



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

JIM AND DIANE COURSOLLE NOW OWN HEARTLAND 100%

On November 30, 2011, Jim Coursolle, Heartland President and CEO, entered into an agreement with Granite Equity Partners, St. Cloud, MN for the purchase by Heartland of the remaining one third membership units in Heartland Communications Group LLC. According to Coursolle, a formal purchase agreement -- outlining certain terms discussed at an April 2011 meeting with Granite Equity Partner's Pat Edeburn in Eau Claire, WI -- has been executed.

"I have truly enjoyed working with Pat Edeburn, Art Monaghan, Rick Bauerly and Jeff Murphy of Granite Equity over the last couple of years. They are 'straight-shooters' and good people. I will miss their expertise, and certainly want to stay in touch," said Coursolle.

According to Granite Equity Partner, Pat Edeburn, this purchase by Heartland is a 'Win-Win-Win' situation" which includes Granite Equity Partners, Heartland Communications Group and Heartland's senior lender, The Gladstone Companies. Coursolle said that Heartland has filed the necessary applications with the Federal Communications Commission detailing the purchase. On May 10, 2010, Granite Equity sold two-thirds membership interest to NorthStar Properties LLC, wholly owned by the Coursolle Revocable Living Trust, Jim and Diane Coursolle co-trustees. The remaining one-third interest has been purchased by Heartland Communications Group LLC, a Delaware limited liability company. The FCC granted approval of the purchase on December 15, 2011.

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Heartland Makes the National News

The national trade publications including "Inside Radio" and "TRI: Taylor On Radio - Info" covered the purchase by the Heartland Communications Group of the remaining one-third equity formerly held by Granite Equity Partners, St. Cloud, MN.

Here is what appeared in "Inside Radio" on December 2, 2011, courtesy of Frank Saxe and company:

Coursolles take full control of Heartland Communications. *A year and a half since veteran Wisconsin broadcasters Jim and Diane Coursolle returned to station ownership, they're buying the one-third of Heartland Communications they don't currently own. That's slightly ahead of the schedule announced last year when St. Cloud, MN-based Granite Equity Partners said it expected they'd hand off the final portion of the company to the Coursolles sometime in 2012. In fact Jim Coursolle says a formal purchase agreement for the ten Heartland stations in Michigan and Wisconsin began taking shape last April. The Coursolles — who met while working together at a St. Cloud station in the late 1960s — did get close to retiring. They even bought a Gulf Coast condo but realized they missed radio. So they sold their home and moved back north.*

Here is the way Tom Taylor reported the purchase on December 5, 2011:

Jim and Diane Coursolle buy out Granite Equity Partners' one-third interest in Heartland Communications. *That gives the Coursolles 100% ownership of the equity in the company that began in Spring 2010, a couple of years after Jim left the last group he co-founded, Armada Media. Their NorthStar Properties LLC already held a two-thirds interest in the company, and Jim calls Pat Edeburn, Art Monaghan and Rick Bauerly of Granite Equity "straight shooters and good people. I will miss their expertise, and certainly want to stay in touch." The Heartland markets are in Wisconsin and Michigan, including four stations in Ashland, WI (such as country WBSZ/93.3). Two in Park Falls, WI (including traditional country WCQM/98.3). Two in Eagle River, WI (oldies WRJO/94.5 and talk WERL/950). And two in Iron River, Michigan (country WIKB/99.1 and talk WFER/1230).*

Merry Christmas From Everyone at Heartland!



“Pres. Release”

Jim Coursole



At our house, it's the night before Thanksgiving as I write this.. My youngest daughter and her family are with us. We popped some popcorn and watched “The Nativity” this evening. This is the time of the year that I take out the Christmas movies – there's more to come; maybe some “Charlie Brown Christmas???”

While watching “The Nativity,” I couldn't help but think about the situation our government (We the People) has placed us all in. King Herod was depicted in the movie we watched. His incredible feeling of suspicion and inferiority as he tried to kill the rumored new King just coming into the picture was quite evident. The inconvenience he placed upon his people as he made them travel back to their town of birth for a contrived census certainly got my attention. Herod's “tax grab” almost bankrupt the citizens of that time as he continually forced them to turn over to him – for his edification -- their hard earned wealth.

