



Midnight Country

with *Woody Adkins*



"Real Country, Real Late, Real Gooooood!"

www.MidnightCountry.org#

Every Monday morning Midnight to 5:30AM
Only on KOPN 89.5 FM Columbia Missouri

Request Lines

874-5676

1-800-895-5676



Woody's Weekly Wonderings

October 11, 2006

Well did you enjoy Hank this week? Hank Locklin that is. I had a couple people at least say they weren't familiar with him. Another listener said he was glad we were spotlighting Hank. I'm glad Ron suggested I spotlight him sometime. Fortunately I had 16 of Hank's songs, yet there are a lot more artists like Hank I should spotlight, but I just don't have enough of their material. As I always say though, we do the best we can with what we have. I know there are a lot of CD's I should buy that I haven't yet. It just seems other show related expenses take priority sometimes. Things like keeping the web site fees paid, printing/postage expenses and making payments on my KOPN pledges. I was talking to a listener this week about him wanting to make another pledge. He said he might have to pay it off over time. I said I could relate to that, since I am always working to pay mine off. He seemed surprised that I also pledge to support the show, but it is true. There may have been one time during recent drives I did not pledge since we had met and surpassed our goal, but most times I am digging deep in my pockets just as I ask each of you to do.

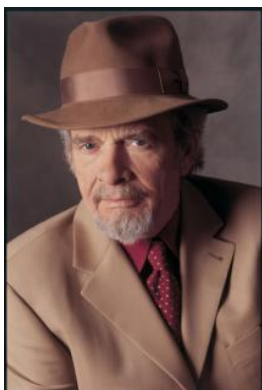
As you know KOPN wants to cut back to only two Membership Drives a year. I think this is a great idea and I hope we are able to reach our goal of \$75,000 this time so this can happen. There would be several advantages to this, most notably for you though, the fact we would be cutting back by a third the amount of time we spend asking for your support each year. After every Membership Drive I am blown away by the faithful support of so many MC listeners. In recent years we have done a great job of meeting or exceeding our goals during MC. I have faith we can meet our goal again this time. The MC goal for this Drive is \$500. If memory serves me right we have exceeded this amount at least once before. The thing that is different is we only have one show to raise it during this time. I still believe we can do it though, I hope. ☺

I really don't know how to appeal to you to support the show. Several of you have supported the show financially, others never have. I hate to come on too strong since those who have faithfully supported the show will think I am preaching to them. The ones who have never supported the show may just get irritated, ignore me and not even tune in this week. I don't know how to put a price on the show. I don't know what the show means to you. I don't know what it is worth to you. Perhaps I have dreamed up in my head that the show is more important to you than it really is. If you pledged \$40 a year to the support the show that would be 77¢ a week. If you pledged \$20 a year to the support the show that would be 39¢ a week. Is the show not worth that to you? If not...well I don't know what to think. Perhaps I should cut back on the time and energy I put into the show. Please understand I know some people cannot afford to support the show even at 39¢ a week. I am not asking anyone to deny themselves of things they need. Yet I can't imagine that this is the case for everyone who listens on a regular basis but has never supported the show.

Nothing in life is free. Commercial radio is not free, we pay for it with the time we spend listening to commercials and with the dollars we spend at advertisers. Think we don't support the advertisers? Perhaps we aren't aware we do it on a conscious level, but we still do, otherwise why would



This Week's
Spotlight
Artist



Merle Haggard

If Woody was paid minimum wage \$5.35/hr. times 5 ½ hours times 52 weeks it would be \$1,530.10 a year. This does not include time spent before and after the show. If he is willing to donate this amount of time to bring you the show, is \$20 or \$40 a year, 39¢ or 77¢ a week really too much to ask?

Think about it.

MC Prayer Corner



Things to Pray About

Woody's good friend **George** lost his 7 year old great-nephew who has been battling cancer. Woody's good friend **Randy** in Blue Springs has been battling cancer.
Another successful Membership Drive.
Safety and health of all the MC Family.

