

Elf Frank Myrrh: Hello again from the North Pole news desk, I'm Elf Frank Myrrh of North Pole Radio News. The North Pole Post Office is doing their part to help with the crisis in Santa's workshop by launching what they call Operation Toy Shop. Elf Crash Murphy is at the Post Office right now with Elf Hugo Slavia, the postmaster general at the North Pole Post Office. Crash, what's your understanding of what Operation Toy Shop is all about?

Elf Crash: It's pretty simple, Frank, even you can understand this. Santa's workshop can't catch up if they don't know what toys to make, Frank. Elf Hugo here is trying to get people to send in their Christmas wish lists to Santa as soon as possible so the workshop can get to work on those toys. The more wish lists they get, the sooner they get to work on making things. It's a brilliant idea and a great way for believers everywhere to help out in this crisis. Hugo, how do the numbers look for mail coming in to Santa these days?

Elf Hugo: Well, Crash, the numbers overall are at record levels. But the devil is in the details. Right now, I would tell you the most mail we're getting is stuff related to the workshop crisis, kids that are worried, parents that are complaining about all the rough news, people trying to send in ideas or who want to help. All that stuff is great but it's knocked the wish lists to just a mere trickle. We're only getting a couple of million a day and usually we get tens of millions. We have to turn that around.

Elf Crash: Hugo, you've been doing this for many years. How much of this mail, you know the wish lists and special requests, come in at the last minute?

Elf Hugo: That's the problem. The biggest crush of mail comes in the week before Santa launches and by the time the workshop can see trends. They never work with exact numbers because they know the toys they get requested in September or October are more or less going to be the same ones in demand the week before Christmas. So we know when that last minute crush of mail comes in we're going to be ready for it. We don't have that buffer this year. We need those wish lists now.

Elf Crash: Ok, Hugo, great message and a good lesson in the supply and demand side of the Santa business. Frank, we gotta spread the word that people need to get writing to Santa right now and sending in those wish lists.

Elf Frank Myrrh: Okay, Crash, message received and we'll continue to spread it. From the North Pole news desk, where we send in our wish lists to Santa twice a week whether he needs it or not, I'm Elf Frank Myrrh reporting for SantaUpdate.com on the Kringle Radio Network.