

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

ADVANTAGE SYSTEMS: "BEST YEAR EVER"

Advantage System sales up 98% over four years

The Advantage System sales program continued to produce record results in 2013. Signed annual radio advertising, marketing, web sales and social media sales agreements continued to break all Heartland records in the Advantage System March 2013 marketing campaign. Since the Advantage System program began in 2010, Advantage System sales have increased during the four year period by 98%.

According to Frank Kulbertis, Advantage System Vice President of Sales, this was our best year ever with the Advantage program in the Heartland markets. Sales were up 17% over last year. A large part of our growth came from new advertisers. We had 30 new accounts buy an Advantage Plan with the stations. Maybe even more importantly,



Frank Kulbertis presenting an Advantage System Marketing Seminar in Eagle River.

many dozens of other businesses learned about the stations -- and learned about the right ways to advertise -- and many of them will also become advertisers with the stations in the weeks and months to come."

This was the fourth consecutive year that Heartland joined with Advantage Systems to bring Northwoods and UP businesses an excellent free marketing and advertising seminar.

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Jim Coursolle, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

Sales Hiring Practices to be Discussed

All Heartland Vice President and General Managers are scheduled to meet at the Eagle River corporate headquarters on Thursday, May 2, 2013. According to Heartland CEO Jim Coursolle the meeting has been rescheduled from April 30th to May 2nd due to a scheduling conflict.

Heartland CEO Jim Coursolle said the meeting agenda is focused on "The Recruitment, Advertising, Screening, Identifying, Interviewing and Training of Sales People Who Will Succeed." He said, "Selecting and retaining success-minded reputable individuals who can and will sell radio and digital advertising will be the focus of this All-Company Manager's Meeting. Hiring people who have not been retained, has cost Heartland literally hundreds of thousands of dollars in the past years. This hurts every Heartland employee, big time. We

are going to set our sights on doing a much better job of hiring sales people who succeed for years to come. We are also going to do what we can afford, to support the successful salespeople who are currently serving Heartland. It is only by increased Heartland sales that everyone at Heartland will earn more money... there is no other way."

Great efforts will be used going forward, too. Not only reference checks, but also background checks, utilizing public state records and other investigative means to determine the character of individuals applying for a sales position, or for that matter, any position with Heartland. According to Coursolle, "Heartland has an excellent team of employees and when hiring, we want to make sure that whomever we are hiring, will be accepted by the current Heartland staff."

Heartland Mobile App to be Available in May

"You will be able to listen on your Smartphone beginning in May," said Skip Hunter, Heartland Director of Engineering and IT. "Our Mobile App will be available for both iPhone and Android (Droid) operating systems," according to Hunter.

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App, from Page 1

Wendi Ell, owner of Ellefont Designs and the wife of Heartland Corporate Director of Programming Mike Wolf, designed the Heartland Mobile App button that will be available for download from the Google Android "Play Store" or iPhone App Store (Apple Store) in May. Ms. Ell also is the Designer and Publisher of Heartland's monthly newsletter, the "HCGazette."

CEO Jim Coursolle said, "Skip has done a great job in procuring a viable and satisfactory agreement with

Abacast to put the new Heartland Mobile App into operation. Heartland, and its six FM stations, will take another step into the 'Digital Age' and be available to listeners around the world. It will be interesting to hear and see where our new Smartphone listeners will come from."



Web, from Page 1

Free marketing seminars were done in Ashland, Ironwood, Park Falls, Eagle River and Minocqua, Wisconsin and in Iron River and Iron Mountain, Michigan. The seminars were attended by 201 businesses.

Heartland CEO Jim Coursolle told the HCGazette he was proud of Frank Kulbertis and the Heartland management and sales teams for breaking yet another Heartland Advantage Systems record.



IT NOTES...

Global warming?

Winter has been hard on all of us and rather long, too. In my 30 plus years working here in the Ashland market this spring is the first time I can remember having to clean snow out of the Brewers satellite dish to get signal and put the game on the air.

I have seen many towers covered in ice before, but I never had to dodge falling ice from a tower until this year when Mike Wolf and I were visiting the WRJO site for a maintenance check. I actually still have some pretty good moves and speed for a fat guy!

