

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

It's a Busy FUN Time of the Year!

Heartland stations are on the go

In many parts of the Heartland Northwoods area, we've already seen a snowflake or two. Area merchants are preparing for the winter months ahead as Heartland stations broadcast automotive winter tune-up specials, snowmobile sales, winter clothing, deals on Thanksgiving and Christmas merchandise. The temps are C O L D... but, the hearths and hearts are warm. We're having FUN...come and join us this winter!

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

Mary Spatz Joins Heartland Team as Traffic Director

Experienced radio Traffic Director Mary Spatz (rhymes with cats) began employment with the Heartland corporate office on Monday, November 2, 2015. Spatz served as radio advertising Traffic Director at NRG Media, Rhinelander, WI, for approximately 13 years. In that position, she scheduled radio commercial air time, performed the associated data entry and assisted salespeople with commercial placement.

Spatz also has a great deal of experience in serving retail customers most recently as a Customer Service and Sales Associate at Woodruff ACE Hardware, Woodruff, WI and as Manager of County Line Station, Minocqua, WI.

Mary is a life-time resident of the area and a graduate of Lakeland Union High School, Minocqua, WI. She and her husband Ed, with their three dogs, live in Minocqua. We welcome Mary to Heartland Communications!



Mary Spatz
Traffic Director

23 Year Veteran Lynn (Weiland) O'Shasky Retires

Lynn (Weiland) O'Shasky has seen it all. Six owners, many managers and many salespeople have been a part of Lynn's life over the last 23 years.

"She is as good as it gets," according to Jim Coursolle, Heartland CEO. "Lynn has always had the interests of Heartland at heart and I truly appreciate that. She is going to be greatly missed."

I have to tell you a story. Right after Diane and I purchased Heartland in May 2010, I was notified that our traffic software was about

four versions behind, and all support on the version we employed at the time would end shortly. Heartland had no choice but to upgrade to the current version or eventually 'crash and burn.' The radio traffic software provider Marketron, had just purchased several other radio traffic software companies and it seemed that there were Marketron internal difficulties in assimilating these companies and their employees. I was told that our upgrade to the latest version would be 'seamless;' little did I know. The process was a "train wreck." Lynn actually trained the Marketron assimilated employees, by phone, so that they could do what they had to do on their end to complete our upgrade.



Lynn O'Shasky
Heartland Retiree

See **Lynn**, Page 3

Pres. Release

Do you remember the last time you drove through a fast food drive-thru to grab a burger or whatever and the person handed you your stuff and said, “There you go...” or “Have a nice weekend?” They didn’t even look at you when they rattled off their rote message. You just gave them a ten-dollar bill and got back a couple of bucks and some change and their company’s product, but no “thank you.”



Jim Coursolle
President, CEO

As you were pulling away, you may have thought to yourself, “Hey wait a minute... that’s hard-earned money I just

gave that person and they didn’t even say “Thank you.” What the heck... no “thank you?” Start paying attention to the responses you receive...as Dale Carnegie teaches, “Expect Ingratitude.” Why? This is not a big deal, or is it?

I will tell you one thing, you are not alone to wonder about such things, many do. Saying “thank you” to a customer, or for that matter, to anyone who has shown you the courtesy of doing business with you, your

company or to anyone who has been kind or acknowledged your existence in any way is becoming the exception these days. Why?

One of the great advantages we have in small-town America, is that we don’t – as a rule – ignore people, or drive like killers or never smile for fear that someone might think we’re stalking them.

In that way, we small town folks have turned the clock back to a friendlier time. We

like the feeling WE RECEIVE when we are nice to someone. The recipient of our smile or courtesy also likes the feeling they receive. “Affording” (it doesn’t really cost anything) that kind of feeling is an amazing way to express your appreciation for another person or customer. Our expressed gratitude and courtesy is small-town America’s unique selling proposition.

The big-box chain operations understand that and go over-board to train their employees to express warmth and gratitude. Wal-Mart may have started the “greeter” custom. It is very seldom that Wal-Mart employees neglect to say “thank you” at the register. And don’t kid yourself, people remember that. Yes, it is a very prudent business practice, but it is also a “human” practice that is being forgotten. Why? Are we that busy?

