

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

## HEARTLAND'S EAGLE RIVER MARKET ADDS TWO MORE HIGH POWER FM'S

Heartland Communications Group is proud to announce the purchase of two popular area radio stations WCYE (FM) and WHOH (FM). WCYE, or "Coyote FM," is a 100,000 watt country music station broadcasting at 93.7 FM and WHOH (FM) is a sports talk station broadcasting from 96.5 on the FM dial. The stations are being purchased from Results Broadcasting of Rhinelander, Inc. Heartland and Results have joined together in filing the appropriate applications with the Federal Communications Commission, Washington, D.C. for the assignment of the two FM station federal broadcast licenses. The two companies have entered into a Time Brokerage Agreement allowing Heartland to operate the two stations under the control of Results until FCC Assignment of License authorization has been officially granted.

Along with the purchase of the two FM stations, Heartland also purchased the play-by-play rights to the Wisconsin Badgers, the Green Bay Packers and the Milwaukee Brewers.

According to Mike Wolf, Heartland's Corporate Program Director, "The addition of a country format and the valuable sports play-by-play franchises to the Heartland Eagle River cluster will give our company the variety of programming formats neces-



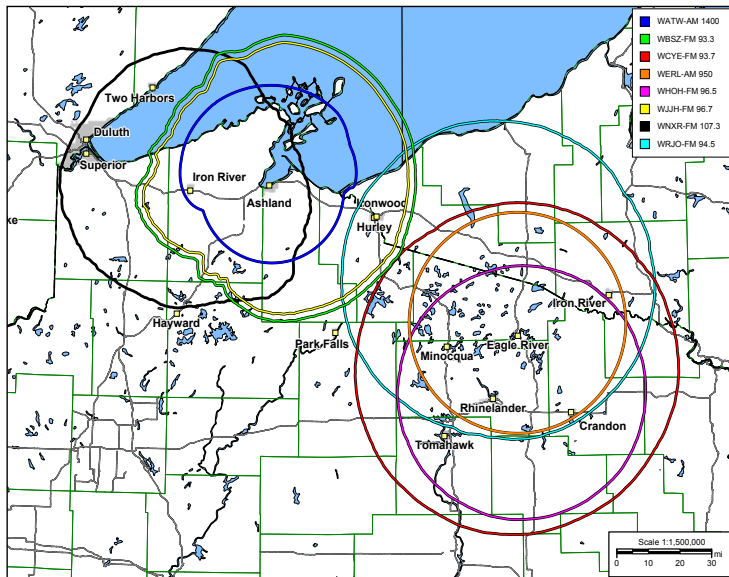
sary for our increased success." Wolf led the Heartland Eagle River flagship station WRJO (FM) to two Wisconsin Broadcaster's Association 'Small Market Station of the Year' and 'Small Market News Department of the Year' awards twice in the last five years.

Results Broadcasting of Rhinelander Vice President Donald Grassman said, "This is a perfect fit for Heartland; they know the market well and they have experience in Northwood's radio station operations. We are proud to hand off the keys to the fine broad-



casters at Heartland."

Heartland President and CEO, Jim Coursolle said that he is excited about adding the two great FM stations with excellent coverage to the Eagle River, Three Lakes, Minocqua/Woodruff/Arbor Vitae, Boulder Junction, Lac du Flambeau, Manitowish Waters, Rhinelander, Lake Tomahawk areas. Coursolle said, "Heartland will now own and operate, as a part of our Eagle River cluster, three solid area coverage FM sta-



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Jim Coursolle, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher

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

tions, WRJO, WCYE and WHOH along with AM station WERL which will be adding FM simulcast signal capability in 2019."

Heartland will now operate eight radio stations in Wisconsin's Northwoods and Lakeshore. It currently operates, under John Warren's management, the leading four station cluster in Ashland/Superior/Duluth and Ironwood/Hurley areas with stations WBSZ - "Z93 Country," WJH "Real Rock," "Classic Hits" WNXR and "Freedom Talk" WATW (on the air since 1940).

With the addition of the two FM stations, WCYE and WHOH, the Heartland Eagle River cluster will have the same "fire power" as the Heartland Ashland cluster with flagship WRJO (FM) plus the two new FM station additions and one AM station WERL adding FM simulcast signal capability in 2019.



