

MANAGER'S DESK FOR MONDAY, MARCH 1, 2021

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

IT'S DAY ONE OF OUR SPRING LETTER MONTH! I CAN'T SHARE ANY OF THE LETTERS THAT CAME IN TODAY BECAUSE, I'M RECORDING THIS PROGRAM ON FRIDAY, FEBRUARY 26. IT'S A BEAUTIFUL SPRING LIKE DAY AS I RECORD THIS PROGRAM. I DO HAVE A FEW LETTERS LEFT THAT I SET ASIDE FROM LAST SEPTEMBER'S LETTER MONTH. SO ALLOW ME TO SHARE A COUPLE OF THEM.

PAM WROTE WITH AN INTERESTING PERSPECTIVE REGARDING LETTER MONTHS.

DEAR WRVM STAFF. HAVING A TWICE PER YEAR LETTER MONTH IS A CLEVER WAY OF GETTING FOLKS TO WRITE AND DONATE. OTHER PLACES NAG AND SPOIL PROGRAMS. AND REQUESTING COMMENTS PROMPTS US WHO WOULD PROBABLY NOT DO SO.

THE LETTER MONTHS ARE SOMETHING I INHERITED FROM PREVIOUS MANAGEMENT WHEN I ARRIVED NEARLY 25 YEARS AGO. GIVING IS CERTAINLY A BENEFIT OF A LETTER MONTH AS MANY LISTENERS DO CHOOSE TO DO THEIR GIVING DURING LETTER MONTH. AND WE ARE THANKFUL FOR THAT. BUT LETTER MONTHS, FOR ME, ARE MUCH MORE THAN THAT. LEARNING ABOUT WHO IS LISTENING AND HOW GOD IS USING OUR BROADCASTS TO BE A HELP TO THEM IN THEIR WALK WITH CHRIST ARE MUCH MORE IMPORTANT TO ME. LEARNING WHAT PROGRAMS YOU'RE LISTENING TO, OR TURNING THE RADIO OFF FOR, IS VERY HELPFUL INFORMATION WHEN WE MAKE FUTURE PROGRAMMING DECISIONS.

TAKE FOR EXAMPLE SEPTEMBER'S LETTER MONTH WHEN I ASKED FOR YOUR RESPONSE REGARDING WHETHER YOU PREFER THE MONEY WISE PROGRAM AT NIGHT OR WANT MORE MUSIC. MUSIC WON OUT BIG TIME AND NOW YOU HAVE THAT SOLID HOUR OF MUSIC AT 8:00 EACH WEEKDAY EVENING. OR, DUE TO YOUR RESPONSE, WE PUT CAL THOMAS BACK ON THE AIR IN THE MORNING. I COULD LIST MANY MORE EXAMPLES ILLUSTRATING HOW YOUR COMMENTS REALLY DO MAKE A DIFFERENCE.

LAST FRIDAY, I RECEIVED AN EMAIL TELLING ABOUT A CHRISTION RADIO STATION IN FALLON NEVADA GOING OFF THE AIR AND BEING SOLD DUE TO A LACK OF SUPPORT. IT HAD BEEN ON THE AIR FOR 23 YEARS. AS I READ ABOUT THIS, IT MOVED ME TO GIVE PRAISE TO GOD FOR THE MANY FRIENDS WHO FOR OVER 53 YEARS HAVE SUPPORTED WRVM RADIO. THANK YOU.

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.