

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

A NEW COMPANY RECORD

Heartland revenue goals accomplished three months in a row

"It's never been done before," according to Heartland CFO Deb Josephs, CPA. "This is the first time in Heartland's ten year history that the all-company revenue budgets have been made for three consecutive months," said Josephs who has been associated with Heartland since 2004.

In May, Heartland reached 100.4% of its revenue budget. 103.3 % was obtained in June. July, the Heartland revenue goal went over the top at 104.1%. The Heartland Ashland market led by GM Scott Jaeger finished at 111.3% of budget. The Park Falls market led by GM Darla Isham accomplished 106.4 % of goal; and GM Jim Hodges' Eagle River market, joined the ranks of Heartland markets making budget at 101.7%. Dan Wheeler piloted his Iron River, MI market – short of a salesperson – to 93.1% of budget (a new salesperson has been hired). 2012 Heartland sales budgets are set at 7% higher than the corresponding 2011 month's budgets.

"In horseracing, they would call it a 'Trifecta,' and in hockey a 'Hat Trick.' In radio, in an 'anything-but-good' economy, I would call it hard work and excellent," according to Heartland CEO Jim Coursolle.

"This accomplishment is the result of TEAM WORK... not just the efforts of our terrific sales people, but also the efforts of those folks responsible for creating our 'product' which is our on-air sound and the efforts of engineers Skip, Jeff and Leland in keeping our stations on the air and functioning. I also want to point out the very important

contribution our office staff makes in all of our markets... Nancy, Peg, Kam and Starr are the "smile" that greets our clients and customers as they enter our stations. They are the 'first impression' when clients and listeners phone or visit our stations. I appreciate their enthusiasm. We have a GREAT TEAM at Heartland!"

"We need to savor the moment of this wonderful achievement, but we also need to be aware of the fact that what we do with this newly found confidence is just as important. We have all seen sports teams work their 'tailpipes off,' only to drop the ball right at the end of the season just before 'the Big Dance.' I've heard some people wonder if those teams were 'reading and being impressed with their own press clippings,'" said Coursolle.

"We all remember a politician who was ahead in the polls and, either because of faulty strategy or because of 'winning in their own mind before they won at the ballot box,' lost an election at the end.

It's always difficult to keep momentum going once you have tasted success, set records or reached goals. The discipline necessary to look past the accolades and keep 'plowing' does not come easy and is only achieved by those people with the knowledge to understand that neither failure – nor success – is permanent. Both are temporary conditions and both can change quickly – success with effort and knowledge... failure with the inverse. I love the well-known Delta Airlines slogan, 'At Delta, we earn our wings every day.' That sort of says it all, doesn't it?" said Coursolle.

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Jim Coursolle, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
editor and publisher



www.heartlandcomm.com

Wendi Ell named Editor and Publisher

Wendi Ell, owner of "Ellefont Designs, LLC," a local graphic design company, and the wife of Heartland Corporate Program Director Mike (Ell) Wolf, was named Editor and Publisher of the Heartland Corporate newsletter, The HCGazette on July 23, 2012. She succeeds Leslie Howell who resigned her position with Heartland on July 19, 2012 to join the staff of NorthStar Health Systems, Iron River, MI. Wendi will bring a new perspective with new excitement to the Heartland newsletter, The HCGazette, which began its publication in April 2010 and has published 29 issues to date.

Wendi Ell lives in Harshaw, WI, with her husband Mike and is a mother of 4 (four-legged kids), one gigantic dog, Harley and three horses,

Barney, Bailey and Lobo.

She was born and raised in Tucson, Arizona, daughter of a fine arts teacher and a loan officer, and in 1989 moved to Iola, Wisconsin, where everything was so green, colorful, and lush that she planted roots and stayed in Wisconsin for the next chapter of her life.

Wendi's career has always been in publishing, beginning with a 10-year stretch with a hobby-based publishing company, when she met her husband Mike at the start of his career in broadcasting. Together, they moved to Woodruff and began new careers in

the Northwoods.

