

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

ALL OF A SUDDEN: SUMMER

The Heartland Stations are Bustling

Somebody just sent out a "search party" looking for spring in the Northwoods; it appears to be missing or, better yet, it may have been completely missed. In the Northwoods, we went from May snowstorms to "get the lawn mower out" in a matter of seconds. One of the Heartland employees remarked that they saw their first robin wearing shades and applying sunscreen. Yes, summer and Heartland summer station activities are upon us.

Our resident race expert, Skip Hunter is broadcasting live from ABC Raceway in Ashland as the sound of finely-tuned engines roar by.

The largest inland chain of 28 lakes near Eagle River have suddenly turned into the fishing capital of Wisconsin. The waterskiers have returned and everywhere you look, pontoon boats gracefully float by. The kayakers are out in numbers near Ashland in the Apostle Island archipelago. Fishing the lakes near Park Falls and Iron River, MI is in full swing. People are having fun!

Eagle River will be dancing all summer with the weekly Street Dances presented by WRJO, Small Market Station of the Year. This weekly event, closing down a downtown street in Eagle River, attracts hundreds each summer for fun and dancing!

In Heartland's Ashland market, it's Bay Days Festival-Ashland. The Ashland stations



WBSZ, WJJH, WNXR and WATW are a major sponsor of Bay Days in Ashland in conjunction with the Ashland Area Chamber of Commerce. This year they are sponsoring the music on the Bay by bringing in a rock band, "The Teds," and making it free to public.

Iron River's WIKB will be a sponsor of the Iron County Rodeo, a professional rodeo drawing thousands to the Iron River Rodeo grounds in Iron River in August! Wear your hat and boots!

And in Park Falls, just like clockwork, the Heartland 98Q Country Brewer Bus trip is also approaching. The buses fill up with families who get a special treat, a trip to and from Miller Park without having to do the driving. 98Q Country will have 3 buses filled with families from the Northwoods. In years past we have taken from one, up to five buses at one time.

All summer long, Heartland's Northwoods and UP stations are helping listeners enjoy summer with a non-stop list of activities that brings smiles to thousands of Heartland listeners!

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Jim Coursole, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

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designer and
publisher

www.heartlandcomm.com



Pres. Release

June is “Father’s Day” month. Most of us, rightfully so, at the mention of “Father’s Day” immediately begin thinking about our own dad. For some of us, those are past smile-producing memories and for others, on-going fun times plus a bunch of memories as well. In any case, these thoughts produce feelings of appreciation and love.



Jim Coursolle
President, CEO

Fathers gave of their time and, while doing so, they often taught us lessons we carry through life. I am sure we watched our fathers closely to see how they acted or responded to certain situations. In our early years, most of us learned many things. I remember one time when I was quite young, fighting with my oldest sister in our living room; I must have hit her in our tussle

and seeing that, my Dad pulled me away from my sister and sat me down making it very clear to me that boys and men don’t hit girls and women. The lecture continued with things like you open doors for ladies, you pick up things ladies drop and you show respect for women. I remember.

My Dad also taught me things about baseball, football and basketball. We played catch in the yard, shot baskets and watched games on TV together. Growing up in Minneapolis, I especially remember my Dad taking me to the old Triple A Minneapolis Millers’ baseball games and to the Minneapolis Lakers (now L.A. Lakers) games played at the old Armory as well. I am sure that you remember your father taking you to ball games or hunting and fishing as well.

Today, many of us are now fathers ourselves. I can’t tell you how many times I have referred to my father’s example when I shared the responsibil-

ity with my wife parenting our two daughters. If our wonderful daughters were adding their “two cents” to this article, they might immediately tell you how I asked them to pick up twigs and leaves out from the stone set around the shrubs in our yard. Both of our daughters have mentioned, “a time or two, the discussions about learning responsibility when

they were young. My guess is that our daughters have shared the “picking up twigs and leaves” story with their own kids, probably when discussing responsibility.

