

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

MINING BILL MOVES FORWARD

Hope for more jobs grows in Heartland markets

The hope for 700 direct mining jobs and a total of over 2,800 jobs (when mining support jobs are totaled) advanced on Wednesday, February 6, 2013. The Ashland and Iron County areas which are served by six Heartland Ashland and Park Falls' radio stations are reported to have the second highest unemployment rate in Wisconsin.

The state Senate Mining Committee voted 3-2 in favor of a bill which would make it easier for Gogebic Taconite (GTAC) to open a new iron ore mine in Northwestern Wisconsin. Both Democrats on the committee voted against the bill sighting environmental concerns. In the State Assembly, the bill advanced by a 10-6 margin; none of the Democrats voted in favor of the bill. Wisconsin DNR Sec. Cathy Stepp has told news reporters in the past that the DNR is capable of addressing any environmental concerns that a new mine might present.

The morning after the vote, Bill Williams, president of GTAC, told The HCGazette, "This is encouraging news and a light at the end of the tunnel."

The bill will next go to the State Joint Finance Committee chaired by Sen. Alberta Darling (R-River Hills). Darling stated that she expects more changes as the bill advances through the legislative process.

Chairman of the Senate Committee and state senator for the Heartland Eagle River market, Sen. Tom Tiffany (R-Hazelhurst), felt the GOP proposal would increase the chances of bringing jobs and a mine to Northwestern Wisconsin. He said, "We have to balance the economy and the environment. That is what this bill does, it balances it."

It is expected that the State Senate will vote on the bill early in March followed by the State Assembly. The amended legislation, once adopted by the Senate and Assembly, would create new laws which would make mining

more possible in Wisconsin.

The bill – expected to pass in March 2013 – will allow GTAC to begin the lengthy and multi-million dollar application and permitting process involving many state and federal watchdog agencies including the Wisconsin DNR and the U.S. Army Corps of Engineers. Rep. Chris Kapenga (R-Delafield) said that passage of the bill does not insure that a mine would ever be developed. He said, "The only guarantee we have here is that if we don't pass anything, there will be nothing. That's the only guarantee we have."

It is expected this application and permitting process would take two to three years before actual mine construction could begin.

According to Jim Coursolle, Heartland CEO, "The GTAC Mine with all of the jobs it will bring to the Ashland and Park Falls' Heartland markets will be the best thing that has happened to this area in our lifetime."

In This Issue

Page 2 . . .
Pres. Release

Page 3 . . .
Ashland News

Page 4 . . .
Eagle River News

Page 5 . . .
Iron River News

Page 6 . . .
Park Falls News

Jim Coursolle, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
editor and publisher



www.heartlandcomm.com



Downtown Sun Prairie, Wisconsin hosted its 65th celebration of Groundhog Day on February 2, 2013. Mayor John Murray, spoke in front of a large crowd to translate if Jimmy the groundhog saw his shadow or not. He did not, so an early spring was predicted. Pictured from left, Sun Prairie Mayor, John Murray, Mark Ell, Doreen Ell, Mike Wolf and Wendi Ell.

Hodges Eagle River Team Finishes at 108.5% For Two Months in a Row

The Eagle River sales team led by GM Jim Hodges, completed January at 108.5% of their revenue budget. In December 2012, the Eagle River team finished at 108.5% as well.

Hodges credited his market's January performance to his sales reps pointing out that:

- Vet Trish Keeley ended January at 101.3% budget
- Vet Tim Zier ended January at 104.4% budget

- Julie Anderson ended January at 101 % budget
- Kris Gaffny January at 124.6% of budget

"This was a total team effort," said Hodges. "Our salespeople, supported by the excellent work of the on-air staff and office staff, all did an outstanding job!"

The Heartland Eagle River market at the time of this writing also leads revenue pacing for February at 85.2% budget.

Pres. Release

While I was watching the first half of the Super Bowl, some apparent thoughts popped into my mind. The first one was that the Green Bay Packers were not in the Super Bowl. And, during the first half, neither were the 49ers...so to speak. I remember thinking to myself, both the Packers and the Niners dug holes **early-on** that would be hard to overcome; the Packers did so during the regular season and the Niners during the Super Bowl game.



Jim Coursolle
President, CEO

Probably most Packer fans remember that we lost our first game of the season to the 49ers. Then in game 3, we "lost" to the Seahawks in what football pundits said was a poor officiating call that robbed the Packers of a win. The game still went into the "L" column. In game 5, the Packers lost to the Colts. Five games into the season and the Packers were at 2 and 3.

