

*"One of America's Finest Small Market Radio Broadcasting Companies"*

## SOLID 2012 FINISH IN SIGHT FOR HEARTLAND

### May be the best year in the last five years

At the end of November, Heartland CFO Deb Josephs, CPA, reported that Heartland's Broadcast Cash Flow (BCF) was up 28.2% over 2011 year-to-date. BCF is a radio industry measure of the operational activity that station management can control. BCF does not include taxes, depreciation, amortization or interest expenses. Additionally, BCF does not include corporate/overhead expenses, capital additions or non-cash expenses for barter activity. "This is a significant improvement over November 2011. The credit goes to the extremely hard work of the Heartland's

management team, office staff, on-air personalities and salespeople who have increased revenues throughout Heartland," according to Heartland CEO Jim Coursolle.

Josephs said that the BCF percentages of net sales are on track to be the best in five years in spite of the very challenging economic environment. According to Josephs, "BCF is at 25.5% through the end of November 2012. It was 22% in 2011; 22% in 2010; 25.5% in 2009 and 24% in 2008."

Coursolle said much of the money was used to service Heartland's debt and to make nu-

merous and expensive repairs to many of Heartland's transmitters and equipment in 2012." After years of very minimal maintenance, Heartland was forced to make these repairs, but is now on a schedule of routine preventative maintenance assuring less breakdowns in the future. Our engineers, Skip, Jeff and Leland have been hard at work keeping our equipment functioning, and for that I am grateful. They've really had to make a lot of repairs this past year," said Coursolle.

As this story was being written, Heartland December advertising sales were on track for a strong finish to 2012.

## All Heartland Wisconsin Stations Set To Enter 2012 WBA Awards Competition

Heartland stations are set to top their five First Place Awards and three Second Place Awards earned last year in the Wisconsin Broadcaster's Association "Awards For Excellence" competition. All Heartland Wisconsin stations will be making award entries for their 2012 efforts. The deadline for all entries is 11:59 PM CST on Wednesday, January 16, 2013.

"Our Heartland stations generate so many events, produce so many excellent ads and promos and serve our listeners and communities in so many ways throughout the year, that we expect to exceed last year's excellent results," according Heartland Corporate Program Director Mike Wolf. "This year our Heartland Ashland stations will also be participating in the WBA "Awards

For Excellence" as well as the Park Falls and Eagle River stations," said Wolf.

The well-attended "WBA Awards Gala" where the "Awards For Excellence" will be announced and presented, is set for May 4, 2013 at the Exhibition Hall, Alliant Energy Center in Madison. Heartland employee participants will be in attendance in Madison to accept any awards they might receive.

## VP/GMs meet in Eagle River

All Heartland VP/GMs met in Eagle River at Corporate Headquarters on Tuesday, December 11, 2012 to finalize 2013 Budgets and to discuss Heartland operations for the coming year.

For 2013, all Heartland VP/GMs prepared and submitted three levels of budgets for the first time in the

company's history, according to Heartland CEO Jim Coursolle. "The first level budget is a routine budget with revenues being increased basically 7% and expenses capped at 3% for 2013. The second level will be configured to address a certain decrease in revenues and the third level will be put together to deal with serious decreases in revenues," said the

CEO. "The second and third level budgets are sort of like a spare tire, they will only be used to address serious revenue setbacks resulting in potential financial problems. The old Boy Scout Oath of 'Be Prepared' is a good example to follow. I really believe that our people are the best trained and best educated broadcasters in the Northwoods; the GMs and

I feel we are prepared to weather most "economic storms." Financial forecasters are 'all over the road' when it comes to predicting 2013; there are certainly many concerns here at home in the US, in the Middle East and in Europe to cause good management to be positive and want to make effective preparations.

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Jim Coursolle, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
editor and publisher



[www.heartlandcomm.com](http://www.heartlandcomm.com)

*Merry Christmas!*

# Pres. Release

The Monday following Thanksgiving, my wife and I began decorating for Christmas. It's a fun undertaking at our house. You know, setting up the tree, getting the ornaments out, getting the garland on the tree and all the other stuff.

