

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

## FOUR PEAT Sake!

### For Heartland's Sake

**"A**lmost impossible? Not anymore! January 31, 2015 is a day I will remember for a long time to come," said Heartland CEO Jim Coursolle. "It marks the day when all four Heartland markets accomplished making budgets for four consecutive months.

Back in July 2014, for the first time in Heartland's history, all four Heartland markets achieved budget in the same month. We missed August and September, but then came back to make budgets in October, November and December 2014...and now January 2015 as well. Heartland has accomplished a "FOUR-PEAT" and that's something to be VERY PROUD of."

In July 2014 Heartland finished the month at 104%. October saw all four markets

making budget with Heartland averaging 105.6%. November finished with all four markets averaging 105.4%. December finished with all four markets making budget and averaging 107.2% and now, January 2015 finished at 102.7%.

2015 is off to a very good start according to Coursolle. "January exceeded budget and we entered February at 73.2% of budget which is the highest Heartland – and any company I have ever been involved with – percentage to open a month. March is looking pretty good as well...on January 31, 2015, we were pacing at 57.2% for March."

The HCGazette asked Coursolle why he thought Heartland had turned the corner and was on the road to success.

"When I purchased Heartland, GMs were being rewarded for making 80 and 90 percent

budget, which on a four point grading system is 'C' or 'B' work. GMs were also rewarded for obtaining budget, which is basically their job. Ad rates hadn't been raised in years and realistic budget increases were not expected or obtained year-to-year. It was sort of a 'culture shock' to me.

Changes were made to advertising rates and eventually to GM bonus percentages. Today, GMs are paid bonuses on exceeding budget and now, salespeople are paid bonuses as well for longer-term contracts, new ad clients and for collections that are more expedient.

For the first time in the history of the company, all four Heartland markets are making budget, not once, but now for four consecutive months.

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Jim Coursolle, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



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

## Heartland: Home of the "Home Shows"

### Four Home Shows in Three Heartland Markets

**O**ver 21 thousand people attended Heartland Home Shows in Ashland, Park Falls, Eagle River and Ironwood, MI in 2014. According to Heartland V.P. & General Managers, Scott Jaeger, Darla Isham and Craig Whetstine, attendance is anticipated to be up for the 2015 Home Show by about 3,000 people; the estimated crowds will grow to 24 thousand! Estimated revenue generated from the 2015 Home Shows could top \$95,000.00 throughout the Heartland markets.

Home Shows not only provide Heartland advertisers with a great venue to display their products and services, but they also

provide the Heartland Stations with an excellent opportunity to expose Heartland stations through "bannering" and "meet and greet" conversations with the many listeners who attend.

Heartland's Eagle River station WRJO will hold their Home Show on June 13th in Eagle River. According to Eagle River GM, Craig Whetstine, "We've moved our show to late Spring at the request of our exhibitors, who use our Home Show to reach thousands of seasonal residents in the Northwoods."

Darla Isham, Park Falls GM, reported that the "Wheel Way 'Drive for Youth' was a big

hit at our Park Falls Home and Recreation Show. For every test drive at the home show, Chevy donated \$50.00 to the local youth little league teams. Wheel Way was able to raise enough money for high school equipment and team shirts." According to Isham, they hope to have another record year in 2015 for the area youth.

"This is one of the best opportunities our Ashland/Ironwood stations have to talk directly with both our sponsors and listeners" according to Ashland GM Scott Jaeger. "Our Home Shows continue to grow each year and have been well-received by everyone in our area."

# Pres. Release

I am quite proud to be a part of the Heartland team. As I look back on 2014, we accomplished a lot. In Q4 2014, our entire team created a “hat trick” and made every sales budget in the remaining three months of 2014. That took a concerted effort on the part of every employee of Heartland, the office folks, the on-air talent and the salespeople; everyone worked together. It was a great way to finish the year.



Jim Coursolle  
President, CEO

We are now into the second month of 2015. January is in the books and all four markets again made budget for a “four-peat.” What a great way to kick-off a year!

February is known as Valentine’s month or the “Month of Love.” There are many kinds of

love and one of them is the love of one’s career or vocation in life. It is obvious to me that we have a lot of people at Heartland who are very much in love with what they do.

