

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

## Fall Fun Comes to the Northwoods

### Heartland Autumn Activities Aboard

The days and nights are getting a bit cooler and the trees are starting to show signs of their colorful autumn wardrobe. Heartland stations are on the air with high school and Packer football and a full schedule of FUN events. It's fall in the Northwoods!

Autumn brings the Ruffed Grouse Festival to Park Falls on September 21st. Sportsmen and outdoor enthusiasts of all ages come to celebrate the vast natural resources the area has to offer. The FUN includes bow shooting demonstrations and lessons, family activities, an ATV poker run, Knights of Columbus Dumpling



Feed, a "Home Grown" market and Craft Fair and more. Heartland's Park Falls 98Q Country will be there broadcasting and celebrating the FUN!

On September 27th and 28th, Ashland's Skip Hunter broadcasts live from ABC Raceway for the FUN "Red Clay Classic," which is the season finale and by

far the largest racing event of the year! Heartland's Z93 is a seasonal event sponsor.

Eagle River's WRJO gets excited about "Beef-A-Rama on September 28th.

This outlandishly FUN, and world-renowned Northwoods event is in its 49th year! The tradition of area merchants and businesses preparing roasts was a huge hit right from the start; it was an opportunity to say "thank you" to visitors and customers in the Minocqua area. The famous University of Wisconsin Marching Band will attend again this year. At 11:45 a.m., 15 eager participants will begin to consume HUGE Beef-A-Rama sandwiches placed in front of them. The judges will determine the King and Queen who will win a myriad of FUN goofy cow prizes and the coveted beef crown and scepter!

A FUN local Iron River talent event called "Open Mic Night" and its presenter, George Peterson, have been working with Heartland's WIKB to grow the monthly event at the Windor Center, Iron River.

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Jim Coursole, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
designer and  
publisher



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

## Heartland Salespeople Meet

The Heartland All-Company Sales Seminar takes place in Eagle River on October 26th at the Eagle River Inn Resort.

Headlining this fall's event is Rob and Diane Kriehoff with over 50 years of broadcast sales and training experience. "There is No Magic When it Comes to Successful Selling," according to the Kriehoff husband and wife team. According to Rob, his "favorite part of the business is teaching people how to be successful in sales."



Heather Bruemmer, Executive Director-State Ombudsman for the State of Wisconsin Board on Aging and Long Term Care will be speaking on "Living One Day at a Time and Making It a Masterpiece." Heather has overcome one adversity after another in her own life providing real-life proof that a person's desire and positive action will conquer most of life's challenges.

One of Heartland's most talented salespeople, Amber Sarafiny, Iron River, will share how she works to overcome the death of her 18 year old daughter, killed by a motorist as she crossed a

street. Recovering from the loss of an 18-year-old daughter is impossible, but learning to live life again even though hard, is not impossible, according to Sarafiny. Amber will encourage her peers with her presentation, "Don't Sweat the Small Stuff."

Heartland's CEO, Jim Coursole, will attempt to create – with personality characteristics – the "Perfect Radio Salesperson." Coursole has done this presentation for over 40 years for organizations such as WMC's Business World, many junior and senior high schools, colleges, organizations and businesses of all sorts including radio broadcasting companies.

# Pres. Release

If you don't take the risk, you may lose your chance. Really? Yes.

I just finished reading, "Take the Risk" by Dr. Ben Carson the famous pediatric Johns Hopkins neurosurgeon. If you get a chance, I encourage you to read one of his many books; I'd start with "Gifted Hands."



**Jim Coursolle**  
President, CEO

Presidential Medal of Freedom recipient Dr. Carson pioneered at-the-head separation of conjoined twins. Carson, who failed in elementary school, became the youngest major division director at age 33 in Johns Hopkins history. Dr. Carson is black and grew up in a poor Detroit neighborhood; he had no breaks. Amidst poverty, his mother, who cleaned homes for a living, lead an inspired Carson and his brother to reach great heights.

In "Take the Risk," Carson discussed several instances in his life when he took a chance where the outcome could have led to failure if the situation had gone awry. He took the chance; he took the risk. That's not easy to do because if things "go south," one might perceive that their life may also "go south." However, we've all heard the phrase, "The greater the risk, the greater the reward." We've also heard the saying, "Nothing ventured, nothing gained." Worn-out adages... maybe?