My wife likes to decorate; we have some neat tabletop Santas, a snowman or two and several nativity sets to set up. Diane labels some ornaments and decorations with either the date that we purchased them, made them or received them from family or friends.

I think one of my favorite Christmas decorations is the ceramic Nativity set my wife made at a ceramic class back in 1974. It's sort of a platinum color and the kings have colored jewels on their headpieces. She really did a nice job on this; I've never seen any better at any of those Christmas-type stores. I hate to think what something like this might cost today!?!?



Jim Coursolle  
President, CEO

Every year when I set up this Nativity set, my mind goes back to the days when I was young and my parents used to set up a Nativity set on the fireplace mantle of my Minnesota childhood home. Nativity sets and scenes have been a part of Christmas in America for as long as I can remember. The Christmas Story with kids dressed in bathrobes, cardboard wings and tinfoil halos were a part of public school pageants and presented at many churches every year - back when. I remember everybody used to have such a good time - especially after the show - eating homemade Christmas cookies and drinking coffee or hot chocolate.

Christmas has been celebrated throughout the world by billions of people for centuries. In the U.S., which was founded on Christian-Judao principles and where 82% of us report to be Christian, we now read of numerous threats and attacks by atheists and organizations like the ACLU demanding that no reference or inference to Christmas be made on taxpayer-owned land or buildings. Supposedly, U.S., state and municipal government taxpayers own and pay for public buildings and lands. If 82% of U.S. citizens and taxpayers report to be Christian, shouldn't this super majority

have some say on the use of THEIR property? Being "politically correct" has the minority (18%) now calling the shots. They control by being insensitive, rude, cruel and unkind. Alas, we've even found the Democrat Party having to take two votes at their recent convention to see if God was good enough to be included in their party platform.

The 82% is simply going to have to become as assertive, demanding, hard-nosed and litigious as the 18% to defend the rights of the majority to continue Christmas traditions that have been enjoyed since this wonderful country was founded.

At Heartland, we are proud to celebrate the birth of Jesus Christ! Instead of wishing our listeners and sponsors "happy holidays," we proudly proclaim "MERRY CHRISTMAS!" when answering our phones, greeting our listeners and advertisers throughout our Heartland markets.

We will respect the other 18% and their beliefs, but we will insist that they respect how the 82% U.S. majority believes as well.

So, from my wife Diane and me, "MERRY CHRISTMAS" and peace, love and blessings galore to YOU and yours now, and for all the days of your lives!



## November Top Sellers



### Market Managers

Dan Wheeler.....	\$15,966
Scott Jaeger.....	\$15,632
Darla Isham .....	\$15,170

### Sales Reps

John Warren .....	\$37,309
Amber Sarafiny.....	\$16,514
Trish Keeley .....	\$15,897
Dana Bloomer.....	\$11,399
Renee Basina .....	\$10,436

## BIRTHDAY "BROADCASTS"

### DECEMBER

- 12<sup>th</sup> - Dana Bloomer - Park Falls
- 20<sup>th</sup> - Mark Miller - Ashland
- 22<sup>nd</sup> - Carol Suriano - Eagle River

### JANUARY

- 4<sup>th</sup> - Peggy Kaczowski - Eagle River
- 5<sup>th</sup> - Starr Helgemo - Iron River
- 11<sup>th</sup> - Trish Keeley - Eagle River
- 17<sup>th</sup> - David Olson - Ashland
- 25<sup>th</sup> - Kathy Wawiora - Corporate





# Tech Talk

## Dashing through the Snow

### Tales of “Frosty the Owner”

**O**n Sunday, December 9th, right after church at about 11:00 AM, I hugged my wife Diane “Good-bye” and headed north from my home in Campbellsport, WI for my week of Heartland market visits. I knew there was going to be snow on the way; because I had checked the radar weather maps and figured I’d better head out early to avoid some of it.