I am quite sure all of us have stories about learning lessons from our dads. Like our mothers, our fathers gave of their time. I was just reflecting on my Dad coming home from work after a strenuous day at the office. There we were... my sisters, brother and I greeting him with enthusiasm and rather loud explanations of the events of the day. I am sure my poor father just wanted to loosen his tie, and find his way to his favorite chair to plunk down and release some pressure before my mother called everyone to the dinner table. But, he found the time to listen to us... all five of us Coursolle kids talking at the same time, probably so loud you couldn’t hear a plane fly over.



See **Dad**, Page 3

May Top Sellers



Market Managers

Scott Jaeger	\$19,823
Dan Wheeler	\$18,043
Darla Isham	\$12,122

Sales Reps

John Warren	\$35,900
Trish Keeley	\$17,792
Amber Sarafiny	\$13,394
Rob Zimble	\$12,364
Tammy Hollister	\$11,789

BIRTHDAY “BROADCASTS”

JUNE

- 1st – Rudy Marincel – Ashland
- 13th – Amber Sarafiny – Iron River
- 15th – Jeremy Johnson – Iron River
- 23rd – Amy Lemke – Eagle River
- 23rd – Darla Isham – Park Falls

JULY

- 2nd – Dan Wheeler – Iron River
- 7th – Erik Helgemo – Iron River
- 12th – Cory Marincel – Ashland
- 25th – Deb Josephs – Corporate
- 31st – Tammy Hollister – Park Falls



WRJO's Holiday Salutes

This is a great way to maintain top-of-mind awareness with your customers. You can be part of produced holiday promotional announcements throughout the year:

- New Years
- July Fourth

- Valentine's Day
- Hunting Season
- Mother's Day
- Halloween
- Memorial Day
- Veteran's Day
- Graduation
- Thanksgiving
- Father's Day

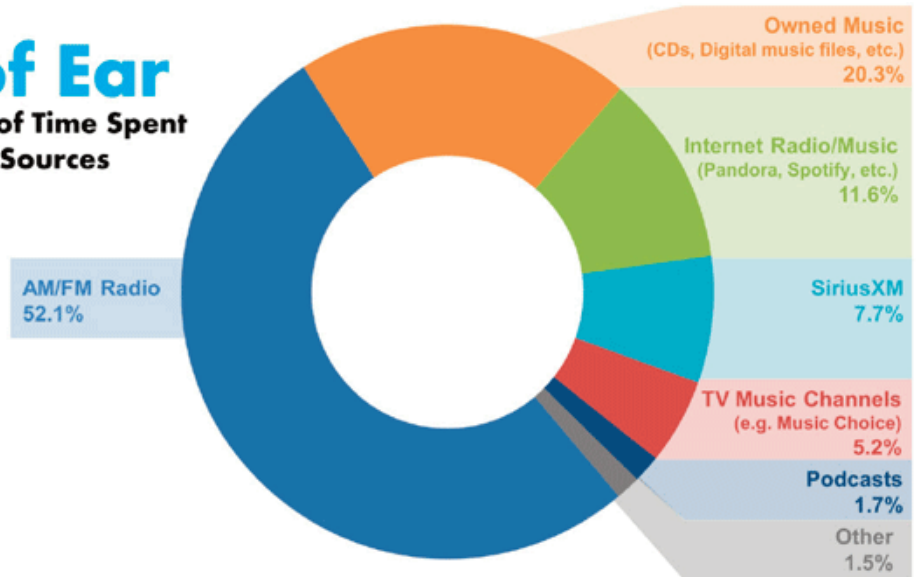
Christmas
 Each holiday/event will feature multiple produced promotional announcements that will be broadcast for the seven days leading up to each holiday/event. You will be included in the produced promo with your business name and

commercial billboard.
 Each participating business will be included in a minimum of 300 announcements annually, an average of 25 messages for each holiday/event. Your annual investment is \$2,100, level billed at 175 monthly.