Things to be Thankful For

Such a great **MC Family**.
The opportunity to do **MC**.
(Never hesitate to send in your prayer requests and things you are thankful for)
Midnight Country c/o KOPN 89.5 FM
915 E. Broadway
Columbia, MO 65203

advertisers spend billions of dollars on something if it didn't work? The bottom-line for commercial radio is making money, for both the station and the advertisers. Why do stations change from your favorite style of music to some god awful rock or rap format? Money! Why do Country stations play this Pop stuff (I'm resisting using a stronger word for it) and call it Country? Money! Commercial stations are "for-profit" stations, they are in the business they are in to make money and the more money they make the better. So if x% of people like listening to Classic/Traditional Country, but a greater percentage likes this Pop stuff, they are going to play the Pop stuff. Why? Because the more people listening means advertisers will be willing to pay bigger bucks to reach more potential customers. Of course then the station makes more money. Just from writing this I've almost convinced myself I should switch to Pop Country on the show, except I DON'T like that crap (oops), it ain't Country and I'll be damned if I am going to spend 5 ½ hours at the station every week for free playing something I don't like! I've said it before, MC to me is not first about me being on the radio, it is first about real Country and radio then is the perfect medium for me to share this real Country with you.

KOPN on the other hand is a "non-profit" station, meaning money that comes in goes to pay expenses incurred from operating the station. There is nothing left over to go into anyone's pockets. Decisions are not made based solely on how many people listen to a show or how much money the show raises during Membership Drives. I am sure these are factors at some level, but not the primary factors involved in the decision making process. Diversity of programming and access to the airwaves for diverse types of programming is the primary concern of a Community, non-profit station like KOPN. Does everyone at KOPN like or agree with everything that is on KOPN? Heck, no! (Continued below)

*What has Midnight Country meant to you? Is it deserving of your support?
Think about it.*

Yet the same station that affords others the freedom to express their views via music or talk also gives me the opportunity to do the kind of show I do. Community radio is truly unique. I look forward to the day when Midnight Country's goal is a cinch to reach and I can afford to donate on other shows in addition to MC. As I have been listening to KOPN this week during the drive I have been tempted several times to call in and pledge on other shows. These were not necessarily shows playing a type of music that I love like I do Country or shows expressing view points I completely agree with. Yet the opportunity to be a part of something so special makes me want to support multiple shows on KOPN, not just my own. Maybe someday I will win the lottery and will be able to do this. Of course it might help it I played the lottery. ☺

As you listen to the show this week I ask you to consider how blessed we are to have a station like KOPN. Think about the differences between KOPN and Commercial stations. Remember nothing is free. The freedom to do a show like Midnight Country comes with a price. Yet when this price is shared among many each person's share is not that great. Do you value Midnight Country? Do you realize how unique the show really is? No one at the station tells me what to play or not play. No one says "That is too Country; we're going to lose the teenage girl audience, play Shania Twain, Big n Rich and Rascal Flatts." NO one, I repeat NO one at the station has ever told me what to play on Midnight Country. Do you think I could do a show like Midnight Country at a Commercial station? I seriously have my doubts. I am not anti-Commercial radio, I listen to it myself. I am just hoping you can see there is a difference, how this difference makes it possible to do a show like MC and how important it is that you support the show so we can continue "Keepin' Your Country Real One Song At a Time."

During Membership Drives we usually focus on pledges of \$40. If \$5 or less is all you can afford please know that any amount is greatly appreciated. It really is the thought that counts and pledges of all amounts add up. If you are out there thinking "Boy I love Midnight Country, but I just can't afford \$40", just calling to let me know how you feel about the show will make my night regardless of the amount you pledge, if you are able to pledge at all.

I've said this before but I think it is worth repeating. None of the money raised during the Membership Drives goes to me personally. Also none of the money goes to expenses I have chosen to incur doing the show, such as the web site and mailings. All money goes to the station to pay its expenses. My point being, I do not stand to profit financially and so my only motivation is my desire to see Midnight Country and KOPN continue doing what we're do week in and week out.

It looks like I'll have to finish my Colorado trip story next week. ☺ Merle Haggard will be this week's spotlight artist and as you know we will be mixing in a bunch of Merle throughout the entire show! Don't miss it and don't forget we will still be playing your requests, in addition to taking your pledges of support. ☺

Have a good weekend and I look forward to hearing from each of you Monday morning, Woody

Midnight Country, *too* Country and dang proud of it!