

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

## HEARTLAND STATIONS EARN 16 AWARDS FOR EXCELLENCE

Hundreds of radio and television broadcasters traveled to Madison on May 4th for the Wisconsin Broadcasters Association (WBA) 2012 "Awards For Excellence."

This year's Awards Gala was moved to the Alliant Energy Exhibition Hall because the event expanded beyond its former venue. The suits, tuxedos and evening gowns signified that this, indeed, was a special night. The fare was filet mignon, grilled salmon and asparagus with hollandaise. "Sparkle" and excitement was the evening ambiance.

Heartland Communications Group was honored to receive 16 WBA "2012 Awards for Excellence" at this year's annual event and doubled the awards received compared to last year.

On hand to receive 2 first place awards, 5 second place awards and 4 third place awards was Heartland Eagle River V.P. & General Manager Jim Hodges



*L to R: Jim Hodges, Darla Isham, Scott Jaeger, Oscar, DJ Rick Frischman and Jim Coursolle.*

accompanied by his wife Suzanne. The 2 first place awards were for the "2012 Election Coverage" and "Best Commercial" for Eagle Waste's "Sad Cans."

Hodges told the HCGazette, "I am very honored to accept these 11 awards on behalf of Mike, Bruce, Amy and our entire Eagle River Heartland team."

V.P. and General Manager of the Heartland Park Falls stations, Darla Isham accompanied by her husband Gary and DJ Rick Frischman and his wife Nancy received 1 first place award and 2 second place awards. The first place award was for "Best Original Feature" entitled "Honoring Our Veterans with Flight."

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Jim Coursolle, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
designer and  
publisher



[www.heartlandcomm.com](http://www.heartlandcomm.com)

## SNOWSTORM IN MAY CUTS MANAGER'S MEETING SHORT

Heartland VP and General Managers joined CEO Jim Coursolle on May 2nd at the Corporate Offices in Eagle River for an all-day manager's meeting. As the day wore on, weather forecasts in the Ashland and Ironwood areas and in the Park Falls area were calling for a foot of snow. The meeting ended at 2:00 PM to allow Ashland GM Scott Jaeger traveling to Ironwood and Darla Isham, Park Falls GM to make it home safely. Both reported later that day that they ran into some

"tough sledding" which had them traveling at about 40 mph on the way home.

Coursolle said he recently sent out a "Maxine" cartoon to the GMs where "Maxine" said, "Usually if I have a Blizzard in May, it's from Dairy Queen." He said it was hard to believe that a Heartland meeting scheduled for May 2nd was cut short due to a snow storm.

The major focus of the meeting was the "Recruiting and Advertising, Screening, Identifying, Interviewing and Training Sales-



*L to R: Scott Jaeger, Darla Isham, Jim Coursolle, Jim Hodges and Dan Wheeler.*

people That Will Succeed." Each general manager received a packet containing many examples of sale person interview and

screening questions. Coursolle then appointed a committee and Isham agreed to act as its chair.

See **Snowstorm**, Page 3

# Pres. Release

What fun it was to be a part of the Wisconsin Broadcasters Association's "2012 Awards for Excellence" Gala in Madison. I have to tell you that I was so proud to sit with all of our Heartland GMs and their wives and with DJ Rick and his wife at a table right in front of the awards platform. And, hey, I never turn down a good file mignon! The salmon was pretty good as well. Darla will tell you that she and I always get the famous Phillips lakeside "Harbor View" grilled salmon salad for lunch when I'm visiting in her market.



**Jim Coursole**  
President, CEO

I kept thinking that night during the program, what excellent teamwork all of these award-winning stations put forth on an every-day basis. Every one of the broadcasters present was there

because -- through their teamwork -- they accomplished an on-air program, feature, commercial, news story, sports play-by-play that was award-winning, etc. And, others were there for their station's accomplishments in Internet media.

As I looked around our table, I saw the pride that our folks were feeling. It is so evident that Heartland has a very good team! We work well together. We have fun as we work together. We introduce, produce and initiate so many great events and accomplishments for our communities and clients. The Heartland spirit of teamwork was so evident and clear to me on May 4th in Madison at the Alliant Energy Center Exhibition Hall.