Over the last 13 years, at The Lakeland Times in Minocqua, Wendi's performed all job aspects of newspaper publishing, including managerial positions, production, photography and even dabbled in writing. She was promoted to general manager of The Northwoods River News in Rhinelander after Lakeland Times' owner Gregg Walker purchased the former Daily News.

In 2009, she created an LLC, "Ellefont Designs" which expanded her enjoyment of graphic design and allowed her to nurture her own business in de-

signing promotional material for clients, such as menus, brochures, logos, newsletters, business cards, posters and the like.

She enjoys "bossing" her husband around, caring for their pets and attracting wild birds to the backyard. "Wendi impresses me as a very balanced and happy person and tends to bring a smile to the faces of all she comes in contact with. We are excited to have Wendi and "Ellefont Designs" on board as Editor and Publisher of our Heartland newsletter.

"We appreciate the great job Leslie Howell did in launching and publishing the first two years of The HCGazette and we wish her the very best in her new position with the Iron River hospital," said Jim Coursolle, Heartland CEO.



Wendi Ell
HCGazette editor
and publisher

Pres. Release

I'm a morning person. It is really a treat for me to get up early with coffee in hand and sit out on our deck to watch the sunrise. The quiet is almost overwhelming (for a "Type "A"). God's peace is so apparent. This Sunday morning, only the sound of a crow identifying itself in the distance can be heard...and then a chickadee.

I am thinking about last evening. One of my best friends and a fellow broadcaster, Dave Magnum invited Diane and me to the induction of former Packer coach Mike Holmgren into the Green Bay Packer Hall of Fame. Attending this event was very special to me because Coach Holmgren led the Packers back to the Super Bowl during the nine years I served on the Packer Hall of Fame Board of Directors.

I knew Coach Holmgren, as well as Packer president Bob Harlan and General Manager Ron Wolf. I studied their teamwork and leadership. It was kind, but firm. It was obviously effective. Eventually, as they followed their plan, that plan led the Packers back to the Super Bowl after many dry years. These Packer leaders never took their eye off of the Lombardi Trophy.

I studied them...and Lombardi too; I must have over 50 Packer-related books and tapes in my personal library. The one thing I noticed as I watched and studied them was how intensely focused they were. They absolutely knew where they were going. Nothing deterred them. If they lost a game, I noticed how they learned from that loss. They knew that if they kept focused through both wins and losses, they would obtain their pre-determined goal and, they did... at Super Bowl XXXI. Their plan of action can be called perseverance... and there's another word that begins with a "p" that also describes their pursuit: that's "persistence."

Another person who has taught me about focus over the years was also sitting at our Hall of Fame Induction table last evening. Former Governor Tommy Thompson knows the meaning of focus. He led our state through some difficult times, becoming the only governor to ever be elected four times in Wisconsin history. He went on to serve in the Bush administration as Secretary of Health and Human Services and today he continues his public service as he runs for the U. S. Senate. When he was governor, Tommy worked very closely with Packer president Bob Harlan and together they remodeled Lambeau Field into a world class stadium for generations to come. His perseverance, focus, and persistence is evident. It just dawned on me that Heartland has a station with the call letters "W - P - F - P."

At Heartland, we can all learn from leaders like Coach Mike Holmgren, Packer President Bob Harlan, Packer GM Ron Wolf and Governor Tommy Thompson. If we PERSEVERE through every good and bad on-the-air show, and if we set our FOCUS on performing our job in an excellent manner every day through every good and bad sales day, through every good and bad day in the office, our PERSISTENCE will eventually morph into the success that we all are striving for.

One of my all-time favorite quotes is from President Calvin Coolidge:

"Press on. Nothing can take the place of persistence. Talent will not; the world is full of unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."



Jim Coursolle
President, CEO



Tech Talk

What's new in engineering?
At WIKB,

Jeff Bonno, Corporate Engineer

we have had a background noise issue, and it was tracked down to water getting into one of our antennas. It is difficult to test things that are over sixty feet up on a tower, but once the problem was located a new antenna was ordered and installed.

