



Heartland Communications Group - "One of America's Finest Small Market Radio Broadcasting Companies"

## HEARTLAND SALES AND MANAGEMENT MEET IN STEVENS POINT

The Heartland salespeople and general managers met in Stevens Point on April 11th and 12th for intensive sales and management training presented by Mark "Sparky" Levy and sponsored by the Wisconsin Broadcaster's Association (WBA).

According to Jim Coursolle, Heartland CEO, each spring and fall the Heartland salespeople and management team gather for a day of training. "This year, because of the WBA, we were able to offer a different perspective with our spring training meetings. Kudos to the WBA for sponsoring this event! Affordable and effective training may be the most important way the WBA supports its member stations. Growing our revenue insures station growth and protects Freedom of Speech!"



Mark "Sparky" Levy

Levy, a former Radio Advertising Bureau executive, has a very interesting background. From a professional horse-riding jockey



(Left to Right) Tim Zier, Eagle River; Preston Vaughn, Park Falls; Ray Poetzel, Park Falls; and Darla Isham, Park Falls

(he's five foot four inches tall, but a GIANT), a large, medium and small market radio salesperson and station manager to a guy who wants to own a 1966 Pontiac GTO, "Sparky" Levy brings forth a message of FOCUS and PASSIONATE DESIRE to those who take the time and -- use reality -- to believe. A fun exercise experienced was assessing all of the sales people's personality profiles.

Heartland had salespeople and management team members in all categories. Summing up the events of the day was an email sent to management by Renee Basina, a new seller in the Heartland Ashland market, "I just wanted to tell you thank you for giving me the opportunity to gain so much from the Mark Levy seminar. I found it to be fun and very helpful. It was by far one of the best "training" meetings I have ever participated in."

Following a day of sales training, Levy focused on management on Thursday. All four Heartland V.P. and General Managers along with Coursolle were on hand for that training. Levy asked several in attendance, including 51 year broadcast vet Coursolle, why they were in attendance. Coursolle said, "To Learn." Levy asked Coursolle "Learn what?" Coursolle stated, "Everything you're teaching." And it was a day of learning.



(Left to Right) Sandy and Marge Berg, Ashland; Scott Jaeger, Ashland; and John Warren, Ashland

Levy explored such things as "Defeating Time Monsters;" "Holding Your Sellers Accountable Without Holding Yourself Hostage;" "What Your Team Doesn't Want You To Know They Don't Know;" "Sea Biscuit" and "What? Problems At a Broadcast Property?"



(left) Ashley Krusick, Eagle River, and (right) Leslie Howell, Iron River

According to Eagle River GM, Jim Hodges, who has attended many such sessions in his 26 year career as a radio station manager, "The seminar was flat out the best I've been to in all my years. I'm looking forward to his slides so I can begin to implement things!" Heartland management intends on implementing many of the elements taught in the Levy training sessions in the days to come.

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# "Pres. Release"

Jim Coursolle



I love Spring! Everything becomes so "new" again. Spring brings Easter and the Resurrection. Everything comes back to life. Because spring is several weeks early this year, we already have flowers in our backyard! The bunnies are running around and the robins are here to stay until the brisk winds of late fall.

But what spring really does is resurrect the "spirit!" It just makes you feel so good! I like the trips to the hardware store to pick up grass seed, stuff for fixing up the yard and the house. You just want to make things "new" at home. And at Heartland... things are "greening" up as well.

At our Heartland stations, we are set to "spring" out of the first quarter and into one of our most profitable quarters. I like our projections and pacing. I like our "spirit." I believe we are set to have very good performance in 2012.

Each one of our four markets, without exception, has added a new salesperson to their team. I know the discernment that went into each selection and hire. In Ashland, Scott Jaeger chose Renee Basina, formerly in sales at Ashland Baking Company.