Not all of you could be at this spectacular event, but I want you to know that my mind rolled through each market's list of team members during the awards program. Yes, I thought about all of you.

I thought about the very successful folks in Ashland and their recent challenge with 18 inches of snow and their recent Home Show "homeruns" in Ironwood

and Ashland; the gang in Park Falls and how well they just did at their recent record-setting Home Show advertised only on their stations (the newspaper inadvertently left out their Home Show ad right before the show). I thought about the ladies in Corporate at Eagle River -- the hardest workers on the planet. And the ubiquitous Eagle River team spinning the so popular "Money Wheel," jumping in the lake with 0° temps and dancing in the halls to "Hall and Oats." And, I also wished that our Michigan team could have joined us, but this was a Wisconsin Broadcasters event. I caught myself daydreaming and listening in my head to the longest-running talk show in Michigan and some say, the USA (almost 45 years)...yes, for a brief moment "Telephone Time" was on-the-air in my mind.

Then, suddenly, up popped Jim Hodges from our table as he headed up to get another award and I returned to the "here and now" with an overdose of pride for all of our Heartland people!

I'm sure it is our dedication to teamwork that won those 16 WBA "Awards for Excellence"

that night. It's really nice to be on the Heartland team and to be a part of all of you!

Thank you!



## April Top Sellers



### Market Managers

|                    |          |
|--------------------|----------|
| Dan Wheeler .....  | \$15,548 |
| Scott Jaeger ..... | \$15,272 |
| Jim Hodges .....   | \$11,820 |

### Sales Reps

|                    |          |
|--------------------|----------|
| John Warren .....  | \$26,699 |
| Trish Keeley ..... | \$14,812 |
| Tim Zier .....     | \$9,996  |
| Sue Baker .....    | \$9,490  |
| Sandy Berg .....   | \$8,008  |

## BIRTHDAY "BROADCASTS"

### MAY

- 7<sup>th</sup> – William Hawn – Park Falls
- 24<sup>th</sup> – Bruce Marcus – Eagle River

### JUNE

- 13<sup>th</sup> – Amber Sarafiny – Iron River
- 15<sup>th</sup> – Jeremy Johnson – Iron River
- 23<sup>rd</sup> – Amy Lemke – Eagle River
- 23<sup>rd</sup> – Darla Isham – Park Falls



# Corporate Address

## Snowstorm, from Page 1

She has begun the process with the other Heartland GMs to select their favorite 25 to 30 interview questions. Isham will then compile a listing of these questions so that a standardized Heartland salesperson interview questionnaire can be completed. With that in hand, the Heartland GMs will collaborate to design a complete salesperson hiring package that will include radio and, perhaps, print advertising, screening, interviewing and identifying people that can succeed as radio sales people. Heartland already has a two-week training program that has been in effect for about two years. "We hope to 'tweak' that a bit in the months to come," said Coursolle.

An initial screening interview questionnaire administered by a receptionist or office manager is also being assembled with basic

questions such as, "Do you have a driver's license?" or "Do you have access to a car?" is being put together as well. This will assist the GM in their selection of qualified candidates.

According to Coursolle, "There's a lot of sales training available out there, but not much when it comes to 'the art of interviewing and selecting successful salespeople.' Hiring the wrong salesperson costs every radio station thousands of dollars. My guess is literally hundreds of millions of dollars is lost every year in this country because the wrong people are hired for radio sales. I contacted the RAB about this and received some good information, but I sure would like to see the RAB design a standardized system that is has been tested and is effectively making that system available to RAB membership. Successful salespeople are the backbone of financially viable radio stations."