As I watched the two guys sixty feet up working on the antenna, I realized how much I like my job. It has been over thirty years since I was up any height, the view from up on a water or radio tower is incredible, but I don't miss it at all.

There was also a crackling noise at WRJO, a similar problem, this time a weather cover on the antenna had deteriorated until it was completely missing. We received the first of a new design they had just finished testing, which was the same model and age as the WIKB unit. The new and improved EAS systems required by the FCC was finally installed and we are CAP compliant. We now receive emergency warnings and messages over the Internet, as well as the two other sources that are monitored.

This year we are updating the WIKB sports headsets, as last year WRJO's sports headsets were updated. Hopefully as the cell coverage improves and the 4G come into play, we can eliminate additional issues of quality with broadcasts.

In addition all the normal stuff, the installation of PA equipment in the Park Falls Ford Escape is complete. It was a challenge, with a smaller vehicle, but it is ready for service.



BIRTHDAY "BROADCASTS"

AUGUST

2nd – Kam Zinnecker – Ashland
27th – Jim Coursolle – Corporate

SEPTEMBER

3rd – Susan Baker – Ashland
3rd – Joshua Hawn – Park Falls
10th – Jim Hodges – Eagle River
14th – Jim Hedican – Ashland
14th – Wendi Ell – Corporate
24th – LuAnne Wroblewski – Eagle River



Corporate Address

I am sure that many of you watched or at least followed the Olympics at home in the evenings. I know my family did. While browsing the Olympic blogs, I ran across this blog written by Rosabeth Moss Kanter. Heartland has been doing a lot of winning lately and I thought it was really timely and appropriate. I hope you enjoy it!



Deb Josephs, CPA
Corporate CFO



Ten reasons Winners keep winning, aside from Skill

By Rosabeth Moss Kanter

Whether the game involves competing every four years in the Olympics or every day in a business, winning brings advantages that make it easier to keep winning. To understand sustainable success, I compared perpetual winners with long-term losers in professional and amateur sports and then matched the findings to business case studies for my book *Confidence*. The sports were a comprehensive mix including women's soccer, men's and women's college basketball, major league baseball, U.S. football, international cricket, and North American ice hockey.

I found that winners gain ten important advantages as a result of victory — and that smart leaders can cultivate and build on these advantages to make the next success possible.

1. Good mood. Clearly everyone feels good about winning, while emotions sag at failure. Emotions affect performance. Positive moods produce physical energy and the resilience to persist after setbacks. While losers use any excuse to stop, winners sometimes play on even while injured, lifted by a kind of winners' high. Moreover, psychologists find that moods are contagious. Winners' exhilaration is infectious. Losers' gloom can be toxic.

2. Attractive situation. Whether at children's soccer games or in the office, losers go home early. Winners stick around. My studies show that there is less absenteeism or tardiness in organizations known for their successes. There is also more solidarity, because people spend more time together feeling good about what they can accomplish. More time together brings more chances for information-sharing and mentoring.

3. Learning. Losers get defensive and don't want to hear about their many failings, so they avoid feedback. Winners are more likely to voluntarily discuss mistakes and accept negative feedback, because they are

comfortable that they can win. Because they are confident about the possibility of winning, they see practicing as a route to a positive outcome, not as a punishment. For athletes, practice matters. Winning is often found in mastery of the details. As a former student found in studies of swimmers who did and didn't qualify for the Olympics, excellence consists of examining and improving many small processes and routines.

4. Freedom to focus. As every golfer and tennis player knows, you must keep your eye on the ball. Losers often punish themselves in their heads. Winners have fewer distractions. Golf pro Tiger Woods won nearly every championship until hit with personal problems of his own making, which was followed by losses on the golf course.

5. Positive culture of mutual respect. For anyone who plays on a team, winning makes it easier to respect and listen to one another, because after all, if you win together, then the presumption is that everyone is a good player. Winners can maintain high aspirations and act generously toward others. Losers are more likely to blame others and disdain them as mediocre, creating a culture of finger-pointing and infighting.

