

MANAGER'S DESK FOR FRIDAY, JANUARY 29, 2021

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

FROM TIME TO TIME I AM ASKED ABOUT THE NUMBER OF LISTENERS TO A PARTICULAR RADIO STATION OR TRANSLATOR. ALONG WITH THAT THE QUESTION IS ALSO ASKED ABOUT WHAT KIND OF FINANCIAL SUPPORT ARE WE GETTING FROM LISTENERS TO THAT RADIO STATION OR TRANSLATOR.

AS FOR HOW MANY LISTENERS ARE LISTENING TO ANYONE STATION, THAT IS ANYONE'S GUESS. BUT WHEN IT COMES TO WHAT KIND OF FINANCIAL SUPPORT WE ARE GETTING FROM THOSE WHO LISTEN TO ONE OF THE RADIO STATIONS OR TRANSLATORS I CAN PROVIDE AN ANSWER.

YESTERDAY, I SPEND SEVERAL HOURS RUNNING REPORTS AND SPREADSHEETS THAT TELL ME NOT ONLY HOW MANY LISTENERS ARE SUPPORTING US FROM ANY ONE STATION OR TRANSLATOR BUT HOW MUCH ARE THEY GIVING. I CAN COMPARE THAT INFORMATION WITH THE NUMBERS FROM YEARS PAST. OF COURSE ONE HOPES THAT THE NUMBERS ARE GOING UP. BOTH IN THE NUMBER OF PEOPLE GIVING AND THE AMOUNT BEING GIVEN TO HELP KEEP UP WITH RISING COSTS. I CAN'T POSSIBLY SHARE ALL OF THAT INFORMATION WITH YOU DURING A SHORT PROGRAM LIKE THIS. AND YOU PROBABLY WOULD TIRE OF ALL OF THE NUMBERS PRETTY QUICKLY.

BESIDES LOOKING TO SEE IF NUMBERS ARE TRENDING UP OR DOWN FOR A STATION, I'M LOOKING TO SEE IF THE COSTS FOR OPERATING A STATION OR TRANSLATOR ARE BEING COVERED. WE WANT TO BE GOOD STEWARDS OF THE MONIES GIFTED TO US. SO IF A STATION OR TRANSLATOR SHOWS VERY LITTLE RESPONSE THEN WE WOULD HAVE TO DECIDE IF THE MONIES SPEND TO MAINTAIN THAT STATION OR TRANSLATOR MAKE SENSE.

THE WRVM RADIO MINISTRIES ARE LISTENER SUPPORTED. IF YOU BENEFIT BY AND ENJOY LISTENING TO WRVM, LET ME ENCOURAGE YOU TO INCLUDE US IN YOUR MONTHLY GIVING PLANS EVEN IF IT'S JUST A SMALL AMOUNT EACH MONTH. THAT LETS US KNOW YOU'RE LISTENING AND BENEFITING BY THAT STATION OR TRANSLATOR. GROWING NUMBERS ALSO INDICATE THAT LISTENERS ARE TELLING OTHERS ABOUT THE STATION. WILL YOU PRAYERFULLY CONSIDER PARTNERING WITH US IN BROADCASTING THE GOSPEL MESSAGE IN YOUR COMMUNITY?

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.