

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

OVER THE HALF MILLION DOLLAR MARK

WRJO Polar Plunge Hits Milestone

Over one thousand people braved 7°, -2° wind chill temperatures on Saturday, January 6, 2018 at Bonnie's Lakeside Resort in Three Lakes, WI. There were over 80 plungers of which 31 were first-timers, who plunged into a large rectangular hole in the 16-inch thick ice on Spirit Lake. This year's WRJO/Angel On My Shoulder Polar Plunge raised over a record-breaking \$42,000 to bring the remarkable 18-year total to over \$515,000. Plungers from all over Wisconsin and Illinois ranged in age from 10 to 75 years old.

The event raised enough money to send 112 kids to Camp Angel at an approximate cost of \$350 per child. As is customary, there is no charge to the camp-attending kids, their families or to Angel on My Shoulder. All the money will come from the



The Annual WRJO Polar Bear Plunge was a milestone event this year. Above: Best Costume winners and at right Mike Wolf interviews Moses Huizinga.

WRJO/Angel On My Shoulder Polar Plunge event.

The top fund-raising individual was Russ "Moses" Huizinga with a total of \$6,750 — the top team fundraiser was Superior Diesel with \$2,785.

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher

www.heartlandcomm.com



There's a New PD in Town

'KC' Joins the Ashland Team



Katie Carmichael
Ashland
Program Director

Heartland Communications is proud to have Katie Carmichael, also known as 'KC,' on the Ashland Team as Ashland market Program Director. According to Ashland General Manager, John Warren, "We are delighted to have Katie, or as she likes to be called, 'KC' on

our Ashland team. She is extremely talented both on-air and behind the scenes. Our Ashland team is excited to have her on board because of her extensive talent and considerate leadership."

Katie was born and raised in the middle Georgia region — she is a Southern Lady. Her broadcasting

career kicked off back in 1998 when she interned for K-Country 104.9 in Albany, Georgia. Since the start of her career, she learned many aspects of the broadcasting industry from On Air to extensive Operation Management as well as IT and some light engineering.

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Pres. Release

It's the season of candlelight, candy and flowers... Valentine cards, love, kindness, courtesy and lovey-dovey stuff. So as long as we're all in the mood, how about carrying that mood over to Heartland and our place of work?

For those of you who may have slipped into thinking, I'm encouraging office romances – NOT!

What I was thinking was carrying over our kindness, courtesy and respect for the folks, not just that we live with, but also the folks that we work with everyday. Why is that so important? From my perspective, it's a lot more enjoyable to work around people that are committed to contributing to a "Winner" environment. Negative, contrary people or those with mediocre uncommitted attitudes drain the life blood right out of people. Who thinks you can win hanging around with negative "Atti-Dudes" like that?



Jim Coursolle
President, CEO

OK, I'm not a mind-reader, but it does beg the question, "Now what the heck is Coursolle thinking?" Actually...a bunch of stuff.

Imagine yourself playing on some sports team. Let's pick basketball because that's the season we're in. Gym bag in hand, you go to practice. After the locker-room, you're out on the court ready to go 'cause there's a big rival-type game this weekend. You're in the practice layup line about four or five folks away from "your turn" and the person standing next to you says something to the effect of "Same sh - - , different day." Say what? You're all excited about kickin' some you-know-what and winning the

weekend game and the loser-attitude person standing next to you takes a shot at ruining your day, your attitude and excitement.

When you run into somebody like that, ask yourself, "What has that sour-grapes person got going on?"

People who build people up — increase their excitement and bolster their positive attitude — are the kindest people around. If projecting a winning attitude isn't caring for and brotherly-loving your fellow employee, then would someone please explain to me, "What is?"

Everyone wants to be around people who want to win — committed people who bring you "up" with their smile and encouraging word. Everyone wants to be on a "winning team." Who, please tell me, wants to work at a loser radio station so they can brag to their friends, "Yah, I work at WDOG, we're still spinning 45 rpm's...got Dick Sean Weary on in the mornings..."

I remember a few years ago when Mike Wolf and Bruce Marcus busted their tushs and WRJO was named Wisconsin WBA "Small Market Station of the Year" and "Small Market News Department of the Year."