The Packers, however, were able to win the next five in a row before being defeated by our nemesis, the New York Giants in game 12. Had the Packer's dug themselves a hole **early-on** in games 1, 3 and 5? Would losing the NFL Divisional playoff home field advantage **early-on** be the season-end "deal-breaker for the Packers?"

In the Super Bowl, the Ravens took a commanding lead **early-on** and went into the locker room at halftime leading 21-6. It seemed as though the national radio and TV audience was going to be subjected to another one-sided "blowout" Super Bowl. On the first play of the second half the Raven's Jacoby Jones exploded for a 108 yard runback and the almost insurmountable score was 28-6; it was all "Ravens" **early-on**.

But then, there was a 34 minute power outage at the New Orleans Superdome. When the game resumed, the momentum had changed...sort of. Even though San Francisco made a valiant attempt at making up for their lacking **early-on** first half play, the number one

Raven's defense goal line stand held off a final minute Niners' "too little-too late" charge. The points the Ravens accumulated **early-on**, won the day.

I couldn't help but compare the Packer's **early-on** season shortcomings and the Raven's Super Bowl **early-on** success to Heartland. At Heartland, we have just finished a terrific year showing a bottom-line profit for the first time in five years. Sales increases from 2011 to 2012 were better than double the national industry average at 8.5%. Broadcast cash flow was significantly increased. But then... we dropped the ball **early-on** in January and missed budget.

Was the reason low snowfall? The fiscal cliff? Loss of salespeople in certain markets? Celebration-syndrome caused by a great 2012? It doesn't matter. **Early-on**, we are behind...we have some catching up to do.

Are we good enough to overcome our **early-on** deficit? Yes. We are pacing well in February and the Heartland sales team "coaches" tell me that they expect and visualize a good performance this month. It is true that it is a long season (year), but if - **early-on** - we dig ourselves a hole, any last minute attempt to "pull it out," might not be successful.

Heartland is in a "success mode." Because of the hard work from our salespeople, we are fortunate to be a part of a growing small market radio broadcasting company. To continue that success, we need to create **early-on** momentum that will lead the way to a championship year for Heartland. It's what we do right now - **early-on** - that could very well make the difference.



January Top Sellers



Market Managers

Dan Wheeler	\$15,898
Scott Jaeger	\$13,086
Jim Hodges	\$10,125

Sales Reps

John Warren	\$23,523
Trish Keeley	\$17,074
Sandy Berg	\$16,752
Renee Basina	\$12,352
Sue Baker	\$10,981

BIRTHDAY "BROADCASTS"

FEBRUARY

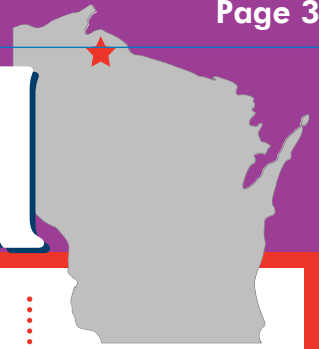
- 5th - Tim Zier - Eagle River
- 14th - Renee Basina - Ashland
- 16th - Aaron Bobnock - Iron River
- 18th - Jim Slagle - Eagle River
- 19th - Preston Vaughn - Park Falls
- 22nd - Rick Frischmann - Park Falls

MARCH

- 7th - Scott Jaeger - Ashland
- 14th - Nancy Johnson - Park Falls
- 18th - Chris Oatman - Eagle River
- 24th - Renee Poetzl - Park Falls



Ashland



"By The Big Bay"

GM NOTES...

By Scott Jaeger, GM
WBSZ/WNXR/WJH/WATW

BRRRRR! What a roller-coaster ride in weather for the month of January. It started off with very mild temps the first part of January. In fact it was upper 40s for a few days! No snow. Then the frigid weather kicked in... 30°+ below for almost a week. Then the snow started, thank God, because we needed it. The trouble with Ironwood MI (where I live), when it starts it doesn't know when to stop. From about January 20th to now, we have received well over 55 inches of snow!

We had a bit of a speed bump in January. Business was quiet due to the lack of snow and frigid weather. Now that it has warmed up a bit, the needle is starting to move.

In Ashland, we started our HCG Monthly Auctions in January. The premise behind this Auction is for the sales reps to round up PRE-MIUM auction merchandise. Then we post them on our website for the first 14 days of the month. Our listeners can then bid on the items. They have until 11:59 pm on the



Jaeger's front yard with 55 inches of snow in Ashland.

14th of every month. The highest bid gets the item. It has created some excitement with our listeners.