*Coursolle’s idea of a “Winter (Ford) Escape”*

No such luck.

When I got to about Oshkosh on Hwy 41, I ran into snow. It continued when I turned west on to Hwy 45 and then 51 north out of Stevens Point. The roads became very challenging from Wausau to Minocqua and Park Falls until I got to about five mile north of Glidden. Then, as if like “magic,” no snow – nothing on the roads or ground and it continued to be that way until I got to Ashland.

Once in Ashland, at about 6:00 PM, it began to snow... and snow it did all night. What a perfect night to crawl in my motel room bed and watch the Packer’s defeat the Lions at historic Lambeau Field. The national audience had to love it! Such memories of games gone by; I could almost hear the ghost of my friend, former associate and Hall of Fame CBS sportscaster Ray Scott announce, “From Lambeau Field on a snowy night in Green Bay, Wisconsin...”

The next morning, my trusty old “Winter (Ford) Escape” looked like an “Eskimo wagon” parked outside of the AmericInn Motel, Ashland.

The drive on Sunday – about 300 miles – took me about seven hours (listening to the Vikings beat the Bears which moved the Packers closer to the division championship), but I made it to work on time on Monday morning. Scott Jaeger, Ashland VP/GM, after “plowing” his way for 40 minutes from Ironwood, MI to Ashland was waiting for me in his office with a warm cup of coffee and ready to make final adjustments (after serious discussion of yesterday’s Packer game) to the 2013 Ashland market budget.

It took us a bit more time than usual... the ink in my pen kept freezing.

#### Meeting, from Page 1

We will be aware and ready to act on behalf of all of our employees,” said Coursolle. “Companies and employees that operate in a “business as usual” manner and don’t put in that extra bit of effort in this precarious economic climate – now reported by some to

be worse than the Great Depression -- will simply not survive; I can assure you that Heartland will,” said Coursolle empathically.

Second level and third level budgets will be finalized by the end of January 2013 according to CFO Deb Josephs.

### “2013 IS GOING TO BE HUGE”...

**I**t’s been another busy month for Engineering/I.T. WIKB/WFER towers and transmitters repairs should be completed by the time this is printed. I can safely say that WIKB has a very strong signal now and is back to the coverage it once had and should not burn out tubes as quickly any longer. Leland and I corrected a slight design flaw in that transmitter concerning the filament voltage regulation which may have been adding to the speed a tube would burn out, only time will tell now.



**Skip Hunter**  
Corporate IT,  
Engineer

As for WFER, when the NRSC measurements were taken in November we made a trip to repair the antenna tuning unit at the base of the WFER tower. It would have taken Leland less time if we had brought a step ladder, but Leland is fairly agile and quite nimble as seen here kneeling on the tower light power box and bracing a foot on the fence. Now the ATU is shunted to ground so any static charge that might build on the tower will be dissipated to ground instead of back to the transmitter. Also the ATU matches the tower to the transmitter so you get full potential power delivered to signal and very little is lost to VSWR. While we are adding modifications to WIKB filament circuit we will also be replacing a few RF transistors in WFER to increase the positive modulation peaks to where they should be. With all that has been done to WFER in the past two months it has been working almost back to full one kilowatt coverage.

Moving over to I.T., 2013 is going to be huge. I am currently working with various companies in developing a mobile app for streaming the FMs. Also watch for more information on another app for weather!



# Corporate Address

It was a day at the office  
 Doing traffic & billing,  
 We'll get it all done before the first  
 God willing.  
 We needed more orders to  
 Fill out the stockings,  
 But hardly any came in -  
 That wasn't shocking.



*The corporate ladies: Kathy Wawiorka, Lynn Weiland and Deb Hytry.*

It's two weeks till Christmas the sales reps cried out,  
 Nobody is buying - they said with a pout.  
 So off to the managers we did scurry  
 For their proposals – needed in a hurry.  
 On Darla, On Daniel, On James & Scott,  
 Hook up your teams ready or not,  
 For a hard ride that will take us to the end of the year  
 To fill up the stockings & make us all cheer!!!!  
 So dash away, dash away, dash away all.  
 Let's end the year happy & having a ball!