So what else is new? Not much has changed in the last 2000 years? Except in 2011 we have Freedom of Speech and local radio certainly goes a long way of insuring that the” hard-fought-for” benefits of living in the United States of America are protected. Many of you have heard me say that every time an ad is sold, an ad is produced and an ad is broadcast, the fuel (or money) is provided to keep the Heartland stations broadcasting and protecting listeners and all people living in Heartland communities and listening areas. Our newscasts and information dissemination prevent irresponsible government from completely taking over, thus turning us all into slaves of the government's insatiable appetite to “burn through” hard-earned money that our listeners and all of us as Heartland employees bust our back pockets to earn. I'm sure you've never gone on a vacation talking along over 600 people to be at your “beck and call” at the snap of a finger. Too bad for all of us, because we paid for that selfish waste of money. But, to the credit of the radio broadcast press, that blatant disregard for other people's money did not go unnoticed. Our Heartland stations were all over that misappropriation with news reports around the clock. Stations all over the country were on that story and still continue to make sure that no one forgets what government can and will do if we allow such to happen. The last time I checked, the government was supposed to belong to us and not some “king” throwing money to the wind or out the window of his government-owned jumbo jet.

Budgets have been finalized and 2012 lies just ahead. Heartland continues to grow and as your CEO and servant, we'll work together to insure that all Heartland communities and listeners continue to benefit from your efforts of creating the fuel (or money) to keep the transmitters burning, giving the people that trust us, protection from any attempt by government to force their “control” tactics on “We the People.” Let all of us at Heartland make sure that Freedom of Speech and our “watchdog” responsibilities to our local communities continue. That will be our Christmas gift to those who depend upon us to participate in the insurance of freedom in our communities.

The promise of Diane and I to you is to continue to work very hard to transform Heartland into the company we all know it can be; as a team, our very futures are tied to Heartland. You have my word that Diane and I will be relentless in the pursuit of excellence for you and for all of us at Heartland.

Merry Christmas from Diane and I to you and your family. We are praying that 2012 will be one of the happiest years of your life! Thank you for everything you do every day to make Heartland “One of America's Finest Small Market Radio Companies!”



PART TIME SPOTLIGHT

“DJ Rick” - Park Falls



“DJ Rick” Frischmann was born and raised in the Milwaukee suburb of Cudahy, home of the world famous Patrick Cudahy meat packing company. After graduating from CHS, I went off to the Institute of Broadcast Arts for two years of heavy duty schooling. I moved to God's Country in 1978 and found full time employment at Flambeau Paper

Company. I moved around at various jobs around the mill before landing in quality control about 25 years ago. I currently hold the positions of Lead Tester in our quality lab, and Head Internal Auditor for our ISO 9000 certification.

My life at WCQM began in May of 1999, when, then owner, Roger Utnehmer contacted me about doing afternoons. He explained to me how he'd make me “Rich & Famous !!!”. I'm still waitin' on both. He told me with automation, my hours would be flexible. He said the majority of my show could be put into the computer, with occasional live-assist. Twelve plus years later, that's still the way it is. I also told him I didn't care for country music, and he said...”Just fake it”. Although my first love is still 50's & 60's, I have grown to love country music and see why it's the #1 format around the USA.

I currently live in Park Falls with my wife of 37 years, Nancy. I've got grown boys: Jason, a car salesman at Ken Vance Motors in Eau Claire, and Jeffrey, a ticket sales mgr. in Las Vegas. It's nice visiting him a couple times a year mixing family & fun. Whenever I ask him how things are going he gives me the “ol “What happens in Vegas, stays in Vegas” line before giving me the scoop!! I'm an avid Wisconsin pro & college sports nut, love golfing and spending as much time as possible at our cabin on Big Dardis Lake in Phillips. I'm also a big fan of spending a few weeks in the warmth of Mexico during our bitter cold winters. The last 3 years we've visited Acapulco, Puerto Vallarta, and Cancun...and can't wait to check out Cabo for a few weeks in January. To me, there's nothing like golfing when you're not supposed to be!! I also referee & officiate high school basketball, baseball, and girls softball for over 15 years now. I also had fun running a mobile DJ company for 21 years. Great money, hard work.