When the snow finally decides to go away (maybe in July) engineering is going to start making rounds to repair signage, fences and check ventilation before the summer heat hits. (Maybe it won't get too warm this summer).

As for IT... THE MOBILE APPS ARE COMING! The iPhone app should be released mid to late May and the Android apps just prior to that. Currently

I am trying to get the developer account at Apple for the iPhone app. It takes some time for Apple to decide if they want you as a developer so it's a waiting game for now.

Hopefully after this last snow storm on April 19th (what a way to start the Ashland Home Show), programming can all get together and get the redesign of the FM websites started. Included in the redesign is making all of our FM websites mobile friendly. Meaning they will resize to fit the mobile device instead of shrinking the whole site down to fit.

So that's all I have to report this month. Time to head out for the Home Show... but before I do that, I think I hear a shovel and broom calling my name to get the dish cleaned out before tonight's Brewer game. No rest for the wicked!



Skip Hunter
Corporate IT,
Engineer

February Top Sellers



Market Managers

Dan Wheeler	\$22,757
Scott Jaeger	\$16,258
Darla Isham	\$11,539

Sales Reps

John Warren	\$25,853
Trish Keeley	\$15,044
Sandy Berg	\$10,050
Kris Gaffney	\$7,778
Tim Zier	\$6,991

BIRTHDAY "BROADCASTS"

APRIL

- 9th – Tom Johnson – Park Falls
- 12th – John Berg – Ashland
- 15th – Lynn Weiland – Corporate
- 20th – Maggy Isham – Park Falls
- 20th – Kelsie Lampson – Ashland
- 23rd – Joel Karnick – Park Falls
- 29th – Jeff Bonno – Iron River
- 29th – Lori Mahnke – Ashland

MAY

- 7th – William Hawn – Park Falls
- 24th – Bruce Marcus – Eagle River



Ashland



“By The Big Bay”

GM NOTES...

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

Well, March came and went! The Advantage plan in Ashland was a HUGE success! We had a great renewal percentage, plus we sold a lot of new plans. Overall, Ashland ended up with \$111,540 in total sales!! Thanks to the staff for a great job this year! Now we will be on the prowl for the Post Advantage Plan Contest! The Ashland Staff says ‘BRING IT ON!’

Our Spring Home Yard and Sport Show in Ironwood March 22nd-24th was another big success! We had a ton of people come through and just about every vendor said it was one of the better shows they have attended in a few years! It’s nice to see the public willing to spend money...that’s a positive sign.

The Ashland Spring Home Show was more like a Winter Home Show. Set up was Thursday and Friday April 18th and 19th. Thursday was great. Friday turned into a nightmare as we got annihilated by a snow storm. Ashland received almost 18 inches of snow and Ironwood/Hurley got pummeled with almost 30 inches. 8 vendor couldn’t travel over on Friday night, but made it Saturday morning for the remainder of the show. The show overall was a huge success! Friday was busier than we expected, but Saturday and Sunday were great!

The Vendors did very well. We had about 103 booths and 78 different vendors involved! And of course we had a blast with vendors at our Home Show Party on Saturday night at the AmericInn. Thanks to the Breakwater Catering, the AmericInn and JD Bass Entertainment for great food, and super venue and outstanding music!

After that, we can take a little breather on shows...although the letters went out this week for our Senior Expo hosted in August. We had a record-setting year for booth sales last year, we’ll see if we can match that again this year.

Now it’s time to start planning for the summer months. We are close to starting up our ABC Race Night program. Skip Hunter broadcasts live every Saturday from the ABC Raceway in Ashland beginning May 11th. May 4th is the big kick off and car show at Fastlane Motorsports in Ashland. Skip airs a 2 hour live broadcast with drivers, ABC Raceway members and more!

We are also working on the Bay Area Battle of the Bands, which we hold in conjunction with the Ashland Chamber of Commerce over the Bay Days Festival in July. That is turning into a really great event! How did we just go from saying good bye to March all the way into July and August!?

