

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

## WERL/WRJO NAMED 2016 BUSINESS OF THE YEAR

Award presented at Eagle River Chamber Annual Banquet

Over 100 people gathered at the Nicolet Grill inside the Eagle River Inn for the 2016 Eagle River Chamber of Commerce Annual Banquet held on Thursday evening, December 8, 2016.

Heartland Eagle River radio stations were on hand led by General Manager Craig Whetstone and Heartland Program Director Mike Wolf. The stations received their first "Business of the Year" award for their creation and participation in most Eagle River events including "Journey's Marathon," "Cranberry Fest," "Paul Bunyan Fest," the WRJO summer "Street Dances" held each week throughout the summer on a blocked-off downtown street and holiday parades along with local award-winning news programming with News Director Bruce Marcus as well as other local programming.

The banquet's featured



At left, Kim Emerson, Executive Director of the Eagle River Chamber of Commerce presents Business of the Year award to station staff (pictured L to R) Craig Whetstone, Stephanie Griffin, Mike Wolf, Trish Keeley, Diane Borman and Rob Zimble.

speaker was Wisconsin Tourism Secretary Stephanie Klett, who praised the Eagle River Chamber of Commerce and its members for their great efforts in promoting area tourism.



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Jim Coursolle, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



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



## HEARTLAND COMMUNICATIONS APPOINTS ASHLAND MARKET GENERAL MANAGER JOHN WARREN



John Warren  
Ashland  
General Manager

On January 18, 2017, Heartland Communications appointed John Warren, 57, as market General Manager of their Ashland, WI stations WBSZ (FM), WJJH (FM), WNXR (FM) and WATW (AM).

John is a seasoned broadcaster and businessman. He was born and raised in Washburn, WI, grad-

uated from Washburn High School and has been an area resident all of his life. John lives in Washburn with his wife Marion; they have three adult children along with six grandchildren.

John grew up in his family business. After high school, he and his brother purchased the family dairy business and grew it from being

local to a regional dairy distribution company, in the late 70s to mid 80s.

In the mid 80s, John entered the radio broadcasting field as an Account Executive by joining Northland Broadcasting in Duluth, MN where he found his love for radio advertising sales.

See **GM**, Page 5

# Pres. Release

Our country was at its best on January 20th when we saw the peaceful transfer of power as Donald J. Trump became the 45th President of the United States. It had happened 44 times before without a shot fired. Only a Civil War during the Lincoln Administration brought violence with an attempt by 11 Confederate States to obtain power and independence from the Union.



Jim Coursolle  
President, CEO

Sixteen years ago on January 20, 2001, Diane and I were honored to attend the first Inauguration of President George W. Bush as guests of Tommy Thompson, at the time, the announced United States Health and Human Services Secretary and former Governor of the State of Wisconsin. It was an amazing event to watch.

Our assigned seats were on the second tier platform just in front of the Capitol. The weather was bitterly cold that day and the se-



curity and metal detector lines caused extreme time delays in getting to our seats. We thought we were dressed for cold weather, but, perhaps, not that cold. I don't exactly remember who invited us to join people from Wisconsin, at that time, in House Judiciary Committee Chairman Jim Sensenbrenner's hearing room (the same room FBI Director James Comey and Attorney General Loretta Lynch recently testified).

See **Inauguration**, Page 5



## January Top Sellers



### Market Managers

John Warren .....\$37,116

Craig Whetstine .....\$11,370

### Sales Reps

Trish Keeley .....\$17,725

Sally North.....\$17,629

Tammy Hollister.....\$10,732

Rob Zimbler .....\$9,670



## BIRTHDAY "BROADCASTS"

### FEBRUARY

18<sup>th</sup> – Jim Slagle – *Eagle River*

### MARCH

16<sup>th</sup> – Kate Cosgrove – *Ashland*

18<sup>th</sup> – Chris Oatman – *Eagle River*

30<sup>th</sup> – Nick Justice – *Eagle River*

31<sup>st</sup> – Jonathan Tomasoski – *Eagle River*

### APRIL

25<sup>th</sup> – Rob Zimbler – *Eagle River*



# Ashland



*“By The Big Boy”*

## As George Would Say.. And Away We Go!!!

By John Warren,  
General Manager  
WBSZ/WNXP/WJH/WATW

**Z**ero to 90 in .02 seconds. Wow. Talk about flying. Now, if there were 30 hours in a day. It seems I can't get enough done. Great job to the entire sales staff on a fantastic 2016. Congrats to the Sale Team for reaching their Sales Goals in January. I'm looking forward to our entire staff having their best year ever in 2017.

Heartland Communications kicked off the year sponsoring Oval Track Snowmobile Racing. It was the Big Boys of the TLR Cup back on January 7th and 8th at the Gogebic County Fair Grounds in Ironwood, MI. The Track conditions were great and the Trophies were plentiful.

Now we're under way with our Valentine's Day Promotions. We've secured a great prize package for each of the FM stations; dinner for 2, a nice bottle of wine, flowers, chocolates and a night stay at the Casino. There'll be Three winners in all, one winner for each station. Thank you Tammy for all your hard work on this.