*Darla Isham and DJ Rick Accept First Place Award.*



*Jim Hodges Accepts One of Two First Place Awards.*

## Awards, from Page 1

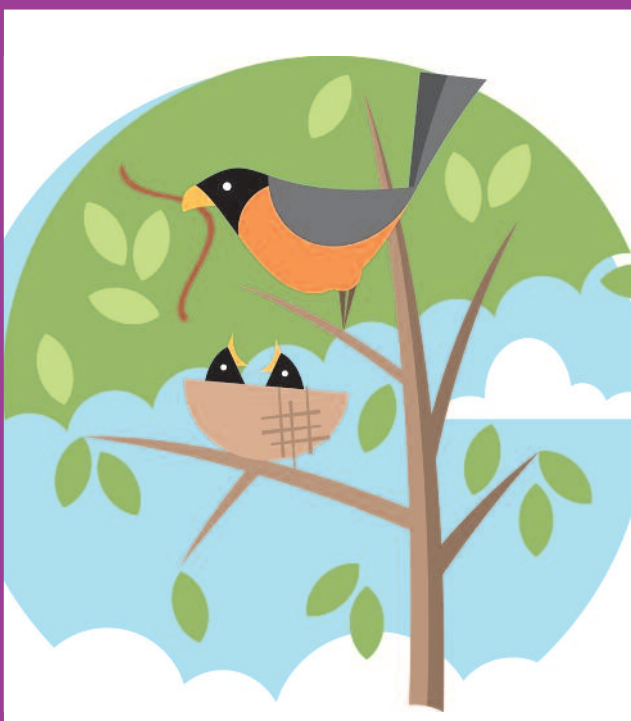
DJ Rick was honored for placing second statewide for "The Best Radio Show" broadcast in small markets.

For the first time, Heartland's Ashland cluster participated in the awards and was represented by VP and General Manager Scott Jaeger and his wife Kim who were on hand to receive 1 second place award for "Significant Community Impact" with "Bayfield-Ashland Counties EMT Awareness Project" and also 1 third place award for "Editorial/Commentary."

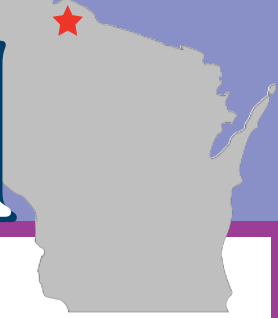
Heartland CEO, Jim Coursolle was also on hand last evening and he told the HCGazette, "To be the Heartland owner and be present at this very special event, watching our people receive awards for their successful hard work is so gratifying to my wife, Diane and I. We are quite proud of our Heartland team's accomplishments."

The modern WBA awards event was the brainchild of Lindsay Wood Davis, a Wisconsin radio broadcast icon from Madison (who vacations annually in the Ashland/Bayfield area). The event began many years ago. Redesigned a few years ago with the help of Lindsay Wood Davis, it has grown way beyond expectations to the model national premier awards program that it is today.

The "Awards for Excellence" Gala is an annual event presented by the WBA. A "round of applause" and a BIG "Thank you!" is extended from everyone at Heartland Communications Group to WBA President and CEO Michelle Vetterkind, WBA Vice President Linda Baun, WBA NCSA/PEP Coordinator Liz Boyd, WBA Administrative Assistant Mandy Endicott, WBA Photographer Rick Jowett and the entire WBA Awards Committee for all they do to make this special event an annual reality.



# Ashland



## "By The Big Bay"

### GM NOTES...

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

May. As I sit here and write this article I really don't know where to start. This has been the weirdest month of April, and first part of May in my memory. The snow just kept coming in April. I got back from vacation in the Southern Caribbean and came back to over a foot of snow we received on the 13th of April. The Thursday and Friday of our SPRING home show weekend on April 19th and 20th...we received another 30 inches of that beautiful white stuff. Eight of our exhibitors from the Ironwood/Hurley area couldn't make it to the show Friday night due to the heavy snow.

They made it over Saturday though. Then we got another foot on May 2nd during our Managers meeting in Eagle River. Do the math...that's 54 inches of snow from April 13th to May 2nd!

With that said, our April Heartland Communications Spring Home Show was a huge success. Tons of people (They couldn't golf, fish, rake or anything!). The exhibitors did very well at the show! Thanks again to the whole staff for all the help and live broadcasts over the weekend.

We finished off our Post Advantage Plan sales very strong in Ashland totaling 13 annual contracts, on top of the 19 we sold during the ac-



General Manager, Scott Jaeger holding WBA awards, 3RD place in News/Talk Editorial Commentary and 2nd place for Significant Community Impact.

tual Advantage Plan week!! Thanks to the sales staff for a great job on the entire Advantage Plan month!

We travelled to Stevens Point WI for a WBA Sales Seminar on Wednesday April 24th featuring speaker David Rich. He spoke on "Contagious Selling." What a great seminar. My sales staff loved the material! Thanks to the WBA for making these seminars available to their members!