As I write this, Diane and I are on vacation in the Grand Teton National Park. On the way into the park, we came across a real life "Three Bears" story. Three grizzly bears were sauntering along a highway. The grizzlies had drawn quite a bit of attention. I parked our car off the road, grabbed my camera and walked across the highway to get closer. I hid behind a parked van, then popped out from behind the van and with my heart pounding, took the most amazing pictures I have ever taken. I don't recommend this kind of risk to anyone; as I look back, it was a bit crazy. I



certainly reconfirmed to myself that I am a risk-taker.

I don't recommend that kind of risk-taking to anyone, but I do encourage some introspection from everyone. If you took a safe, calculated risk, where might you go? What might you accomplish? Who could you become? You decide... are you worth it? Is your life worth taking the risk of self-improvement; of accomplishing worthwhile "dreams" that you never thought possible?

Let's take a look at what you could lose. If you decide to move forward with taking the risk of self-improvement, what is the downside? Well, for one, you could fail, but failure is often times the "tuition" in the school of life. Of course, you will ab-

solutely fail if you don't try. But, you could succeed, as well, and if you do, how would that improve your life?

Throughout history, great things happen when people have shed their fears and taken the risk. Find something in your life you would like to improve upon and prod yourself to take the risk. If you do, you might find out that it wasn't really a risk at all. If you do not, you take the REAL RISK of not finding out what your full potential is.

What can you really be if you care enough about yourself to take the risk? For your sake, please do yourself a favor and don't leave this as an unanswered question.



## August Top Sellers



### Market Managers

Jim Hodges .....	\$18,042
Scott Jaeger .....	\$16,209
Darla Isham .....	\$15,558

### Sales Reps

John Warren .....	\$32,054
Sandy Berg .....	\$20,818
Trish Keeley .....	\$18,362
Amber Sarafiny .....	\$14,889
Sue Baker .....	\$11,071

## BIRTHDAY "BROADCASTS"

### SEPTEMBER

- 3<sup>rd</sup> – Joshua Hawn – Park Falls
- 14<sup>th</sup> – Jim Hedican – Ashland
- 14<sup>th</sup> – Wendi Ell – Corporate
- 24<sup>th</sup> – LuAnne Wroblewski – Eagle River

### OCTOBER

- 4<sup>th</sup> – Zack Barnes – Ashland
- 15<sup>th</sup> – Jordan Koski – Park Falls
- 25<sup>th</sup> – Mike "Wolf" Ell – Eagle River
- 28<sup>th</sup> – "Skip" Hedican – Ashland





**Events, from Page 1**

The two remaining “Open Mic Night” events of the season are September 28th and October 26th.

“Harvest Festival” brings FUN to Phillips on September 28th.



The streets are lined with vendors selling fall harvest veggies and lots of items made with cranberries. There’s an Art and Crafts Fair and

free pumpkin decorating as well. 98Q Country, Park Falls, will be there reporting all of the FUN!

40,000 people get involved with one of the area’s most FUN and largest events, the 34th Annual “Cranberry Fest” held at the Vilas County Fairgrounds on October 3rd and 4th and Heartland’s Eagle River WRJO will be on hand assisting with the Craft Auction on October 4th.



In Iron River, MI, the Pumpkin Run 5K and 1 Mile Run/Walk is held October 5th. Heartland’s WIKB and North-Star Hospital combine to have FUN and raise money as participants walk for warmth in Iron County, Michigan to help the less fortunate with their winter heating bills.



October 12th marks the annual “Whistle Stop Marathon” and “Blues and Brews Fest” in Ashland. These events draw thousands to the Ashland area each fall and the Heartland Ashland’s Scott Jaeger and Skip Hunter take to the airwaves and join in the FUN as a title sponsor of this extremely popular event involving approximately 3,000 runners.

On Halloween, Park Falls’ 98Q Country presents the FUN “Haunted Halloween 98Q Costume Parade.” This features over 100 kids and



parents who dress up in costumes marching to the music of the Park Falls High School Band with the 98Q Country remote vehicle leading the way. At the completion of the parade, the Park Falls’ Chamber of Commerce serves hot chili and hot cider.

November 9th is the Annual Elks Radio Auction for Special Olympics held at the Elks Lodge #137 in Ashland. Skip Hunter broadcasts live on Z93 with the items up for auction. All of the proceeds from this FUN event go to the area Special Olympics.

