



Heartland Communications Group - "One of America's Finest Small Market Radio Broadcasting Companies"

## HEARTLAND NAMES JIM HODGES EAGLE RIVER MARKET MANAGER

Former Bliss Communications "General Manager of the Year" and long-time Wisconsin radio vet Jim Hodges, 55, joins the Heartland Communications Group family as Market Manager of Heartland stations WRJO and WERL, Eagle River effective January 30, 2012.

Jim Hodges has been in the Wisconsin radio business for over 33 years. He began his career in Tomah, WI at WTMB AM. He has acted as a news anchor at Milwaukee radio giant, WISN AM. Jim served as General Manager of the WROE FM, Neenah-Menasha, WI from 1986 to 1990 when he then joined the well-known Bliss Communications Country station, WBWI FM, West Bend, as VP and General Manager.

"I can't tell you how excited I am to have Jim joining the Heartland team," said Jim Coursolle, President and CEO of Heartland. "Jim Hodges is recognized as a true broadcast professional throughout Wisconsin and the Midwest; he is definitely a community leader and we are so proud to welcome him to Heartland."

Jim has received many honors throughout his illustrious radio career. Among them are "Bliss Communications "General Manager of the Year 2010." Winner of the Bliss Manager of the Month award multiple times; the West Bend Chamber of Commerce Betty Pearson Community Leadership Award; past president of the West Bend Chamber of Commerce; Past president of the United Way of Washington County board of directors among others. Jim was awarded the nationally-honored Certified Radio Marketing Consultant designation by the radio industry's Radio Advertising Bureau. As a national voice-over artist, Jim was selected to audition for "AFLAC" duck voice for all radio/TV ads.

Hodges succeeds Neil Roberts who is resigning for health reasons. Coursolle said, "Neil has been excellent for Heartland and we are grateful that Neil has agreed to stay on at Heartland in a corporate marketing advisory capacity."

One of nine children, Jim Hodges is married to Suzanne Hall Hodges, owner/operator of the "Flowersmith, Inc.," West Bend. Together, Jim and Suzanne have five children and two grandchildren. Jim graduated from the University of Wisconsin - Eau Claire with a double BA in Journalism and History. He said "Suzanne and I are so excited about our future in Eagle River. We are looking forward to the opportunity with Heartland and to being a part of the Eagle River community. Suzanne is exploring opening a second Flowersmith store in Eagle River. Operations in West Bend will continue to thrive and grow as they have in the past 9 years."

The Heartland-owned radio stations are WCQM-FM and WFPF-AM Park Falls, WI; WATW-AM, WBSZ-FM, WJJH-FM and WNXR-FM. Ashland, WI; WRJO-FM and WERL-AM, Eagle River, WI; and WIKB-FM and WFER-AM, Iron River, MI. Many of the Heartland stations have been broadcast leaders in their communities for over 40 years.

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## CFO Deb Josephs Named to Heartland Board



Deb Josephs, CPA, Heartland CFO has been named to the board of governors of Heartland Communications Group LLC, HCG-Ashland LLC; HCG-Park Falls LLC and HCG Eagle River & Iron River LLC according to board Chairman Jim Coursolle. Ms. Josephs will serve the board as Treasurer.

"Deb is an incredibly valuable member of our company. She has been with Heartland for eight years and has been a terrific help to all of our Market Managers, our lender, our audit firm and to Diane and me," according to Heartland CEO Jim Coursolle.

Other members of the Heartland Board of Governors are Diane Coursolle, Secretary and Jim Coursolle, Chairman.



# “Pres. Release”

Jim Coursole



I'm looking forward to Saturday night, January 14th. It's the annual Park Falls Christmas Party at Deer Haven in Butternut, WI. If you're looking for lots of fun with your family, mark down Deer Haven. Your kids will love hand-feeding the deer... this kid does. I attended the Eagle River-Iron River Christmas Party in December and it was very enjoyable. I'll miss the Ashland party because Ashland and Park Falls are scheduled for the same night. I'm very sad about that because I will miss Scott Jaeger's karaoke presentation; I heard him sing last year. I haven't decided whether he is a cross between Little Richard and Tiny Tim or Marvin Rainwater/Hank Williams, Sr. and Andrea Bocelli? It's hard for me to decide. I am a "Scooter Rooter!" Will "American Idol" be next for our Ashland GM?