On Saturday, May 4th, we headed south to Madison to the WBA Awards for Excellence conference. Heartland did very well, collecting 16 awards. This was Ashland's first attempt at the awards, we came away with a 3RD place in News/Talk Editorial Commentary and 2nd place for Significant Community Impact! That's pretty exciting and we will go for a few more this year! Thanks again to WBA for a great weekend and showing that

local Radio does matter in every market!

On a sad note, we said goodbye to Renee Basina, one of our Account Executives.. She is moving to Eau Claire. We wish her luck.

I will finish by saying my wife and I had an incredible vacation in the Caribbean. It's nice to get away knowing you have staff at the station that can take care of things. Thanks guys and gals! With all the talk of snow and rotten weather, I wanted to include a couple of pictures from our vacation.

Also, Congratulations to Sandy and Marge Berg. They landed a HUGE account. A new car Dealership in the Duluth Superior area bought out another one. They worked the account for about 3 months. The dealership signed a 3 month deal...are you ready...\$58,900! That's \$19,000 a month! Way to go Sandy and Marge!



These are underwater scooters. We explored the underwater with them while in St Thomas.



The front of Scott Jaeger's home on Spring Home Show Weekend in Ironwood Friday, March 22nd. We received about 30 inches of snow.



This is a picture of one of the beaches we were on in Antigua. Wanted to contrast our spring with vacation!



Scott Jaeger  
Ashland  
VP and General  
Manager

[www.wbszfm.com](http://www.wbszfm.com)

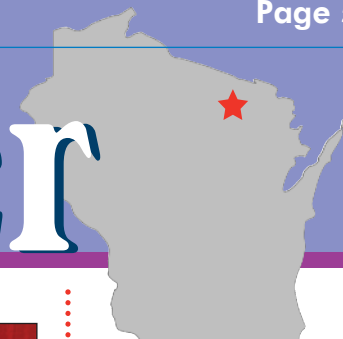
[www.wnxfm.com](http://www.wnxfm.com)

[www.wjihfm.com](http://www.wjihfm.com)



Skip Hunter  
Ashland  
Program Director

# Eagle River



## GM NOTES...

By Jim Hodges, GM  
WRJO/WERL

**R**ecognition is nice. When it comes from peers, it's wonderful. But when you are recognized by your peers with 11 awards in statewide competition categories, that's cause for real celebration!

WRJO and WERL Radio were honored May 4th at the Wisconsin Broadcasters Association's annual awards gala in Madison with two firsts, four seconds and five third place awards in a variety of categories. A special thank you and congratulations to Bruce Marcus, News Director, Mike Wolf, Program Director, and Amy Linnett, Production and PSA Director, for their hard work they put in to creating the news, commercials and public service announcements.

Thanks to their outstanding work, the stations took home first place honors in the Small Market category on WRJO for "Best Commercial - Eagle Waste and Recycling" and on WERL for "Election Night 2012 Coverage." WRJO won a second place award for "Public Service Announcement-Back-To-School Safety Time" while WERL won four second place awards for "Best Sports Play-By-Play - Northland Pines Football Playoff," Live On-Scene Reporting - Three Lakes Veterans Day Pa-

rade, Best Use of Audio In Radio News - After Thanksgiving Sales and Best Interview - Tommy Thompson." WERL also won four third place awards in "Best Newscast - News and Talk Format, Feature - Wisconsin State Cow Chip Throw, Live On-Scene Reporting - Milwaukee Sikh Temple Shooting and Best Use of Audio in Radio News - Missing Sayner Woman."

Our Home Show, held April 27th and 28th at Northland Pines High School, was a big success with nearly 60 vendors. Vendors from a wide variety of businesses, including crafters, displayed their products and services. Attendance was good, but might have been a lot better if it weren't for the first nice weather weekend of the year. Still, vendors gave the show a thumbs up! A big thank you to the account executives for working the long hours it took to ensure our valued clients were happy.

As we get ready for the summer, mark your calendars for June 20th and join us for the summer WRJO "Street Dances." This year's hosts, Trish Keeley and me, are ready for 10 straight weeks of great music, games, food and fun right in the heart of downtown Eagle River.