See **Thankful**, Page 3



October Top Sellers



Market Managers

Scott Jaeger	\$15,660
Craig Whetstine	\$11,632

Sales Reps

John Warren	\$32,052
Trish Keeley	\$22,059
Tammy Hollister.....	\$12,947
Rob Zimbler	\$12,165



BIRTHDAY “BROADCASTS”

NOVEMBER

- 20th – John Warren – *Ashland*
- 25th – Mark Westphal – *Eagle River*

DECEMBER

- 20th – Mark Miller – *Ashland*
- 22nd – Carol Suriano – *Eagle River*

JANUARY

- 9th – Mary Spatz – *Corporate*
- 9th – Wendy Schulta – *Eagle River*
- 11th – Trish Keeley – *Eagle River*
- 17th – David Olson – *Ashland*
- 22nd – Jenny Schilling – *Eagle River*
- 25th – Kathy Wawiora – *Corporate*



Thank You!

Thankful, from Page 2

Do we dislike our job or people that much? Why?

November is the month of Thanksgiving. December is the month of Christmas, Hanukkah, remembrances and holidays. All of these events or occasions incorporate gratitude for our faith, our family and our friends. We feel good and want others to feel good, too. We cherish Our Creator, family and friends. We don't want to be alone, but rather with those we love. We are grateful.

As we approach and enjoy this "warm" time of year (well, at least in our hearts ☺), I have a favor to ask of you. Would you for the next day – or maybe week or month – go out of your way to smile at someone? Open a door for someone... say "Thank you!" to someone? Yes, I said, "go out of your way." You are not going to win any "brownie points" with me or your GM or PD, but you will win some with the Big Boss. And... you will make someone feel very appreciated or special.

Try adding "thank you" to your emails or texts to fellow employees, customers or friends. Try pouring a cup of coffee for a fellow employee or not bitching when they spill a little coffee on the counter... just wipe it up. Fill the towels in the restroom, stop and

quickly shovel the walk if it's been snowing... pick a piece of paper off the floor or bring a "thank you" donut in for someone on your team.

One thing I haven't done often is to pray for our customers and I am going to begin to do that. They are so important to all of us... every one of them. When I see them, I am going to continue to say "Thank you for your business!" I wish them all the blessings in the world.

They are responsible for the food on my Thanksgiving table.

All of us have much to be thankful for; my list is quite long. Very close to the top after God, my wife Diane, my kids and their families and family friends is YOU. I MEAN THAT. You are Heartland and I am grateful. I want you to know during this season of Thanksgiving and gratitude that I pray for you and I appreciate you. If I don't say "Thank you!" often enough, I apologize. Please join with me in thanking our Creator, our family, friends, fellow employees and customers for their good will and all that they bring to our lives.

Two words, "Thank you!" so easy to say, maybe easier to forget to say.

Diane and I value you and we resoundingly say, "THANK YOU!" "THANK YOU SO MUCH!!!"

Lynn, from Page 1

For a while there, Lynn and I both were set to lose our minds. Nothing worked, but Lynn persevered and the upgrade took place. It was Lynn's expertise that got the job done.

On behalf of every Heartland employee that has ever worked with Lynn over the years, we wish her the very best in all that she will be doing in the future.

To tell you what kind of a person Lynn is, after she leaves Heartland in January 2016, she has offered to continue to work with Mary Spatz, incoming Heartland Traffic Director, said Coursolle. She loves Heartland and wants to see everything at Heartland continue to grow and flourish. She's a great lady!"

FUN, from Page 1

On Saturday, November 7th the Heartland stations in Ashland and Eagle River both presented their "Women's Expo." What a success! Both markets reported a great turnout. Exhibitors said, "This was financially the best Women's Expo that they had experienced!"

The "Deer Hunter's Round-Up" show will again hit the airwaves in the Northwoods later in November. It's a "goofy" and fun show that gets the hunters calling in with all sorts of tales to be heard. Some would say this show is a "classic," at our HCGazette editor's desk, however, we may not be able to go that far...but almost!

In the Ashland-Ironwood Heartland service area, "12 Remotes of Christmas" begins November 30th and continues through December 23rd. The Ashland-Ironwood Heartland



(From left to right): Dave Manguith, Manager of Ashland Holiday West, Jim Coffey, owner of Coffey Oil (Holiday stations), Liz, Manager of the B.R.I.C.K. Food Shelf and Scott Jaeger, Ashland VP and General Manager, Heartland Communications Group. The Magic Stocking fundraiser checks totaled \$2,200 and were donated to the food shelf.

mobile van will be seen all over as we broadcast live from businesses in Ashland, Ironwood to "you-name-it." It's fun to wish so many people a "Merry Christmas" from Heartland and many of our wonderful merchants.

