

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

18 Awards make it a FUN night for Heartland

It was great fun for the folks from Heartland at the 2015 Wisconsin Broadcasters Association Awards Gala held Saturday evening, May 2, 2015 at the Marriot West in Madison. Hundreds of broadcasters from around Wisconsin met to applaud the radio and TV broadcast award winners. Tuxes, suits, ties and flowing gowns were the protocol as broadcasters dined to a fancy fare of steak and salmon, salad and dessert. It was truly a festive occasion and a joyful event!

Heartland's WRJO returned to the Gala as the 2013 Small Market Station of the Year and Small Market News Operation of the Year for 2013. Mike Wolf, Heartland's corporate Director of Programming and Amy Linnett, WRJO's on-air morning personality were on hand to be a part of making the presentations to the 2014 award winners. "I was very proud of Amy and Mike, they looked



and acted like the true professionals that they are; they made all of us at Heartland proud!" said Heartland CEO Jim Coursole.

Three of Heartland's stations were award recipients this year. Heartland's Eagle River WRJO was awarded four first-place awards for "Best Feature," "Best Use of Audio In Radio News," "Best Promotional Announcement" and "Best Election Coverage." WRJO was also awarded six second-place awards and two third-place awards.

Heartland's Park Falls WCQM proudly received three first-place awards for "Best Humorous Commercial,"

"Most Entertaining Client-Recorded Commercial," and the "Best Station Event Promo." WCQM received two second-place awards as well. GM Darla Isham and Program Director Joel Karnick, along with salesperson Tammy Hastings, represented the Park Falls team.

Heartland's Ashland WBSZ received a third-place award for "Most Entertaining Client-Recorded Commercial" for the "Ashland Chamber Witches Night Out 2014." Skip Hunter, Ashland Program Director and Heartland's Director of IT and Engineering was on hand to receive that award.

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Jim Coursole, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher

www.heartlandcomm.com



Heartland Sells Four and Keeps Six Stations

Heartland Communications Group has joined with broadcaster Stephen A. Marks in filing an application before the FCC, Washington, DC for assignment of license for WCQM (FM) and WFPF (AM), Park Falls, WI and WIKB (FM) and WFER (AM), Iron River, Michigan. If the application is granted by the FCC, the assignment of license and ownership change is expected to take place this summer.

Heartland CEO, Jim Coursole, said that Stephen Marks is a well-respected broadcaster with radio and TV stations in Michi-

gan's UP and in Montana, North Dakota and Virginia. "I know that Mark's Michigan representative Jeff Harju is going to work very well with GM Darla Isham in Park Falls and GM Dan Wheeler in Iron River, MI. Four or five years ago, when over-seeing the Houghton, MI stations for former owner Granite Equity Partners, I helped select Jeff as GM in Houghton and I know he is a very successful manager."

Heartland will retain six stations licensed to Ashland, WI, Iron River, WI and Eagle River, WI and serving the areas of Ashland, WI, Ironwood, MI, Superior, WI, Eagle

River, WI, Minocqua, WI, Rhineland, WI and Three Lakes, WI.

According to Coursole, Heartland will cover about the same geography with the six station signals as it did with ten stations signals. "This will allow me to focus on our remaining six stations. I am looking forward to concentrating my efforts along with Ashland GM Scott Jaeger and Eagle River GM Craig Whetstine. Both Scott and Craig are veteran broadcasters and I believe that, with the help of their teams, we can really move Heartland forward. These are exciting times!"

Pres. Release

Your mind can definitely play tricks with you; most of the time your body doesn't. I've been told that my mind thinks like a 30 or 40 year old, but sometimes my body reminds me that my Driver's License doesn't lie...I will be 72 years old in August. I don't see Geritol in my future, but only more broadcasting career fun and satisfaction. I am grateful for the opportunity (it really is a great one) to be a part of Heartland Communications Group and I look forward to many more learning and productive years.



Jim Coursolle
President, CEO

and Iron River markets. I knew that I had to begin to listen to my body. I've heard retiring athletes say that "turning the page" or "beginning a new career" was an extremely hard thing to do. You know how you read stuff like that and say to yourself, "Yeah, go sit on the beach someplace; quit grumbling..." Easier said than done for someone who realizes it's not time to "slow down," per se. For me, it's not time to change a career, but time to focus and concentrate, to become "single-minded" and prioritize.

My decision was to make -- as a focal point -- two Heartland markets rather than four Heartland markets. The two Heartland markets I chose to concentrate on were the Ashland/Ironwood/Superior market and the Eagle River/Minocqua/Rhineland/Three Lakes market.

Saying good-bye to the people at Park Falls and Iron River has been very hard. As I recently mentioned to Darla Isham, the Park Falls GM, it's not the radio station (the microphones, transmitters or towers) that I'll miss, but the memorable and unforgettable people that I have had the opportunity to be a part of; that's the hard part for me. Working with the staffs at both Iron River and Park Falls has provided me with the advantage of learning from and getting to know people like Darla (and Gary) and Joel, DJ Rick and Nancy, Tammy and Preston in Park Falls and Dan (and Cindy)--, Bob, Brad and Jeremy in Iron River. I hope I didn't miss anyone and I hope you all know how grateful Diane and I are for the great work that you've done. Thank you!