See **Winner**, Page 5



January Top Sellers



Market Managers

John Warren\$35,296
Ron Pierson\$5,405

Sales Reps

Trish Keeley\$20,006
Tammy Hollister.....\$14,402
Wendy Young\$13,315
Rob Zimbler\$9,670



BIRTHDAY "BROADCASTS"

FEBRUARY

10th – Wendy Young – *Ashland*
13th – Kayla Dudley – *Ashland*
14th – Ron Pierson – *Eagle River*
18th – Jim Slagle – *Eagle River*

MARCH

13th – Daniel James – *Ashland*
18th – Chris Oatman – *Eagle River*
30th – Nick Justice – *Eagle River*

APRIL

25th – Rob Zimbler – *Eagle River*



Ashland



Magic Stocking Supports The BRICK Ministries

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

Ashland, WI — January 31, 2018 — Over the holiday season, Coffey Oil teamed up with Heartland Communications Group to sponsor the Magic Stocking, an annual initiative that supports the work of The BRICK Ministries. Magic Stockings are placed in select area businesses before Thanksgiving and are in place through New Year's Day. Holiday shoppers are encouraged to drop their change, checks, or cash in the Magic Stocking. Coffey Oil matches the donations dollar for dollar up to \$1,000 with proceeds going to The BRICK. This initiative is an important way to ensure that The BRICK is able to provide services throughout the year.

Both the Coffeys and Heartland Communication have been supporting The BRICK Ministries with the Magic Stocking every year, ensuring that The BRICK continues to serve the low-income residents of Ashland and Bayfield Counties.

The BRICK Ministries meets the needs of low income residents of Ashland and Bayfield counties

through its emergency Food Shelf and Benevolence Programs. The BRICK provided emergency financial assistance through its Benevolence Program to more than 1,100 individuals from over 450 households in 2017 with rent, utilities, and other essential needs. On average, over 1,500 individuals were served each month in 2017 through the Food Shelf Program's four pantries: the main location in Ashland, the Cable Area Food Shelf, Helping Hands Food Shelf, Mellen, and the South Shore Food Shelf, Cornucopia.

For more information on receiving assistance, volunteering opportunities, or making a gift, contact The BRICK at 715-682-7425, thebrick@centurytel.net, or visit www.thebrickministries.com.

We just announced the winners of the Valentine Day Contest package that consisted of dinner for two at the Bayfield Inn's Lakeside Dining, a 1-night stay at the Quality Inn of Ashland, a bottle of wine with the wine glasses and more from the White Winter Winery and a bouquet of flowers from Country Buds Floral. At right: Mark Dixon and the WBSZ winner, Jeffery Swiston. Q Ball and the WNXR winner, Carol Kempf. Katie Carmichael and the WJH winner, Jackie Westlund.



(At left) Tournament action is in full swing, announced by Clearance Campbell, Nick Gima and Chris Beeksman. (At right) Liz Seefeldt, Executive Director of The BRICK Ministries (center) accepts donations from Jim Coffey, Co-Owner of Coffey Oil (left) and John Warren, Ashland's General Manager (right).



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjhf.com



Katie Carmichael
Ashland
Program Director

Eagle River



GM NOTES...

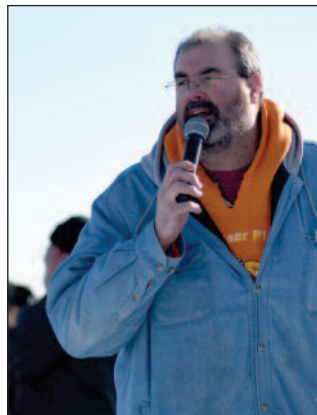
By Ron Pierson,
General Manager WJROWERL

2018 is off and running, or should I say “off and plunging” in Eagle River! What an exciting year it will be. We started off with another strong Polar Bear Plunge in Three Lakes on Saturday, January 6th. Over 80 “plungers” and over \$42,000 was raised for the Angel on My Shoulder organization! Many thanks to our sponsors Bonnie’s Lakeside, Three Lakes Fire Department and Pier de Nort. Noteworthy that our program director Mike Wolf has orchestrated an event that has raise over \$515,000 in all of the 18 years of this event!