Then Saturday, November 9th is the Heartland station’s Women’s Expo in Ashland. There is a lot of interactive activities, seminars and FUN for women of all ages. There will be awesome shopping, coffee, chocolates, food, massages, manicures...you name it we have it! The Ashland Chamber jumped on board last year by starting an all-women run/walk. It’s a 5K run called the “CHICK-UAMEGON RUN!” As crazy as it may sound, this November run in Northern Wisconsin next to icy Lake Superior drew 278 runners last year and it is expected that well over 300 runners will participate this year! The FUN race starts and ends at the school where Heartland’s Ashland stations hold the Women’s Expo.

November brings “Turkey Bowling” to Heartland’s Eagle River station WRJO and the Ojibwe Market in Lac du Flambeau; this year we will be adding several more bowlers and prizes to the event. Last year’s contestants had a FUN time at the inaugural event. Bowlers won a place on the Turkey Bowling Team by listening to WRJO and qualifying. A 15 lb. frozen



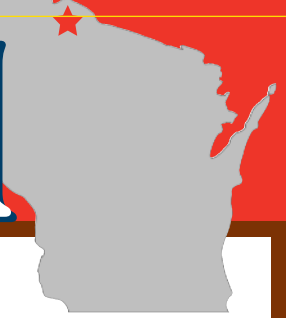
turkey was used as the bowling ball and real pins added a real feel element to the game. The Ojibwe Market lined one of their shopping aisles with cases of PowerAde and created a backstop. The craziness took over from there. Contestants won anything from a frozen TV turkey dinner all the way up to a complete Thanksgiving turkey dinner with all the trimmings.

Park Falls 98Q Country has planned their first “98Q Bully Prevention” campaign. According to Darla Isham, Park Falls’ Vice President and General Manager, the campaign is all about getting kids involved with the bullying going on in our schools and helpful ways to prevent it.

Autumn in the Northwoods means the ten Heartland stations go into action along with their respective Chambers of Commerce to add FUN and excitement to the most beautiful time of the year. Come and see the amazing autumn colors, take some awesome pictures and get involved with Northwoods and Heartland FUN this fall!



# Ashland



## GM NOTES...

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

The dust has settled and Labor Day is over! Or does the dust ever really settle...? Not in radio. The mood of the clients has definitely switched to fall mode, and we are switching gears as well.

Last month was busy with the county fairs and the Senior Expo. We celebrated the 25th Anniversary of the Senior Expo on August 21st with a bang. We offered a free picnic-style lunch with the award-winning Sixth Street Market Brats! They won the BEST BRAT IN WISCONSIN competition in Madison this year and are a very good client of ours. We are proud of Jerry, Linda and the crew at Sixth Street Market... that's a pretty prestigious award. We also gave away a trip for two to Branson including a \$600 travel voucher for air fare! We had a great musical variety show for everyone from Noon to 2 p.m. It was one of the largest crowds I have seen



in years and the exhibitors were thrilled. The Senior Expo also offered up a conversation piece – Essentia Health brought down a 14 by 20 foot inflatable walk-through colon! Yes...a colon. It was an educational prop that offered different colon health advice inside. It showed what a healthy colon should look like, Crohn's disease, unhealthy polyps and more. It was accepted quite well and yes, it was a conversation piece!



Moving into September, we just don't slow down. The last weekend of the month is the HUGE Red Clay Classic racing weekend at the ABC Raceway in Ashland. Skip Hunter will be there Friday and Saturday live from the track with our race night show on 93.3 WBSZ. By the way, we do stream live for all race fans! (www.wbszfm.com). That weekend is also Marketfest for the retailers in downtown Ashland. The following weekend is Applefest in Bayfield. The weekend after, Saturday, October 12th is the big Whistlestop Marathon and Blues and Brewsfest in Ashland. We are one of the sponsors of this event. There are a ton of activities that weekend. The race itself offers a 5K run and Walk, a 10K run, Half Marathon and Full Marathon for men and women. They even offer a race for the little tikes...THE LITTLE ENGINE THAT COULD! Skip Hunter and myself volunteer and we read every name that comes across the finish line. We start announcing at 8 a.m. and don't stop until 3 p.m. The Ashland Chamber is again expecting over 3,000 runners/walkers! Saturday

Night is the Blues and Brewsfest under the big tent. With over 30 micro breweries there. You can sample all of the beer for one ticket price, plus enjoy some great blues and rock music!