We are very fortunate to have many people in our company who are passionate about their work. I know that because I talk with many of you frequently especially when I am making my regularly scheduled market visits. Besides meeting with the GMs, I also meet with our corporate people such as Corporate Director of Programming Mike Wolf and Corporate Director of Engineering and IT, Skip Hunter who keep us moving down the road and sounding great. I enjoy talking with the ladies in corporate about the inner-workings of Heartland; they are able to provide me with insight into our operations.

I like to stop by our news network department and talk

with Bruce Marcus; he is so knowledgeable about what is going on in the Northwoods and UP. I like to catch up with Joel and Brad and get a feel for our on-air approach in their markets. Chatting with Amy, DJ Rick, Q-Ball and Mark and all of the ladies who hold down the fort at the front-end, give me a pretty good idea of how we are doing. I feel that our people at Heartland are in love with what they do!

When I am in the markets, I meet with each sales staff and that, too, gives me an idea of how we are progressing in each community that we serve. Sales are a good barometer of how we are marketing our hard work and community service. Stations that are accepted by their communities are also usually accepted well by the merchants of that community. Merchants seem to know if a station is a “factor” in a given community. Thank you Heart-

land sales leader John Warren for your leadership and example. I also certainly appreciate the great work of Trish, both Tammys, Sally, Sandy and Marge, Deb, Preston, Rob, Wendy, Mark and Bob... together we are being successful!

Diane and I would like to extend a salute of gratitude to our four market V.P. & General Managers, Scott, Darla, Craig and Dan. These are the folks who are “driving the bus” on a daily basis. Their leadership is evident by the way we finished up 2014 in Q4. Thank you guys, a lot.

It is – and always has been – amazing to me to see how passion for one’s work shows through loud and clear with excellent performance. Those who love their jobs simply do well at their jobs. It’s fun to be a part of that passion and excitement.

Our best for your continued success in 2015!

## January Top Sellers



### Market Managers

|                       |          |
|-----------------------|----------|
| Scott Jaeger.....     | \$15,522 |
| Dan Wheeler .....     | \$13,245 |
| Craig Whetstine ..... | \$11,245 |

### Sales Reps

|                      |          |
|----------------------|----------|
| John Warren .....    | \$28,846 |
| Tammy Hollister..... | \$14,865 |
| Trish Keeley.....    | \$14,672 |
| Bob Black .....      | \$13,681 |
| Sandy Berg .....     | \$12,860 |

## BIRTHDAY “BROADCASTS”

### FEBRUARY

- 18<sup>th</sup> – Jim Slagle – Eagle River
- 19<sup>th</sup> – Preston Vaughn – Park Falls
- 22<sup>nd</sup> – Rick Frischmann – Park Falls
- 23<sup>rd</sup> – Bob Black – Iron River

### MARCH

- 7<sup>th</sup> – Scott Jaeger – Ashland
- 13<sup>th</sup> – Spencer Nickel – Eagle River
- 14<sup>th</sup> – Nancy Johnson – Park Falls
- 18<sup>th</sup> – Chris Oatman – Eagle River
- 24<sup>th</sup> – Renee Poetzl – Park Falls

### APRIL

- 12<sup>th</sup> – John Berg – Ashland
- 15<sup>th</sup> – Lynn O’Shasky – Corporate
- 20<sup>th</sup> – Maggy Isham – Park Falls
- 23<sup>rd</sup> – Joel Karnick – Park Falls
- 25<sup>th</sup> – Bob Zimble – Eagle River
- 29<sup>th</sup> – Lori Manhke – Ashland



# Corporate Address

## msaisuhtnE?

Not many radio stations you will work at or have worked for, will

have assigned home work. I believe that would be the main reason we all got into "The Business". So it would be no surprise

to you that upon receiving such an assignment I broke into a mild sweat much like we all did just before taking any high school surprise quiz.

The date, Friday, February 06, 2015. The time, 10:37 AM. The home work, disguised in the form of an e-mail, began like this?

*"Every memorable act in the world is a triumph of enthusiasm. Nothing great was ever achieved without it because it gives any challenge or any occupation, no matter how frightening or difficult, a new meaning. Without enthusiasm you are doomed to a life of mediocrity but with it you can accomplish miracles."*

~ Og Mandino ~

Now, much like you, when I see the name Og the first person I think of is the Amorite king of Bashan who, along with his army, was slain by Moses and his men at the battle of Edrei.