June 1st of this year I hit my 12th year as the afternoon guy at WCQM/98Q Country. It truly has been a fun ride, and has gone by very quickly. I think there's something almost “magical” about being in a profession where your dog may have been run over at 9am, you could have got in a terrible argument with your wife at 11am, and got into an accident getting into the station at 1pm, but when you flip on the mic at 2pm, your listeners think you're having the best day of your life. So with the mill, 98Q and doing high school sports, many folks may think I'm way too busy to enjoy life. Fact is.....I feel blessed to have activities that I love going to every day.

A battle with my colon recently put me in St. Joe's Suites in Marshfield for six days in September. After going through that, a guy realizes how much you miss coming into the station every day. With Darla at the helm of 98Q, PLUS a fantastic staff to work with, it's not even like going to work!! And perhaps the biggest PLUS, is that I usually get in AFTER our morning guy (& PD) has left for the day.

BIRTHDAY “BROADCAST”



December
12th - Dana Bloomer - Park Falls
20th - Mark Miller -Ashland

January
4th - Peggy Kaczowski - Eagle River
11th - Trish Keeley - Eagle River
16th - Heather List - Ashland
17th - David Olson - Ashland
22nd - Eric Kranig - Park Falls
22nd - Stephen Florian - Iron River





Ashland, Wisconsin

"By The Big Bay"



Scott Jaeger
Market Manager

The fall colors have now turned to white snow banks and the sounds of Silver Bells are in the air. I really, seriously cannot believe Christmas is already upon us. As I look back, this year has been extremely interesting. We have tied ourselves to a ton of promotions and even added two more: "The Battle of the Bands" in Ironwood, MI and the "Women's Expo" in Ashland. Both went over very well.

We have had a little turnover this year, losing two Sales Reps. But thank God I found a good one! I would like to welcome Heather List to the Heartland Family and Team. Heather has shown a lot of promise early! I look forward to good things from Heather.

I would like to share one of my favorite Client's commercials for Christmas. I took a little Poetic License and changed it a bit for the newsletter

"T'WAS THE NIGHT BEFORE CHRISTMAS AND ALL THROUGH THE TOWN,
THE LIQUOR CABINETS WERE EMPTY, THE WINE STOCK WAS DOWN!
THE LAST DROP OF BEER, FELL OUT OF THE CAN,
I STOPPED SHORT OF PANIC..I NEEDED A PLAN!
I RAN TO THE CAR, BEFORE SHE COULD BICKER,
I NEED TO GO TO THE STORE FOR SOME LIQUOR,
I RAN DOWN THE AISLES, GRABBING THE DEALS,
SO MANY WINES TO GO WITH MY MEALS.
AND BEFORE I KNEW IT, I WAS DONE IN A FLASH,
I GOT REALLY GREAT DEALS AND SAVED LOTS OF CASH!
AND AS I LEFT STORE, I HEARD WITH A SNICKER,
BOY, YOU'LL SURE HAVE FUN WITH ALL OF THAT LIQUOR!"



I hope everyone has a really Merry Christmas with your family and friends, because without family and friends it really isn't Christmas.

I usually end with a food recipe. This time in the celebration of Christmas and New Years Eve, try my Clementine Cosmopolitans! The ladies love these! (And so will the guys)

Sales Experiences



Susan Baker
Sales Rep

Sales all have to start somewhere. My first selling experience was door-to-door selling Girl Scout cookies at the age of 9. I was actually the top seller for 3 years in South Jersey. Who would have thought the skills I learned starting in Second Grade would be used the rest of my life. As I grew up my abilities increased through different jobs I had. The next sales job was working for Coffee Oil Company as a cashier. Following that I was hired by Advanced Data Comm to be a telemarketer. I was EXTREMELY good at selling by phone. Afterwards I began working for Sports Stuff selling everything from bows to hockey skates. It was while working at Sports Stuff and listening to the radio 93.3 WBSZ, I heard the ad about hiring for a telemarketer.

Of Course I got the job and started with a bang. My first event was Bay Days Telemarketing; I ended up making over \$800 for the company that first week. I think I blew Scott's mind, I was finding clients under rocks!

