

"Pres. Release"

Jim Coursolle



It's early Monday morning as I write this. It's the day before my wife Diane's back surgery. The sun hasn't come up yet; I'm all alone in my home office thinking about things. It's very quiet... no birds chirping, no wind, not much of anything. I am thinking about how much I love and appreciate Diane and how much I depend upon her everyday. We both work as a team to take care of household responsibilities. I'll be out in the yard shortly to water the frost-surviving geraniums and then back inside for a bit of breakfast before I hit the shower and begin my daily routine.

I'm also thinking about our Heartland morning announcers; up way before I am... probably at 3:00 AM to get to their respective studios so that they can begin to inform and entertain our audiences throughout the Northwoods. Skip, Q-Ball, Mark, Joel, Amy, John, Mo (and if I'm missing anyone, it's because it's early and my brain is half in gear) are up in front of the mic each day. I wonder how many times we all take a moment to tell them how much we appreciate their efforts. Why not do it today and "shock 'em?"

I am also quite aware of our sales team...many who are up at the crack of dawn to prepare their day, make an early morning breakfast and create the wealth (revenue) that fuels the Heartland "machine."

Our managers are often seen working late hours as is our office and corporate staff. I just got an email from Deb Josephs stamped 3:37 AM.

Our engineers are called out at all hours to keep us on the air. It's a team effort. Because we are a small company, everyone is important and everyone must hold up their end of the "deal." Last night as I watched the Packers defeat the Falcons after two linemen were injured, I realized the importance of "team" again. Coach Mike McCarthy knows the importance of teamwork. People step up; people "fill in," people get it done.

We can be proud at Heartland that we have a solid "team" attitude. We have seen it many times. People get sick, go on vacation, change positions... thus causing others of us to jump in and make sure that our stations move forward.

We have a good team of professionals at Heartland. For that, Diane and I are very grateful and appreciative.

Thank you!



PART TIME SPOTLIGHT



Marian Volek, born and raised on Chicago's west side, remembers listening to WIKB whenever she came to the U.P to ski and spend time at her cabin on Chicaugon Lake in Iron County. She actually got her start in broadcasting in high school and college, working at a non-commercial, inner city radio station, WCYC-FM. That was back when "underground" radio was becoming popular, and she hosted a Friday night show called—really, really—"The

Lower Depths." Ah, the good old days!

Marian worked for a graphic design studio, and an advertising agency in Chicago until moving to Iron River in 1989, to work with a friend who was starting a wildlife photography business. Well, that business tanked, but in the meantime, she got a job at the Iron County Reporter doing news and feature writing, and has been here ever since, enjoying the small town life.

Shortly after moving to the area, Marian became involved with producing a children's radio program, recorded at and broadcast on WIKB. Called "Kidtales," it presented a half hour of music, news for children and radio skits involving both the adult hosts and a group of enthusiastic kids. It was blast to work with the kids, and the show actually had a fair amount of adult listeners who enjoyed the humor and the music. And, doing the show rekindled her interest in radio.

About two years ago, the newspaper downsized, and Marian was cut to part-time. At the same time, WIKB was in need of someone to cover local news, so she walked on over to the studio (it's just a block away from the newspaper office), and offered to write up meetings. WIKB was also getting its Shopping Show going, and Marian was comfortable doing on-air work, and became the host of the Saturday morning program. So, now she's a happy part-timer, doing news and production, as well.

Covering news and community events for the past 20-plus years has made Marian an active member of the community. She is currently president of the Chamber of Commerce board of directors, treasurer of the West Iron District Library board, and serves on a voc-tech liaison committee of the West Iron County school district. She enjoys reading, and meets regularly with her book club, "The Book and Beverage" gals. She has a novel in progress (sloooooo progress), and publishes freelance articles. Although possessing two left feet, she is, nonetheless a member of a "chorus line" of sorts, known as "The Pixie Dancers", who dress up as 1920s flappers and do the Charleston at an annual Prohibition Era festival held in Iron River every summer called "The Rum Rebellion". She is also a pianist, and likes to brag that she attended the American Conservatory of Music in downtown Chicago, the same place Ray Manzarek of the Doors (her all-time favorite band) studied piano, albeit quite a few years before her.

Marian enjoys hiking, cross-country skiing, bicycling and walking or taking road trips with her five-year-old chocolate lab, Molly, who is her best bud.





