

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

Back to the Basics

Beno to Headline Heartland Fall Sales Seminar

Wisconsin Broadcaster's Association (WBA) Chair of the WBA Education Committee, Ken Beno, is set to headline the 2015 Heartland Fall Sales Seminar on October 1, 2015 at the Eagle River Inn. Over 660 students from six universities and two technical colleges have been certified as Radio

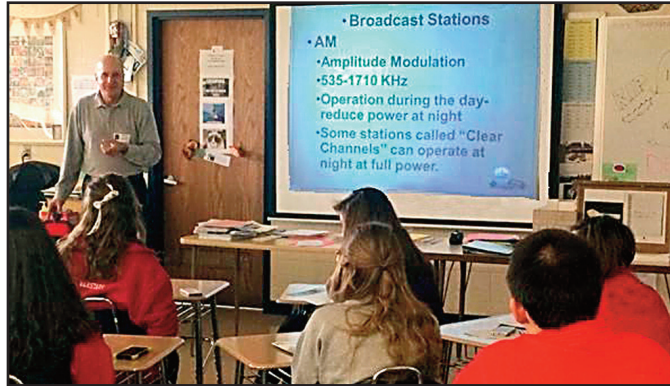
Advertising Bureau (RAB) "Radio Marketing Professionals (RMPs)" after tak-



Ken Beno
WBA Chairperson

ing Ken Beno's RAB certification course. To date, Beno students have a 94% pass rate. Over 400 Wisconsin High School students in over 40 high schools have heard Beno laud radio and TV broadcasting as a career choice. Beno has been a member of the WBA and WBA Education Committee since 1991.

"We are beginning to plan for 2016," according to Heartland CEO Jim Coursolle. "In 2016, we are going to focus on Getting Back to the Basics." Beno, like Coursolle, is an avid Green Bay Packer fan. Coursolle recalls that in 1959 when Vince Lombardi took over the head coaching reigns of the Green Bay Packers, Lombardi emphasized "blocking and tackling" and returning to the basic fundamentals of successful football. Coursolle feels that Beno, who teaches the basics of radio sales to high school and



college students throughout the State of Wisconsin, will be a great "kickoff" to the 2015 fourth quarter and for 2016 and beyond.

"I like to think that our Heartland radio salespeople are the best trained radio sales people in the Northwoods," said Coursolle. "Ken Beno, will strengthen our sales skills and 're-teach' many of the basics that our salespeople may be aware of, but, through time may have forgotten or are not currently using, to close sales. Beno will bring us "Back to the Basics," and like Lombardi's Green Bay Packers, we will see almost immediate benefit from Ken's well-prepared sales seminar. I am looking forward to Ken's presentation on October 1, 2015."

Ken graduated from Southern Illinois University (SIU) at Carbondale, a school well known for its excellent radio and TV broadcasting programs. During his time at SIU, Beno was a member of the student staff at WSIU. Following his graduation, Ken worked at WJPF and was later hired as operations director at

WINI, Murphysboro, IL. After about six months of employment at WINI, Ken approached his GM and owner to do sales. He became a full-time sales rep and play-by-play/color announcer for high school football, basketball and baseball. Ken has also served as TV Station Manager at WEIU (TV), the Eastern Illinois University (EIU) station. In 1990, Beno earned a Master's Degree in Communication from EIU.

Ken's reason for entering the broadcasting field was his love for sports. He spent 35 consecutive years covering the Illinois High School Association Boys' State Basketball Tournament. Beno has a great love for sports and the Green Bay Packers.

Ken and his wife Donna, whom he met while attending SIU at Carbondale, enjoy the Wisconsin Northwoods and own a vacation home in Minocqua. The Benos' spend two months in the winter snowmobiling and cross country skiing and also several weeks in the summer and fall in the beautiful Northwoods.

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher

www.heartlandcomm.com



It is the "season" in the Northwoods and it's getting

pretty hard to find a "parking space." No one is complaining, but rather, everyone is inviting folks to come and enjoy our beautiful Wisconsin "Northwoods."



Jim Coursolle
President, CEO

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Pres. Release

Pres., from Page 1

As I am typing this, I realize that in just a few days, the Packer's will take the field for their exhibition season and kids will be returning to school. Just like life, summer is going way too quickly.

I was reminded of that fact recently when I returned to Minneapolis (my childhood stomping grounds) to be a part of a "Celebration of Life" for my 36 year old nephew (my sister Jeannie's youngest son). Travis O'Neel was recently killed in a motorcycle accident in Bangkok, Thailand. He took every advantage of life, living it to its fullest. Before his death, he was living and teaching American Studies in Manila, Philippines. He had returned to Bangkok with his Thai wife Rana and their two beautiful sons to take a university course in preparation for becoming a school principal.