6. Solid support system. Behind every high performance athlete or team is a cadre of coaches, friends, and fans that fuel motivation. Winning enlarges the circle of backers. Losing erodes support. For instance, the cheerleaders for one perpetually losing college football team used to leave the stadium at half-time. When even their cheerleaders feel they won't win, how can athletes gear up for the next try?

7. Better press. It's not just the buzz at time of victory that separates winners from losers, it's also the more favorable story about the past and future. Winning provides a

halo that makes everything seem to glow. Losing causes observers and analysts to probe for reasons in a rewritten version of the past that makes continuing losses seem inevitable.

8. Invitations to the best parties. Really. Winners get invited to the White House, Buckingham Palace, key conferences or exhibitions. They gain access to networks and relationships that confer benefits that maintain winners' momentum, such as early information or better deals. Who invites the losers?

9. Self-determination. Winners have more control over their own destiny. "Why tamper with success?" we often say. Winners are left alone, getting a free pass on reviews (occasionally tragically, as at Penn State, where locker room abuse went uninvestigated). Losers get attention of the negative kind. They are encumbered with "help" — special committees, audits, reviews, frequent visitors. Enough of that, and losers spend their time in meetings instead of practicing and improving performance.

10. Continuity. Lose too often, and heads roll. New coaches, new strategies — like HP's lurching between hardware and software or Yahoo's parade of exiting CEOs. High turnover consumes time and attention. More time spent getting people on board leaves little time to fully execute any particular game plan. It's hard to start winning again until the situation stabilizes. Winners have the luxury implementing long-term strategies and planning for orderly succession.

Winning streaks eventually end because winners can get over-confident, slipping into arrogance or complacency, or because the competition gets better. But leaders can build on the advantages of winners to encourage a positive spirit, disciplined focus, mutual respect, lots of practice on the details, and lasting support systems that can make successes and comebacks more likely.

Ashland



I am starting off a little bit different this month. I know we have all hired new sales reps in the past few months. This segment is somewhat for them. The Veterans in radio will back me up... I promise!

If you think you can't make money in radio you are dead wrong. If you think you cannot make a career out of radio... again WRONG-O!

I am going to flashback a lot of years right now. When I was managing a bar and the golf pro shop at a local Private Country Club, I didn't have two nickels to rub together. I used to listen to the business people and professionals come in after golfing, or out for dinner discussing the vacation they just got back from... Hawaii, a Caribbean Cruise, an all-inclusive or wherever they vacationed. Deep inside I thought "Boy it must be nice... Someday, I want to have these stories and go to those places."

I was given excellent advice by my District Manager

GM NOTES...

On the flip side, Ashland has been busy. The Senior Expo is right on top of us. Wednesday, August 22nd. We sponsor the Expo along with Memorial Medical Center, Ashland Health and Rehab and UCARE. We are sold out at 46 booths... more than ever before! We are expecting around 1,200 people for the Senior Expo... it's always a great turn out!

The Ironwood Battle of the Bands is slated for Saturday night September 8th at the Pat O'Donnell Civic Center in Ironwood. We will have 5 great bands slaying us with hot music and trying to win a \$1,500, 1st place prize!!

Heartland Communications has teamed up again with J.E.T Travel and Tours, Memorial Medical Center and Ashland Yoga Studio for the 2012 Garland City Women's Expo on Saturday, November 10th in Ashland. We are about a third of the way sold out. There will be over 30 exhibitors, motivational speakers, food, fun, shopping and more. Plus this year, the Ashland Chamber of Commerce has added a 5k and 10k Run to the Women's Expo. This is really turning into quite a special event for Women.

I hope everyone has a really great Labor Day weekend. Grill and Chill!!

when I worked for IDS Financial Services (Ameriprise Financial now). She asked me what my goals were. A new Car, a Home, a nice vacation? Vacation. Ahh yes, I remembered the conversations from the bar.

She encouraged me to place a photo of whatever it is I wanted, on my bulletin board next to my desk. That way I would see it every day and use it as motivation.