In Park Falls, Darla Isham selected Ray Poetzel, formerly in sales with Park Falls' companies Northwoods Flooring and Home Center for 4 years and Suburban Furniture and Flooring for 11 Years. In Eagle River, Jim Hodges chose Sandy Sanders. Sandy was formerly with Kimberly-Clark as a college campus recruiter.

In Iron River, Dan Wheeler approved long-time Heartland employee Leslie Howell making the change from receptionist to salesperson. Leslie knows the meaning of customer service because she's been taking calls from customers for the nine years she's been serving as receptionist at WIKB. Starr Helgemo returns to WIKB as our receptionist there. Interesting footnote: Starr got Leslie an interview with WIK nine years ago... what comes around goes around! All GMs tell me they are very optimistic about their new sales team member. Every new salesperson made a sale in their first week; that has been a long-time "barometer" for sales success in my book.

On the programming side of things, Heartland Corporate Director of Programming, Mike Wolf is freshening up our "Freedom Talk" AM stations in all Heartland markets with programming. Within the next 60 days, our Wisconsin-based AMs will replace Laura Ingraham and begin carrying Clear Channel's Vicki McKenna, a Madison-based talker now being carried by stations in Madison, Milwaukee and Eau Claire. Mike relates that Michael Savage will be replaced by Mark Levin and that "America's Morning News" will be replaced by "The Wall Street Journal This Morning" on Heartland's four "Freedom Talk" stations.

I like the "newness" of spring. I like the hope spring brings. I like the excitement of spring. Spring is "on-the-air" (and in the air) at Heartland; we're off to a great spring in the Northwoods of Wisconsin and the UP of Michigan!

## New Heartland Corporate Website

The new Heartland Corporate website linking to all individual station websites is now up and running as of noon on April 16, 2012.

According to Heartland CEO Jim Coursolle, the corporate website was re-designed by Laurie Zacharias and Dustan Minnig of Inter-Quest, Beaver Dam, WI. "The new corporate website heading captures the 'On Golden Pond' flavor of our markets with a small town silhouette skyline featuring transmitting radio towers set by a lake," said Coursolle.

The site is straight-forward and easy to navigate. It has multiple uses. "For anyone seeking information on Heartland Communications Group LLC, they can "Google" us and we are usually the first or second choice that pops up." according to Coursolle.

It will now be easy for our sales team in any of our markets to just email a link to prospective advertisers or an advertising agency. One of the tabs at the top of any website page is "Network Profile" which can also be downloaded from the site in PDF form.

Biographical Information is also available on all Heartland corporate executives by clicking on "Contact Us." In that section, opportunity is also given for any one to send an inquiry or comment as well. The same bios will be sent to Wikipedia so that Heartland corporate biographical information is available through that channel as well. To keep all information current, please inform either Skip Hunter, Corporate Director of Engineering and IT or Jim Coursolle of any updates or changes.

If you would like to checkout our new Heartland corporate website, just insert [Heartlandcomm.com](http://Heartlandcomm.com) into your browser.



### Birthday "Broadcast"

April

9th - Tom Johnson - Park Falls  
 12th - John Berg - Ashland  
 15th - Lynn Weiland - Corporate  
 18th - Chris Oatman - Eagle River  
 20th - Maggy Isham - Park Falls  
 23rd - Joel Karnick - Park Falls  
 28th - Art Dunham - Park Falls  
 29th - Jeff Bonno - Iron River

May

7th - William Hawn - Park Falls  
 24th - "Mo" Keck - Iron River  
 24th - Bruce Marcus - Eagle River





# Ashland, Wisconsin

## "By The Big Bay"



Scott Jaeger  
Market Manager

There are a few signs of spring....the weather warms up, grills in the backyard, The Brewers on the radio and our Spring Home, Yard and Sport Shows.