The Eagle River WRJO Home, Sport, Leisure and Business Expo, held April 27th and 28th at Northland Pines High School, was a big success with nearly 60 vendors.



Jim Hodges  
Eagle River  
VP and General  
Manager

[www.wrjo.com](http://www.wrjo.com)

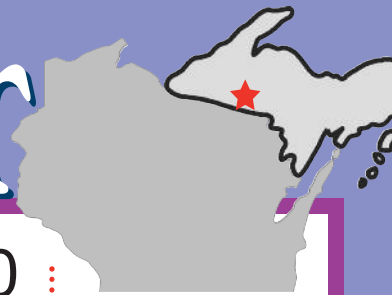
**WRJO**ldies  
94.5 fm

**FREEDOM  
TALK 950  
WERL**



Mike Wolf  
Corporate  
Program Director

# Iron River



## K-Day in Iron River Raises over \$3,000

### GM NOTES...

By Dan Wheeler, GM  
WIKB/WFER

**W**IKB worked closely with major businesses in the area including Lindwall Motors and First National Bank of Iron River to plan and coordinate the most successful K-Day the Iron County Kiwanians has ever had. New to 2013 was a radio-throne held during Telephone Time on K-Day, that help bring the amount of money raised to more than \$3,000. Of the Four major events that WIKB

and WFER support in our community this is the second highest amount of money raised. We appreciated the opportunity to work with the business managers and owner who are part of our local Kiwanians and have developed several new relationship that will benefit Heartland Communication in Iron River in the future.

It was a pleasure working with the local Kiwanis Club for "K-Day" in the month of April. It was nice to learn about the great things they do for the community's youth. As always, the people and businesses,

of the listening area, we're glad to help out a worthy cause. With the Kiwanis Club working with children in the area, they are helping to pave the way to a successful community for generations to come. Without investment in our future, no progress could be made. I am sure they will put the

money raised to good use in the community. The Kiwanians even had some of their youth members (K-Club) come in and talk on air about what they do. It was a successful day for all, and a way to help ensure a prosperous community for years to come.



*Even though our Mayor told Heartland News Director Bruce Marcus in an interview about flooding in the U.P. and Northern Wisconsin that Iron County was spared from any damage from flooding in Iron County; Spring here has been very "wet," to say the least! Lots of flooding and the river banks were about ready to overflow. This is a picture of Horseshoe Rapids in Iron County; it is usually a very slow flowing river.*



*Ed Lindwall, Brad Zima, Jack Schultz, and Peter Savings.*

### 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... Chicago, Waukesha, West Allis, Montana, Sandusky, Ohio, Oregon, just to name a few!! The following is just a sampling of what we "get" to hear every day:

- ...Looking for a ride to Milwaukee.
- ...Looking for a ride to Wisconsin



Dells.  
...Antique grape crusher, made circa 1928.  
...A man called and said he was storing a "so called" friends stove for over 1 month and if he does not come and get it he's going to get rid of it!  
...A man called and said that last night he was drunk and lost his bike!! Anyone find it?!! (we had a good laugh on this one).  
...Potato planter for sale.  
...A lady called and wants to trade ducks for peacocks.  
*Managers Note: This month's biggest challenges were credited by winter holding on so long. We had a caller tell us on Telephone Time that she had her dock in the water last year on March 4th. Not*

*this year. The lakes did not break until well into May. Even though flooding was at a minimal for our local lakes and rivers, there was a new lake in the area. Jeff called it Lake Dan. It is the first time since Iron River was remodeled that we have had flooding and the first time for my office.*  
*The longer winter tested our sales people too. Our new sales people were not able to adjust from their retail and self-employment backgrounds enough to make it through spring. So if I took a picture of our sales staff right now it would be a portrait. We are so happy though to have Amber working diligently from California. She will be back with us in late June full time. She was home in late March and doubled her billing.*



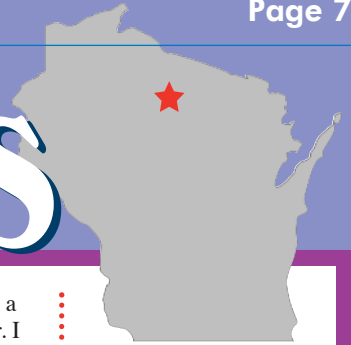
Dan Wheeler  
Iron River  
VP and General  
Manager