The new Stephen A. Marks ownership coming to Iron

River, MI and Park Falls has a great reputation. Led by their Michigan representative Jeff Harju (who made my day when he called me a mentor) will bring a new perspective for everyone in these markets. Jeff's a solid leader and a good friend (and Packer fan!). His ideas will be welcomed -- I know the stations in Park Falls and Iron River will be in very good hands. Jeff's right-hand man Kevin Erickson will certainly work to continue the growth that all of us at Heartland are proud to have been associated with.

Following the closing of the sale sometime this early summer, it will be a new day for the six Heartland stations and for the four new Mark's stations in Park Falls and Iron River, MI.

I'm excited all the way around because this is definitely a "Win-Win" situation for all of us!

April Top Sellers



Market Managers

Darla Isham	\$17,772
Scott Jaeger.....	\$16,317
Dan Wheeler	\$13,478

Sales Reps

John Warren	\$28,217
Trish Keeley.....	\$15,354
Bob Black	\$14,512
Tammy Hollister.....	\$13,812
Rob Zimbler	\$10,704

BIRTHDAY "BROADCASTS"

MAY

- 24th – Bruce Marcus – Eagle River
- 28th – Samantha Hytry – Eagle River

JUNE

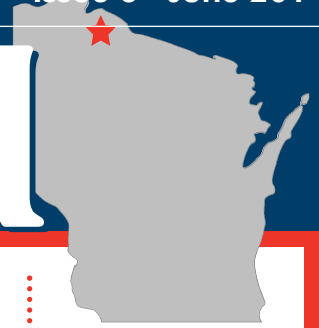
- 1st – Rudy Marincel – Ashland
- 15th – Jeremy Johnson – Iron River
- 23rd – Amy Linnett – Eagle River
- 23th – Darla Isham – Park Falls

JULY

- 2nd – Dan Wheeler – Iron River
- 7th – Erik Helgemo – Iron River
- 12th – Cory Marincel – Ashland
- 31st – Tammy Hollister – Ashland



Ashland



“By the Big Bay”

Home shows go off without a hitch this spring

GM NOTES...

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

Well our two big spring homes are in the books! Our show in Ironwood was March 20th-22nd and we followed it up with the Ashland Show April 17th-19th. Both shows were tremendously successful! Our exhibitors did very well and the numbers of people coming through the shows were very strong! I guess it helps when you DON'T get major snow storms on those weekends! I would like to thank the entire staff for pitching in, as they get to be long weekends! Thanks to their efforts, these shows continue to be successful.

We are getting set for our award winning ABC Race Night at the ABC Raceway in Ashland. Last year, we won an award at the WBA AWARDS FOR EXCELLENCE Gala in Madison! Every Saturday night, Skip Hunter broadcasts live from the ABC Raceway prior to the racing. Racing at the ABC Raceway starts on May 23rd and ends the season the first weekend in October with the big Red Clay Classic! Our stations will be sponsoring “JAM THE STANDS NIGHT” on Saturday July 25th!!

We are working on our MAN-



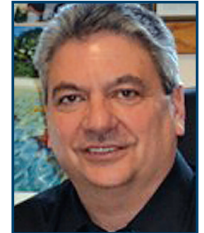
The Ironwood Home Show was held March 20th through 22nd and the Ashland Show was held April 17th through 19th. After last year's shows held during snowstorms, this year proved strong and quite successful.

CAVE-THE SEQUEL!” Once again we will be giving away the furnishings for an entire Mancave. The prize package will be worth over \$4,000! The only way people can qualify to win the Mancave, is to show up at our Mancave live broadcasts that we will be doing starting June 29th! We will give the prize package away on Monday August 3rd. Last year's winner was Sue Lesky of Montreal WI. I actually ran into her a couple of months back and she told me how much she and her husband have been enjoying it!

After a Hiatus last year, The Ashland Area Chamber of Commerce coaxed us into bringing back the Bay Area Battle of the Bands! The Battle of the Bands will take place Friday Night July 17th over the Bay Days Festival Weekend! We will be bringing in 4

top notch bands from across Northern Wisconsin and the U.P. of Michigan and they will be battling it out for \$1,500 in first-place prize money! This event was huge the first 5 years. Last year our sponsorships suffered, but we are coming back strong this year.

On a small side note, Skip and I have been approached by DJ Mike. He has a Christian Rock show that he does locally here at Northland College. He approached us to move it to Heartland. After discussing it with Skip, we decided to put the show, on WJH from 7 to 10pm! We are pretty excited about the opportunity to have an upbeat Christian Rock Show on, plus the opportunity to sell some sponsorship packages. Of course we will also be streaming it at www.j96rocks.com!