I did just that. I hung a picture of a Caribbean island. Fast forward about 30 years, and now I have been to plenty of those places. My wife and I pick one nice destination each year and go! In March, I was talking to someone who asked where I had been on vacation, because I had a tan. I told them we spent a week at an all-inclusive resort in Mexico. They looked at me and said "IT MUST BE NICE." Ohh those words... I remember, I used to think that. I looked at him and said "IT IS! But we work our tails off, set the goal and plan.

This section was not meant to brag... I am not. We enjoy our vacations. We enjoy them because of the planning and hard work. Your goals may be different, but just know... you can do it through radio!

Life isn't just handed to you. It takes a lot of planning, work, diligence and effort. You can make a great career and nice living in radio.

Go ahead. Get that picture and put it on your bulletin board!



Scott Jaeger
Ashland
Market Manager

www.wbszfm.com

www.wnxfm.com

www.wjihfm.com



TODAY'S NEW HIT COUNTRY WBSZ 93.3FM



60's, 70's, + More!



Skip Hunter
Ashland
Program Director

Eagle River



Congratulations and heartfelt thanks for a great effort to the entire team at WRJO/WERL radio for each person's role in helping us to attain our July sales goal! **Sales were ahead of budget by just under 1.0% and better than last year by 13.2%!!** Some of our success is because the WRJO air personalities are road warriors and fulfill our advertising contracts by staging great live remote broadcasts! One look at our schedule over the past month and you'd think we were everywhere! It certainly seemed that way, especially to air talents Amy Linnett and Mike Wolf. They've broadcasted from Joe Bucher's Bluesfest in St. Germain, the Eagle River Air Show, the Vilas County Fair, the Land O'Lakes Airport's open house, Art-A-Rama in Eagle River, the Plum Lake Golf Course boat regatta, the Arbor Vitae Fire Department's annual picnic and the Vilas County Economic Development Corporation's grand opening of the new business incubator, to name a few.

There's excitement in our sales department with two new professionals. **Join me in welcoming Kris Gaffney and Julie Anderson as our new Account Executives.** Together, they've taken over the account list previously handled by Ashley Krusick. We thank Ashley



WRJO new sales reps, Kris Gaffney, left, and Julie Anderson, right. Departing sales rep, Ashley Krusick, middle.

for her service to Heartland and wish her the best of luck in her new position with Northland Marine, Three Lakes, WI. Kris created and sold two companies, is a computer expert and was recently married. Julie brings years of customer service experience in the real estate business to the job. Welcome to our team!

RALPH FAUCHER

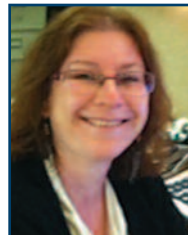
He's kind of a big deal, but he won't admit it. I'm talking about Ralph Faucher who turns 87 years old November 8. Did you know he's a former major league baseball play-by-play man? Ralph has a long and storied broadcasting career and is one of the few people in the nation who can boast about being a big league baseball announcer. Ralph worked alongside Cubs broadcasting legend Harry Caray during a two year stint with the Chicago White Sox in the 1971 and 1972 seasons. Ralph's background includes ownership of a radio station in Aurora, IL, where he spent 32 years in the business, on air in news, sports and radio sales, too. His wife, Jean, hails from Eagle River and together they raised three children, Tamra, Michael



Ralph Faucher
The Real Real Oldies Show

and Jeffrey. Ralph served in the Army Air Corp, has over 500 hours of flight time, is qualified for a variety of different multi-engine aircraft, flew WWII era B-25 bombers, played in a polka band in high school and got his first radio job in Welch, West Virginia. One of Ralph's interests is collecting records. He's also the host of the summertime WRJO street dances with his sidekick, Wolfman. If you're in the area, join him for one of the Thursday night dances or tune in Ralph's radio show, "The Real, Real Oldies Show," Sunday mornings. Thanks for all your hard work and many years of service to WRJO and WERL, Ralph! We salute you!