Park Falls Christmas Party



Polar Bear Plunge 2012

I am grateful for the amazing job Mike Wolf and Amy Linnette did at the Eagle River "Polar Bear Plunge" this year. They raised over \$34,100.00 for the "Angel on My Shoulder" charity. This amount exceeded last year's mark. All Heartland markets continue to give of themselves as they contribute to their respective communities. Diane and I are very proud of that fact and to be a part of Heartland! You should be very proud too.

On January 8th, Heartland entered into an employment agreement with highly respected Wisconsin broadcast vet, Jim Hodges, 55, who has been managing the extremely successful Bliss Communications' West Bend stations (WBWI FM and WBKV AM) for the past 22 years. Jim will take over the helm as Market Manager at Heartland's Eagle River stations on January 30, 2012.

I've known Jim for many years going back to the days we were competitors in Wisconsin's Fox Valley. He is a true leader and history proves he will lead our stations in Eagle River to new heights. Jim is married to Suzanne who is a business entrepreneur in her own right. Suzanne owns and operates the "Flowersmith" store in West Bend and rumor has it, there may be a second store opening up in Eagle River in the future. Jim and Suzanne have five children and two grandchildren.

The Hodges have begun to sell their home in West Bend and are looking at lake homes in the Eagle River area. Jim told me that living on a lake has always been a dream of theirs. The Good Lord knows, we have lots of lake homes available in Eagle River and now is a good time to buy! Welcome Jim and Suzanne to the Heartland family!

Neil Roberts, has resigned his Eagle River management responsibilities because of health reasons, but I am SO pleased to announce that Neil has agreed to join Heartland corporate in a consultant capacity to assist all Heartland markets with his forte: marketing throughout the Northwoods. That's VERY EXCITING!

2012 promises to be the year that Heartland completes its "turn-around" process and moves forward with great success for the future. You folks have got me "pumped." Let's all hang-on for this great ride together!

## December's Top Sellers

Market Managers	
Darla Isham	\$14,445
Scott Jaeger	\$12,693
Neil Roberts	\$9,706
Sales Reps	
John Warren	\$42,734
Amber Sarafiny	\$16,365
Trish Keeley	\$14,204
Sandy Berg	\$12,097
Heather List	\$11,674

## BIRTHDAY "BROADCAST"

- January
- 4th - Peggy Kaczowski - Eagle River
  - 11th - Trish Keeley - Eagle River
  - 17th - David Olson - Ashland
  - 22nd - Eric Kranig - Park Falls
  - 22nd - Stephen Florian - Iron River
  - 25th - Kathy Wawiorka - Corporate
  - 28th - John Helgeson - Eagle River

- February
- 5th - Tim Zier - Eagle River
  - 6th - Wendy Otto-Shimun - Iron River
  - 16th - Patti Katz Black - Eagle River
  - 18th - Jim Slagle - Eagle River
  - 19th - Preston Vaughn - Park Falls
  - 22nd - Rick Frischmann - Park Falls





## Ashland, Wisconsin

*"By The Big Bay"*



Scott Jaeger  
Market Manager

It was New Years Eve, We made it until 11pm our time, watched the Ball drop in New York, kissed each other and said 2012 will be better. We can hope. The Ashland Market had a pretty good year sales wise. Although I have been through 3 sales reps since April and now have to hire another one. The last one made it 5 weeks. I keep telling myself, everything happens for a reason. I had to get my car fixed after smacking into the rear end of an 8 point buck. The Packers now lost and are out of the playoffs. Hmmm..Better?

We just finished up our Magic Stocking for BRICK, the food pantry in Ashland. We raised \$1,299 and The Ashland Holiday Station Stores matches up to \$1,000. So we will be presenting the BRICK a check for \$2,299! Well needed after the Holidays. The BRICK services 1,039 people in Ashland County!! That's actually kind of staggering. Puts our issues into perspective, doesn't it?

Over the next coming months, we will be busy. We are involved in the "Polar Plunge" for Regional Hospice where we raise money for Hospice, a super cause. We also have our two Spring Home Shows coming up. March 23rd to 25th is the Ironwood Show at the Pat O'Donnell Civic Center and Ashland's Show is April 20th to 22nd. Both shows are almost sold out.



