

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

## Heartland's WRJO Receives 11 Awards Vo-Do-Dee-O-Do !!!

The "Roaring 20s" came alive on May 6, 2017 at the Marriott West Hotel in Middleton near Madison as over 400 Wisconsin broadcasters were "Putting On The Ritz" for the Wisconsin Broadcaster's Association 2017 Awards Gala. Many were dressed in "Flapper" dresses or "Great Gatsby" suits and ties to be a part of that great American era.

Even the menu featured "actual food served in the 20s" according to Michelle Vetterkind, President of the Wisconsin Broadcaster's Association. All in attendance were treated to a Caesar Salad, Roast Turkey and Flat Iron Steak, Dauphinoise Potato, Baby Carrots and a Chocolate Mousse Parfait featuring a chocolate WBA logo on top!

Heartland Communications Group's WRJO 94.5, Eagle River, was honored and proud to receive eleven awards at this year's Awards Gala.



*Pictured L to R; News Director Bruce Marcus, Steve Wexler, VP Radio, E.W. Scripts Company, Mike Wolf, WRJO PD, Jim Coursolle, Heartland CEO*

See **Gala**, Page 5

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Jim Coursolle, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



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

**SPRING**  
*is in the air*

## Ashland Market Home Shows

It's always a sign that Spring is right around the corner when you hear promo ads on the air and see posters around town telling folks about the Heartland Ashland and Ironwood Home Shows held in March and April.

See **Home Show**, Page 5



# Pres. Release

**H**ow do you feel when someone tells you to “Shut up and sit down?” Not good I would guess.

If for one minute anyone thinks that what we are experiencing on college campuses like UC Berkley is just a bunch of kids out of control, these extremely naïve people need to take a second guess. And this time their guess needs to be a little more “educated.”



Jim Coursolle  
President, CEO

What we have been seeing on college campuses at Berkeley, Middlebury, Michigan, and Mizzou is nothing short of an attack — often times violent — on the guarantee by the Bill of Rights of Freedom of Speech.

Those that feel that these kids will “get over this and grow up,” are totally unaware of the reality of these attacks.

These oftentimes violent attacks and demonstrations glossed over by the main

stream media and campus police departments (there have been little if any arrests) are well thought out demonstrations financially underwritten and organized by socialist, left-wing, radical liberals hell-bent on curtailing everyone’s right to present their “side of the story.” Freedom of Speech was so important to our Founding Fathers that they created a First Amendment to the infant Constitution that absolutely, and without debate, guarantees everyone’s right to express their thoughts and opinions.

It is amazing and incredible to me that college campuses — so-called institutions of higher education that at one time enter-

tained diversity of thought — have now stooped to the level of allowing and condoning students and (much of the time) outside demonstrators to violently run speakers who disagree with their left-wing agenda off the campus and out of town.

It is not overreacting to say that if this type of “teaching” and example is allowed to continue, the days of Freedom of Speech and probably all freedoms are greatly threatened and will eventually come to an end in this country.

Make no bones about it, this is a very serious problem either created by extremely naïve liberal students, but probably by left-wing socialist politicians with an agenda contrary to the laws and mores of the United States of America.

No matter what you do as a member of Heartland’s team, you are in the Freedom of Speech ‘business.’ If you sell ads, you provide the money to keep our transmitters on the air; if you record ads and broadcast radio shows or newscasts, you provide the venue for Heartland to exercise its right to Freedom of Speech in the communities we serve.

See **Speech**, Page 5



## April Top Sellers



### Market Managers

John Warren .....\$27,851

Craig Whetstine .....\$7,725

### Sales Reps

Tammy Hollister.....\$23,071

Rob Zimble .....\$17,222

Jen Husmann .....\$14,418

Trish Keeley .....\$14,030



## BIRTHDAY “BROADCASTS”

### MAY

24<sup>th</sup> – Bruce Marcus

– *Eagle River*

### JUNE

no employee birthdays

### JULY

7<sup>th</sup> – Stephanie Griffin – *Eagle River*

31<sup>st</sup> – Tammy Hollister – *Ashland*



# Ashland



*"By the Big Bay"*

## Marketing Workshop.. Two Home Shows and Sales to Boot!!

By John Warren,  
General Manager  
WBSZ/WN XR/WJH/WATW

Our marketing workshop was held at the AmericInn this year the 1st week of March. Congratulation to Tammy Holister and Jennifer Husmann on having a very successful week. All in all the attendance was great with 62% attending and a closing ratio of 36%. Again, congratulations to the entire sales staff.

1st quarter sales were up by nearly 8% in 2017 over 2016. Thank you to Tammy for covering for me while I was in Mexico.

The Heartland Communications Home and Recreation Show in Ironwood was held March 24th, 25th and 26th and the Heartland Communication Home and Sport Show in Ashland was held March 31st, April 1st and April 2nd. Both Shows went very well.

New in Ashland for this year we added a Friday Night Fish Fry sponsored by Legendary Waters Resort and Casino. We served fresh Lake Superior whitefish with potato salad and a dinner roll for \$6.95. It was a huge success. Plans for next year are already in the works. We plan to add the Fish Fry to the Ironwood show and we're also planning to serve a Prime Rib Sandwich on Saturday and a Sunday Brunch at both shows next year.

Heartland Communications welcomes to our family, Account



*Above; The Ashland Home and Sport Show was held March 31-April 2. At right; A marketing workshop was held in March.*

Executive Tricia Benton. Tricia will be working with our clients from the Iron River, Duluth, Superior and the surrounding communities. Tricia will be doing some face-to-face calls and telemarketing. Tricia is part owner of Home Expressions in Ashland and has a background in telemarketing.