[www.wikb.com](http://www.wikb.com)



Brad Zima  
Iron River  
Program Director

# Park Falls



## GM NOTES...

By Darla Isham, GM  
WCQM/WPFP

**Y**es it is spring, finally! Even the poor Robins didn't know what hit them! The day we got 8 more inches of snow the strangest thing happened, Nancy and I were the only two here in the office and I kept hearing a thump, thump, back in our sales room at least three times I walked down the hall to the sales office and thought one of my reps were back...but no one was there. So the 4th time I stayed in the office and gazed out the big back windows and all of a sudden a big Robin slammed into the window, scared the you know what out of me! It kept going from the wire, to the tree to the window several times as I watched and it never knocked itself out... Nancy actually went outside and tried scaring it away but the whole day that darn Robin kept thumping on the window like it was blaming us for the white stuff Mother Nature graced us with. Strange!

As those snow memories melt away my husband Gary, DJ Rick



*98Q Country took three awards home for Excellence, a 2nd place for "Best Specialty Programming" for Take your best Shot at being on the Radio, Deer Hunters Round up 2012. We took a first for "Best Original Feature" for Honoring Our veterans with Flight, and lets all give DJ Rick a great big congratulations for winning a 2nd in "Best Radio Show."*

Frischman and his wife Nancy headed south to Madison on May 4th to attend the Wisconsin Broadcasters Awards Gala that was held at the Alliant Energy Center. It was such a great time, those folks at the Wisconsin Broadcasters Association literally rolled out the red carpet for us and all Wisconsin Broadcasters attending the Gala. 98Q Country took three awards home for Excellence, a 2nd place for "Best Specialty Programming" for Take your best Shot at being on the Radio, Deer Hunters Round up 2012. We took a first for "Best Original Feature" for Honoring Our veterans with Flight, and lets all give DJ Rick a great big congratulations for winning a 2nd in "Best Radio Show." Rick we are so darn proud of you, what an honor to be recognized by the Wisconsin Broadcasters Association. I want to personally thank our staff here at the station for always working very hard at making sure the programs that we air, the commercials that play, the customer service we give, is entertaining, touches our hearts when appropriate, and leaves the listeners feeling they are part of our family. Hats off to our sales team as well; they are out there every day working with businesses ensuring them the importance and value we put into them first, making sure we do everything possible to ensure their success. You all are so much appreciated and I thank you everyday for making what I do so much fun and I do feel blessed to have such a top notch quality team.

At this time I would like to welcome Paul Dischler to our radio family. First, thank you Paul for serving our country in the Navy from 2004 to 2008. Paul is married to Andra, has 4 girls with one on the way. I bet he's hoping for a boy! Paul comes to our family with a great advertising background. He worked for our local hometown news paper "The Park Falls Herald." His experience, along with established



Paul Dischler

business relationships will surely be a great asset as he starts a radio career. I also have to say how impressed I am with Paul, because it's Friday...it's dress down causal day on Fridays but every Friday since he started here he comes in dressed for success just like it's a Monday, a dress shirt, tie and a suit coat. He's an expert at tying his ties 50 different ways! I didn't know there were so many different knots for a tie.

"You can't expect to be old and wise if you were never young and crazy." This is the class Motto for the Chequamegon graduating class of 2013. Congratulations to Maggy Mae Isham as you graduate. Maggy has been on our staff since 2010 as one of our High School board operators and she has occasionally been requested to voice commercials for our advertisers and most recently she is the young voice for one of our local advertisers the Northwood's Community Credit Union.

Maggy plans on attending UW Stevens Point in the fall majoring in Communications. Best of Luck to you Maggy from all of us here...and what will daddy and I do now that we'll be empty nesters? Our little girl is all grown up, we hope that all of those family meetings, and life lessons you experienced will give you great wisdom. Just don't get too crazy!



Maggy Mae



Darla Isham  
Park Falls  
VP and General  
Manager

[www.wcqm.com](http://www.wcqm.com)



Joel Karnick  
Park Falls  
Program Director