Dave "Q-ball" Olson

Up until this past week, the sounds of snowmobiles were few and far between. Recently we received some snow, Ironwood got blasted with a little over 20 inches, but to the west of Ironwood, not a whole lot. We are really in need of snow for the local economy.

As with all of my news letters, comes a little humor and of course, my recipe of the month.

My wife sent me a series of funnies, "Church Ladies With Typewriters". These are actual church announcements gone bad! So I figured with all of the Holiday parties, Christmas Cookies and egg nog, this one was appropriate.....

**"Weight Watchers will meet at 7 PM at the First Presbyterian Church. Please use large double door at the side entrance."**

Gotta love that one!! I hope everyone has a really great start to the new year. Now, here is the recipe of the month. We have made this a few times. Its super delicious and great on a cold winter night.

## MOJITO CHICKEN

### Ingredients

1 (2 1/2 to 3-pound) chicken  
2 tablespoons garlic powder  
1 tablespoon onion powder  
1/4 teaspoon ground cumin  
1 tablespoon dried oregano  
2 tablespoons kosher salt  
1 tablespoon freshly ground black pepper  
1 teaspoon paprika  
Marinade, recipe follows  
4 tablespoons extra-virgin olive oil  
Mojito Glaze, recipe follows

### Directions

Remove backbone of chicken with poultry shears; flatten chicken out by pressing firmly on skin part of chicken so it will sit evenly in a pan.  
Preheat oven to 300 degrees F.  
Combine all the dry spices and rub chicken with spice mixture, especially under the skin. Put into a resealable plastic bag and refrigerate for 30 minutes.  
In a large mixing bowl combine all the ingredients for the marinade, then add chicken to marinade and refrigerate for at least 1 hour.  
Remove chicken from marinade and shake off excess marinade. In a large saute pan over medium to high heat, add 4 tablespoons of extra- virgin olive oil. When oil is hot, place chicken skin side down and sear. When skin is golden brown flip chicken and add 1/2 cup of marinade into pan; place pan in oven and cook the chicken for 25 minutes or until chicken has internal temperature of 165 degrees F. on an instant-read thermometer.  
Remove the chicken from oven and brush with Mojito Glaze. Place chicken under broiler for 5 minutes. Remove from broiler, cut and serve immediately with more glaze on the side.

### Marinade:

1 cup orange juice  
2 limes, juiced  
1/4 cup white wine vinegar  
1/4 cup extra-virgin olive oil  
1 tablespoon sliced garlic  
1/4 cup dark rum  
Combine all ingredients in mixing bowl.

### Mojito Glaze:

1/2 cup dark rum  
1/2 cup chicken broth  
1 tablespoon brown sugar  
3 tablespoons cold water  
1 tablespoon cornstarch  
1/4 cup chopped mint leaves  
Salt and freshly ground black pepper

In medium sauce pot, place rum, chicken broth and brown sugar. Reduce by 1/3 over high heat. In a small mixing bowl, whisk together water and cornstarch. When rum mixture is reduced, add cornstarch mixture slowly to simmering liquid and whisk for 3 minutes, until 50 percent thicker. Keep in mind that you might not need all of it. When glaze is at desired thickness, add mint leaves and transfer to small bowl. Season with salt and pepper, to taste.



Mark Dixon



# Eagle River, WI



Neil Roberts  
Market Manager

WE HAVE SNOW! That may seem like an obvious statement coming from the Northwoods, but this year it's big news! We have definitely been feeling the lack of snowfall in the business community until now. In Eagle River, if you look at the individual flakes very, very closely, you'll notice small dollar signs etched in their center. Now those dollar signs are a' fallin.' A little earlier would have been nice, but I'm not complaining. We're getting our white gold just in time for the World Championship Snowmobile Derby here in Eagle River. There will be literally thousands of winter sports enthusiasts converging on our community to watch the racing and enjoy the trails. Of course, the finale is covered by your one and only Mike Wolf! WRJO will be broadcasting the race live from the warmth of the control booth. Thanks to streaming we'll be broadcasting this World Championship, not just to the local community, but all over (at the risk of being redundant) the world! It's gonna be a great time!