**Mike Wolf**  
Corporate  
Program Director

But it was followed by the following letter and as much as the second coming may be closer than we think, I didn't believe that Og would be contacting me through 21st century fiber optic cable. The second part of the assignment read as follows...

*"All, Let me begin by saying, everything written should be taken at face-value.*

*Please: ~Read the following quote three times.*

*~Please find out who Og Mandino is.*

*~Please print this quote and place it in your office (I will be looking for it during my next marketing visit).*

*~Please print this quote and hang it someplace in your home where you will see it often.*

*~Please interpret the meaning of this quote and, in two sentences or less, summarize this quote in writing and email me your summarization."*

*Thank you,  
Jim*

Then it all became clear. Jim, the king of Heartland Communications LLC, not Og the Amorite king of Bashan sent this. It was homework, in many parts, and in many forms. As we all do, I put things off immediately and promised to get back to them right away.

It became time to tackle this very cleverly hidden assignment. I would take things in

parts as per the assignment. #1, Read the following quote three times. This I had to do, I work in radio and comprehending things on the first try is impossible.

#2, Please find out who Og Mandino is? Og Mandino was an American author. He wrote the bestselling book "The Greatest Salesman in the World." His books have sold over 50 million copies and have been translated into over twenty-five different languages. He was the president of Success Unlimited magazine until 1976 and is an inductee of the National Speakers Association's Hall of Fame.

#3, Please print this quote and place it in your office. I did print it out in all black to save money on the copy, and I will stick it to the wall once I find it amongst all the papers on my desk. Crap, more homework!

#5, Please interpret the meaning of this quote and, in two sentences or less, summarize this quote in writing and email me your summarization. So I am supposed to summarize this? As much as doing more than the required minimal amount of work made me dizzy, I had to do a bit more than asked. I looked at the quote from a personal aspect as well as a business aspect.

Personally: If I didn't see things as per the quote and live them daily, I would have never quit engineering, gone to broadcasting school, took a chance to work in the North-

woods instead of a major market, and get up everyday waiting to see what this really crazy, fun, and ever-changing business has in store for me in the greatest setting on earth.

Business: Everyday, break new molds to find out what you can accomplish, don't just sit there and try to repair the old ones. Sometimes you have to work outside of your comfort zone to learn new things so as to grow spiritually, mentally, and financially.

Wow, that was deep, but it all makes pretty good sense. If we never do things that create memories it would be a pretty un-enthusiastic world. We'd never leave home to set off on our own, go to college, get married, buy a home, apply for a job we never thought we'd get, approach a new client, come up with the latest and greatest radio contest. With so many things that still need conquering in our vast world, in the immortal words of REO Speedwagon, "Keep Pushin'!"

I know you think I forgot #4, Please print this quote and hang it someplace in your home where you will see it often. There is one challenge that I will not be taking on, and that is telling my wife that I taped a piece of paper to a wall in her home. I will never triumph and the act will be memorable and frightening when the tape removes paint off the wall.

God Speed.

### Four, from Page 1

With this kind of performance, Heartland's growth potential can and will be realized in the future.

Old friend and Heartland management consultant Frank Coan has certainly played a large part in opening my eyes to realities that have been stymieing the

growth of this company.

We have a group of GMs and sales and programming people that are committed and want to be here. We are finally moving

in the right direction now and I like the looks of the future ahead. It is my job to make sure that Heartland's progress continues.

# Ashland



## “By, The Big Bay”

### January is in the books!

#### GM NOTES...

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

Man, I am soooo glad January is in the books! January is my least favorite month of the year. Although this year wasn't as brutal as last January. Only 6 inches of snow and the temperatures were a lot milder. Thank goodness!

Well, we finished off the year with a bang. The Magic Stocking, the fundraiser for the BRICK Food Shelf in Ashland raised almost \$1,600 this year. That's down a little from last year, but according to the Salvation Army, donations there were also down.

Our 12 REMOTES OF CHRISTMAS went over very well. We were doing live remotes from Ashland to Ironwood. We qualified listeners at every remote and in the end gave away a \$500 gift card! We had a blast with that!