Annual WRJO Fish Fry Tour began in February extending through Memorial Day weekend. This annual station promotion is sold out once again for 2018 with 18 sponsors participating! The WRJO Bridal Fair will be held on March 10th and has already reached sold out status.

Shop Local 365 had proven to be another success as our receipt bin is overflowing with receipts from local businesses from all around the area as listeners support our local businesses and compete for the \$1,000 Grand Prize!

Local WRJO listeners are wearing a path to our front door to claim prizes given away from merchants throughout our community. It is this intimate connection we have with our listeners that continues to position the stations as the area’s leader and I could not thank the staff enough for their caring and commitment to our continued success. May all your honey holes prove to be productive, and in the words of my late grandfather Ervin (Hook set) Kramme, “Stop Wishin and go Fishin!” Words to live by!



Ron Pierson
Eagle River
General Manager

www.wrjo.com



Mike Wolf
Corporate
Program Director



Above, Moses Huizinga takes the first plunge. Below, Plungers warm up in hot tubs provided by The Pool People.

Plunge, from Page 1

According to Heartland CEO, Jim Coursolle, “Mike Wolf and his WRJO Heartland team did an incredible job. I was there that Saturday afternoon, and it was extremely cold; the terrific WRJO staff did an outstanding job and because of their “frigid” efforts, over 100 children will be able to enjoy a wonderful and “warm” camp experience at Camp Angel this summer. I am so proud of Mike and his WRJO team...so proud!”

Welcome, from Page 1

She is experienced in many markets including the Atlanta metro area in multiple genres. Over the years, KC helped organize and raise over \$500,000 for many different non-profit organizations including Children’s Miracle Network, which is the one she holds closest to her heart. She’s held several board seats for Music Festivals and helped organize the Red-neck Games, a televised and worldwide known event in Dublin, Georgia.

KC credits her inspiration to her mother and father, Bobby and Delores Cummings of Fort Valley, Georgia. While Katie attributes her motivation to her parents, her most widely acclaimed success is her two daughters, Elizabeth Ann

Wheless, a Communications Major at Armstrong in Savannah, Georgia and Natalie Nicole Wheless who works as a Patient Care Tech in the health care industry and is currently pursuing a degree to become a Registered Nurse.

KC is an active member of Mustang Club of America and loves to spend her free time showing her beautiful car, the “Black Widow,” at local and national car shows. Katie also enjoys collecting vinyl recordings and antique shopping in quaint undiscovered shops. Katie loves her two Chihuahuas, Tu-Tu and Dee Dee Ann and enjoys cooking Italian and designing beautiful pies.

KC is a major-market voice and a welcome addition to the on-air and management staff of the Heartland Ashland stations.



Winner, from Page 1

In Ashland in 2017, John Warren and his team exceeded all previously set station revenue records. The pride was evident... everyone was incredibly happy to be on the team! Those occurrences really built us up. It wasn’t the “Same sh - -; different day.” It was “Wow!” So, how do we capture that feeling day-in-and-day-out?

Reality? Will something like those accomplishments come along every day? Probably not. But, what could come along is a fellow employee or team member being so up-beat, so full of energy and encouragement, so doing their best to support a winning attitude, it permeates to such a

degree that everyone is energized and has as their goal, commitment and winning. Those kinds of people are almost saints. Those kinds of people really care about their fellow employees. They make coming to work fun and that fun translates into winning for everyone. You can spot them a ways a way. They look sharp, they act sharp (I’m sounding like an old Gillette commercial) and because of those facts... they ARE sharp, they ARE positive and they ARE successful.

So is it really “Same sh - - , different day,” or is it more like a new day and a chance to SMILE, WIN and bring some encouragement and some value into your fellow worker’s lives (and yours too). None of us

knows what someone we work with is going through at any given moment, but what we all know is that a positive-attitude person is a heck of a lot more fun to be around than some lemon-sucker, woe-is-me, down-in-the-mouth, last-place thud. And for God’s sake smile at that soul, pray for that person and be good to them...they need it!

The famous motivational speaker, the late Zig Ziglar once said, “You will get all you want in life, if you help enough other people get what they want.”

I say, “Most of us want to win in life; so let’s start by bringing other people “Up!”

My advice? Stand in front of a mirror and practice SMILING at that cute face you’re looking at!