CAROL SURIANO



Carol Suriano

Please say hello to our new part-time receptionist and on air fill in, Carol Suriano. Carol is our "Girl Friday" who performs a number of important duties. From helping at the reception desk, to production and on air board op duties, Carol also owns and operates a full time business called Kneaded Relief Massage Therapy, Eagle River. Carol is originally from Des Plaines, IL and was a massage therapist in the Chicago area prior to opening her business in Eagle River five years ago.



Jim Hodges
Eagle River Market Manager

www.wrjo.com

WRJOldies
94.5 fm



Cool Bobby B is coming to WRJOldies

Starting Saturday September 8th WRJO will start airing The Doo Wop Stop with Cool Bobby B. This 3 hour show will air from 6pm - 9pm every Saturday night. So who is Bobby B? To know that we have to go back to Pennsylvania, 1957; an intruder breaks the flimsy lock on a radio station's transmitter room, boosts the power to 100,000 watts and starts broadcasting street-corner Doo-Wop records throughout the Eastern Seaboard. Before the authorities could apprehend him, he sneaks out the back door, into Rock and Roll History.



He's wanted to this day. Legend has it he left behind only a single clue... a cow bell. It is rumored that it's the same voice that can now be heard throughout the United States on the Nationally Syndicated platform.

The Cool Bobby B Doo Wop Stop makes 50s & 60s Doo Wop style music fun again using a "Pirate DJ" theme. Bobby will also play some New-Wop, current groups singing new and old Doo Wop songs.

WRJO is looking forward to offering this program to its loyal listeners.



Mike Wolf
Corporate Program Director

Iron River



American Pickers was in town July 20. Here Office Manager **Starr Helgemo** gets her picture taken in front of their van. The History Channel's "American Pickers" series were reportedly in town to pick through some items from a couple of Iron River families for a show that will air on TV in about three months.

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 . . . San Francisco, California . . . Sandwich, Illinois . . . Utica, Michigan . . . Waukesha, Wisconsin . . . come in on a daily basis. The following is just a sampling:

- . . . A woman called, over 3 times during the week, looking for a trombone . . .
- A man called for her phone number and said he had one for her, all she needed to do is make a donation to the Animal Shelter.
- . . . A lady looking for someone to help her make a wig, with her own hair, for her mother who has breast cancer, and because of her chemo treatment is losing her hair.
- . . . Electric toilet for sale.

U.P. CHAMPIONSHIP RODEO

By Mo Michael, PD WIKB/WFER

The 45th annual U.P. Championship rodeo was held recently here in Iron River, MI. I was the MC at the kickoff concert for the rodeo on a beautiful Friday night that featured Clay Walker and some other very talented musicians.

As you can see from the picture here the crowd was great and the music was awesome. Country musician Clay Walker is an inspiration to many people because he was diagnosed with MS 16 years ago and is still out on the road playing shows. Amazing! I hope to interview him on-air in the future about his MS charity. My mom passed away from ALS a few years ago and I'm very interested in neuromuscular disorders. We went to the 7pm Saturday



performance of the rodeo which was well attended by an enthusiastic crowd. It was nice to hear so many positive comments about WIKB when I was walking around during the concert and rodeo intermission.

Looking forward to next year's 46th annual U.P. Championship Rodeo!

As I'm writing this, we are preparing for the kick off of preseason football featuring the Green Bay Packers here on WIKB. In a few weeks we are kicking off our High School football season on WIKB/WFER. Wow! Where did the summer go?

WIKB's own Mo Michael, backstage with the 2012 U.P. Championship Rodeo Queen, Amanda Frels, and opening act, Jessie McPherson. Mo Michael was on stage to introduce all the acts. Friday night's Rodeo Concert was headlined by Clay Walker.

GM NOTES...

Summer, what a great time to be in the U.P. and especially Iron River. The weathers been good, too, we even have been getting a little needed rain. Our birds and fish are happy up here.

The biggest event of the summer was the 45th annual Upper Peninsula Championship Rodeo, the first weekend in August. This year's event was a good one. Read more about it below.