Then Saturday, November 9th is our Women's Expo in Ashland. We are currently selling booth space to exhibitors. We are planning on a lot of interactive activities, seminars and fun for women of all ages. There will be awesome shopping, coffee, choco-

lates, food, massages, manicures... you name it, we have it! The Ashland Chamber jumped on board last year by starting an all-woman run/walk. It's a 5K run called the 'CHICK-UAMEGON RUN!' I thought they were crazy having a run in November in Northern Wisconsin next to Lake Superior! They had 278 runners last year and expect well over 300 this year! The race starts and ends at the school where we hold the womens expo.

To get in the race you can go to the chamber website at www.visitashland.com.

Oh Yeah... The Packers! We carry the Green Bay Packers on 93.3 WBSZ. The sales staff increased sales this year on the Packers by over \$3,000! Super job! Speaking of the Packers, Heartland Communications and JET Travel and Tours are sponsoring a Packer Bus to the Packer/Lion game on Sunday, October 6th. \$299/person includes bus ride from Ashland and back, ticket to the game, and Tailgate Party at the Stadium View. It's selling quite well right now!

I would like to thank the staff for a great summer. We have all been extremely busy and our eclectic family here in Ashland has held up quite well! (Oh yes... we had our moments!!). Thanks guys and gals for everything!

On a sad note, we have to say goodbye to Susan Baker. Sue has been with Heartland since July 2007. She started off as a telemarketer, and 3 years ago decided to go full time. She is living proof that you can increase your budget every year. In 2007 she billed \$14,781 for the year. This year she is on pace to go over \$120,000! She has been a hard worker, has been there for all of our extra activities such as home shows, bridal fairs, senior expos and more! Sue will be missed. She has accepted a job with the Postal Service and we wish her well.

We then get to welcome Tammy Hollister. We hired Tammy on the 9th of September as Marketing Executive. Tammy lives in Glidden, Wisconsin with her husband and 2 children. Now we start the training process.



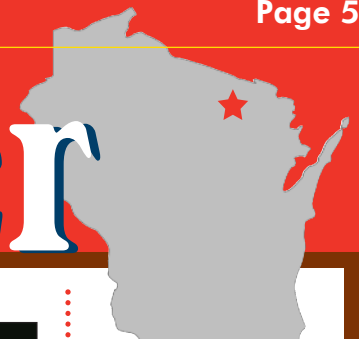
Scott Jaeger  
Ashland  
VP and General  
Manager

www.wbszfm.com  
www.wnxfm.com  
www.wjhf.com



Skip Hunter  
Ashland  
Program Director

# Eagle River



## GM NOTES...

By Jim Hodges, GM WRJO/WERL

It's not easy saying goodbye. Yet, I must in this, my last column for WRJO/WERL. I'm moving on to become the Sales Manager for Cumulus Radio's cluster of five radio stations in the Appleton – Oshkosh market, heading back to the market where I started my management career in 1986. The past 18 months as General Manager of the Heartland Communications Group Eagle River, WI radio stations have passed quickly and I've made many lasting friendships both within Heartland Communications Group as well as the business community.

I want to thank the Eagle River staff during my time with the company. In programming, Mike Wolf and Amy Linnett are two of the hardest working announcers in the Northwoods not only handling station needs, but giving of their free time for charitable causes. In the sales department, Trish Keeley has been a great asset assisting me in the sales department and mentoring our newest sales representatives, Wendy Schulta and Rob Zimble. I believe Wendy and Rob have all the skills and abilities necessary for success in the business. Our front desk receptionist, Jenny Gabrelcik and her cheerful personality is the perfect person to answer phones and welcome guests. Peggy Kaczkowski, Carol Suriano and Luann Wroblewski have filled in at the front desk and done a fine job as well. Our News Director, Bruce Marcus, is an outstanding reporter with a real nose for news. His interviewing and reporting skills have dramatically improved the newscasts in Eagle River as well as the AM radio stations throughout the Heartland Communications Group. No radio station can operate without part-time on air employees. A special thank you goes out to Jim Slapelis, Don Edwards, Ralph Faucher, Carol Suriano, Jerry



*Eagle River's WRJO gets excited about "Beef-A-Rama on September 28th. This outlandishly FUN, and world-renowned Northwoods event is in its 49th year! The tradition of area merchants and businesses preparing roasts was a huge hit right from the start; it was an opportunity to say "thank you" to visitors and customers in the Minocqua area. The famous U of Wisconsin Marching Band will attend again this year. At 11:45 AM, 15 eager participants will begin to consume HUGE Beef-A-Rama sandwiches placed in front of them. The judges will determine the King and Queen who will win a myriad of FUN goofy cow prizes and the coveted beef crown and scepter!*



Burkett and Chris Oatman. Thanks and appreciation also to the corporate staff of Lynn Weiland, Deb Josephs, Deb Hytry and Kathy Wawiora for their assistance and professionalism.