The "Magic Stocking" fundraiser for charity will again

be seen in participating businesses in the Ashland-Ironwood area as Heartland stations and Heartland listeners help raise thousands of dollars for the B.R.I.C.K. Food Shelf in Ashland.

Thousands of people will turn out for the Heartland WRJO 16th annual "Polar Bear



Ashland Women's Expo held Nov. 7

Plunge" which will be held this year on Saturday, January 2nd on Spirit Lake at Bonnie's Lakeside in Three Lakes.

Being held the day after New Year's Day, the freezing water promises to be a "sobering" experience for 100 expected participants taking the plunge for "Angel On My Shoulder," a major Northwoods' charity assisting children affected by cancer.

See **FUN**, Page 4

Ken Beno Featured at Heartland Fall Sales Seminar

Seminar Theme: "Back to the Basics!"

Heartland Sales reps met on October 1, 2015 at the Eagle River Inn, Eagle River, WI to set the stage for the fourth quarter of 2015 and the up-and-coming year of 2016. The featured presenter was Ken Beno, Chair of Wisconsin Broadcaster's Association Education Committee.

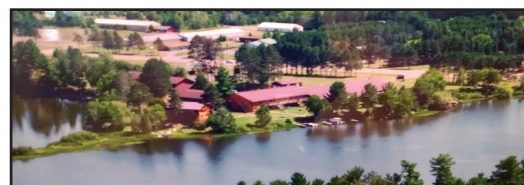
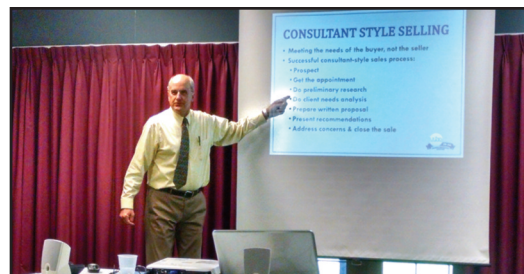
The focus of the seminar was the basics of selling radio advertising to clients and prospective clients. Beno, who has taught radio advertising sales basics to over 600 high school, college and adult students, refreshed the memories of the Heartland sales veterans and presented fresh ideas to the newer sales people in attendance.

Follow-up comments heard from Heartland salespeople were that they enjoyed the "inter-active" approach that Beno employed. Ken involved the Heartland salespeople and said he learned new ideas as he interacted with them.

"We get so 'sophisticated' at times with our sales techniques that we forget the basics such as interviewing customers about their business and needs; discussing benefits

for the customer rather than our station features; asking for the order and asking to be paid. Ken did a great job of reviewing the basic principles of advertising sales during our Heartland Fall Sales Seminar," said Heartland CEO Jim Coursolle. "My sales training 'mental archives' were reactivated."

WBAEC chair, Ken Beno, presented a "Back to the Basics," fall sales seminar.



The 15th annual WRJO Polar Bear Plunge was held in Three Lakes January 2nd.



FUN, from Page 3

Last year's "Polar Bear Plunge" event coupled with WRJO's 30-hour broadcast, raised over \$50 thousand making it one of the most successful fundraising events ever held in the Northwoods.

The first quarter of the New Year will bring Home shows in Ashland and Ironwood, MI and a WRJO Valentine's Day contest in Eagle River.



The WRJO Women's Expo was held November 7th.

Ashland

"By the Big Bay"

GM NOTES...

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

How did we go from Hot August Nights to Christmas in no time at all! This year seems to have really flown by. The Ashland market has had a pretty busy fall and now it's sliding into the Holidays.

This year, we decided to do a **SHOP LOCAL PROGRAM!** This, combined an on-air schedule, along with some website presence. The program was designed to start in September and run right up to Christmas. It's a solid 4-month program that offers a different highlighted business each week along with a weekly prize giveaway. Then at the end, Heartland Communications will be giving away a grand prize!! We had an opportunity to sell 14 sponsors, and it is sold out!! Thanks to Skip for all of his work on the program and the reps for getting it sold!!