Now fast forward 3 ½ years later, I am now full-time with a very good list of clients. It amazes me that I started out in life wanting to be a Zoologist. I think I have more fun doing this. What other career choice can you get turkeys from Butterball, candy from Tootsie Roll, even board games from Hasbro! I look forward to the day my daughter says she wants to work in Radio.

Clementine Cosmos

Ingredients

- 3 clementines, plus 1 very thinly sliced, for garnish (I use Navel or Blood Oranges)
- 1 cup sugar
- 1 cup water
- 2/3 cup cranberry juice
- 1/3 cup lime juice
- 1 1/2 cups vanilla flavored vodka (recommend: Grey Goose)

Directions

- Cut the clementines into quarters and squeeze their juice into a saucepan. Add the sugar, water and clementine flesh and bring to a boil over medium heat. Reduce the heat and simmer the mixture for 5 minutes. Pour into a strainer set over a measuring cup, pressing on the solids to remove as much liquid as possible. Discard the solids, cool the liquid to room temperature and pour into a pitcher.
- Add the cranberry juice, lime juice and vodka and stir well.
- Refrigerate until ready to serve. Put 6 or 8 martini glasses in the freezer. To serve, pour the mixture into an ice-filled cocktail shaker and shake until very cold. Pour into the chilled martini glasses and garnish each with a clementine slice. Drink up and enjoy!
- Mix up a batch of these, slip on your packer garb and watch the Packers win on Christmas Day!

WRJ**O**ldies 94.5 fm

Eagle River, WI



In The Spirit



Neil Roberts

Market Manager

Is anyone else having a hard time believing it's December? I know that it is, because I have the pictures to prove it. The WIKB/WRJO staffs got together at the Holiday Lodge in Phelps on Saturday for our combined station Christmas parties! We started off with a 6pm cocktail hour followed by dinner, laughs and a "state of the stations" address by our own Jim Coursolle. I knew it was a rousing success when I spoke and no one threw anything at me. Well almost no one...

In Eagle River things are starting to look a lot like Christmas! The decorations are up and the parkas are zipped. The cold hasn't deterred the festivities or the charitable events, though! This week alone, WRJO has two different promotions benefiting the Vilas Food Pantry. On Thursday, we're helping "fill the bus" with the help of Eagle Waters and the visiting cast of Chicago's Second City. They'll be performing two shows that night, but before that they'll be at WRJO filling a large green bus with donations!

Then on Saturday we're having our "Miracle on Wall St." A day of shopping, cookie decorating and horse drawn sleigh rides in downtown Eagle River will be topped off by a showing of the 1994 remake of "Miracle on 34th Street." Admission is just a non-perishable food item or cash donation for the Pantry. But that's not the end of the fun! Saturday evening we'll be hosting a call-in to Santa! That's right Santa will be in our very own studio taking live calls from all the local kids looking to get in their last minute orders!

All this giving gets topped off at the end of the month by one of my favorite promotions! Our dedicated DJs will be doing their annual 30 hour live broadcast to benefit "Angel on My Shoulder." This extraordinary charity was born in the Northwoods and dedicates itself to the victims of cancer. If you don't know about it, visit angelonmysoulder.org and see how you can help! Maybe even join WRJO for the Polar Plunge on January 7th at high noon for the craziest (and coldest) money making idea ever.

So you can see, it's a busy time in the ER market! Good business and good deeds going hand in hand!



The WRJO tower site has now been equipped with the latest deterrent device, a gate!

Not only will it keep pesky trespassers off our property, but it also is useful at keeping Yoopers in.

It took a half an hour to install the gate and another half an hour to explain to Jeff to walk around the wooden posts.

PREPARE FOR THE (POLAR) PLUNGE

Come join WRJO for a winter dip.



Can you believe that year number twelve is here for the Northwoods Original Polar Bear Plunge to benefit Angel On My Shoulder?

Last year 125 plungers raised over \$33,000 for Angel. All together in the past 11 years thousands of people have gathered for some winter fun and fundraising and have raised over \$250,000.

It is an incredible amount of participation and commitment, along with a bit of mental instability.

Plungers must collect a minimum of \$35 in pledges to take the plunge. Pledge and waiver forms may be acquired by visiting www.wrjo.com.