Coming up the Week of March 6th we'll be conducting our annual marketing workshops at the AmericInn Ashland Lakeview Conference Center on March 8th, 9th and 10th.

Then on March 24th, 25th and



26th we'll be in Ironwood, MI with the Heartland Communications Sport and Recreation Show. Followed up with the Ashland Home and Sport Show on March 31st, April 1st and 2nd.

We'll be saying good bye to Sally North. Sally will be following her dream of owning her own Real Estate business in Ashland. Shine North Realty. We wish her the very best. We're going to miss having Sally with us at Heartland Communication. She promised to stop by from time to time to visit.

Heartland Communications welcomes Jen Husmann to our Sales Staff.

Jen will be filling Sally's shoes. Jen has radio sales experience and has had extensive sales training. Sally and Jen are working together to



Jen Husmann  
Account Executive

make this a smooth transition.

It'll be a fun-packed 1st quarter that's for sure. Needless to say we won't have any grass growing under our feet in Ashland this spring.



John Warren  
Ashland  
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 Craig Whetstine,  
General Manager WJRO/WERL

**W**e've had a busy first quarter in Eagle River. We always start the year with our Polar Bear Plunge. This year's Plunge was our 17th. We enjoyed some of the coldest weather ever, with a wind chill consistently at 10° below zero. We had 83 jumpers this year and, combined with our 30-Hour Broadcast in December, raised over \$45,000 for Angel On My Shoulder. WRJO's efforts sent 153 kids to Camp Angel.

WRJO staged it's first-ever Bridal Fair on January 28. We held the event in conjunction with the Northwoods Center in Eagle River. This event was a 90% sell-out. We had over 50 brides in attendance. They were able to look at everything from wedding or reception venues to DJs to cosmetics and jewelry.

In between our events the Eagle River Fire Department and hundreds of volunteers were able to construct the famous Eagle

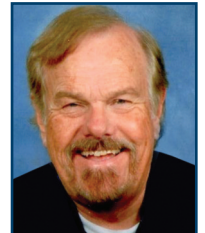
River Ice Castle at the train station in Eagle River. Unfortunately, one week in we were hit with several days of above freezing weather. We at least had the Ice Castle in place for a short period of time.



2017 17th annual Polar Bear Plunge



WRJO's first bridal Fair was held January 28 and Eagle River's Ice Castle built by the local Fire Dept. and volunteers.



Craig Whetstine  
Eagle River  
General Manger

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

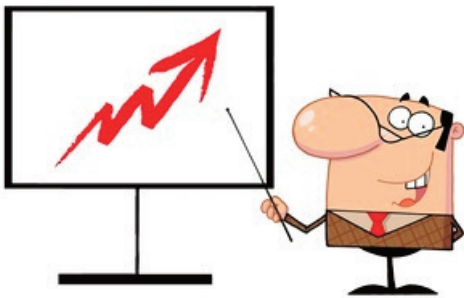


Mike Wolf  
Corporate  
Program Director

# GREAT START IN 2017

**H**earthland markets are off to a great start in 2017. Total January sales reached 103.8% of budget. On January 31st, both Heartland markets are at 79% of February's budget setting the stage for another 2017 first quarter month budget to be reached.

"Like in football or baseball, it is always good to rack up points or runs early on in the game," said Jim Coursolle, Heartland CEO. "I like early-on sales success in business as well—it just adds momentum and motivation to continue to succeed!"



## GM, from Page 1

In 1991, John became General Manager of WEGZ Radio, Washburn, WI, for DDS Communications. John managed that country music station from 1991 until it was sold in 2001.

In 2001, John was named Director of Marketing for the Bad River Lodge, Casino and Convention Center, Odanah, WI.

John joined Heartland Communications Group, Ashland in 2006 as an Account Executive where he grew to become Heartland's

company-wide number one salesperson.

As Heartland's Ashland General Manager, John will oversee the operations of the four Ashland radio stations. He will also continue to manage his advertising client account list.

"John is an exceptional Heartland radio salesperson who has owned and managed businesses including the successful WEGZ radio station," said Heartland president Jim Coursolle.

"We are proud to have John at the helm of our four Ashland stations; he will do a terrific job!"



## Inauguration, from Page 1

Following the swearing in, we walked to a special grandstand viewing section to watch the inaugural parade. That night we attended one of the inaugural balls where we saw the newly elected President Bush address the crowd (I actually took a picture of the president...we were that close).

It was a remarkable time in our life. To be a part of and to see in person, the incredible transfer of power of the most powerful country in the world. I remember thinking as the president and vice president rode by our viewing stand during the parade, just how fortunate my wife and I and our family were to be born and to live in the United States of America. Right before our eyes, we witnessed the transfer of power without



a shot being fired. No one was killed. The country celebrated!

As a member of the press, I am grateful for the First Amendment guaranteeing Freedom of the Press, a right protected under our U.S. Constitution which every president swears to uphold at their inauguration. That swearing-in is indeed remarkable and a "goose bump" to experience.

As I watched the recent 2017 Trump inauguration on TV with millions of other Americans, the same chills I experienced in 2001, ran up and down my spine. Again, I had witnessed the peaceful transfer of power that took place in the United States.

Our country, "One Nation Under God," is indeed the envy of the world.