On January 2nd and 3rd, Heartland Communications tied in with the Ironwood Snowmobile Olympus as the official Radio Station of the Olympus. We broadcasted live from the event itself both Friday and Saturday. There were top racers from across the country!! This was a very important points race for the TLR Cup and some pretty big prize money! One of the highlights with racers was the trophy!! Members of the Ironwood Olympus got to-



Scott Jaeger, VP & General Manager at Heartland Communications presenting a check to Liz Seefeldt, Executive Director of THE BRICK Food Shelf.

gether and built it!! It shoots flames out of the top! SWEET!

We decided to do a CABIN FEVER RELIEVER promotion for the month of February. We sold 8 sponsorships to local businesses. Our listeners can register at our 8 locations to win a weekend getaways at the Chula Vista Resort & Waterpark in Wisconsin Dells!! Should be fun.

Heartland has also tied in with the Ashland Chamber of Commerce for the great “DIAMOND DETECTIVE.” The Chamber hides a certificate somewhere in the area. Clues are given out daily as to where the certificate is. The first person to solve the clues wins a diamond ring valued at over \$500!! We sell sponsorships. And each business that signs up gets assigned a day where they give



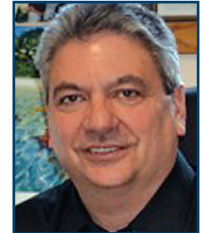
out the clues!! It drives traffic into their stores!! We make some money!!

We are in the process of getting ready for the Advantage Plan seminars that are scheduled for the week of March 9th. We are looking forward to having another successful year and looking forward to working with Frank Kultbertis again!

We also have two spring Home Shows on the horizon! March 20th to the 22nd at the Pat O'Donnell Civic Center in Ironwood followed up in Ashland at the Bay Area Civic Center, April 17th to the 19th! Both shows are sold out, so needless to say, we have our heads down running.

I would like to thank the staff here in Ashland for a great 2014!! Everyone at some point went above and beyond the call of duty!

Thanks guys and gals!!



Scott Jaeger  
Ashland  
VP and General  
Manager

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

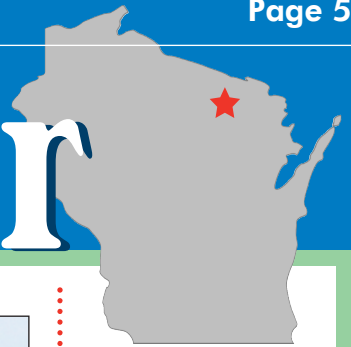
[www.wnxfm.com](http://www.wnxfm.com)

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



Skip Hunter  
Ashland  
Program Director

# Eagle River



Craig Whetstine  
Eagle River  
VP and General  
Manger

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

**WRJ**oldies  
94.5 fm

**FREEDOM  
TALK 950  
WERL**



Mike Wolf  
Corporate  
Program Director

## 15th Annual Northwoods Original Polar Bear Plunge to Benefit Angel On My Shoulder

### GM NOTES...

By Craig Whetstine, VP and General Manager WJRO/WERL

This year's plunge took place at a new location in Three Lakes, Bonnie's Lakeside.

The Plunge was attended by over 1,000 people that arrived by car and snowmobile. WRJO did not know how the new location would fare in terms of the public's response, but it was overwhelmingly positive.

As a yearly companion to the Polar Bear Plunge, WRJO also holds the 30-Hour Pledge-a-Thon.

This event has been done for the past 7 years by on-air personalities Mike Wolf and Amy Linnett as a fundraiser but also as an event to tell the story of Angel on my Shoulder, which helps the cancer affected community. The DJs are on-air for 30 hours straight with no sleep and during that time they talk about the organization and all of the programs it offers. There are interviews with the Angel On My Shoulder founder, board members, volunteers and even some who have been helped by the programs.

This year's totals were amazing. The 30-hour Broadcast brought in \$21,763.00 and the

Plunge brought in \$28,737.00 for a total of \$50,500 and a 15-year Total of \$383,631.00 to benefit Angel On My Shoulder.