Mike Wolf and Amy Linnett from WRJO will lead the plungers into the icy waters but not before a 30-hour live broadcast.

Mike and Amy, for the past 3 years have hosted a 30-hour on-air fundraiser as a prelude to the Plunge. It raises awareness for Angel as well as the

Plunge with all the interviews that are done as well as generates several thousand dollars. Last years 30-hour total was over \$10,000.00.

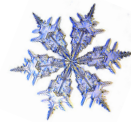
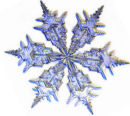
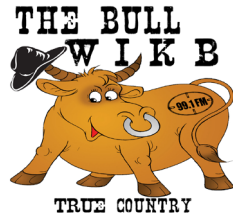
Oh, and did we mention we will be serving up brats for breakfasts as well for the 30-hour?

Who says it gets boring in the Northwoods in winter? It's all just getting started.



WRJO/WERL
and
WIKB/WFER
Plus Corporate
Christmas
Party





Iron River, MI



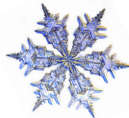
Mike Eakin
Market Manager

It's amazing how time flies when you are having fun and that's exactly what we are having at WIKB/WFER. Having a daughter getting married in mid- February, and I am wanting to lose weight but with the turkey and fix 'ins and now comes the ham and candies and then a couch potato for all the football games, it's going to be a challenge. So if you have any weight loss tips please send them to mike@wikb.com

Okay back to the matter at hand. November we were able to give away some Christmas Cash by having registration boxes out with our clients. Deer Hunters Round Up was one of the most successful ones we have had, and we received lots of calls from Michigan, and Wisconsin once the season started there. Telephone Time is a rummage sale on steroids, it really sounds cool when someone calls back in and tells us they sold their stuff, a lot of cheer in their voice or that they found what they were looking to buy. Telephone Time - 47 years and better than ever. We also got some much needed snow to help the local economy; we still need a lot more.

You know there is a lot of negativism in the world. Just check the News, no matter where it comes from, radio, TV, the papers, internet - the list goes on and on. If you are looking for some positives, read the book "The Secret" or watch the movie. I worked at a company that it was required viewing. I have all new hires watch it. I look at it every so often to remind me there is also a lot of good out there and I need to make sure that I surround myself with those types of people. Have a very Merry Christmas, and a Happy New Year, and I'll talk to you next month.

Mo On The Radio

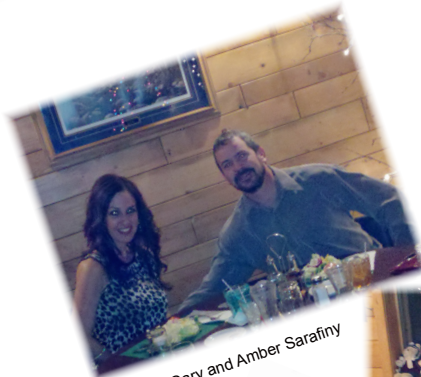


Mo Michael
PD

This year has been a good one for programming at WIKB/WFER in Iron River. We continue to attract new listeners to our country format as well as our talk programming on WFER. We have raised thousands of dollars for charitable causes with the numerous radio-thons we have held during Telephone Time. This has also been my first full year hosting Telephone Time, time flies. This program never ceases to amaze me with it's scope and influence through the communities we broadcast to. I have to say a big thank you to Leslie Howell who, when not putting this newsletter together, is my producer during T.T. and an expert when it comes to completing barter spots/affidavits and assisting programming whenever asked. I am also very fortunate to have Jeff Bono and Marian Volek, who both do excellent work to make our programming the best. The sports team at WIKB/WFER comprised of Gary Scalucci, Herb Green, Jeremy Johnson, and Steve Florian are all-stars. It's my pleasure to work with professionals like General Manager, Mike Eakin along with Amber Sarafiny and Dave McCord in the sales department. We have a great team at WIKB/WFER and we are going to make 2012 a year to remember here in good ol' Iron River, Michigan. Merry Christmas and Happy New Year!