# Pres. Release

I am seeing good examples of teamwork as we begin to assimilate two new radio stations into the family of Heartland radio stations. It's exciting to watch.

Jeff Wagner, who held the position of market General Manager for WCYE and WHOH, the two FM stations Heartland is purchasing from Result Broadcasting of Rhinelander, has accepted the position of Sales Manager of Heartland's Eagle River cluster now with three FMs and one AM.



Jim Coursolle  
President, CEO

Jeff held the position of General Manager of WRJO and WERL in the early days of Heartland's ownership. Jeff has been selling in the Northwoods market for years and I feel he is most qualified person to drive sales. Interestingly enough, Jeff hired senior salesperson Trish Keeley about 14 years ago and the two are now

working together again. They will show us all how to put forth teamwork.

I have asked Trish and Jeff to "merge" the Results and Heartland sales account lists so that proper assignment of accounts is made insuring that all advertising accounts receive the best service possible. I might add that this is not an easy job because it involves not only the best use of human resources, but also the best use of customer service. It's a delicate balancing act and requires good background knowledge of our advertising account history. It requires terrific "teamwork." The two new salespeople coming from Results, Scott Larson and Jessica Svoke, bring with them significant radio advertising sales experience and a good attitude assuring that they will be not only accepted by Heartland, but are already respected as quality salespeople. They are team players.

I congratulate Mike Wolf and Jenny Schilling for their recent trip to Shawano to work with Dawn of Results to grasp the traffic and billing software that Results uses. Talking to Jenny after she and Mike had returned, it appears to me, they were able to "get their arms around" the Results

software thus assuring a more expedient software transition. Good teamwork!

Behind the scenes, working with my partner Frank Coan, Heartland's Business Manager, Kathy Wawiorka has been invaluable in compiling necessary information for Heartland attorneys and lenders. There is no way we could have gotten to this point without her expertise. If you get a chance, tell Kathy how much you appreciate her teamwork!

As I write this, I know that Results Operations Manager Jim Franklin and Heartland's Operations Manager Mike Wolf are scheduled to meet and discuss future plans together. I know both Jim and Mike well and feel that they will show teamwork as they lay out programming ideas for the future.

I would like to express my sincere gratitude to everyone for their patience and positive attitude as we bring together two new FM stations to Heartland. Thank you and please know that I am pleased by your cooperation and teamwork. WE have made great strides and I look forward to the fun we will have together as a solid team in the years to come.

## July Top Sellers



### Market Managers

John Warren .....\$32,057

### Sales Reps

Trish Keeley .....\$25,276

Diane Byington .....\$19,194

Tammy Hollister.....\$16,609

Shannon Anderson .....\$10,006



## BIRTHDAY "BROADCASTS"

### AUGUST

27<sup>th</sup> – Jim Coursolle – *Corporate*

### SEPTEMBER

14<sup>th</sup> – Wendi Ell – *Corporate*

24<sup>th</sup> – Tricia Benton – *Ashland*

### OCTOBER

3<sup>rd</sup> – Marion Warren – *Ashland*

25<sup>th</sup> – Mike "Wolf" Ell – *Eagle River*



# Ashland



## Rounding Out Summer In Ashland

By John Warren,  
General Manager  
WBSZ/WN XR/WJ JH/WATW

Heartland  
Communica-  
tions Group  
LLC welcomes  
three new team  
members...

**Trevor Ray.**  
Morning Show Trevor Ray



**Host on WJ JH, Real Rock J 96.**  
Trevor is bringing our listeners the best of Classic Rock along with news bits, sports updates, fishing reports and much more.

**Shannon Anderson, Account Executive.** Shannon is working



Shannon Anderson

with Clients in the Ashland, Hurley, Ironwood and into the U.P. of Michigan.

**Lisa Johnson, Account Executive.**

Lisa is working with clients in Duluth, Superior and up the North Shore of Minnesota.