Share of Ear

Source: Edison Research. Americans spend an average of 4 hours and 5 minutes each day consuming audio. This graph represents the share of time spent with each. Based on a nationally representative sample of 2,096 Americans ages 13+ who completed a 24-hour audio listening diary, May 2014. For more information contact info@edison-research.com.

Share of Ear Americans' Share of Time Spent Listening to Audio Sources



Source: Edison Research. Americans spend an average of 4 hours and 5 minutes each day consuming audio. This graph represents the share of time spent with each. Based on a nationally representative sample of 2,096 Americans ages 13+ who completed a 24-hour audio listening diary, May 2014. For more information contact info@edisonresearch.com

Dad, from Page 2

As I grew older, I began to value his time much more than anything he would give me, but that is not to say, I didn't appreciate the sacrifices he made to make sure there were plenty of gifts at Christmas and birthdays.

My Dad served our country both as an FBI agent and later as a U.S. Naval officer. He faced extreme hardship after returning to what was left of his law practice after the war. To this day, I can still see him lying in bed at home with pneumonia because he couldn't afford a hospital stay. In those

days, pneumonia was a bit more serious due to the lack of modern antibiotics. Our across-the-street neighbor, and one of my Dad's best friends, was a doctor. He would stop by everyday to check on my Dad. I know my parents struggled greatly early on, but their faith in God and their love for each other and their kids helped them through such adversity. I watched them and learned much. Together, they gave their time to their family.

Their TIME is what I remember the most... and my father, along with my mother (they were true partners), gave of their love as well.

I am sure you have similar stories about your dad and the time you spent with him growing up. If you are lucky enough, you still get to spend time with him. This Father's Day month of June, go a little overboard to show your dad just exactly how much you appreciate his time and love. If you have any continuing issues with your father, how about considering taking the initial step toward reconciliation or resolution of those issues? Dads, and for that matter, moms too, are just too important to let stuff like that linger. One of the things I realized, as I grew older, was that my fa-

ther – like me and everyone else – was not perfect. I think that made me love him even more.

This Father's Day month, give of your time to your kids and to your fathers. It's just amazing how much that will mean to you in the years to come. I think I would give anything to sit down and talk with my Dad once again...and someday, I plan on doing just that on a cloud up there somewhere.

Please let me wish a "Happy Father's Day" to all of our Heartland fathers and dads everywhere from everyone at Heartland!

Ashland



“By The Big Bay”

GM NOTES...

By Scott Jaeger, GM
WBSZ/WN XR/WJH/WATW

April showers brought May showers, which brought June mosquitos!! Still beats snowstorms! Memorial Day always seems to kick off summer, and Skip Hunter and I kicked it off in Hurley Wisconsin for the big Memorial Weekend ATV Rally. We did a live broadcast from the Iron County Trail Head right before the huge ATV parade. There were well over 500 ATVs registered for the event. It's always a huge boost to the economy for the Hurley area and this 3-day event grows bigger each year.

We are now into June and at the very beginning of our Man Cave Promotion. We will be giving away over \$4,000 in Man Cave furnishings, including a 55-inch flat screen TV, a solid oak pub bar, a recliner, mini fridge, a DeWalt worksite radio, a vacuum cleaner, a Culligan water cooler, plus a year supply of Pepsi, Miller beer, beef jerky, pizza and Famous Dave's Barbecue sauce! The contest will run from the week of June 9th through July 31st, with the grand prize given away on Friday, August 1st, just in time for pre-season football! We are doing Man Cave live broadcast all over the Northland. The only way our listeners can qualify to win, is to show up at our 2-hour Man Cave Broadcasts! They can win prizes, get entered and each business will have a 2-hour “SUPER SPECIAL” as added incentive to



come over to the remote! Should be a great promotion. We have 11 broadcasts scheduled so far!

We also tied into 8 tickets to see the Dierks Bentley/Sara Evans Concert at the Bayfront Festival Park In Duluth. This Dierks Bentley tour was rated the Hot Country Tour of the summer! We will be sending 8 quite happy campers to see Dierks Bentley and Sara Evans on July 10th.