I am writing this a bit early this month, as My Wife and I will be heading on vacation. We both need some down time. We will be spending 7 days in the Caribbean on a cruise (NO NOT CARNIVAL!! Thought I will clear that up right away). We will be visiting Barbados, St. Lucia, St. Johns, St. Maarten and St. Thomas. The cruise departs from Puerto Rico on Saturday, April 6th! So with that...**BON VOYAGE!**



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com

www.wnxfm.com

www.wjhf.com



2013 Spring Home Yard and Sport Show in Ironwood, March 22nd to 24th.



Skip Hunter
Ashland
Program Director

Eagle River



GM NOTES...

By Jim Hodges, GM
WRJO/WERL

It's April 12th and I'm looking out my office window at another two inches of snow that fell last night, plus more expected today. The groundhog, who predicted an early spring, has gone into hiding after being arrested on charges of fraud. His response? "I'm a rodent, not a meteorologist!" A year ago at this time, we were golfing. This year? We're still shoveling. Now we're simply hoping the annual ice out occurs before the state fishing opener in early May. What's that old saying? If you don't like the weather in Wisconsin, wait 24 hours and it will change. But, we are hearty Wisconsinites and we will carry on.

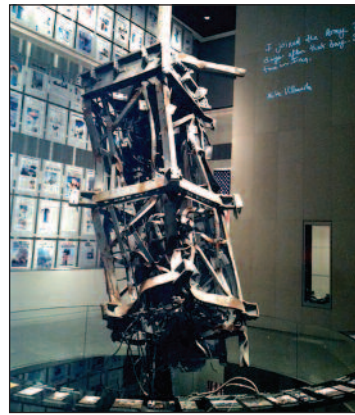
As broadcasters, we strive everyday to give our audience a quality product as evidenced by the 11 awards. WRJO and WERL are in contention for at the May 4th Wisconsin Broadcasters Association's annual "Awards For Excellence" competition. We've won a first, second and third place honor in a variety of categories including, Feature News Story, Best Newscast, Best Use of Audio In News, Live On Scene Reporting, Best Interview, Best Sports Play-

By-Play, Election Coverage, Public Service Announcement and Best Commercial. It's a testament to the great job done by News Director, Bruce Marcus, Program Director and Sports Announcer, Mike Wolf and Morning Air Talent and PSA Director, Amy Linnett.

I had the privilege of joining other Wisconsin Broadcasters on the annual trip to Capitol Hill last month. Each year, our association sends one of the largest contingents of broadcasters to meet with our state Senators and Congressmen to discuss issues that affect our business and share our concerns and needs. One of the highlights of the trip was a Congressional reception at the Newseum, a contemporary museum telling the story of news reporting in America (pictured at right).

We have a new front desk receptionist! Her name is Wendy Schulta. Wendy takes over the day-to-day duties answering the phones, greeting the public and assisting the staff. Her predecessor, Peggy Kaczowski, better known as "Crackowitz," has "retired," but will remain with us filling in from time to time.

Our sales staff did a great job of getting people to attend our annual Advantage Systems marketing seminar in late March. Nearly 80% of people who said they'd at-



tend did. The downside is we didn't have enough decision makers in the room. Our sales totals were about the same as the previous year. The main message? Advertising your business should be just like an exercise program – you have to be consistent to see results.

I'll cut things off here. It's snowing. I have to shovel...again.



Jim Hodges
Eagle River
VP and General
Manager

www.wrjo.com

WRJoldies
94.5 fm



April 20th WRJO Grocery Grab Giveaway – winners were Tim Adams (\$250), Dee Sadawski (\$500), and Theresa Heck (\$250).



Mike Wolf
Corporate
Program Director

Iron River



GM NOTES...

By Dan Wheeler, GM WIKB/WFER

Snow storms, rain, even flooding were all part of what has been happening here in Iron River. The snow keeps on coming. It was nice in March because it gave a boost to the local ski hills, bars, hotels, and restaurants. But now in April everyone just wants it to go away. Really this winter was not too far off from normal, but the real problem was what we experienced last year. A caller to Telephone Time on March 4th said that a year ago they had their dock in the water. In the first week of April it was reported that most lakes still have over 30 inches of ice.

The 2013 Home, Business & Outdoor Expo was held Saturday, March 30th. WIKB provided major support of this event with the Iron County Chamber. WIKB's Brad Zima did live interviews and updates from the show.



