 24/7,** on the air at 104.9 FM and online at WIHSradio.org. We are the only station of its kind on the FM dial in CT, with a potential signal range audience of over 2 million souls, plus an unlimited reach online.



8. **WIHS has a content-rich website designed for listener benefit.** The site features web links to WIHS programmers, opportunities to make song requests, a community calendar, resources and more.



9. **WIHS is personal. We really answer the phone!** There is always someone at the station to take your call.

TAKE THE TOUR

10. **WIHS provides 29 hours of news and public affairs a week,** plus local faith and ministry news segments.



11. **WIHS is physically based in Middletown, where we offer pre-planned studio tours** for homeschool groups, church youth groups, and other groups that are interested in seeing what God is doing here at this radio ministry.

12. **WIHS welcomes local outreach opportunities** to speak, showcase who we are, and share free materials at churches, Christian and community events. We have indoor and outdoor displays that we can bring to your site.

Please make a difference for the Kingdom of God by getting involved!

- Pray that God would use WIHS to lead more souls to Christ and edify more saints.
- Invite WIHS to be part of your church's next missions fair and/or missions budget.
- Encourage church members and friends to listen to WIHS on the air and online for "hope and encouragement."
- Invite us to speak or participate in your upcoming event.
- Participate in *Faith Sharing* and our annual Gala, become an ongoing donor, include us planned/legacy giving.
- Place a link to the WIHS website on your church's website and social media—and install our App.
- Promote WIHS via worship service announcements, slides, videos and your various communications platforms.
- Distribute WIHS promotional tools (pens, Invitation to Listen Cards, bumper stickers, program guides, newsletters.)

HELP