Tricia Benton  
Account Executive

The 8th Annual Bay Area Battle of the Bands will be held Friday July 15th. There will be 4 regional bands competing for thousands of dollars in prize money. The Bay Area Battle of the Bands is consistently one of the biggest events to hit the Ashland area. Chequamegon Bay gets Rockin' during the Bay Days Festival with thousands of people attending this event! Each year this event gets bigger and bigger! Don't Miss it!!

We are currently under way with the Bays Days Karaoke Contest. Qualifying rounds are being



held at Little Nikki's by the Lake in Cornucopia April 28th, Legendary Waters Resort and Casino in Red Cliff May 12th, Joany's Side Kicks in Iron Belt June 9th, Otter Bay Resort of Lake Owen June 16th and Topside Tavern on Ondossagon Rd in the Town of Barksdale June 30th. Each of the qualifiers will be competing for part of the \$2,000.00 in Cash that will be awarded at the finals during Bays Day in Ashland on Saturday evening July 15th.

On August 16th the 55 Plus Health Expo will be held at the Bay Area Civic Center in Ashland. If you're 55 years young or more, there'll be a free lunch, free screening, free bingo, music and approximately 60 booths with a variety of vendors. We invite you to stop in and check it out.

We're all looking forward to an exciting summer.



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

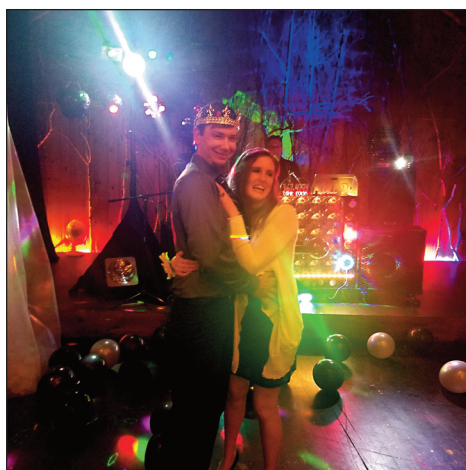
# Eagle River



## This is Prom and Award season in the Northwoods!

### GM NOTES...

By Craig Whetstine,  
General Manager WJRO/WERL



WRJO celebrated it's 3rd Annual Adult Prom on April 22. Our Prom was held at Eagle Waters Resort. We had over 80 couples attend, including Kathy and Aaron, our King & Queen, pictured at left.



Craig Whetstine  
Eagle River  
General Manger

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



Two weeks later, we also celebrated in Madison at the Wisconsin Broadcasters Association annual awards dinner. WERL and WRJO collected 11 awards, more than any other radio station north of Wausau.



Among those attending from WERL/WRJO were Program Director Mike Wolf, News Director Bruce Marcus and WRJO intern Stevie.



Mike Wolf  
Corporate  
Program Director



*Pictured L to R; Jim Coursolle, Heartland CEO, Craig Whetstine, WRJO GM, Mike Wolf, WRJO PD, Wendi Ell, HCGazette Editor, Bruce Marcus, News Director.*

**Gala, from Page 1**

WRJO received 3 First Place Awards in the Small Market category for “Best Election Coverage 2016,” “Best Promotional Announcement” and “Best Humorous Commercial.”

WRJO also received 5 Second Place Awards and 1 Third Place Award.

“PD Mike Wolf, News Director Bruce Marcus and GM Craig Whetstine have a lot to be proud of” said Heartland CEO Jim Coursolle. “It’s a lot of fun working with such pros and I enjoy being a part of this wonderful station. WRJO continues to be the station to turn to in the Eagle River, Minocqua and Rhinelander area.”



*L to R Air Personalities Mark Miller, Dave Q-Ball Nelson, Skip Hunter and Kate.*

**Home Show, from Page 1**

The Heartland Ironwood Home Show was held on March 24th, 25th and 26th at the Pat O’Donnell Civic Center followed by the Heartland Ashland Home Show held at the Bay Area Civic Center on March 31st, April 1st and 2nd.

According to John Warren, General Manager of Heart-

land stations WBSZ, WNXR, WJH and WATW, “The shows were well attended and produced buyers for the booth sponsors.” There were over 160 sponsored booths featured between both Home Shows.

Following each show, Heartland sponsored an Exhibitors’ Party to express appreciation for the two successful Home Shows.

**Speech, from Page 2**

If you answer the phones and assist our sponsors and listeners or if you do the accounting to send out advertising invoices, you help Heartland remain a viable business that can continue to provide Freedom of Speech to our listeners. You are an incredibly valuable asset to our Freedom of Speech dissemination tool. Every day, throughout the United States, thousands of radio stations protect the First Amendment. Every day, thousands of radio stations provide a checks and balances system that keeps our government aware of the fact that their sole purpose is to serve the citizens and taxpayers of the United States and to put America at the top of the government employee/servant agenda. You, as a broadcaster, are so important. Be proud.

As broadcasters, our whole existence is centered upon Freedom of Speech. Our very licenses are to a great extent based upon Freedom of Speech. It appears going forward that our Freedom of Speech privilege is going to be challenged by those who want to blurt out and shout in your face, “Shut Up and Sit Down.” Great pains need to be taken to make sure that our opinions and all opinions are given the



right to be heard.

So “Stand Up and SPEAK.” That is what we do at Heartland and in radio stations throughout Wisconsin and this country.

What we have to say to those who threaten our First Amendment rights is don’t continue to obstruct, curtail, destruct, act in a violent manner or violate our Free-

dom of Speech rights. Our country is waking up to your venomous and harmful actions and you’ll be very sorry if you continue to break the laws of our land and threaten our right to Freedom of Speech.

Until you want to gainfully contribute, rather than curtail and obstruct, maybe you should be the ones that need to “Shut Up and Sit Down!”