The month of October was really a prep month for a lot of things to come. We held the Women's Expo on November 7th in Ashland, it was our 5th annual and what a huge turnout. Our booths were sold out and, man, did the ladies pack the Bretting Center in Ashland. According to most of the exhibitors, it was by far the best Women's Expo yet. They couldn't believe what they sold!!

We are also planning on the Magic Stocking again. It's a fund raiser for the B.R.I.C.K., the food



shelf in Ashland. Coffey Oil in Ashland teams up with us and they match dollar-for-dollar up to \$1,000 on all monies collected! Our magic stockings can be seen all around the Ashland Area for people to donate (see photo on page 1). The last couple of years, we have raised over \$2,200 each year.

We also have our **SHOP SMALL BUSINESS SATURDAY** promotion. We sell sponsors on our ad package. Each business gets a registration box for Thursday, Black Friday and Saturday. Our listeners can register to win a one-night stay in the Suite of their Choice at the AmericInn in Ashland!

We will then be sliding into our 12 **REMOTES** of Christmas promotion. We do a 2-hour live broadcast hosted by individual area businesses. They offer a 2-hour **SUPER SPECIAL** plus a \$50 certificate from their business as a giveaway to qualifying listeners. Listeners will also be able to qualify to win a \$500 Visa Card from



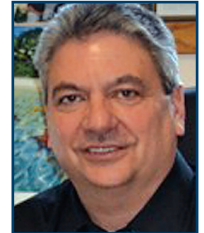
The 5th annual Women's Expo was held in Ashland November 7 at the Bretting Center. Sold out booths and exhibitor feedback proved it to be another successful show.

Heartland Communications to be given away at the end of the promotion!!

I would like to take this time to thank my entire staff for a job well done this past year! I know everyone worked extremely hard. Thank you to the sales staff, John Warren, Sandy and Marge Berg, Tammy Hollister and Sally North. Thanks to the on-air staff, Q Ball, Mark Dixon and DJ Mike. Also to engineers, Skip and Leland, for holding us together all year. Our Receptionist/Traffic Support, Lori Mahnke left us in September and we welcomed Marion Warren on board as her replacement!

I hope everyone has a very Merry Christmas and New Year's Eve!!

**HAPPY
NEW YEAR**



Scott Jaeger
Ashland
VP and General
Manager

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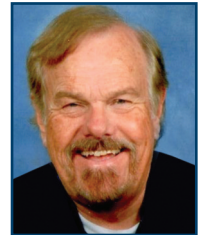


Skip Hunter
Ashland
Program Director

Eagle River



WRJO is coming off of three successful Expos in October and November



Craig Whetstine
Eagle River
VP and General
Manger

www.wrjo.com

GM NOTES...

By Craig Whetstine, VP and General Manager WJRO/WERL

Above, the 2nd annual WRJO Pet Expo was held October 24th, and at bottom, the 2nd annual WRJO Women's Expo was held November 7th. Mark your calender for the Polar Bear Plunge January 2nd.

Our 10th Annual Health & Resource Expo was held on October 6th. This event is targeted to Baby Boomers, the most affluent generation in history, holding over 70% of the wealth in the United States. Boomers spend their money on health care, investments, fitness, family and their homes. It's also spent as discretionary income on vacations, entertainment, dining out and a wide variety of leisure activities. Each of the business categories was represented at our Health & Resource Expo.

The 2nd Annual WRJO Pet Expo happened on October 24th. Some 1,000 Northwoods residents attended the Expo, many of them with their pets. Annual spending on pets is approaching 60 billion dollars in the United States. Our Pet Expo features everything from veterinarians to pet supplies to photographers. This has quickly become a key event in Eagle River.

We had our 2nd Annual Women's Expo November 7th. Nearly 700 women from throughout Northern Wisconsin and Michigan's Upper Peninsula visited our 38 exhibitors. One reason for the success of the Women's Expo is the fact that 85% of all brand purchases are made by women and that women over the age of 50 control 75% of the wealth in the United States.

Each of these events were held in the Exposition Hall at Eagle River's Derby Track.

Our next event is WRJO's signature event, the 16th annual Polar Bear Plunge. Some 100 people will be jumping through a hole in the ice into Spirit Lake in Three Lakes, WI on Saturday, January 2nd.



WRJOldies
94.5 fm

FREEDOM TALK 950 WERL



Mike Wolf
Corporate
Program Director