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com

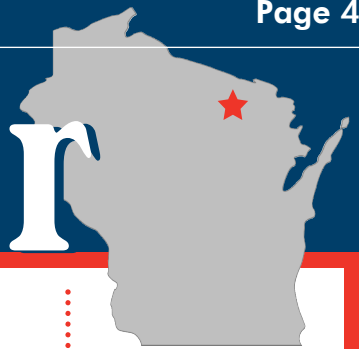
www.wnxfm.com

www.wjhf.com



Skip Hunter
Ashland
Program Director

Eagle River



A black tie affair

GM NOTES...

By Craig Whetstine, VP and General Manager WJRO/WERL

It was a great year for WRJO at the Wisconsin Broadcasters Association Awards Gala. WRJO entered a total of 14 different categories and successfully came away with 12 awards, four of which are first place with the remaining 8 split between second and third place. The first-place awards are for,

- Best Election Night Coverage 2014
- Best Feature, 10 Year Old Boy's Record Marathon Run
- Best Use of Audio, Memorial Day Parade Coverage
- Best Promotional Announcement, Heartland Shopping Show.

WRJO Program Director Mike Wolf said "Receiving all the awards we did is fantastic and such an accomplishment for the Programming and the News Departments. We will be entering again next year with the hopes of returning to the ranks of station of the year, the award we received in 2013."

Mike Wolf and WRJO Morning Show Host Amy Linnett were presenters at the 2014 Awards Gala due to winning the Station of the Year award in the prior year.

All the awards will be posted at the WRJO studios in Eagle River as a reminder for employees and visitors alike that WRJO is a standout radio station.



Craig Whetstine
Eagle River
VP and General Manger

www.wrjo.com

WRJoldies
94.5 fm



Mike Wolf
Corporate
Program Director

Iron River



PD NOTES...

By Brad Zima, PD
WIKB/WFER

We are excited to be participating in "The Country Showdown" this year, hosting a singing competition for all of the great talent in the local area. The winner will move on for a chance to win \$1,000 and \$100,000, respectively, in the next two stages of the competition. Many big names in country music have moved through the ranks of The Country Showdown, and we are excited to be able to bring it to Iron River.

Many contestants of the Showdown have gone on to have music careers, mostly in the country music genre. Tracy Byrd, Tracy Lawrence, Carrie Underwood, Mark Chesnutt, Jason Aldean, Ashton Shepherd, Jeff Bates, Katrina Elam, Toby Keith, and Brad Paisley all are contestants who won their local region of the Showdown. State and regional winners that are known in the country music business are Neal McCoy, Billy Dean, Sara Evans, Billy Ray Cyrus, Chris Young, Erika Jo, Miranda Lambert, John Michael Montgomery, Bobby Pinson, Chad Brock, LeAnn Rimes, Troy Gentry of Montgomery Gentry, and Rick Trevino. Some other notable contestants include: Garth Brooks, Tim McGraw and Martina McBride.



Bob Black representing WIKB hosted Ball Room Brawl at a local clients ball room, The Encore on Main in Florence Wisconsin.



The 48th annual Upper Peninsula Rodeo is back in Iron River July 17th and 18th. Looking for an exciting weekend of fun and action plan now to attend this exciting event. Ticket information can be found at UPPRORODEO.com



Dan Wheeler
Iron River
VP and General
Manager

www.wikb.com



Brad Zima
Iron River
Program Director

Park Falls



What is summer without a backyard barbeque?

GM NOTES...

By Darla Isham, GM WCQM/WPFP

Just got back from our Wisconsin Broadcasters Association Awards for Excellence Gala in Madison Wisconsin and we are so proud to have received three first-place and two second-place awards in the categories of Most Entertaining Client Recorded Commercials, Sports Coverage, Best Humorous Commercial, Most Entertaining Client-Recorded Commercials and Best Event Promo. I'm so proud of our staff for all of the hard work and team effort that goes into getting everything set up for entries.

Just as we are getting back from awards night, we step right into our 98Q Country Home and Recreation Show that took place May 8 & 9. It takes many hours, time and preparation to put on a successful event, but we did it. After having to change our venue and dates at the last minute due to venue availability, we had to work around a few things, but it went very well and much smoother than I expected.



The 98Q Country Home and Recreation Show took place May 8 & 9.



First place and second place awards were plenty at the Wisconsin Broadcasters Association Awards for Excellence banquet in Madison recently.

Now we are caught up and on to one of our First-Place Awards for Excellence "Best Station Event" the Dream Room Giveaway. The Sponsors are all in place and qualifying begins. One lucky person will win a Dream Room Makeover valued at over \$6,000.00. We will qualify listeners by listening for a secret sound to signal them to call in, with social media by asking to enter photos of a room in their home that they would like to transform into a new dream room, and live on location live remotes where listeners can come to the remote and sign up to qualify.



Joel, Darla and Tammy showing off the awards.

And what is summer without the Backyard BBQ promotion... which gets underway soon, as well. This has been an all-time favorite for our listeners as I believe it will be our 12th year. Winners have loved having our staff come to their home and BBQ for all of their guests on their brand new gas grill, with food and beverages provided by a sponsor...so much fun.

Happy Summer to everyone!



Darla Isham
Park Falls
VP and General
Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director