Ashland, Wisconsin

"By The Spooky Big Bay"



Scott Jaeger
Market Manager

Where do I even start this month. The Ashland crew has been extremely busy. The month of September came and went! WOW!

Our "King of the Hill, Battle of the Bands" went over very well in Ironwood, MI. Five really good bands battled it out for 1st place. "B-Side Glitch" of Ontonagon was the winner! This was also a fundraiser for the Hockey Club.

Skip was pretty tied up at the end of the month as the ABC Raceway hosted their "Annual Red Clay Classic". This draws thousands of people to town. The ABC Raceway has over a \$60,000 purse for that weekend! Even the retailers downtown were very busy!

October is shaping up pretty good. Our "Heartland Haunted Halloween Parade" is slated for Saturday, October 29th at 3pm. We close down Main Street in downtown Ashland. The parade starts at the Court House lawn and ends at the Brettings Community Center. JD Bass Entertainment will be playing music and there will be games and activities for the kids. We have prizes for 1st, 2nd, and 3rd in Adult, Kids, Group and even the Pet division. It's always a blast! Last year we must have had around 500 people dressed up to join in the parade! It's a sight to see!!

We are really excited about our "Garland City Women's Expo" that we will be hosting on Saturday, November 12th, in Ashland. This is an event focused on women of all ages. There will be seminars, speakers, demonstrations, yoga, Zumba, and of course shopping! The booth space is selling extremely well right now.

We are also gearing up for our "Deer Hunters Round Up", "Our Christmas Season", and yes, we are even starting the Spring Home Shows.

I can't leave without my recipe of the month. I hope a few of you are trying them. I usually try to pick out some of our favorites. This one is an absolutely perfect recipe coming into fall and winter. You try this one, you'll make it all the time. We do. The flavor in this Italian dish is unbelievable!! Trust me.

Chicken, Artichoke, and Cannellini Bean Spezzatino

2 tablespoons olive oil
 1 (4-ounce) piece pancetta, diced into 1/4-inch pieces
 2 medium carrots, peeled and cut into 1/2-inch pieces
 2 celery stalks, thinly sliced
 1 onion, diced
 3 cloves garlic, halved
 1 teaspoon kosher salt, plus more for seasoning
 1 teaspoon freshly ground black pepper, plus more for seasoning
 2 (14-ounce) cans low-sodium chicken stock
 1/2 packed cup fresh basil leaves, chopped
 2 tablespoons tomato paste
 2 teaspoons dried thyme
 1 bay leaf
 2 skinless chicken breasts with rib meat (about 1 1/2 to 2 pounds total)
 12 ounces frozen artichoke hearts, thawed and chopped into 1-inch pieces
 1 (15-ounce) can cannellini beans, rinsed and drained

In a heavy 5 or 6 quart saucepan, heat the oil over medium-high heat. Add the pancetta and cook, stirring frequently, until brown and crispy, about 6 to 8 minutes. Using a slotted spoon, remove the pancetta and drain on paper towels. Set aside. Add the carrots, celery, onion, garlic, 1 teaspoon salt and 1 teaspoon pepper and cook until the onion is translucent, about 5 minutes. Stir in the chicken stock, basil, tomato paste, thyme, and bay leaf. Add the chicken and press down to submerge. Bring the liquid to a simmer. Reduce the heat to medium-low and simmer, uncovered, turning the chicken over and stirring occasionally, for 20 minutes. Add the artichokes and the cannellini beans and simmer until the chicken is cooked through and the liquid has reduced slightly, about 10 to 15 minutes.

Remove the chicken and let cool for 5 minutes. Discard the bones and cut the meat into bite-size pieces. Return the meat to the saucepan and simmer for 5 minutes until warmed through. Remove the bay leaf and discard. Season the spezzatino with salt and pepper, to taste.

Ladle the spezzatino into bowls and garnish with the cooked pancetta.