In January alone, we generated \$1,080 in sales! We now have different items on all 3 FM stations. In fact I ended up with 4 Jason Aldean concert tickets from the DECC in Duluth. It was a sold-out concert in 20 minutes. I put the 4 tickets along with 2 motel rooms in Duluth on the monthly auction. The value was around \$400. Our listeners were clamoring for these babies! The bidding went crazy, it sold for \$600! Thank you Skip for getting this up and running, I know it's going to trickle down to the other markets!

We are looking forward to our annual Heartland Spring Home, Yard and Sport Shows. The first one is in Ironwood at the Pat O'Donnell Civic Center, March 22nd through the 24th. We only have a few booths left to sell. Ashland Home Show is slated for April 19th to the 21st at the Bay Area Civic Center. That show is sold out with a waiting list. The same weekend as the Ashland show, we have our Heartland Bridal Faire on Friday night and Saturday. We have a few booth spaces open for that as well.

On another frigid note, we are starting to help promote the Regional Hospice Polar Plunge. It's a great cause to help support Regional Hospice in our area. They cut a huge hole in the ice about 200 yards off the shore of Lake Superior. Heartland Communications put a team together a couple of



General manager, Scott Jaeger takes the plunge.

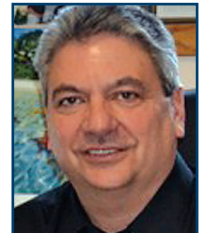
years ago. Lately, we have become "CHICKEN PLUNGERS!" We donate from a warm spot!

And now it's off to sell the Milwaukee Brewers! We broadcast Milwaukee Brewer Baseball on 107.3 WNXR. It should be another exciting season ahead of us. I am thinking maybe a bus this year? I know Darla in Park Falls has big success with hers.

Everyone keep warm, and I hope you remembered Valentines Day!



Scenes from the 2012 Ironwood Home Show.



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com

www.wnxfm.com

www.wjihfm.com



Skip Hunter
Ashland
Program Director

Eagle River



GM NOTES...

By Jim Hodges, GM WRJO/WERL

Sales solves everything. Maybe not everything, but it sure helps when you begin a new year by surpassing the station's sales goal. I'm excited to report our team not only beat our January sales goal by a respectable 8.7%, but we also topped the station's January 2012 performance by 18.5%. Every person on our sales staff hit their goal. Thank you!

We're off to a fine start in selling booths for our April 27 & 28 Home, Sport, Leisure and Business Expo with 20 booths locked down in January alone. Our Account Executives are continuing their efforts on the Home Show this month as well as signing up customers for the next round of our "Helping Hands" year long contests designed to give listeners a chance to win prizes that will make a difference in their lives. Our next prize is \$1,000 in groceries, something every family would appreciate winning.

Although snow was lacking early in the winter season here, recent snowfalls brought snowmobilers to the area in droves. In mid-January, the famous Derby Snowmobile track hosted a vintage race weekend and their 50th Anniversary Championship race event that draws thousands of visitors to the area. Dovetailing off those events was the reenactment of the very first snowmobile derby race just outside Eagle River. Originally held on Dollar Lake, the Vintage Snowmobile Club of America descended on the lake February 2nd for a reunion as well as a race around the manmade track on the lake ice. Club members proudly displayed their vintage machines, some of which look nothing like the ones we see enjoying the 500 miles of trails in and around Eagle River, the "Snowmobile Capital of the World." Check out the photos I took and I think you'll agree we've come a long way since the first snowmobile was invented in nearby Sayner, WI. WRJO announcers Mike Wolf and Amy Linnett, plus Bruce Marcus, news direc-



tor, did a great job of promoting the events with promos, interviews and news features.

On February 8th, I had the pleasure of participating in the Three Lakes High School's Career Day event. With 34 years of experience, it was a chance to help students interested in a career in broadcasting to learn more about the business, the different jobs available and what it takes to get into radio. Students were attentive, respectful and interested, asking great questions. Perhaps one of them will become the next Jim Coursolle! Or Darla Isham, Dan Wheeler or Scott Jaeger! You never know! The business needs more fine and dedicated broadcasters like them. On this same day, Heartland Program Director and giant of the Northwood's airwaves, Mike Wolf, helped kick off the weekend Pond Hockey Championships, also on Dollar Lake. The first "puck drop" was broadcast live on the air, which started a weekend full of amateur hockey games on 28 rinks sponsored by USA Hockey. It's the largest hockey tournament in the United States and getting bigger every year.