We constantly talk about Telephone Time around here, and for good reason. Starr Helgemo and Mo Michael put the show together Monday through Friday and Marian Volek and Jeff Bonno finish the week on Saturday. Starr has been keeping track of some of the more interesting happenings and will share them with you from time to time.

I wanted to close this month on a very happy note. We are so pleased to announce the hiring of our newest member to the Iron River team, Jeanne Callovi, account executive. Jeanne just completed her first week and is already showing her team spirit by helping out at the front desk during Starr's vacation. We look forward to good things to come during the last 1/2 of 2012 here in Iron River.

. . . A lady called needing a ride to Minnesota, the same day; and she thought it was impossible . . . Not so, a man called asking for her phone number as he was heading there.

. . . A man called explaining that two out-of-towners were in to his place of business and they had paid for 4 containers of night crawlers but forgot 2 containers. He wanted to let them know to come back in to get them or he would give them their money back.

. . . A man from Appleton popped into the office in the middle of the afternoon and was so excited that, because of the construction in town and the detour, he happened upon WIKB and just had to stop in. They listen all the time and he couldn't believe this was "the" telephone time station!



Dan Wheeler
Iron River
Market Manager

www.wikb.com



Mo Michael
Iron River
Program Director

Park Falls



THE 60TH FLAMBEAU RAMA CELEBRATION

Having old-time family fun at one of the oldest-running community festivals in the state of Wisconsin

Flambeau Rama was August 2nd thru the 5th and is as old as the Radio station and with that being said; a party that's been happening for 60 years wouldn't be complete without the 98Q Country & WFPF staff doing their share of having fun with the best listeners in the Northwoods!

One month in advance, with the help of several business sponsors, we start qualifying listeners for our Back Yard Barbeque contest, which we give away the kick off night of Flambeau Rama at the festivity grounds.

What does the winner win? Well the station crew comes to the winner's home and cooks a back yard barbeque for them and 14 guests on their brand new gas grill provided by a sponsor, beverages and all the food is also provided by a sponsor.

We qualify 100 people and they must be present to win, we are proud to announce that 86 people showed up and brought all their friends with them which turned into about 300 people.

After registering folks and having them draw numbers, we line up cups on the stage all filled with goodies and a prize labeled at the bottom (of course one cup says "winner").

Everyone wins something, making everyone very happy. The DJs call off the numbers, folks come to the stage and pick a cup... and we keep going until we have a winner.

This year we made it into the 70s before our winner was drawn. This year's winner was Carol Frisbee from Phillips, Wisconsin... 'course the crew kind of wanted the folks from Texas to win so we could do a road trip!



But hey, we're very happy for Carol Frisbee as this year's Back Yard BBQ winner.

After the kick off night, we head into Friday and 98Q Country bringing an afternoon filled with old fashioned free family fun games called "Family Fun Day," we do games like wheelbarrow races, hoola-hooping, bubble gum chewing contest, water balloon throw, and the Northwoods Community Credit Union runs the saw dust dig... giving away a few hundred dollars in quarters. This fun event brings out about 100 kids and again, we love doing something for our community youth during this celebration.

From Family Fun Day we head into Saturday where we are broadcasting live from Flambeau Rama and now we really get serious having the 98Q Country "Taste of Flambeau Rama" contest.

All the food vendors dish up the radio crew a delicious plate of food for sampling... from gooy hot fudge brownie Sundaes, Gyro's, fresh Wisconsin cheese curds and French fries, shish kebabs, chicken wings, corn dogs, chicken wraps, gosh it was hard to pick the best... but our votes came in for a local favorite "All Wrapped Up."

The award is a very nice trophy to display and bragging rights to go along with it. Our radio crew has been told that we come up with the best ways to get free food!

And finally, on Sunday, our station vehicle's first parade! Joel Karnick and Rick Frishman with Rick's grandson Ethan, and Joel's son Blake loved the attention while showering the crowd with great country music and yummy candy.



Darla Isham
Park Falls
Market Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director