

MANAGER'S DESK FOR TUESDAY, OCTOBER 27, 2020

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

SEVERAL WEEKS AGO, A GREEN BAY LISTENER CONTACTED US ABOUT A MARKETING IDEA HE HAD, TO CREATE 'DOOR HANGERS' THAT WOULD PROMOTE WRVM AND WOULD THEN BE DISTRIBUTED THROUGHOUT HIS NEIGHBORHOOD. A COUPLE WEEKS AGO, HE SENT US THE FINISHED PRODUCT AND I THOUGHT IT LOOKED GOOD. IT BASICALLY GAVE INFORMATION ON WHAT TYPE OF PROGRAMMING WE OFFERED AND WHERE WE COULD BE HEARD ON THE RADIO DIAL. AS FOR THEIR DISTRIBUTION, I HAD NO IDEA WHEN OR IF THEY HAD BEEN DISTRIBUTED UNTIL I GOT THE FOLLOWING EMAIL FROM SOMEONE WHO FOUND ONE ON THEIR DOOR HANDLE. IT READ:

Please stop placing flyers on doorhandles. Unless you can provide a negative Covid test when you place this flyer on my door I don't want it. Find another marketing strategy.

NOW I DON'T KNOW IF THE PERSON WHO HUNG THE DOOR HANGER HAD BEEN TESTED OR NOT FOR COVID. BUT IT GOT ME THINKING. IS THE HANGER ANY MORE DANGEROUS THAN THE MAIL WE RECEIVE ON A DAILY BASIS?

SHOULD WE REQUIRE THE MAILMAN, OR MAIL LADY, TO PROVIDE PROOF THAT THEY HAVE TESTED NEGATIVE FOR COVID BEFORE WE ARE WILLING TO RETRIEVE OUR MAIL? AND HOW OFTEN SHOULD THEY BE TESTED AND THE RESULTS MADE AVAILABLE TO US? IS THERE EVEN A DANGER OF COVID BEING SPREAD IN THIS FASHION? I WONDER IF THIS PERSON'S MAILBOX IS FULL OF UNOPENED MAIL. FOR MOST I WOULD GUESS THESE ARE RIDICULOUS QUESTIONS.

WHEN I REPLIED TO THIS PERSON I MADE IT CLEAR THAT THIS WAS NOT OUR MARKETING STRATEGY; THAT A LISTENER WHO ENJOYS OUR RADIO STATION DID THIS ON THEIR OWN. I APOLOGIZED THAT THE HANGER CAUSED THEM TO FEAR CONTRACTING COVID FROM IT. AND, I INVITED THEM TO TUNE IN SOMETIME AND SEE WHAT WE HAVE TO OFFER. I DID NOT MENTION, WHAT ABOUT YOUR MAIL? THEY MIGHT NOT HAVE THOUGHT ABOUT THAT AND I DIDN'T WANT TO SCARE THEM ANY FURTHER. DEEP DOWN, I THINK THE REAL ISSUE WAS NOT THE HANGER OR COVID, IT WAS WHAT IT WAS PROMOTING; A CHRISTIAN RADIO STATION.

HOWEVER, SEEDS WERE PLANTED. LET'S PRAY THAT SOME WHO RECEIVED THE DOOR HANGERS WILL TUNE IN TO SEE WHAT WE ARE ALL ABOUT.

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.