WRJoldies
94.5 fm

**Eagle River,
WI**



BEWARE THE BEEF



Neil Roberts
Market Manager

In the spirit of the season, I have a gruesome story of betrayal and darkness to share as a cautionary tale for the other innocent, God-fearing GMs of Heartland. You see, it all started when I joined in for a little harmless "Beef - a - Rama" parade fun. What could go wrong? I've been in parades before. They're no big deal! Or so I thought...I had no clue that this was actually a devilishly clever plan on the part of the ER staff. A diabolical effort to rid themselves of a good, kind-hearted, dare I say almost saintly...GM. I should have been tipped off as I drove around for over an hour trying to park. Throngs of pale, distressed looking individuals trudged past my car toward the event grounds. Each of these piteous souls (having finally found parking somewhere just north of Argentina) were slowly making their way toward Minocqua's Torpy Park. Lost souls seeking redemption in lightly seasoned rump roast. In hindsight, I should have paid more attention. If I had taken a moment and let their dazed, zombie-like visages sink in; maybe I would have been more alert. Perhaps some inner wisdom would have tolled a warning bell and whispered, "Beware the festival of bovine butchery..." Unfortunately, my innocent & child-like nature blinded me to the malignant truth hidden behind a mask of award winning brisket. After mirroring the pilgrimage I'd witnessed during my drive, I finally arrived at the WRJO tent. The tinkling bells and blinking lights of the WRJO/Mole Lake slot machine set up a festive mood. Amy and Mike mingled with the crowd. Both were laughing, talking and dressed as...cows. (or, as it would turn out, possibly black and white splotched demons sporting the traditional horns!) My job was explained quite simply. I would sit in the back of the WRJO truck and hand the parade walkers opened packets of dice to throw to the holiday revelers. Sounds easy right? They neglected to mention the imminent threat of bodily harm to anyone who appeared to be the source of these deeply coveted dice! I positioned myself as the parade began. Moving slowly forward the crowd cheered the displays and began a low hum of "Me...meeeeee...I want dice....throw it to meeee!" Unfortunately for the crowd, not everyone could catch the thrown dice. Unfortunately for me, they could see where they were coming from! We were the last float in the parade which allowed the 20,000 or so individuals to fold in on the truck with a demonic desire for fuzzy dice. With the truck only moving at parade pace, I watched in horror as they slowly advanced in imitation of every Zombie movie I've ever seen. The only exception was instead of "Brains..." these determined souls chanted, "Dice..." I won't go on about the fear and the horror (an old woman caught up and SPIT on me! HOW does the word "dice" make you SPIT?) suffice to say, I barely escaped with my life much less my dignity. The look of disappointment at my survival was apparent on certain cow and poodle skirted staff, but survive I did. Now, I'm here to share my tale of woe, terror and warning...."Beware the Beef!"



Filler' Up! A Huge Success



WRJO along with Northland Marine of Three Lakes gave away a \$1000.00 gas card on October 1st. We had plenty of qualifiers show up for what was a great day for Brian Gleason of Eagle River. Brian, his wife, and dogs are in transition from Chicago to Eagle River and this gas will really help with all the travels. Mike Pirus of Eagle River was the winner of the bonus \$100.00 gas card. Laura from Northland Marine was so happy with the turnout that all participants that did not win received a gift certificate for Northland Marine.



Halloween Movie "Monster Mash" Up

WRJO and Conway Vilas Cinema 5 are joining forces on October 29th for free movies and fun. We are showing 3 movies for 3 different age groups. Starting at...

4pm - Spooky Buddies. Rated G

6pm - Twilight Saga, Eclipse. Rated PG-13

8:30pm - Paranormal Activity 3. Rated R

Each movie admission will require one (1) nonperishable food item for the Vilas Food Pantry. Or, if participants would rather make a monetary donation to the food pantry, we will be accepting those as well.

If participants show up in costume, they will receive one, free popcorn and one, free soda for their movie watching enjoyment.

Brats For Breakfast

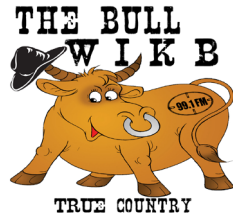
WRJO's Amy Linnett and Mike Wolf will once again be firing up the grill early to raise money for the Vilas County Commission on Aging.

Thursday October the 20th Linnett and Wolf will start serving at 7am, what could be the most perfect breakfast, Brats and Kraut.

Brats for Breakfast are served up in the drive through lane of the WRJO studio. The drive though lane was a leftover from the credit union that occupied the building before WRJO moved in. It allows for all season drive through station fun.

"The brats are always free to anyone and everyone that stops by, all we do is ask for a donation and our listeners always come through big", Linnett said. Brats have been donated by Trig's, and coffee and hot chocolate will be on tap from Eagle River Roasters.

It is always a fun event, and it is a great way to connect with listeners and the community. Listeners think that it is crazy and fun so they love to stop by just to be part of it. Also, we get great kudos from the community for being proactive and helping raise money for great causes and organizations by doing something as simple as lighting a grill.



