

MANAGER'S DESK FOR WEDNESDAY, DECEMBER 29, 2021

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

WE ALWAYS ENJOY YOUR FEEDBACK REGARDING OUR PROGRAMMING. ESPECIALLY WHEN WE OFFER YOU SPECIAL PROGRAMMING AS WE DID LAST WEEK. WE DON'T WANT TO ASSUME EVERYONE ENJOYED WHAT WE DID. SO AS YOU WRITE TO LET US KNOW YOUR THOUGHTS ABOUT IT, IT LETS US MAKE BETTER DECISIONS FOR NEXT YEAR.

ANNIE WROTE REGARDING OUR 7 DAYS OF 'ALMOST NON-STOP' CHRISTMAS MUSIC:

THANK YOU FOR YOUR ONGOING MINISTRY OF SHARING THE GOSPEL OVER THE RADIO. WE ALWAYS LOOK FORWARD TO HEARING CHRISTMAS MUSIC, ESPECIALLY THE ANNUAL TREAT OF THE WEEK BEFORE CHRISTMAS. YOU HAVE MADE AN EXCELLENT CHOICE OF WHAT PROGRAMS TO KEEP AND WHAT PROGRAMS TO REPLACE WITH CHRISTMAS MUSIC THAT WEEK. THANK YOU AND MERRY CHRISTMAS!

IT IS OUR PRAYER THAT THE MUSIC WAS A BLESSING TO YOU. WE KNOW HOW THE WEEK BEFORE CHRISTMAS CAN GET VERY BUSY WHICH MAKES IT HARD TO FOCUS ON TALK PROGRAMS, NO MATTER HOW GOOD THEY ARE.

RECENTLY A LISTENER SENT US A CHECK FOR \$1,000. THAT IS VERY GENEROUS AND IT'S A GREAT HELP IN MEETING OUR OPERATING EXPENSES. SPEAKING OF EXPENSES, WE ANTICIPATE OUR EXPENSES FOR NEXT YEAR TO BE APPROXIMATELY ONE MILLION DOLLARS. THAT'S ONE THOUSAND '\$1,000 CHECKS. THAT'S A LOT OF MONEY BUT KEEP IN MIND THAT IS FOR OPERATING 6 FULL POWER RADIO STATIONS AND 26 TRANSLATOR STATIONS. PLUS A PRESENCE ON THE INTERNET. ONE MILLION IS SUCH A BIG NUMBER. AT LEAST FOR ME. BUT, LET'S BREAK IT DOWN. EACH DAY OUR EXPENSES WILL AVERAGE \$2,740. WANT A SMALLER NUMBER? HOW ABOUT \$114 AN HOUR. THERE ARE 8,760 HOURS IN A YEAR. HOW MUCH TIME CAN YOU HELP US COVER NEXT YEAR? ONE DAY? ONE HOUR? TWO HOURS. EVERY LITTLE BIT HELPS.

AS THIS YEAR DRAWS TO A CLOSE, LET ME REMIND YOU THAT ALL GIFTS TO WRVM ARE TAX DEDUCTIBLE. BUT, IN ORDER FOR YOUR GIFT TO COUNT AS A TAX DEDUCTION FOR THIS YEAR YOUR ENVELOPE HAS TO BE POSTMARKED BY DECEMBER 31. WE CANNOT GO BY THE DATE ON THE CHECK. IF YOU DECIDE TO MAKE A LAST MINUTE GIFT, YOU CAN DO THAT ON OUR WEBSITE RIGHT UP UNTIL MIDNIGHT FRIDAY. YOUR YEAR END GIFT WILL HELP GIVE US A JUMPSTART ON NEXT YEAR'S EXPENSES.

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.