Once upon a time, he was captain of the Eden Prairie High School football team, the only year they ever won the Minnesota State High School Football Championship. Later, he captained the University of North Dakota Football Team and led them to a Division II National Championship. His college jersey number was 36; Travis died at age 36.

When I attended that memorial service, I had a chance to see many in my family for the first time in years. All of that made a profound impression on me. Travis' life made a profound impression on me. He didn't waste time; he lived life to the absolute fullest. Travis knew that life was not a "dress rehearsal." He found time for his wife and small sons, he found time for his students and he found time to do things the right way. He didn't mess around, he used his time on earth to live and to serve well.

Maybe Travis, whom you never knew, can make an impression on you as well? Maybe we can all learn to grab onto life and take every moment and make it worthwhile? Maybe we can all learn to do what we can do to serve our families, our friends and our fellow workers? Maybe, we can contribute to such a degree that we, as a member of the Heartland team, can do things the right way, never accepting mediocrity, never doing things in a manner that "is close enough for government work." Who wants to be "average?"

As I watched the memorial presentation and the wonderful slideshow of the events of Travis' life, I thought to myself, what can I learn from this very young man -- way too young to die? Here's what I came up with as I reflected on the entire day's event driving back to my home in Campbellsport, WI on

a beautiful summer night (76 degrees) with the top down and the stars out. I thought to myself this: I will never again accept second place – average work and/or mediocrity from myself. I will ask God to give me the strength to always, and only, accept the best that I am capable of doing, nothing less. I was given some talents and qualities – like all of us – and I will not and cannot ever again accept from myself anything less than the best that I am capable of doing and giving.

That's what Travis did. It's time that we get the most out of our lives and change our thinking and attitude to understand that we have one shot at all of this here on earth. Are we doing the best that we are capable of doing? Are we showing gratitude to God for our lives and that chance?

Travis didn't know when his time would be up here; neither do you and neither do I.

July Top Sellers



Market Managers

Scott Jaeger	\$24,221
Craig Whetstine	\$9,412

Sales Reps

John Warren	\$35,450
Trish Keeley	\$19,046
Rob Zimble	\$18,791
Tammy Hollister.....	\$16,266

BIRTHDAY "BROADCASTS"

AUGUST

27th – Jim Coursolle – Corporate

SEPTEMBER

14th – Jim Hedican – Ashland

14th – Wendi Ell – Corporate

24th – LuAnne Wroblewski – Eagle River

29th – Zach Tourville – Ashland

OCTOBER

5th – Craig Whetstine – Eagle River

25th – Mike "Wolf" Ell – Eagle River

28th – "Skip" Hedican – Ashland



Ashland



"By the Big Bay"

GM NOTES...

By Scott Jaeger, GM
WBSZ/WNXXR/WJHH/WATW

I can't believe we are starting to write Back to School commercials and planning for Labor Day! How did that happen so fast?

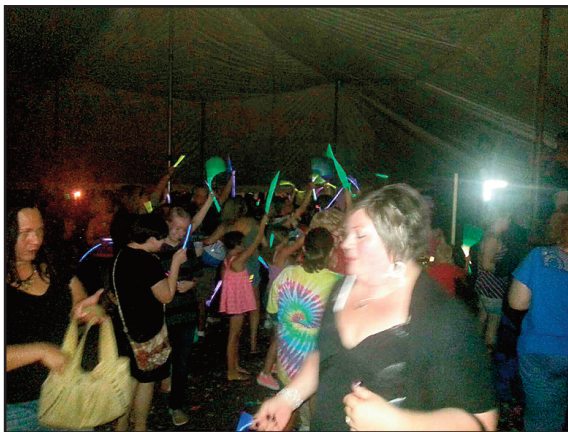
On Monday, August 3, we gave away our Man Cave. The Man Cave promotion started on June 29 and our last live broadcast was July 31. In all we did 22 live broadcasts! The only way our listeners could qualify, was to come to our 2-hour live broadcasts. After the dust settled, Jeff Zunker of Ashland was our winner. Jeff and his wife made it to every remote in Ashland. I guess persistence pays off. He won almost \$5,000 worth of prizes! Thank you to Skip for trucking all over God's green earth for these remotes and Mark for running the board!

In July, it was the Big Bay Days celebration in Ashland. This year, we brought the Bay Area Battle of the Bands back to the big tent. We had the most incredible show, the best talent from top to bottom we have had! Dungeon Wench from Sparta, WI took 4th place. Night Screamer from Houghton, MI took 3rd place. The Teds from Ironwood, MI landed in 2nd place and Molly and Monsters from Rice Lake took the bragging rights, \$1,500 in prize money and a pretty sweet Rockstar mini fridge!! We had approximately 2,000 people attend the Battle of the Bands.