Iron River, MI



Mike Eakin
Market Manager

I think we should give Mother Nature a standing ovation for the weather around here. We get red leaves, yellows and shades of orange. How come there is no blue? Isn't that a primary color? I guess there are more pressing problems in the world.

Speaking of pressing, here in Iron River we keep pressing on towards another month and the last quarter of the year 2011. As I look back on the year we have come a long way from where we started. It was a road filled with potholes, but also great achievement by the whole staff. I could not ask for a better more dedicated crew.

In the book "Think and Grow Rich" by Napoleon Hill, he lists 31 reasons for failure. I will list them here, but I don't want to write a novel, so you'll have to get the book to read what he said about each one.

- Unfavorable hereditary background
- Lack of a well-defined purpose in life
- Lack of ambition to aim above mediocrity
- Insufficient education
- Lack of self-discipline
- Ill health
- Unfavorable environmental influences during childhood
- Procrastination
- Lack of persistence
- Negative personality
- Lack of controlled sexual urge
- Uncontrolled desire for "something for nothing"
- Lack of a well defined power of decision
- One or more of the basic six fears
- Wrong selection of a mate in marriage
- Over-caution
- Superstition and prejudice
- Wrong selection of a vocation
- Lack of concentration of effort
- The habit of indiscriminate spending
- Lack of enthusiasm
- Intolerance
- Intemperance
- Inability to cooperate with others
- Possession of power that was not acquired through self effort
- Intentional dishonesty
- Egotism and vanity
- Guessing instead of thinking
- Lack of capital

Anything you can think of not on this list?

This is a great book, take the test yourself or with someone as in some cases others see you differently than you see yourself.

Till next month... Go you PACKERS!!

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Park Falls, WI



Darla Isham
Market Manager

Wow! One day the fall colors are here and the next they're gone! You know what that means? Those beautiful white flakes with a thousand different shapes and sizes will soon be sprinkled upon the Northwoods. Yes I'll say it the four letter word some hate "SNOW".

As we head into our 4th quarter it also seems like time speeds up. We have so many things going on in the final quarter like our Halloween safety campaign that Preston always does an impressive job of getting the Northwoods communities to support. This is always a great time to put on super shopping shows, and then getting geared up for our huge, and I mean huge Deer Hunters Round Up program, where we actually have businesses call us and want to be sponsors. Every night of Deer Hunting our 2 hour live program is a non stop buzz of the phone ringing literally off the wall, e-mail non-stop, and a steady flow of food and goodies brought in from Deer Camp for the staff. Everyone takes a turn at the mic from the DJ's to sales, to ladies night, and guest sponsors as well. I guess giving away over \$3,000 in prizes would make us pretty popular as well. Among our title sponsors providing prizes our local general sponsors are always in the number of 30 plus. So this is a very good promotion for the station. Another great contest in the 4th quarter is our 98 lights of Christmas! Who couldn't use extra cash for Christmas...so we set up this electronic match game of Christmas Lights...callers call in and pick 2 Christmas lights out of 98 lights...and we divide up \$500 in cash plus prizes from the sponsors to give away. You're probably thinking how the heck do you do Christmas lights on the Radio...It's magic! Joel Karnick, our Program Director, is very creative and almost before he can even get out of his mouth that he's taking callers...the phones light up. So HAPPY FALL, and remember, "anything you do with a positive attitude will work for you. Anything you do with a negative attitude will work against you".

Small Things Have Rewards

by Eric Kranig

Where to start and what to say? I will admit when I first started at 98Q Country and WFPF I was overwhelmed from what I was used to. That turned around quickly once I got in the flow. A little advice I have for new sales representatives or future representatives is "Don't sweat the small stuff." It will all come together!

I would like to key in on "buying signals" briefly from an experience I had. I was conducting a service call on an account I had taken over from a previous representative regarding his Advantage Plan program and new ad copy. We started on a brief conversation about his business and the products and services he provided. In the conversation he had asked if I was there before he opened, since I came in a couple minutes after he arrived. I had arrived about a half hour before his business hours. My response to him was "Yes I did, I checked your website to see your hours." What a way to open a proposal for a website! He instantly began talking about how he wasn't happy with his current provider based on the fact that his hours of business listed were wrong. PERFECT! After a little more info, the subject turned to cost; this really opened the door for a proposal. We could save the customer over \$200 a month. The next thing I heard was silence, then those words we all like to hear, how soon can we get this going! SOLD!

The point I am making is small conversation can lead to big things! LISTEN carefully.