But before we concentrate on the tourists, WRJO has something that goes to the heart of who we are. January 7th will be the next installment of the annual Polar Bear Plunge to benefit Angel on my Shoulder! There's nothing I love more than knowing that people in need are benefiting from the dedication of this amazing staff. Last week Amy and Mike held their 30 hour live broadcast revving up to the plunge. They gave their time, talent and (in Amy's case) their vocal chords to help raise over \$10,000! I can tell you from experience that getting people to give in the current economic climate is no easy feat. At the end, it looked like it was going to be a close call, but they gave everything they had to make sure that people understood the importance of this hometown organization! Now they'll be giving up a Saturday to stand on a frozen lake and encourage people to take the frozen leap! I'll be there, but I'm standing well away from the hole cut in the ice. I don't want any last minute "accidents" satisfying any subconscious animosity toward the boss. All joking aside, I can't tell you how proud they make me.

All in all, January is shaping up to be a good month here in Eagle River. I'm hoping the same for all the markets and wishing you a wonderful (and snowy) 2012!

## POLAR BEAR PLUNGE 2012

An entire community comes together to raise funds for locally based Angel On My Shoulder, a cancer support organization committed to improving the quality of life of those living with or affected by cancer. The plunge took place at noon with 26-degree temperatures on 10 inches of ice on the Northshore of Big St. Germain Lake.

Over the past twelve years this event has raised just over \$279,000.00 for Angel On My Shoulder. Mike Wolf said "Our goal this year was to get over the \$33,000 mark that was raised the previous year and the crowd went crazy when we announced the totals. In this economy it's so heart warming to see that the people of this area are still willing to whole-heartedly support such a worthwhile cause."

The WRJO 94.5 Radio station team of Mike Wolf and Amy Linnett raised \$10,617.00 in pledges during the 30 hour Radio Pledge-A-Thon held prior to the plunge date. During that time they interviewed Lolly Rose, founder of Angel on My Shoulder, several Board members, and program participants who have seen first hand the benefit of the many programs provided through this organization.



Trish Keeley

Emmy Fink with Discover Wisconsin collected the highest pledge total this year with total pledges of \$5,165.00 followed by Russ "Moses" Huizinga with a total of \$3,030.00 and The Schoeneck family team, which consisted of family members and friends, commemorated the life of daughter Jadelynn Pearl, who died of cancer in May of 2007 by raising \$2,425.00. They also played a major role in organizing and contributing to this year's plunge.

A sampling of those waiting in line identified plungers from Illinois, Minnesota, North Carolina, New Hampshire and Wisconsin with the majority from Wisconsin.



Amy Linnett  
and  
Tricia Schoeneck

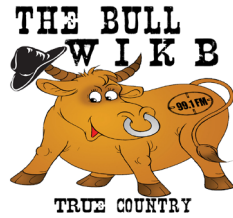
All plungers, who received a gold long sleeve T-shirt had to collect a minimum of \$35 in pledges and sign a waiver in advance, along with plunge instructions on safety precautions, in order to participate. Each received a commemorative wrist bracelet, which insured their participation in the event. The design for the front of the shirts was created by Wendi Ell, Mike Wolf's wife.

Wet-suited diver Bill Nichols of Timber Bay Sport & Dive, provides assistance to the plungers in the water and George Schroeder of Northshore Dirtworks, and his cutting crew arrives at 7:30 a.m. on the morning of the plunge to saw the opening of the plunge area. Trademark Graphics of Racine did all the signage for the event and White Pine Printing did posters. First time visitors to the plunge are always amazed at the sight of a few hundred snowmobiles parked on the lake and cars being orderly parked for blocks along one side of Big St. Germain Drive.

Recipients of the "Guardian Angel" plaque this year was, Matt Koser for his 12 year involvement with setting up the sound system each year for the event.

We hope to see you January 5th, 2013 for the 13th Annual Northwoods Original Polar Bear Plunge to benefit Angel On My Shoulder.





# Iron River, MI



**Mike Eakin**  
Market Manager

As I sit looking out through the window it is snowing. The problem is its blowing sideways from the strong winds. While for the tourism dollar we could use a lot of snow, sideways is not good.

It's a bit cold so am wearing my Packer sweatshirt tonight. I'm watching a John Wayne western movie from 1934 and the piano player is off key. I think of what it must have been like in those days, life was simpler but much harsher. Today we are blessed with TV, DVD, smart phones, better health care and easier travel to other places in the world and the list could go on forever.