Merry Christmas from WIKB/WFER

*Scenes from the
WIKB/WFER, WRJO/
WFER + Corporate
Christmas Party*



Gary and Amber Sarafiny



Leslie Howell and Mo Michael



David and Sarah McCord





Park Falls, WI



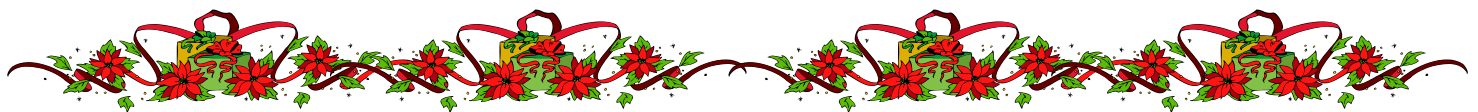
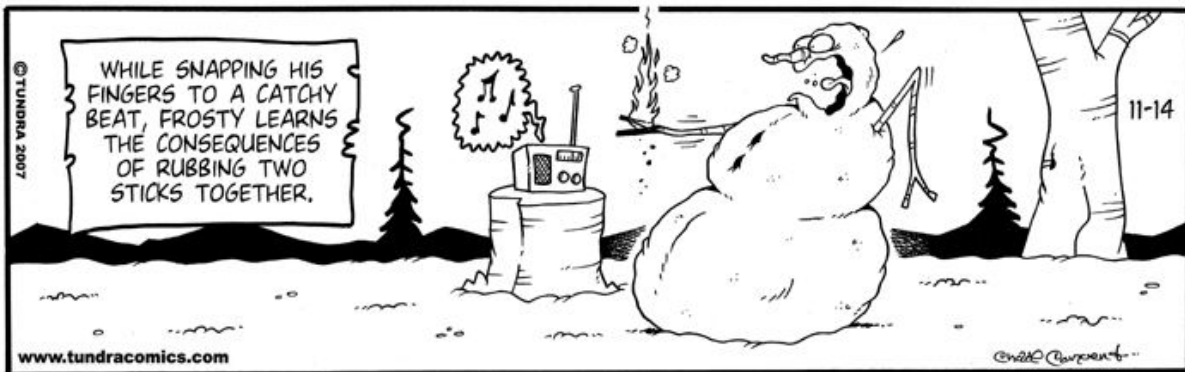
Darla Isham
Market Manager

Currently we are in the middle of our 98Q Country "Lights of Christmas" which is a fun contest where we give \$500.00 in cash and prizes away to some lucky winner. We keep the listeners ears close to their radios between 7am and 3pm. When they hear our prompt to call, it's a race to qualify by matching 2 of the 98 lights to win prizes and to go into the cash drawing. Sponsors like it because they get their business name mentioned 100's of times as prizes from their businesses are located behind the lights as our listeners try to match 2 of them to win that prize and qualify for cash. This is an old promotion that works well so we keep doing it. Why try and re-invent the wheel if you don't need to.

As this year comes to an end we look forward to the first quarter and the new year. Many new promotions are set in place that we are pretty excited about. The "Big Chill" ice fishing contest, Taste of the Northwood's Coupon book, and a "Pet Expo" that we are working on to set for the mid part of June 2012. All first annuals, for the Park Falls Market but we know if we keep the course and follow our play book plans and focus our first quarter of the new year things will fall into place nicely.

A new station vehicle is sitting in our driveway, with plans in place to get it all decked out with our logo's and lights, so when we head out to do our remotes and high school sports games we'll have a very impressive presence. This is very exciting for us since it is our first station vehicle. It's great to have owners who really take pride in making sure our markets have all the tools and necessities to keep Heartland looking and sounding better than ever!

And we are so thankful to have the snow, because without the snow.....our communities would lack the traffic of snowmobilers, skiers, ice fishing and all the winter activities that do help out our smaller communities and ma and pa businesses. So I'm in favor of the snow, cold.... well I guess we can't have snow without a little cold! Merry Christmas to everyone and have safe travels.



Top Sales November 2011

Market Managers

- 1. Darla Isham \$15,899
- 2. Scott Jaeger \$13,975
- 3. Neil Roberts \$10,425



Sales Reps

- 1. John Warren \$38,537
- 2. Amber Sarafiny \$18,106
- 3. Trish Keeley \$13,476
- 4. Sandy Berg \$10,082
- 5. Heather List \$9,021