Lisa Johnson



John Warren  
Ashland  
General Manager

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



## Another Successful Expo

*The 55+ Health Expo was held August 22 at the Bay Area Civic Center and Bretting's Center in Ashland.*

*The event went very well, and it drew what was probably the largest attendance in the last 30 years. The 55+ Health Expo is sponsored by Heartland Communications, Memorial Medical Center, Ringenberg Financial and Ashland Health and Rehabilitation. Our vendors were also very pleased with the turnout.*

## A Busy Winning Summer... And The Winning Continues

On Friday, July 20, performers at the Bay Area Battle of the Bands included The Most Wanted, The County, Night Rider and Kicking Rocks. The winners of the Battle of the Bands were as follows:

- 1st place: The Most Wanted
- 2nd place: The County
- 3rd place: Night Rider

Next, we put together a Man Cave package with almost \$5,000 in prizes that was given away on Friday, August 10. Prizes included a year's supply of Coors Light distributed by Northwest Beverage from Super One Liquor, a year's supply of Trinko Sausage products, a year's supply of pizza from Little Caesars, a 65-inch 4K Ultra HD TV from Northstar

Electronics, a Flexsteel Hercules Big Man's recliner along with framed Green Bay Packers memorabilia and an end table from Hitts Fine Furniture, a Riccarr vacuum from Northwoods Vac plus cleaning supplies, a full size outdoor Badgers and Packers flag, a basket of goodies from Home Expressions, and a 20-volt DeWalt hammer drill and impact driver combo, along with some Famous Dave's products. This year's winner qualified to win only once at Northstar Electronics, but that's all it took. Congratulations to Gina Sejbl of Ironwood, MI.

The Ashland Sales team did a phenomenal job selling the remote broadcasts around the Man Cave V promotion. We booked 23 re-



*Dave Olson, "Q Ball in the Morning on Classic Hits WN XR 107.3 FM;" our Man Cave V winner, Gina Sejbl; and Trevor Ray morning show host on WJ JH Real Rock J 96 with all the prizes.*

mote broadcasts in just eight weeks. Thank you Tammy Hollister, Shannon Anderson, Tricia Benton and Lisa Johnson for your hard work selling the Man Cave. Trevor Ray and Q Ball pulled together as a team with Kevin Place running the board. Everyone did a fantastic job with this successful promotion.





# Eagle River



## 4th Annual WRJO Poolar Bear Plunge Makes Another Big Splash

**W**RJO in conjunction with the Eagle River VFW held its 4th annual Poolar Bear Plunge to benefit Homes For Our Troops.

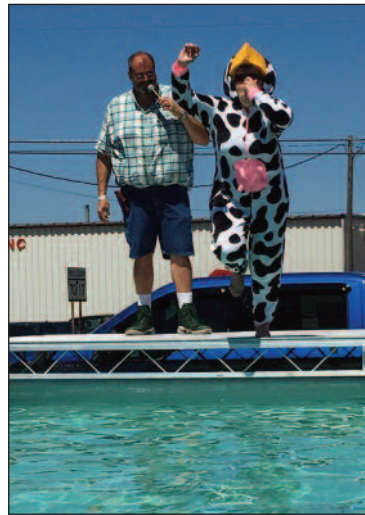
Homes For Our Troops is a privately-funded 501(c)(3) nonprofit organization that builds and donates specially adapted custom homes nationwide for severely injured post-9/11 Veterans, enabling them to rebuild their lives. Most of these Veterans have sustained injuries including multiple limb amputations, partial or full paralysis, and/or severe traumatic brain injury (TBI). These homes restore some of the freedom and independence our Veterans sacrificed while defending our country, and enable them to focus on their family, recovery, and rebuilding their lives. Since its inception in 2004, nearly 90 cents out of every dollar has gone directly to program services for Veterans. HFOT builds these homes where the Veteran chooses to live, and continues its relationship with the Veterans after home delivery to assist them with rebuilding their lives.

For the Poolar Bear Plunge event we took an 18'x24' pool, filled it with water and added ice. This year we added more, three tons of ice, to make it a 40 degree summertime dip. Plungers raised money for the event in the form of pledges.

The day started with the Poolar 5K color run/walk along the nearby Three Eagle Trail.

The event also features a very large raffle, paddle wheel, and 50/50. This year the Eagle River VFW provided free lunch to all plungers.

This year the event raised a total of \$10,630 and is planned for 2019 to be held on July 6. The plunge will take place at 1pm so come on out to the the Eagle River VFW.



Three tons of ice was dumped into the pool for the 4th Annual Poolar Bear Plunge in Eagle River.



Jim Coursolle  
Eagle River  
General Manager

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



Mike Wolf  
Corporate  
Program Director