I want to thank Scott Jaeger, Darla Isham and Dan Wheeler, my counterparts at the other Heartland stations. Heartland is in good hands with them at the helm of Ashland, Park Falls and Iron River.

And a heartfelt thanks to Jim Coursolle and his wife Diane. There isn't a more knowledgeable and passionate broadcaster anywhere and I've learned much from him. Jim and I first met in the late 1980s

when we competed against each other in the Appleton – Oshkosh market. Ironically, one of the stations I'll be working at now is Jim's former station, 99.5 FM, WPKR. Best of luck to you, Jim and Diane. It's been an unforgettable and wonderful experience for me.

Eagle River is a special place. My wife, Suzanne and I, love it and intend to keep the home we purchased on the Chain of Lakes. We will be frequent weekend visitors so, instead of saying "goodbye," I'll change that to "so long, for now." I'll miss you all, but we will see you again!

*Best Regards, Jim Hodges*



Jim Hodges  
Eagle River  
VP and General  
Manager

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

**WRJoldies**  
94.5 fm

**FREEDOM  
TALK 950  
WERL**



Mike Wolf  
Corporate  
Program Director

# Iron River



## GM NOTES...

By Dan Wheeler, GM  
WIKB/WFER

Fall is in the air and changes can be seen around Iron County like no other time. The leaves are turning and folks are coming to our area to see the beauty. We invite everyone to bring their cameras. The color is really something to behold!

We hope you enjoy the pictures of the August WIKB/WFER activities. There has been lost to do and the Iron River team has been super busy! More fun events are a part of our ongoing partnering with Bob Black and the Iron County Chamber of Commerce including an exciting Pumpkin run coming up on October 5th in Iron River.

All of us at WIKB/WFER and at Heartland wish Jeff Bonno all the best in the world as Jeff moves on to new career opportunities. Jeff has been the weekend voice of "Telephone Time," a weekend country classics show and a polka show. Jeff has also done engineering and maintenance at WIKB/WFER and in Eagle River as well. Jeff's engineering duties are being assumed immediately by Heartland corporate engineers Skip Hunter and consultant Leland Sarmont. We will be announcing new on-air weekend show hosts shortly.



Jeff Bonno



Bob Black playing with the band in the pavilion at the WIKB sponsored End of Summer Blues Fest.



Besides broadcasting live from the End of Summer Blues Fest WIKB's own Brad Zima takes time out to participate in the Blue's Berry Pie Eating contest.



WIKB one of the sponsors at this month's Music in the Park at the Iron County Chamber of Commerce. Music was provided by local country music recording artist Jesse McPherson.

Don't miss this month's business after hours this Thursday 5 to 7 p.m. at the Wooden Nickel. Mingle, socialize, network, 50/50 drawing, prizes plus the special early registration prize is back again this year. You can RSVP by

calling the Chamber at 265-3822. September's business after hours this Thursday starting at 5 p.m. at the Wooden Nickel, brought to you by the Silver Moon and FA Industrial Services.

## 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 from all around the country. Georgia, California, Pennsylvania, Missouri, Las Vegas, just to name a few!! The following is just a sampling of what we "get" to hear every day:  
...Need extra or unwanted fish or venison, as their dog has health issues need to feed him only fish, venison,

fruits and vegetables.  
...Three wheeled car for sale – called a spider.  
...Needed: 1 or 2 mannequins.  
...\$100.00 reward for information on who is tearing up lawns.  
...Water-fountain for sale.  
...Looking for a bean frencher.  
...(2) 55 gallon drums of Cheez Its.



