

MANAGER'S DESK FOR FRIDAY, NOVEMBER 4, 2022

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

YESTERDAY I CAME ACROSS AN ARTICLE THAT YOU MIGHT FIND VERY INTERESTING AS I DID.

Results from **P1 Media Group's** annual survey of "frequent" or "occasional" listeners to local radio stations that play only Christmas music during the holiday season show that nearly half (48%) believe that Christmas music programming should end on New Year's Eve, while 24% prefer it to continue until the day after Christmas and 16% prefer it to end on Christmas itself. The survey was conducted last week among 400 listeners age 18-54 in the top 50 radio markets.

As for when stations should start playing music, nearly half (48%) want it to start before Thanksgiving, while 27% say it should start in early November and 21% in mid-November, while 24% prefer a start around Thanksgiving. Female listeners are more likely to favor the earlier start than male listeners, who favor it by a margin of 70% to 57% in November.

I SAW THIS ARTICLE RIGHT AFTER READING THIS GREEN BAY LISTENER'S LETTER TO ME.

IN VIEW OF YOUR MISSION STATEMENT FOR WRVM, WE ARE DISMAYED THAT YOU WILL DISCONTINUE ALL OF YOUR PROGRAMMING AFTER THANKSGIVING AND THROUGH CHRISTMAS TIME – JUST TO PLAY CHRISTMAS MUSIC. A WHOLE MONTH OF JUST CHRISTMAS MUSIC IS NOT FULFILLING YOUR MISSION AS A CHRISTIAN RADIO STATION. IN YOUR REGULAR PROGRAMMING, YOU ALREADY PLAY A LOT OF MUSIC. INSTEAD OF CANCELLING VITAL PREACHING AND TEACHING PROGRAMS, WHY DON'T YOU JUST PLAY CHRISTMAS MUSIC DURING YOUR REGULAR MUSIC TIMES?

FIRST LET ME RESPOND BY SAYING THAT I AGREE WITH THEM. BUT THEN I HAVE TO ASK, WHERE DID THEY GET THE IDEA THAT WAS WHAT WE WERE GOING TO DO? EACH YEAR, STARTING THE DAY AFTER THANKSGIVING, WE BEGIN PLAYING CHRISTMAS MUSIC MIXED IN WITH OUR REGULAR MUSIC. BY THE SECOND WEEK OF DECEMBER, ALL OF OUR REGULAR MUSIC TIMES FEATURES 100% CHRISTMAS MUSIC. OUR REGULAR PROGRAMS CONTINUE TO AIR. UNTIL DECEMBER 20 – 26, THEN WE DROP SOME OF OUR REGULAR PROGRAMS TO PLAY MORE CHRISTMAS MUSIC. MANY OF OUR BIBLE TEACHING PROGRAMS CONTINUE TO AIR AT THEIR REGULAR TIMES. AGAIN, THIS IS FOR ONLY ONE WEEK, NOT AN ENTIRE MONTH. HOPEFULLY THIS CLEARS UP ANY CONFUSION YOU MIGHT HAVE. WE ENJOY HEARING FROM YOU.

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.