It's good to have Q Ball back! Q Ball underwent open heart surgery. Everything went like clockwork. He is doing great and feeling even better. He is starting to get back into production slowly. Nice to have him back!

We are getting set for the sports season. The Packers on WBSZ are sold out with sponsors! Can't wait for redemption this year! GO PACK GO! We will be carrying the local Ashland area sports on WBSZ and WJHH. The Northwestern Tigers will be heard on 107.3 WNXXR! Skip signed us up for the Westwood One football package for WNXXR. It will include Thursday Night football, Sunday and Sunday night games and Monday Night Football!

We think this will be a great addition, plus put some more dollars on the books!

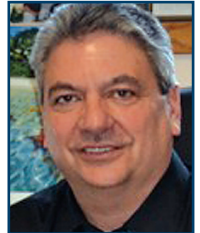


Big Bay Days celebration in Ashland brought back Bay Area Battle of the Bands under the big top.

In September, we will be rolling out a 4 month SHOP LOCAL program. It will be a lot of fun. Great marketing opportunities for our clients and some good prizes and coupons for our listeners, too! I will give you all of details in the next Newsletter.

I would like to thank the entire staff as we have hit back-to-back budgets, June and July. This was no easy task. Thanks guys and gals for all of your hard work!

I hope everyone has had a great summer and enjoy the rest of it!!



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com

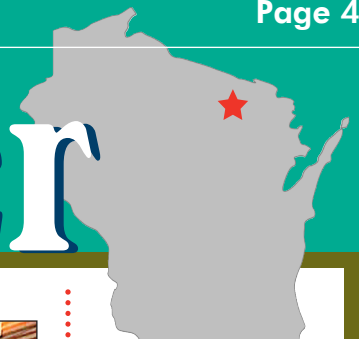
www.wnxxrfm.com

www.wjhhfm.com



Skip Hunter
Ashland
Program Director

Eagle River



GM NOTES...

By Craig Whetstine, VP and General Manager WJRO/WERL

WRJO has been making sure the Northwoods has an enjoyable summer. Our street dances in Eagle River generated big crowds every week. We featured live bands and, as a first, we had DJs play at two of the dances. Our Street Dance promotion was a major success for our sponsors, listeners and WRJO.

WRJO's Summer of Winning featured our new Money Wheel and it is a major hit with our listeners. WRJO and Lac Vieux Desert Casino took the Money Wheel all over the Northwoods this summer.

We're wrapping up Summer 2015 with a major event that is raising funds for the Wounded Warrior Project and the Eagle River VFW. The event is the inaugural Polish Bear Plunge, being held on Saturday, September 5 at the Eagle River VFW.



We're giving listeners who find the Polar Bear Plunge too cold an opportunity to jump in warmer weather. Of course, they still have to jump into one ton of ice!

By Mike Wolf,
Corporate Program Director

The Northland pines football season was kicked off on August 21 with a game on the road to Wittenburg, Wisconsin. The Eagles play a limited amount of Wisconsin opponents during the football season. They will face opponents from both sides of the border but the Lion's share will be from Michigan. The Eagles football team is heavily supported by the local town giving us a great selling opportunity for our play-by-play coverage from myself, Mike Wolf, and Rob Zimble, as do all the sports covered on WRJO such as Eagles boys' and girls' hockey and boys' and

girls' basketball.

The Polish Bear Plunge will take place at the Eagle River VFW Post 8637 on September 5 at 1pm. The post is located at 418 Pine Street (Hwy 70). Free parking during the event will be available across the street from the post at the old cranberry plant. An above ground pool donated by the Bestway Company measuring 18' long x 9' wide x 4' deep will be set up in the parking lot of the VFW and the plunge will take place at 1pm. The pool will be filled with clean, clear water and literally a ton of ice. We are asking each plunger for a minimum donation of \$35 for the Wounded Warrior Project and the Eagle River VFW. Any plunger that returned his or her waiver form by Saturday August 8, is guaran-

teed to receive a Polish Bear Plunge T-shirt on the day of the event. We do encourage groups to dress in costumes.

There will be plenty of food and beverages available the day of the plunge for purchase. The VFW will be serving up Polish Sausage, Hot Dogs, and Sloppy Joes.

We will be having a large raffle after the event along with a 50/50 drawing. There will also be a raffle for a military quilt donated by a local organization.

We can't wait to see everyone at our 1st Annual Polish Bear Plunge to benefit the Wounded Warrior Project and the Eagle River VFW.

The next HCG Gazette will contain pictures of what we are hoping is a successful event.



Craig Whetstine
Eagle River
VP and General
Manger

www.wrjo.com

WRJoldies
94.5 fm



Mike Wolf
Corporate
Program Director