Merry Christmas to you all  
 From the ladies of Corporate  
 & Santa Coursolle!

Santa Coursolle





# Ashland



## "By The Big Bay"

### GM NOTES...

By Scott Jaeger, GM WBSZ/WNXR/WJH/WATW

Christmas music, decorations and busy shoppers are everywhere. I really can't believe we are pushing our way into the end of 2012. Where did the time go.

November was extremely busy. Thanks to the entire staff, we pulled our budget with one day left in the month! Whoo Whoo! I hope everyone had a really nice Thanksgiving day and weekend. I know I enjoyed spending time with my family!

On November 17th, Skip Hunter and I, hosted a 5 hour Radio Auction live from the Elk's Lodge ( Sammio's Italian Restaurant). All of the proceeds from this auction go directly to the Elk's Special Olympics to help these athletes compete throughout the entire state. There was over \$10,500.00 in merchandise that was donated by local businesses...and we sold it all!

Skip has hosted this auction for over 20 years, but this was my first time helping him out. It was a great experience seeing some of the athletes at this auction. Skip interviewed a few of them. They really are very thankful for the efforts the Elk's Lodge #137 put forth with the help of Heartland Communications.

December 1st was the 50th Annual Garland City Christmas Parade in Ashland. Heartland Communications had a float this year thanks to Kamerae, Renee and Mark Dixon! They decorated the float and entered it. Even Isaac, Mark's dog, took part! Thanks guys!

Right now, we are in the middle of our Magic Stocking promotion. This is a fundraiser for B.R.I.C.K, our Local food shelf. We have our Magic Stockings all over downtown Ashland. Shoppers can donate money, loose change, checks...whatever they can to our Magic Stocking. Ashland Holiday and East and Lakeshore Holiday then match the money dollar for dollar up to \$1000.00. Last year we gave B.R.I.C.K. a check for \$2,287.00!! Much needed after the Holidays.

For 2013 we are unveiling a couple of new things here in Ashland. We are adding to our websites an all



The Magic Stocking.



Skip Hunter interviewing Josh, a Special Olympian Athlete at the Elk's Radio Auction for Special Olympics.

new HCG Online Auction separate from our Shopping Show. That's all I am saying at this point. More information will follow.

We also have designed a Dining and Entertainment page on all of our website! Again more information to follow.

I want to thank the entire staff here in Ashland for a wonderful year. We have accomplished a lot, been involved in everything under the sun, helped raise a lot of money for Relay for Life, The Regional Hospice Polar Plunge, The BRICK Food Shelf, The Alzheimer Memory Walk and more! Everyone has worked extremely hard to keep the Heartland name in front of our listeners, clients and organizations. Thank you!!

I want to wish everyone a very Merry Christmas and safe New Year's Eve.



Renee Basina, Kamerae Zinnecker, her Daughter Katherine, Mark Dixon, his dog Isaac in the Ashland Parade.



Scott Jaeger  
Ashland  
VP and General  
Manager

[www.wbszfm.com](http://www.wbszfm.com)

[www.wnxrfm.com](http://www.wnxrfm.com)

[www.wjihfm.com](http://www.wjihfm.com)



Skip Hunter  
Ashland  
Program Director

# Eagle River



## GM NOTES...

By Jim Hodges, GM WRJO/WERL

**H**oliday house lights burn brightly at night, cities have erected decorations, people are shopping and buying gifts and everyone is in the holiday mood! What's missing? Snow! Perhaps Mother Nature didn't get the memo. She was supposed to drop significant snow on the ground by this time of year. Our local retailers want and need snow to ensure a good selling season, because it brings shoppers and snowmobilers to the Northwoods who spend money in bars, restaurants and stores. And it helps our radio stations generate more revenue, too. So! Let it snow, let it snow, let it snow! Yesterday, please!

