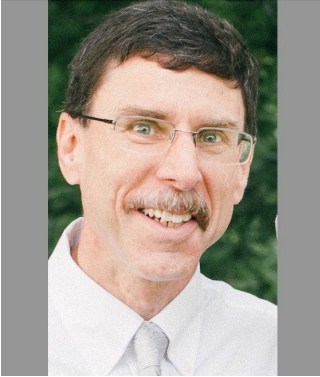


TODAY



AUGUST 2026

ARTICLE #2 OF 3

- Community News That Matters Nationwide • Award-Winning
- Recording Connecticut's Underreported Upside
- Covering the Heart of the Farmington Valley and Beyond

By Bruce William Deckert

Editor-in-Chief

Today Magazine Online, TodayPublishing.net

Broadcast Exclusive – WIHS offers refreshing radio format



Connecticut's Oldest Christian Station Features Commercial-Free Format

The board president of WIHS Radio has provided an exclusive interview for Today Magazine Online — this is the second feature in a series

At first glance, the question regarding the longest-running radio station in Connecticut is a potential paradox — because two stations can legitimately lay claim to the title of Oldest Radio Station In Connecticut.

WTIC and WDRC were both established more than a century ago. The key to resolving the paradox depends on one's historical and alphabetical perspective.

WDRC debuted on December 10, 1922. But the station launched with different call letters — namely, WPAJ — and rebranded as WDRC on February 21, 1925.

WTIC started broadcasting on February 10, 1925. So if the litmus test for Connecticut's oldest currently broadcasting station is when the call letters were introduced, WTIC claims the oldest and longest-running crown by 11 days. However, WDRC is the prevailing answer to the trivia question: What is Connecticut's oldest radio station?

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Meanwhile, the answer to the question regarding the oldest religious radio station in the Constitution State is more clear-cut — namely, WIHS.

WIHS is the pioneer in Christian radio broadcasting in Connecticut, according to the WIHS website. While no direct independent sources confirm that WIHS is Connecticut's oldest religious station, per ChatGPT, WIHS is generally recognized as the state's first and longest-running Christian radio outlet.

Located at 104.9 on the FM dial, Middletown-based WIHS has existed for more than a half-century.

"WIHS crackled live on 104.9 FM for the first time at 12 noon on October 11, 1969," says Matt Harper, the station's general manager. "The very first song played was 'Great Is Thy Faithfulness' — since that time, the story of WIHS indeed has been a continual testimony of God's faithfulness."

Owned and operated by the nonprofit Connecticut Radio Fellowship, WIHS is listener-supported and commercial-free. The call letters stand for We're In His Service.

Safe to say, the noncommercial dynamic is a refreshing change-of-pace in a radio realm that typically interrupts broadcasts with advertising pitches in order to drive revenue for salaries and other operating expenses. So a case can be made that WIHS is not only listener-supported but also more listener-friendly than commercial radio stations that broadcast sometimes-annoying audio ads.

Drew Crandall is the volunteer board president for WIHS Radio. A resident of Ellington, he is the founder and president of Vernon-based marketing firm Keep In Touch. Crandall graduated from Simsbury High School in 1973 — Simsbury is located in Connecticut's Farmington Valley.

- [Here's the exclusive Q&A from Crandall on behalf of WIHS:](#)

WIHS 104.9 FM

Connecticut Radio Fellowship

South Main Street • Middletown • Connecticut

Phone — 860-346-1049

Business Email — office@WIHSradio.org

Website — www.WIHSradio.org

Social Media — [YouTube](#) • [Facebook](#)

Year Established: 1969

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- **Mission**

Connecticut Radio Fellowship serves the triune GOD of the Bible — Father, Son and Holy Spirit — through noncommercial broadcasting of instruction in the word of GOD, inspirational music and information about events of interest to the Christian community in Connecticut and nearby portions of Massachusetts and New York.

The purpose of our service is to bring glory to GOD by supporting, strengthening and equipping Christian believers and their families for service to GOD through His church, as well as to call the unsaved to repent and believe on the Lord Jesus Christ for salvation from eternal punishment. The content of our broadcasts is Christ-centered and designed to be faithful to GOD's inspired Word, the Bible.

This mission is accomplished through prayerful dependence upon GOD, who provides for our needs through our listeners' prayers, volunteer labor and financial gifts.

- **Slogan**

Your Station for Hope and Encouragement

Former slogan — Your Station for Inspiration and Information

- **Most fulfilling aspect of your work?**

Changed lives.

- **Your biggest obstacle, and how you overcome it?**

We are nonprofit, live and local, commercial-free and listener-supported. We are committed to operating debt-free. Our biggest obstacle is raising our annual operating budget, rebuilding reserves and raising funds for current and future special projects. In the summer of 2024, we launched a first-ever planned and legacy giving campaign that remains ongoing.

- **Most satisfying accomplishment?**

Bringing inspirational Christ-centered, Bible-based content (music, programs, preaching and teaching) to our listeners and being a vibrant Christian media resource for Connecticut's 3.6 million souls and beyond.

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- **Goals for the next 1-5 years?**

Expand and strengthen our influence and impact in Connecticut. Continue to morph from a Christian radio station to a Christian media ministry with an ever-growing digital footprint.



Longtime WIHS announcers Teresa Daly and Gerry Williams serve as co-hosts for the Morning Drive-Time program

- **Volunteers — how many and opportunities to serve:**

About 50 — fluctuates depending on the activity/event, from our annual telethon fundraiser in late winter to our annual gala in the fall, to displays at concerts and festivals, to helping the office staff with mailings.

- **Anecdote that illustrates how you accomplish your mission:**

Listeners' faith in Christ comes alive regularly! For example, someone is driving down I-84, sees a bumper sticker, switches to WIHS 104.9 FM, and hears a message that ministers to them.

more on next page...

- **How closely do you work with other agencies/nonprofits?**

We work very closely with Christian churches and parachurch ministries across Connecticut. This includes collaborating with them on publicity for their events, having their leaders interviewed on our programs, inviting their leaders to host radio segments, and WIHS representatives having displays and speaking at their events.

- **Interesting stats and numbers:**

On the air 24/7 for over 20,000 days!

- **Besides donations, how is your work funded?**

Occasional support from nationwide programmers (we do not charge them for airtime) and occasional bequests.

- **What was your operating budget in your most recent fiscal year?**

2025 — \$820,000

2024 — \$800,000

- **What is the salary range for your employees and management?**

2025 — \$25,000 to \$80,000

2024 — \$25,000 to \$76,000

- **Number of employees and board members:**

2025 — Full-Time: 7 – Part-Time: 12 – Board members: 5

2024 — Full-Time: 5 – Part-Time: 16 – Board members: 6

- **What do you appreciate most about the Farmington Valley?**

I'm a graduate of Simsbury High School. We particularly appreciate the churches in the Farmington Valley that are sharing the good news of Jesus and equipping believers.

- **What do you appreciate most about the state of Connecticut?**

It is a gorgeous place to live, work, worship and play. Very eclectic. Very multicultural. Rich history, lots of culture. Diverse economy. Many Christians serving the Lord.

- **What constructive change would you like to see in CT and the Valley?**

Revival! A growing number of residents who know the Lord and serve him faithfully.

This is the second story in a three-part *Today Magazine* series on WIHS and the Connecticut radio realm

TODAY publisher and editor-in-chief Bruce Deckert is a multi-award-winning journalist who believes all people merit awards when we leverage our various God-given gifts for good. He has previously worked in the communication realm at ESPN Digital Media, the Journal Register Company and The Master's School.