The Eagle River Business Association is holding a series of monthly events called "Lunch and Learn." I

will have the opportunity to speak to area business owners on February 20th and do a Power Point presentation on radio advertising, how it works, why it works, how to buy it and reasons to use it to generate greater traffic, sales and profits. The ERBA is giving all local media the chance to present information. This is a wonderful opportunity to teach business people about our business and answer questions.



Jim Hodges
Eagle River
VP and General
Manager

www.wrjo.com

WRJoldies
94.5 fm

**FREEDOM
TALK 950
WERL**



Mike Wolf
Corporate
Program Director

Iron River



GM NOTES...

By Dan Wheeler, GM WIKB/WFER

What a difference a month can make in the U.P. We went from no snow, two big events postponed to snow and one brand new event under our belt. WIKB/WFER is the major sponsor of the the Caspian Hill Climbs taking place this weekend February 16th and 17th. Saturday, is the Mid America Championship Hill Climb, and Sunday the Iron Range Trail Club Uphill Drags will be held. The hill climb is the Midwest qualifier for the world championships in Jackson, Wyoming.

Last weekend was the first annual Ironline Sled Dog Race. Close to thirty teams of racers and and over 300 dogs were part of this event. Racers traveled from as far away as Alaska to compete. This event was originally scheduled for January but was moved to February 8th and 9th due to lack of snow. Hundreds of people followed the racers over the two day period starting from downtown Iron River through miles of snowmobile trails crossing bridges, roads and others watching them from the deck at George Young Recreational Complex on Chicagion Lake. We look forward to a bigger and better event next year.



Spectators watch as the dogs come off the trails in to the mushers village at the Iron River RV Park.



The racer and dog team that was sponsored by WIKB/WFER is shown here finishing their last run on Sunday. The flag was signed by the racer and can be seen in the WFER Studio.

PRODUCTION NEWS...

By Brad Zima, Program Director

Things have been getting into a rhythm as I get more and more settled in at WIKB/WFER. Now that Telephone Time is like second nature, I am starting to focus more on other programming. One thing I am very excited about is a new hour long show I am picking up to run on WIKB on Saturday mornings. It is called "The Good Time Boys." In a comedic and entertaining format, they focus on the "outdoor lifestyle" with great interviews of celebrity guests and hunting/fishing experts. I think it will be very attractive for potential advertisers who want to reach a certain demographic.

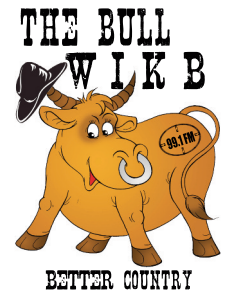
The Iron Line Sled Dog Race is set to start a few hours after I am done writing this piece. It seems as though it was a great event for us at WIKB to partner with and brings more into the community of Iron River throughout the dreary winter months.

With each passing month, and another Heartland Gazette, WIKB will continue to provide great service. I got a call from a guy listening to TT online in Texas today, and he said he golfed 18 the previous day, and was standing in sixty degree sunshine. We will get there, don't worry. Until then, enjoy the rest of winter.



Dan Wheeler
Iron River
VP and General
Manager

www.wikb.com



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 come in from all around the country... Las Vegas, Nevada, Milwaukee, Wisconsin, Three Oaks, Michigan, Kenosha, Wisconsin, Ocala, Florida, just to name a few!! The following is just a sampling of what we "get" to hear every day:

...Brad (our Program Director) had a farmer neighbor with deer bait that he

wasn't using. Brad needed large buckets for the bait, so on Saturday (his day off) he called TT and got a call from another farmer neighbor of his who said he had a bunch of buckets Brad could have.

...My daughters 8th birthday was coming up and she informed me she wanted Free Willy and Free Willy II for her birthday. None of our local stores carried them so I put a note in our "mail bag" for TT and got a call right away from someone local that had them in their collection and were willing to sell them to me...and they delivered to our office!! Another TT success story!

...A lady called and said that in 1981 her son lost his class ring. Her friend's husband had just passed away and she

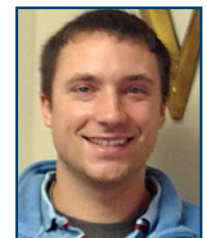
was going through some of his boxes of stuff from his metal detecting days and happened upon her son's class ring and returned it to her!! 31 years later!!

...Someone called to ask what a "honyonker" is? A lady from our local library called right away with the definition.

...Pig feeder for sale.

...A man called in because his blond, 7 months pregnant cow was lost in the Merriman area. Three days later he called back and he had found her thanks to TT!