We do live in the present and must think about the future, no longer is radio just playing vinyl, or talk. Now, its computers, digital, streaming, websites and HD and who knows what else is being worked on these days. Let your imagination go for a moment. What would you like to see in the future for radio? Okay are you back to the page? Back in the days of Flash Gordon comic books they envisioned things that are now true. This isn't radio but I would like to never see a cell phone call get dropped.

At WIKB we just started working with a group called "Big Deals". In just three days we brought in 14 new clients with Big Deals version of the shopping show. More will come next week as we head for our first goal of 24 new clients. This program is so easy to work with and the clients understand it, which is so important. A Big Deals thanks to Jennifer and Scott for their help.

History is important to learn from, but if you continue to cling to the past and the old way of doing things and do not look to the future you will be left in the dust. And who wants to get dusty?

NOT me.

This will be my last article for Heartland. After a little over two years of working with a great bunch of people I bid farewell to return back to Green Bay. I appreciate the great opportunity that Jim and Diane afforded me. I will miss my fantastic staff. I go forward to WOVM and getting back on the street.

Thanks to everyone.

## Big Deals



**David McCord**  
Sales Rep

This month we had two representatives from "Big Deals" in our market to help roll out the new program. We are extremely excited about amping up our shopping show and implementing the "Big Deal" model to our clients, and it was well received.

In just a couple of days we were able to secure a number of contracts and thousands of dollars in certificates to go into our "Big Deals" inventory. There is something for everyone with the Silver, Gold, and Platinum packages, and this program puts a different spin on what has been the traditional way of selling to both our clients and consumers.

By giving our clients ads up front in exchange for the certificates to sell, we can drive traffic and business to our online shopping mall 24/7 using both our own promos and the clients ads. Although we are selling 3 months commitments, we had some businesses sign up for as long as 6 months because they liked the program so much.

We plan to go live with our "Big Deals" online shopping mall on January 28th.





# Park Falls, WI



**Darla Isham**  
Market Manager

I just wanted to show off my first new grandson Kaiden Lawrence born the end of September 27th 2011 who almost made it to his Daddy's birthday on October 8th...but anyway I'm a proud Grandma and wanted to share.



In the past news letter I mentioned that 98Q Country was going to be featuring a 98Q Country Christmas Concert to help fill our community lord's food cupboard so there was enough food to help families during the Christmas Holiday. On December 12 the concert brought in almost 300 people and quite a bit of food plus 1500 in cash as well. It was a great evening of entertainment by one of our hot local country bands called "Yankee Train". Also featured entertainment was the Flambeau Ramblers Barber Shop Chorus.



Flambeau Barber Shop  
Chorus

Can you believe it we are already selling seats to our Brewer bus Trip scheduled for June. In years past we have had up to 5 bus loads at once, one year we even went twice....but on an average we do fill 2 buses. Our fans love this trip because we keep it all family oriented...and our station crew does have a blast going and hosting but it is a very long work day, yes work day.....keeping track of sometimes over 100 plus people, and entertaining them is a work out. But we love our Milwaukee Brewer fans!



Yankee Train

As we move into our first quarter of the New Year I've reflected back at last year and how many great things have been accomplished....I don't think we've had any new forms to fill out! (that one's for you Scott) But things worth noting are our entire sales team received new notebook computers with signature pads, we developed a new company mission statement, I think we have done an amazing job at managing our collection revenue better, 98Q Country and WFPF got their first new station vehicle (yippee), we have had one complete sales staff team for one year with no interruptions or exits, we are streaming all of our FM's, and we have had to replace some electronics and equipment. but all in all much has been accomplished in 12 months.



Christmas Food Drive

In ending a great time was had by our staff and their family members at the 98Q and WFPF Christmas party held January 14th at one of our advertisers Bed and Breakfast "Deer Haven Lodge". Mixing in a little football was one of the evenings highlights with "The Big Toe Football Challenge". It wasn't as easy as it looks....but everyone took a try at it, and of course great Green Bay Packer prizes were won! And by the way that guy in the purple jersey kept showing up all night at our party...no one will fess up to inviting him! Oh Joel, we still love you even though in 15 years we still haven't convinced you to come over to the green and gold side.



Jim (far left) playing Big Toe Football; Who invited the guy in purple - Joel (middle); Preston playing Big Toe Football (far right)