Some say the three letters that strike fear into the hearts of people are I-R-S. For broadcasters, it's probably F-C-C! But not if your station operates legally and within the rules. That's why it's gratifying to know that WRJO and WERL's licenses were re-

newed and the stations were approved to continue operating for the next seven years. Because we are diligent broadcasters, we always strive to operate within the rules and regulations of the Federal Communications Commission. Thankfully, we were granted the right and the privilege to continue serving the public interest of our city of license, Eagle River, Vilas County and the surrounding area.

There's a new advertiser offering on WRJO called the "Top of the Hour" sponsorship. Businesses will be able to purchase a premiere position at the top of each hour right after the WRJO legal I.D. and in front of the IRN USA Network. This could be a big moneymaker for the stations if we sell out all 18 positions a day, seven days a week.

The WRJO Money Wheel is back for a third, thirteen week run. This fun, audience participation game not only gives listeners a chance to win cash, advertisers also get a lot of bang for their buck by sponsoring the Wheel. In brief, listeners try and guess which one of six businesses will come

up when the wheel stops spinning for a chance to win a minimum of \$9.45 (our dial position). If they guess incorrectly, we put another \$2.00 in the pot and it grows until someone guesses the sponsor name correctly. The largest jackpot given away so far was nearly \$160. And to date, this promotion has generated nearly \$18,000 in ad sales. Projected over one year, we expect to see close to \$35,000 in revenue with about \$3,000 in prize money doled out.

The annual "Take Pride and Ride" snowmobile club fundraiser is off and running. Area snowmobile clubs are selling raffle tickets for a chance to win a new Arctic Cat 45cc ATV with front end plow, provided by WRJO/WERL. Proceeds help local clubs maintain the trails. Now, if it would only snow. As of this writing, what little snow we did have melted away.

Finally, on behalf of my wonderful wife, Suzanne and me, we wish you a safe and happy holiday season. Merry Christmas and Happy New Year from Chopper and Quincy, too, our Pomeranian and Shih Tzu dogs!



Jim Hodges  
Eagle River  
VP and General  
Manager

[www.wrjo.com](http://www.wrjo.com)

**WRJoldies**  
94.5 fm



## "THE PLUNGE 2013!"...

By Mike Wolf, PD WRJO/WERL

**S**o what will people do to raise money for a charity they believe in? Go for a run or walk on a nice hot summer day? Take a nice bike ride? Dribble a ball? Jump a rope?

What will people do to raise money for Angel On My Shoulder? They will jump into the thirty-two degree water of Big St. Germain Lake in St. Germain, Wisconsin in January. Now that's commitment!

The Northwoods Original Polar Bear Plunge to Benefit Angel On My Shoulder started thirteen years ago in the most Wisconsin way possible. It was an idea thought up of over a fish fry.

The first year of the event was questionable. Would anyone show up? Will this be a flop? What did we get ourselves into? After much begging and pleading, 10 plungers were guaranteed to enjoy a nice mid-winter swim on January 8th, 2000 at high noon. Plunge time came and it was incredible. The 10 plungers grew into 40 with hundreds of spectators turning out to watch an event that was going to be the first of many plunges.



2012 plunge photo.

Years three through ten saw many changes to the plunge. New owners of Fibber's, Rob and Kaye Manthei, took over where George and Lois left off. A heated outdoor tent was added to Fibber's to help with the ever-growing crowd. Shuttle busses now run from two locations in St. Germain, the Community Center and Whitetail Inn. A dock system from Pier of D'Nort was added to the hole to provide greater plunging distance as well as to make for a larger splash while entering the water. Last year, the 12th annual, added two - twenty six foot heated camper trailers from Shoeder's Marine to serve as new

changing stations on the lake shore.

Last year, plunge number twelve, 101 plungers brought in over \$33,000.00; raising the total 12 year donation mark to over \$280,000.00. How can this be? IT'S A HOLE IN A LAKE IN WINTER?

The event now approaches year number thirteen, and no matter how long the event goes on the question remains, will anyone show up? We sure hope so.