2013 Home, Business & Outdoor Expo was held Saturday, March 30th at the West Iron County High School. Here is WIKB friend and Iron County Chamber Director Bob Black presiding over the expo.



Dan Wheeler
Iron River
VP and General
Manager

www.wikb.com

THE BULL
WIKB



BETTER COUNTRY



Brad Zima
Iron River
Program Director



Welcome
Spring

In March Brad hosted a three hour radio-a-thon for the Iron County Cancer Care unit that raised over \$5,000. All the money stays right here in Iron County. This is a cake that was sent to WIKB to say thank you. It was delicious.

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... Texas, Chicago, Las Vegas, Florida, Kewaunee, Green Bay, just to name a few!! The following is just a sampling of what we "get" to hear every day:

- ...Coffin for sale; with a motor inside!
- ...Needed: Bee keeping supplies.

...Caller wanting to know why Colorado is making a law preventing the docking of cow tails. Don't they have anything better to do??!

...Selling a "Wanda the Walking Doll".

...Maple syruping taps for sale.

...Bunnies for sale! Also, a pure-white, lionhead rabbit for sale. Needs to be pampered.

Park Falls



GM NOTES...

By Darla Isham, GM WCQM/WPFP

The first annual 98Q Country & WPFP Home and Recreation Show was a huge success April 6th & 7th. Last fall, the Park Falls Area Chamber of Commerce handed off to us a show that had been called the Spring Expo for 10 years. The Board of Directors for the Chamber decided they could not manage this show any longer. Even though it was lucrative for them, they asked us if we would take it over and maybe revive it so the community would not lose something that could become larger. Our first task was to change the date to a more suitable time of year, like in April, and then we decided to move the venue from a very cold, unheated hockey rink to a nice warm high school gym. Hats off to the station staff who spent the entire weekend, from set up on Friday to take down on Sunday, accommodating vendors and consumers, making sure traffic was greeted with a warm friendly welcome and vendors were comfortable and had everything they needed to expose their business to the community in a friendly and professional atmosphere.

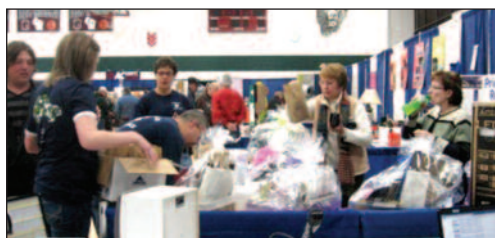
According to a survey that we asked every vendor to fill out before they packed up on Sunday, it told us that vendors were overjoyed and thrilled with the outcome of the entire weekend show. Vendors expressed that the traffic was a nice with consistent flow so they could spend quality time with consumers interested in their products. One tractor vendor said they sold a tractor within 20 minutes of the show doors opening. A blacktop company said they booked 10 appointments on Saturday and 5 more on Sunday. A tie-in to the show was a local Ford dealership who partnered with the high school girls basketball program in a "Drive for a School" program. Every test drive that was taken, \$20.00 was donated by the Ford Motor Company and the dealership to go towards the school program. Well, talk about a success story, through the power of radio, over 200 folks test drove vehicles at the show and a little over \$4,000.00 was raised for the basketball program, going towards new basketballs and uniforms. Vendors raved about the professionalism and how impressed they were with the radio station staff.

I think we are off to a good start at creating a home and recreation show, that in years to come, will have a waiting list of vendors.

One last note on the success of our show, ironically on the Thursday before the show I started getting phone calls that folks could not find our show ad in 3 of the local newspapers, when I called the editor to find out if this was true, they tell me they missed us on the manifest to print our ads. They missed us and forgot to print our time-sensitive show! This means the total success of the Home and Recreation Show can be attributed to RADIO! If you ever had any doubts or you have clients who have doubts about the power of radio, take this section of the newsletter and use it as a testimonial. Radio gets the job done, time and time again, don't ever doubt the power of our product.

We took very good care of our Park Falls Chamber of Commerce regarding the show with a complimentary booth because, honestly, I believe we were handed a gift, and I am very grateful and appreciative of their kind gesture.

Enjoy the pictures and Happy Spring!



Darla Isham
Park Falls
VP and General
Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director