Dan Wheeler  
Iron River  
VP and General  
Manager

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



Brad Zima  
Iron River  
Program Director

# Park Falls



## Station gives a voice to Northwoods communities

### GM NOTES...

By Darla Isham, GM WCQM/WPFP

A true Birthday Bash on the front lawn of the station started at 9 a.m. on Wednesday, August 14th. The tents went up all of the old equipment and photo's displayed, and broadcasting from the front lawn was a very nostalgic day. Joel and DJ Rick interviewed several of the folks who have history here, played music from all the way back to 1953. The staff all brought a big dish to pass while the grill got fired up and each took a turn at watching the brats and hotdogs – that was a task! And we can't forget about the Birthday Cake, it was very yummy. Everyone was invited to stop out and have lunch with us, take a tour of the station and then just sit out on the front lawn and enjoy the music. Once evening arrived, the last of the brats and dogs went on the grill and if you didn't already know it, our own Tammy, Preston and Paul with Tammy's finance Jason are some pretty awesome artists. Tammy's voice, Paul on the drums, Preston and Jason on the guitars made for a great ending to our day.

*A recent article written by the local newspaper who interviewed Joel Karnick Program Director.*

Though much has changed with Park Falls' go-to station for local programming and music over its 60-year history, a few constants have carried through from the beginning - prime among them, the station's focus on putting community first.

That little lot on Highway 13 just north of Shopko Hometown has been the center of broadcast action from the beginning, even through multiple re-toolings of the building that currently houses 98.3 FM/WCQM County and WPFP/980AM.

"I think it's a tribute to the people of Park Falls who've supported this radio station that it's been able to survive through good and bad times and make it 60 years," said Program Manager Joel Karnick. "It's really the community's station..."

Now owned by Jim and Diane



Coursolle under the Heartland Communications banner, the station retains a distinctively "mom and pop" flavor that's something of a nod to radio's earlier days, as Karnick explained.

On a day-to-day basis, public service announcements that the station runs free of charge for non-profit groups, lend a charitable touch to the airwaves. "It's the way we kind of give back and serve the community," Karnick said.

The station also takes an active role in community campaigns along with giving a voice to various events and organizations, via such programs as "Reality Radio."

Reminders of the recent 24-hour Radio-Thon fundraiser benefiting Time-Out Family Abuse shelter still sit on the counter of the station, encouraging people to drop off the donations they pledged toward the cause.

While keeping its commitment to community through the years, this fixture in the Northwoods' radio realm has followed other broadcasters to more modern means of reaching out to listeners, including facebook, twitter and a Website.

Along with the shift in technology, the station saw changes in the faces steering broadcasts through the years.

Radio has "definitely, definitely changed a lot," Karnick said.

Nelson and Harold Murphy, of M&N Broadcasting, purchased the land where the radio station's building would go up in April of 1953.

In time, Station Manager Gene Halker, made that fateful call to Gor-

don Schluter asking if the Park Falls store manager would join him in purchasing WPFP - thought to have stood for Wisconsin Park Falls/Phillips.

Schluter, had been grappling with the news that he'd be transferred to management duties with another Gambles' store in Minnesota, costs of running two facilities mounted.

In terms of DJs and sports announcers, earlier listeners may recall the faithful football stat updates of Dave Ruiz.

A little later, community members more than likely tuned in for local sports coverage driven by Scott Thomas. Then, there was the unforgettable voice of Dick Knapp, who took the mic for sports reports from 1979-1988.

This was the golden era for the station as he and Jim Szlagowski called the football and basketball games. The later progression of sports personalities included Steve Olsen, Tom Byrnes, and Paul Eck, then "mostly non-DJs": Sam Pritzl, Jeff Christianson, Randy Kunsch and Jude Dezotell, with Brad Dehmlow and Joel Karnick.

While there is still the occasional polka-centered spot, things aren't quite done like they were in the past when Frankie Baroka and the crew would actually haul their equipment, drums and all, into the little studio and entertain Bavarian music lovers live.

Karnick noted that the only program aired continuously throughout the station's 60-year history is the broadcast of Peace Lutheran Church services.

In looking back on the station's first 60 years in existence, current D.J. Rick Frischman reflected on his own history with the station, going back to the mid-1970s with a break here and there. "... All I can say is 'It's been a real pleasure...'" D.J. Rick said. "Not a day goes by that at the end of my radio day, I don't think to myself, 'Boy... that was fun!'"



Darla Isham  
Park Falls  
VP and General  
Manager

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



Joel Karnick  
Park Falls  
Program Director