

MANAGER'S DESK FOR SUNDAY, APRIL 26, 2020

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

THE NUMBER OF PEOPLE LISTENING TO WRVM EITHER ONLINE OR VIA OUR SMARTPHONE APP CONTINUES TO INCREASE. AND WHEN IT COMES TIME FOR OUR SONG REQUEST HOURS, THE NUMBER OF REQUESTS WE RECEIVE VIA EMAIL FROM THESE ONLINE LISTENERS HAS INCREASED. OUR WEBSITE AND SMARTPHONE APP BOTH MAKE REQUESTING A SONG AN EASY TASK.

IT'S ALSO A TASK I HAVE NOT PERSONALLY DONE MYSELF. AND SO WHEN A LISTENER EMAILED WITH THESE COMMENTS WE JUMPED RIGHT ON IT:

May I make a suggestion?

On the auto reply you send out when someone requests a song on your all, could you make one change? Currently the salutation on the letter reads "Dear Customer ". Could it be changed to "Dear Friend of WRVM"? I like to think of myself as a friend of WRVM not a customer. I'm sure others do as well. Thank you

WELL, I CERTAINLY AGREED WHOLEHEARTEDLY WITH THIS LISTENER. OUR LISTENERS ARE NOT CUSTOMERS. I FORWARDED THIS EMAIL TO ALAN KILGORE, OUR IN HOUSE IT PERSON AND HE WAS QUICKLY ABLE TO SECURE PERMISSION FROM THE COMPANY THAT HOSTS THE APP TO ALLOW US TO MAKE EDITS TO THE AUTO-REPLY EMAIL MESSAGES. IT NOW READS:

"Dear Friend of WRVM,"

WRVM RADIO IS A LISTENER SUPPORTED MINISTRY. SUGGESTIONS HELP US SERVE YOU BETTER. ALONG WITH YOUR PRAYER AND FINANCIAL SUPPORT YOU HELP US BE THE BEST WE CAN BE.

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

OR GIVE ONLINE AT [WWW.WRVM.ORG](http://WWW.WRVM.ORG).

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