Eight winners will get a chance to see Dierks Bentley and Sara Evans in concert July 10 at the Bayfront Festival Park In Duluth.

As we come into the middle of June, we are expecting tourism to start kicking in as well. With the amount of school cancelations this past winter, a lot of them ran later into the year to make up the days. The area needs the tourism and we welcome it with open arms! We are looking forward to a great summer.

We are also working on our new 55+ Health Expo. We completely re-vamped our Senior Expo. We changed the name, the venue and the time. So far it been a very positive change. The reps are out there selling booth space as we speak. So far it has been selling well. We are over 50% sold out with the Expo being held on August 20th!

I want to again thank my entire staff for their hard work. The sales staff has been working hard to keep it rolling, the on air staff has been great in helping out for remotes, running the boards and of course all of the production that needs to be done. I want to wish them all a very nice 4th of July... a 3-day weekend right now is welcomed!!



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com

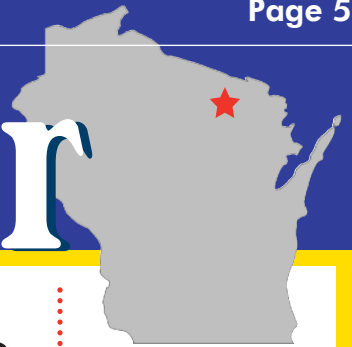
www.wnxfm.com

www.wjhf.com



Skip Hunter
Ashland
Program Director

Eagle River



SUMMER REACHES THE NORTHWOODS

GM NOTES...

By Craig Whetstine, VP and General Manager WJROWERL

Summer in the Northwoods means WRJO is on the road! We're averaging almost one remote every other day in June and we are literally crisscrossing Vilas and Oneida counties, ranging from Lac du Flambeau to Rhinelander and Three Lakes to St. Germain. Amy Linnett and Mike Wolf are cranking out the miles making appearances for clients such as Al's Furniture, The Northern Exchange and Leisure City. The photographs on this page show part of the crowd Amy drew to her recent appearance at The Northern Exchange in St. Germain.

WRJO helped Northwoods Fathers celebrate Father's Day with an on-air promotion featuring several sponsors. Our winning Dad received two rounds of golf,



The Northern Exchange and WRJO hosted a remote in June for listeners to participate in an open house with face painting, animals, lunch, pony and horse rides and more.

a dinner certificate, two rounds of miniature golf, a half-hour massage and two tickets to a show at Eagle Waters Resort.

The WRJO Street Dances kick off in June! We'll be live on the streets of downtown Eagle River starting June 19 and the Street Dances will continue through August 14. This is one of WRJO's most-popular promotions.



WRJO's Carol Seriono enjoyed a little horseback riding at The Northern Exchange remote recently.



Craig Whetstine
Eagle River
VP and General Manger

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

WIKB sales department changed dramatically in June with the departure of long time salesperson Amber Sarifiny. New sales rep Heather

Concha is doing wonderful things in our market and is head and shoulders above any other new rep entering this business. She has increased her billing by over 30% since taking over for Amber. We are also happy to announce the addition of Phil Shepherd to our sales team. Phil is new to sales, but not to radio.



These four bears were spotted roaming through town.



Phillip Shepherd is the audio/visual supervisor for Calvary Chapel in Iron River. He is the newest addition to the Iron River sales team.

“Hi, I’m Phil. I’m originally from the Battle Creek, MI area, but I spent the last 5 years in Indianapolis to attend Calvary Chapel Bible College where I got my Bachelors of Biblical Study. I was also the Audio/Visual Supervisor for a large church and christian school and volunteered at our radio station. I love music and Audio Technology. I play drums, guitar, bass, and sing, and I absolutely love running live sound for concerts. I’m an outdoor en-

thusiast, when I have the time and money to be one. I enjoy backpacking, fishing, hunting, camping, and basically just being out in nature. Some of my favorite moments in life have been while taking a week-long backpacking trip with the bare minimum of food and equipment, and no cell phone service. I moved up to Iron River in January to serve at Calvary Chapel Iron River and to serve the community. I am one of the worship leaders and sound guys there. That’s me. Pretty simple.”



