

MANAGER'S DESK FOR THURSDAY, APRIL 15, 2021

WELCOME TO THE MANAGER'S DESK, I'M MIKE CORNELL.

OUR SPRING LETTER MONTH MAY SEEM TO BE OLD HISTORY TO YOU. AFTER ALL, IT ENDED 2 WEEKS AGO. BUT FOR US, WE ARE STILL ANALYZING THE INFORMATION WE WERE ABLE TO GLEAN FROM ALL OF YOUR LETTERS. AND, BY THE WAY, OFFICIALLY WE ENDED UP RECEIVING 120 LETTERS MORE THAN OUR GOAL. WE ARE VERY EXCITED ABOUT THAT. IT ALSO MEANS WE WILL HAVE AN EVEN HIGHER GOAL FOR NEXT YEAR.

ONE OF THE THINGS WE TRACK CLOSELY FROM YOUR LETTERS ARE THE PROGRAMS YOU LISTEN FOR. IT'S NOT AN EXACT SCIENCE BUT IT DOES GIVE US AN IDEA AS TO WHAT IS MAKING A DIFFERENCE TO PEOPLE. HERE'S A SHORT LIST OF THE TOP PROGRAMS.

TOPPING THE LIST WAS 'IN THE MARKET WITH JANET PARSHALL' WITH 96 MENTIONS.

CAL THOMAS WAS NEXT WITH 73 MENTIONS; MOSTLY BECAUSE PEOPLE WERE THANKING US FOR PUTTING HIM BACK ON THE AIR. OUR MUSIC WAS NEXT WITH 69 MENTIONS. BIBLE TEACHING PROGRAMS WERE NEXT. GRACE TO YOU WITH 65, TRUTH FOR LIFE WITH ALISTAIR BEGG HAD 62, INSIGHT FOR LIVING AND THRU THE BIBLE HAD 58 MENTIONS EACH.

PROPHECY TODAY WITH JIMMY DEYOUNG WAS THE HIGHEST WEEKLY BROADCAST WITH 55 MENTIONS. TURNING POINT WITH DAVID JEREMIAH WAS AT 52. THE MOODY CHURCH HOUR RECEIVED 46 MENTIONS. HAVEN TODAY HAD 42 FOLLOWED BY PSALM 95 AT 41. UNSHACKLED AND THE PUBLIC SQUARE HAD 37 MENTIONS EACH. SEVERAL HAD 33 EACH; MONEY WISE WITH STEVE MOORE & ROB WEST, NIGHTSOUNDS WITH BILL PEARCE AND REVIVE OUR HEARTS WITH NANCY WOLGEMUTH. AND 3 OTHER PROGRAMS FINISHED WITH 32 EACH; MORNING WATCH, THE NEWS AND THE MANAGER'S DESK.

FOR KID'S PROGRAMS, ADVENTURES IN ODYSSEY WAS NUMBER 1 WITH 37 MENTIONS. THE BOOKSHELF AND THE BRINKMAN ADVENTURES HAD 21 EACH FOLLOWED CLOSELY BY KEYS FOR KIDS AT 20.

LIKE I SAID, THIS IS BY NO MEANS A VERY SCIENTIFIC ANALYSIS BUT IT DOES GIVE US AN IDEA. AND WE TRACK THESE NUMBERS OVER SEVERAL LETTER MONTHS TO GET A MORE ACCURATE PICTURE.

THE WRVM RADIO PROGRAMMING IS MADE POSSIBLE BY YOUR PRAYERS AND GIFTS. ALL GIFTS ARE TAX DEDUCTIBLE.

OUR MAILING ADDRESS IS: WRVM, PO BOX 212, SURING WI, 54174

OR GIVE ONLINE AT WWW.WRVM.ORG.

THANK YOU FOR JOINING ME FOR THE MANAGER'S DESK, I'M MIKE CORNELL.