...A man called wanting a drum set. He called back a week later, said he bought a beautiful drum set and wanted to thank us. He received calls for five different sets of drums!



Brad Zima
Iron River
Program Director

Park Falls



GM NOTES...

By Darla Isham,
GM WCQM/WPFP

Let me just say that we are having so much fun with social media marketing. This is a new territory to explore and exploring we are!

In December our sales team put together a "Twelve Days of Christmas Snow Ball" promotion that cross linked Radio, our web page and Facebook. The greater part of the promotion was on Facebook...because, like we all know too well, once it hits Facebook it's like a SNOWBALL effect. So the sales team used their iPhones and went to their clients and recorded

30 seconds of audio and video. Each participating client talked about special holiday savings at their stores 12 days before Christmas.

We up-loaded each business to our Facebook page which posted to our web page, then we shared it on our personal pages, then the business owner posted it on their Facebook page and before you knew it we had a huge buzz going.

One of my clients used this opportunity to have a contest...she had about 200 "likes" on her business page and wanted to get it up to 600. Her audio and video to Facebook was her asking folks to go to her Facebook page and "like it" to go into a drawing to win a holiday rug and a Nook. Cross-promoting this with the busi-

nesses radio ads, it went viral and within a few days the business "likes" were well up to over 600 and the client took everyone's names and put them in a hat and drew a winner on live radio then -- instantly -- to Facebook.

We have people still talking about this client's promotion on Facebook. The greatest part about this was we gained additional revenue in a new category "SOCIAL MEDIA" and the clients loved it because we helped them maximize their Facebook page in a whole different way than they had been using it before.

Don't be afraid to step outside of the box and try new things with Radio and social media, it can be fun and at the same time, drive additional revenue dollars to the bottom line.



Darla Isham
Park Falls
VP and General
Manager

www.wcqm.com

98Q Country and Freedom Talk 980 WPFP have officially gone international!

By Joel Karnick, PD WCQM/WPFP

We recently received the attached email below from a HAM Radio operator in Helsinki, Finland, indicating they had picked up the Freedom Talk 980AM signal in November of 2012. He sent a recording of the signal, and it was definitely us. Amazing! You never know who's listening.

What's even more amazing is that we were at low power at that time, about 100 watts.

"Hello Joel - and warmest of greetings to Northern Wisconsin from Hannu and Håkan in Finland!"

You never know how far your signal might reach! We are two true enthusiasts for distant AM radio reception, every now and then spending cold and dark winter days 200 miles north of the Arctic Circle here in Finland - with a hope for distant signals with our communications receivers and 3,000-foot long-wire antennas. And sometimes miracles happen! Let us take a moment of your precious time to explain a bit more...

In late October, 2012 we spent, once again, a week at our listening place in the north. During a week of intensive listening to stations in your great country, lots of recordings were created and we



have gradually been "combing" them through minute-by-minute. And, indeed, this is one of our most precious findings.

On Sunday morning, October 28, 2012 at around 30 minutes past midnight your time (still daylight savings time) we had been monitoring 980 AM. Upon checking the recording now, the stations usually dominating on 980 AM (KKMS Minneapolis, MN and WCUB Two Rivers, WI) gave way to a station with the Coast to Coast program, drawing to a break. Right at 00:30 am we are able to hear a male voice identifying:

"Freedom Talk 9-80 W-P-F-P" Right after this a commercial (or Public service Announcement) for the Wisconsin Education Association Council, but during that spot, the signal was already covered by the "usual dominants."

So it was not an awful lot we heard, and we were sorry about not having an

opportunity to listen longer, but hope that you would still be able to confirm this miraculous reception as per the identification and the mp3 audio file enclosed. We have first recorded the identification liner 3 times, followed by a longer segment, on the audio file.

Should you be able to confirm this being your station, it would definitely be one of our greatest success stories in this hobby!

Hoping to hear back from you with positive news...

Very best regards and happiness for 2013 and beyond
Hannu Niileksela & Håkan Sundman
Helsinki - Finland"

Also, our 98qcountry.com has exploded! We recently surpassed the 11,000 mark for visitors in the past 30 days.

We have had people log in from all over the world...Canada, France, New Zealand, Mexico and others.

Funeral notices continue to be the most viewed part of our website. Hey, whatever it takes!

Some tips to make your website work - local sports scores, funeral notices, and contest information. Always encourage your listeners to go to www.wcqm.com for more information on your contests.

98Q
COUNTRY WCQM
98.3 FM

**FREEDOM
TALK 980
WPFP**



Joel Karnick
Park Falls
Program Director