

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.

100% FREE

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