

MANAGER'S DESK FOR WEDNESDAY, APRIL 18, 2018

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

THE OTHER DAY A LISTENER EMAILED ME WITH A QUESTION. AS WE ANSWERED HIS QUESTION, I THOUGHT THAT MAYBE OTHERS MIGHT LIKE TO HEAR THE QUESTION, AND THE ANSWER.

[JIM] I cannot for the life of me understand why we have to hear all your frequencies 2-4 times an hour. What benefit is it to the listener? What would be wrong with just saying, WRVM, Suring?

IT TOOK SOME BACK AND FORTH CORRESPONDENCE TO FULLY GRASP WHAT HE WAS REFERING TO AND ONCE WE DID, WE TOOK ACTION. HERE'S SOME OF THE INTERACTION BETWEEN JIM AND ALAN KILGORE, OUR ENGINEER.

[ALAN] Hello, Jim. Here are some more details that might help you better understand why. We transmit the same, exact programming on all 6 of our FM stations. The legal ID is required to be at the top of each hour. When more than one station is transmitting the same programming, then we have to identify all of the stations at the same time for the Legal ID. In such cases, the FCC requires that we give the frequency between the call sign and city in the Legal ID. They presume that helps listeners to associate which station they are hearing with the frequency to which they are listening.

Jim, can you recall what day and hour that you are hearing the extra IDs or perhaps what part of the day/night you typically hear it?

[JIM] Typically it would be 2 or 3 a.m. where I would hear it four times an hour, otherwise it's always on the hour and the half hour

[ALAN] Jim, this morning I looked at the programming schedule and see that we have translator promotional announcements playing about X:15 and X:45 each hour in addition to the required legal IDs during the "overnight segments". That puts three call sign announcements within about a half-hour segment of time each of those hours.

I talked to manager Mike Cornell and we concluded that the translators do not really need to be promoted during those hours. We schedule programming several days ahead. So, in a few days from now you should notice that change.

[JIM] Yahoo, PTL Al, amen, etc, etc! We love WRVM and I'm sure all your listeners will appreciate the change.

It is surprising how many listeners call about reception problems because they didn't know that there is a better frequency for them to hear us on where they live. The purpose of the translator promos was to let them know this. Please pray that the Lord helps us find a good balance for how often to provide such announcements.

WE ARE ALWAYS HAPPY TO ANSWER ANY QUESTIONS YOU MIGHT HAVE ABOUT WRVM RADIO.

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

OR VISIT US ONLINE AT WWW.WRVM.ORG.

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