This event proves every year that people will do just about anything to support and raise money for a great organization like Angel and also do anything to fight cancer. There is no doubt that taking a dip into the somewhat cool water of Big St. Germain Lake is a bit exhilarating, but just seeing the look of happiness on the faces of all the plungers, before, during and after, the event is the payoff.

When people ask me about the plunge, I admit to them it's cold, but also let them know, that it takes less than one minute to take the plunge, but it provides a weekend full of fun for the kid's at Camp Angel.

We hope to see you at the 13th Annual Northwoods Original Polar Bear Plunge January 5th, 2013 at high noon at Fibber's in St. Germain.



Mike Wolf  
Corporate  
Program Director



# Iron River



December businesses after hours was held at the George Young Sports Complex near Chicagoan Lake. It was sponsored by two of our clients Angeli Foods and First National Bank and Trust of Iron River. What a great job Bob Black the Chamber director and the two sponsors did putting on this event. Here you see a picture of our gang hanging out.

## GM NOTES...

By Dan Wheeler, GM WIKB/WFER

As we near the end of the year, as we moved from November to December, we had to say goodbye to some good friends and hello to a little more winter weather. It was sad to see Amber leave for California, we hope the best for her and look forward to her return to the area. Brad has done an outstanding job with "Telephone Time" and has gotten out to see some of the clients. He is catching up on some PD duties with training from Mike Wolf and help from Starr. Jeanne has been a life savior with the extra client load for both of us. And Starr, as usual, holds down the fort no

matter what happens. Well, except for one minor tragedy. The day our coffee pot died. No coffee for Starr wasn't a good thing. Fortunately we were able to trade for a new Kuerig and things are good now. Jenny Miller our new News Director is coming along nicely and I think Jeff even got a day off at the end of November.

One of the things we will be glad to have behind us is the change-over to our new phone system. We switched to a local internet provider, and now we are just a day or so away from the switch over to our new phone system. It might seem like it should be easy, but far from it. We relied heavily on Skip and Mike, but our two internal I.T. guys, Jeff and Jeremy took the brunt of the workload. That meant

## GOOD MORNING, TELEPHONE TIME

As the old saying goes, home is where the heart is, and, with Telephone Time, the longest running radio talk show in Upper Michigan, it is only a telephone call (or internet stream) away!! Calls come



in from all around the country... Las Vegas, Nevada, Milwaukee, Wisconsin, Three Oaks, Michigan, Kenosha, Wisconsin, Ocala, Florida, just to name a few!! The following is just a sampling of what we "get" to hear every day:

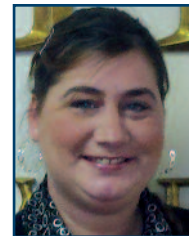
...Lost a gun in the snow – trying to find someone with a metal detector to help find it, please!!!

...Need a ride to town for a doctor's appointment.

several long days and nights and lots of headaches. We really appreciated all their efforts. One thing that is nice as we look forward to a new year, is the attitude around our office. It's fun, it's become a good place to work. I really appreciated all the help from corporate, the other managers, Mark and Q'Ball in Ashland for their voice tracks, and to the efforts of everyone here in Iron River.

## MEET JENNY MILLER, NEWS DIRECTOR

I grew up and was raised in Oshkosh, Wisconsin and graduated from Oshkosh North High School where I played softball, basketball and dance. After high school, I went to college at Lake State University. I then moved to Iron River when I was 23 years old. I went back to school at Nicolet Community College for accounting and worked at a counseling center as the office manager. I am very active in the West Iron County School



Jenny Miller

District. I am a member of the booster club and work at all of the athletic activities including coaching girls softball. I have a 13-year-old son (Jayce) who is also very active in the community and plays baseball, basketball and football. I enjoy spending time with family and friends and being home with a nice fire in the fireplace watching a movie with my son.