### Plunge totals from this year's plunge:

101 Plungers  
77 - 1st Timers

### Most Raised Individual

Moses Huzinga \$5,155 - 15 yr total \$28,003  
Mike Lambrecht \$3,865

### Teams Most Raised

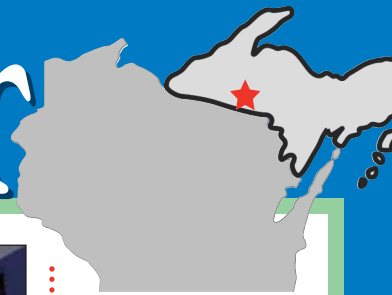
Discover Wisconsin \$3,000  
Eagle River Roasters \$1,134  
Schoeneck Family \$1,085

**28 Degrees. 5mph winds.**

**Plungers attended from:**

WI, MI, MN, IL, IN, KS, CO

# Iron River



## Ironline

### GM NOTES...

By Dan Wheeler, GM WIKB/WFER

Winter has hit the Upper Peninsula early this year helping the economy here and boosting participation in many of the winter events in the area. Ski Brule is having a banner year with early snow and improving the hill with their snowmaking when the snow was in short supply. Ski Brule and WIKB have worked together in several promotions this year, giving away not only ski passes, but weekend stays at the mountain.

The biggest event of the winter increased in size this year with more dog sled teams and fans participating in the WIKB sponsored Ironline Dog Sled race. It was the biggest race for the Ironline to date, and helped this year by beautiful weather. In addition, the weekend included a new event, the Ironline Fat Bike Race.

Fat Biking might be new to some, but it is a well-represented sport here in the U.P. The fat tires on these bikes make it possible for them to travel on the same trails the dog sled teams use. It looks like this event will remain part of the annual Ironline weekend.

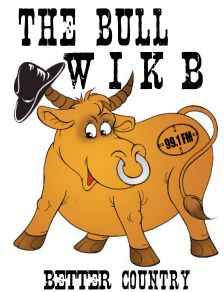


WIKB's Bob Black is the MC for the opening ceremonies of the Ironline Dog sled race. Also pictured is Northstar Hospital's Abby Miller as she sings the National Anthem. He is also shown here introducing Iron County Chamber President Jimmy Quale.



Dan Wheeler  
Iron River  
VP and General  
Manager

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



WIKB's Bob Black takes time out for another photo, this time with the WIKB sponsorship banner.



Alex in red and Glen in the black participate in the first Ironline Fat Bike race. Both are advertisers on WIKB representing the Bearded Apple and the Iron County Co-op.



Volunteers assist dogs and racers in the two-day sled dog race.



Brad Zima  
Iron River  
Program Director

# Park Falls



## We're not letting any grass grow under our feet

### GM NOTES...

By Darla Isham, GM WCQM/WPFP

**H**ello 2015, here we go again! It's the first quarter and we are swiftly stomping the sales grounds with our promotions and putting our annual plans and projections into play. I guess you could say we're not letting any "grass" grow under our feet! Well that would be difficult since the only thing under our feet at the moment is "snow!" (LOL) Is it proper to use social media terms like "LOL" in a news letter? Or do we just leave the emotion of my sentence to the wind and let you wonder?

We are busy with our Home Show, our 2nd annual "Dream Room" giveaway contest, and busy preparing for the Advantage systems program. So the next time I write I will have great photos and details of what's happening here in Park Falls Wisconsin. I wish all of you a great and successful 1st quarter.

Today I would like to introduce you to Tessa Otto, our High School intern.

Tessa really has made her mark here, with exceptionally good work, eager to soak up everything we give her, and believe me we have loaded her plate up with a healthy helping of "everything radio." We have let



Tessa Otto

her slip into the seat of DJ, program director, news reporter, sales rep, production, copy writing, board operator, sports broadcasting, and more to come, like spending time with me and getting a little knowledge on management and leadership, as well. I am very impressed with Tessa and all that she has accomplished here so far. We wish Tessa the best and brightest successful future in whatever career path she chooses.

I asked Tessa to provide me with a short paragraph about her internship experience at 98Q and WPFP. Here is what she wrote.

"I have always been fascinated by public speaking, radio and television. It was at a young age that I knew I must become a news anchor. My senior year I had the opportunity to start work-

ing with the local radio station. There I intern with the radio personalities and sales representatives. Every week I write, record, and produce my own show. I am excelling on live air, producing commercials and broadcasting basketball games. The work I do there is really helping me perfect my speaking skills. The staff is very knowledgeable and I am very fortunate to be interning at such a friendly place. I'm looking forward to immersing myself in communications in college at UW Oshkosh. The radio station has helped me realize that early career planning will help me jump start my future plans. Maybe not specifically radio, but really any career path where I can use my voice to make a difference."



Darla Isham  
Park Falls  
VP and General  
Manager

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



Joel Karnick  
Park Falls  
Program Director