

MANAGER'S DESK FOR FRIDAY, NOVEMBER 9, 2018

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

FOR MORE THAN 45 YEARS, IT HAS BEEN MY PRIVILEGE TO WORK IN CHRISTIAN RADIO. AND NOT JUST ANY CHRISTIAN RADIO. I'VE WORKED AT STATIONS THAT WERE CONSERVATIVE IN THEIR MUSIC CHOICES. MUSIC THAT MOST PEOPLE IDENTIFY WITH AN OLDER AUDIENCE. AND FOR MOST OF THOSE YEARS I HAVE HAD PEOPLE TELL ME THAT OUR STATION NEEDED TO CHANGE OUR STYLE OF MUSIC BECAUSE IT WOULDN'T BE LONG AND OUR AUDIENCE WOULD BE GONE AND THEN WHO WOULD SUPPORT THE STATION. WITH THIS IN MIND, I FOUND THIS FOX NEWS REPORT ESPECIALLY INTERESTING. LET ME SHARE SOME EXCERPTS FROM IT.

Step aside, teens — senior citizens are the hot new fast-food recruits.

As Americans live longer and the job market stays competitive, cheap eats chains are increasingly recruiting from senior centers, churches and aging advocacy groups like AARP, [Bloomberg](#) reports.

And it's not just mortality and economic trends driving the shift. Seniors have more polished social skills — whereas teens are stunted from growing up online with fewer real-world interactions.

The [U.S. Census Bureau](#) reported this year that, by 2035, there will be more Americans over age 65 than there are children under age 18.

The [U.S. Bureau of Labor Statistics](#) forecasts the number of American workers aged 65 to 74 will swell 4.5 percent by 2024, while the 16-to-24 demographic could shrink 1.4 percent.

By 2024, the BLS projects the labor force will grow to about 164 million people. That number includes about 41 million people ages 55 and older— about 13 million of those are expected to be ages 65 and up.

INCLUDING ME. I WILL TURN 65 IN THE NEXT YEAR; ALONG WITH 3 OTHERS OF OUR STAFF. AND I SUSPECT A NUMBER OF YOU WILL BE JOINING US IF YOU AREN'T ALREADY THERE. OUR AUDIENCE IS GROWING. FUNNY THING HOW PEOPLE GET OLDER, NOT YOUNGER, AS THE YEARS GO BY. IT ALSO MEANS OUR WORK IS CUT OUT FOR US. SO MANY PEOPLE WITH LESS TIME LEFT TO DISCOVER AND DEVELOP A PERSONAL RELATIONSHIP WITH CHRIST. AS WE SEEK TO REACH THE LOST WITH THE GOSPEL AND BUILD UP BELIEVERS IN THEIR FAITH, I APPRECIATE YOUR PRAYERS FOR US. YOUR FINANCIAL SUPPORT IS ALSO CRITICAL TO OUR ONGOING MINISTRY.

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OR GIVE ONLINE AT WWW.WRVM.ORG.

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