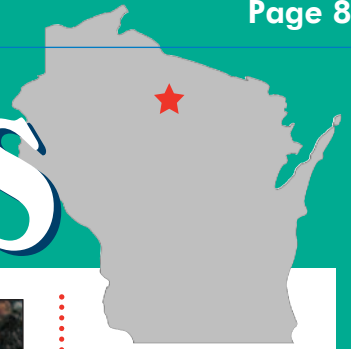
Dan Wheeler  
Iron River  
VP and General  
Manager

[www.wikb.com](http://www.wikb.com)



Brad Zima  
Iron River  
Program Director

# Park Falls



## GM NOTES...

By Darla Isham,  
GM WCQM/WPFP

There is a whole lot of Holiday cheer going around our market this month. Elf Nancy is trimming the place with Christmas decorations and the stockings are all hung by the window with care in hopes that Santa brings goodies! The bag of coal has only made it to one spot so far, Rudolph Ricky is the proud recipient this week...but not to worry, the little bag of coal makes it's way to all. Elf Preston has been gathering sponsors for our triple-dose of Christmas on the radio with our School Concerts, Holiday Messages and Christmas Music sponsorships. Boomer Elf Von Bloomer is busy signing up "PACK THE STANDS" sponsors, a new promotion this year that really has our Chequamegon Screaming Eagles and Phillips Loggers

school districts talking. Our first of 2 events brought into our gym over 800 people which normally would only be about 100-200, at most. At half-time we qualified 10 folks to try out their basketball shooting skills. The person who got all their shots in, walked away with \$500.00. A trophy donated by one of our local businesses awaits the school that has the most fans packed in their stands between the two events. Plus prizes were randomly given away by many local businesses. Pictured is one of many photos of the fans from "Pack the Stands," More to come later. This is a very cool promotion to bring to the community, and it brings extra revenue. Santa Claus Joel has been setting up the tree with our 98Q Country "Lights of Christmas," a town favorite, as listeners are asked to call and select 2 Christmas lights from the tree. If they match, our listeners could win cash



or prizes from local businesses that have sponsored the promotion. One would also think that Santa Claus Joel loves hearing himself croon "HO HO HO MERRY CHRISTMAS" because he is spending quite a bit of time in the studio saying this over and over and over again.

Though we all just love the Christmas season, there are many who might not be able to enjoy a great holiday meal so this Sunday our staff

is putting on a Christmas Concert with local talent performing. Everyone who attends is asked to bring a non-perishable food item, plus a portion of the proceeds will give our Lord's Cupboard additional stock and a little revenue for Christmas.

So as we approach Christmas, may all of you have a very Merry Christmas and a wonderful New Year!



Darla Isham  
Park Falls  
VP and General  
Manager

[www.wcqm.com](http://www.wcqm.com)



Joel Karnick  
Park Falls  
Program Director

## OREO TRUFFLES...

Here's a great holiday candy recipe I make every year that anyone can make and everyone will love:

*"Oreo Truffles" Only 3 ingredients.*

- 1 bag of Oreo cookies
- 8 ounces of dark chocolate, melted
- 8 ounces of cream cheese, softened

Crush cookies by placing in a food processor or with your hands, mix in the cookies, and cream cheese until you have dough consistency. Take teaspoon size dough and form into balls, place on cookie sheet that you have lined with aluminum foil and have sprayed with non-stick cooking spray. Once you have that done, refrigerate for one hour. Melt your chocolate in a micro wave until completely melted stirring every minute until all melted. Let cool some, but not to a hardened state. Remove your formed dough from the fridge and dip one at a time in the melted chocolate place on aluminum lined cookie sheet and let harden. After that just eat 'em, they will melt in your mouth and if you like mint make a batch with Mint flavored Oreo cookies.



The Award-winning 98Q Country "Deer Hunters Round-up" was a huge success; 42 sponsors which was doubled from last year. In the photo is the grand prize winner with our Title Sponsor who was our local South Side True Value Hardware Store in Park Falls, Jamie Stueber, one of the owners, with Michele Smith who won a wheelbarrow full of tools.