Dan Wheeler
Iron River
VP and General
Manager

www.wikb.com



Iron County Pullers Association, Inc. 2014
ICPA Presents **The 9th Annual**
Father’s Day Weekend
Iron County Fairgrounds
Iron River, Michigan
THURSDAY, JUNE 12 • FREE CONCERT @ IRON RIVER R.V. Park • 7:00 P.M. UNTIL 1

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 from all around the country... Mason, Michigan...Chicago, Illinois...On-

tario, Canada... just to name a few!! The following is just a sampling of what we “get” to hear every day:
...Auto harp for sale.
...Need a safe cracker.
...Caller stated that her 2 hanging flower baskets she had received for Mother’s Day had been stolen. Low and behold, she called back the next day and the police had received a tip and the hanging baskets were returned to her! Thank you to WIKB and the local police.



The Iron County Pullers Association recently hosted their annual Father’s Day Weekend concert and craft show.



Brad Zima
Iron River
Program Director



Park Falls



GM NOTES...

By Darla Isham, GM WCQM/WPFP

As we get summer underway here in the greater Northwoods, which has been a long time coming, I'm not sure what I prefer right now the nice weather with mosquitos or the winter weather and no mosquitos. There is always something isn't there and we are never satisfied. The guy that invented that mosquito zapper must be making a mint on that product this year!

But never the less we move on and suck it up and get on with our business which is getting folks qualified for the famous 98Q Country Back Yard Barbeque. This promotion has been a long-standing one here in our communities. Our listeners just love having our staff come to their home and grill up a meal, on top of winning a grill, the food and beverages and it's such a great fun time for us, too. It's easy to put together for a promotion; line up your sponsors to provide the grill, food and beverages, plus additional prizes for the qualification party. Then on the air we qualify 100 people that must be present to win. We bring everyone to an outside venue and line up solo cups filled with goodies. On the bottom of the cup we have prizes and one that says BBQ winner. Everyone draws a



The Commander of American Veterans AMVETS post 500 in Park Falls just awarded 98Q Country with the 3rd annual Community Recognition Award for 2014.

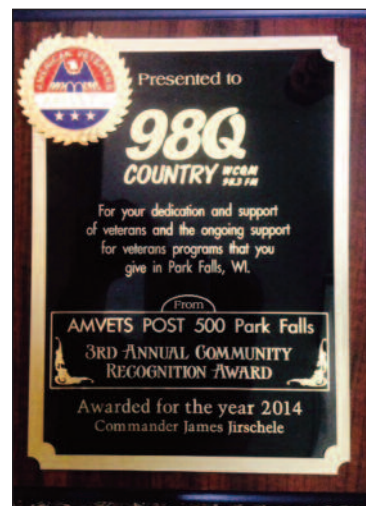
number and randomly chooses a cup. Since you must be present to win we usually have a 90% turn out. Only one year since we have been running this contest did the winner draw early. It is a very good summer package revenue builder. We always make a few grand plus prizes.

I also want to share with you something that happened this week to us that is so heartwarming and unexpected. The Commander of Ameri-

can Veterans AMVETS Post 500 in Park Falls just awarded 98Q Country with the 3rd annual Community Recognition Award for 2014. The message on this beautiful plaque says "Presented to 98Q Country WCQM for your dedication and support of veterans and the ongoing support for veterans programs that you give in Park Falls Wisconsin." This is such an honor to be recognized in this way because you just never know how simple kind deeds affect the lives of people.



Joel and Rick at the barbecue, grilling Wisconsin's favorite – brats.



Darla Isham
Park Falls
VP and General
Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director