

MANAGER'S DESK FOR MONDAY, NOVEMBER 2, 2020

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

JUST THE OTHER DAY A NEWS ITEM CAUGHT MY EYE AND, I MIGHT ADD, CAUGHT ME BY SURPRISE. YOU MIGHT BE SURPRISED BY IT AS WELL. HERE ARE EXCERPTS FROM THE NEWS ARTICLE.

The days of vinyl records being a nostalgic relic of the past are long gone. This year, vinyl sales have outpaced CD sales in the [United States for the first time since the 1980s](#).

Vinyl records accounted for \$232.1 million of music sales in the first half of the year, compared to CDs, which brought in only \$129.9 million, [according to a report](#) from the Recording Industry Association of America. (RIAA)

Vinyl records, also known as "records pressed on wax," were commonplace before other formats, such as cassette tapes and CDs, became the preferred mode of listening to music. But that hasn't stopped vinyl records from making a resurgence. Since 2005, sales for vinyl have grown consecutively. In the first half of 2020, vinyl revenue was up 4%, while CD revenue was down 48%, according to the RIAA.

However, the boost in vinyl interest hasn't been enough to keep physical sales from dropping. Physical sales plunged 23% to \$376 million, in the first half of the year as the pandemic continues to stall music industry norms. Concerts and visits to music stores have all but disappeared.

Despite the stunted growth of physical sales, [music streaming has continued to boom](#). Streaming is the dominate music format, accounting for more than 85% of music industry revenue.

WHICH MAKES SENSE GIVEN IT'S PORTABILITY. BUT I CAN REMEMBER THE DAYS OF VINYL RECORDS. IF YOU'RE LIKE ME, YOU HAVE A COLLECTION OF THEM STASHED AWAY SOMEWHERE. AND HERE AT WRVM, EVEN THOUGH WE NO LONGER HAVE A TURNTABLE AVAILABLE TO US, WE HAVE AT LEAST A THOUSAND OR MORE VINYL RECORDS IN OUR BASEMENT STORAGE. WE HAVE DISCUSSED DIFFERENT WAYS OF GETTING RID OF THEM BUT THAT ALL TAKES TIME. EXTRA TIME THAT IS SO HARD TO COME BY AROUND HERE FOR OUR STAFF. WE NEED TO FIND A NEW HOME FOR THEM.

TOMORROW IS ELECTION DAY. SO MANY HAVE ALREADY VOTED IT ALMOST SEEMS ANTI-CLIMATIC. LET ME ENCOURAGE YOU TO VOTE TOMORROW, IF YOU HAVEN'T ALREADY.

THANK YOU FOR YOUR CONTINUED 'VOTE OF CONFIDENCE' AS YOU SUPPORT WRVM WITH YOUR GIFTS AND PRAYERS.

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.