The Ironwood Spring Home Show was a huge success! Thousands of people and boy did they spend the money. All the exhibitors were extremely happy with their sales, new leads and plenty of potential new customers! And now as I sit in my office at 7am Friday April 20th, & we are ready to kick off the Ashland Spring Home, Yard and Sport show for 3 days at the Bay Area Civic Center and next door at the Bretting's Center, we have our 1st annual Heartland Communications Bridal Faire. Yes, two for one this weekend. The Home Show has around 73 vendors and over 100 booths and we have a waiting list of Vendors that want in! The Home Show runs Friday 6pm-9pm, Saturday 10am to 6pm and Sunday 10am to 3pm! We can't wait for the famous HOME SHOW PARTY SATURDAY NIGHT! EPIC!! The Bridal Faire is sold out with 30 different exhibitors and also a waiting list to get in! The Bridal Faire will run Friday 6pm to 9pm and Saturday 10am to 6pm. Hopefully it will be one big successful weekend for everyone!

On Saturday May 5th, we are involved with a fun EMT RECRUITMENT AND FAMILY FUN DAY! Ashland and Bayfield Counties need more qualified EMT's. They received a grant to do a massive recruitment Expo..and of course Heartland Communications is involved.

We will be broadcasting live from the event at the Great Lakes Visitor Center in Ashland!

Once again I would like to thank the entire staff for all of their hard work. The sales staff did a stellar job on selling the 2 Spring Home Shows out along with the Bridal Faire. I want to thank Skip, Q Ball and Mark for their time and talents doing the live broadcasts during these events and Thanks to Kamerae for the extra work around these events as well! Without the entire staff, these events would not be as successful as they are.

As I close, We are starting to work on the Bay Area Battle of the Bands in July...Know a good band? Call us or have them register on our website..bayareabattleofthebands.com!

Greetings from the land of 000 11 0 1 001  
(binary code).



Skip Hunter  
Corporate IT /  
Engineer

The first quarter is behind us and hopefully the repair / maintenance costs will settle down a bit. I believe that after I made the forth quarter engineering trip around the horn to see what we need in the line of repairs and upgrades, we have chased all the gremlins out or at least have them on the run with parts and equipment on order. I mention this only because a proper maintenance schedule prohibits small problems from becoming large expensive problems. With that said, it's time to check filters at transmitter sites, make sure intake and exhaust blowers at transmitter buildings are ready for summer. It's also a good idea to go through and blow fans clean on PC's, and studio equipment. It never hurts to open a PC cover and blow the processor fan clean as well. So with spring upon us, let's get some spring cleaning out of the way.

New EAS / CAP compliant EAS decoders should be arriving in each market within the next few weeks so we can be FCC compliant before the June 23rd deadline. There is a new user interface available to us for the FM streamers and I will be contacting each market PD to setup training and installation. Speaking of new software / interface installations, after many calls, emails and text messages Big Deals have finally got all the bugs out of the admin side of Heartland Shopping Show! They tested this before they installed but forgot we do things a little different and there were many glitches, but the light at the end of the tunnel has not been shut off and I think everything is working with the Shopping Show software.

Future projects in Engineering / I.T.? There are some in the works, but not close to completion as of right now. I am working on using the internet for live broadcasts and high school sports. Which includes the on air talent running the whole show remotely with a laptop. Also in the works is a Heartland Communications smart phone app for Android and iPhone so everyone can listen to our FM streams at anywhere they are.

Enjoy spring and let's get some cleaning done!



Greetings!  
My name is Renee Basina. I am a resident of Ashland and have been for most of my life. I spend most of my free time with my daughter, Haylee Joy and my pets. We enjoy camping and hiking at St. Peter's Dome and Copper Falls. During the summer we go to the beach every Sunday(well at least when it is nice out). We love being outside and hope to expand our garden this year! Typically, we grow a variety of flowers but we have enough room for vegetables, so why not?

Previously, I worked for a local restaurant as a waitress for 3 years and after that I worked for Ashland Baking Company. I feel that working as a server has given me the ability to keep a positive attitude in every situation and I can think quick on my feet.

I am very excited to be working with everyone at Heartland Communications. I feel the experience will be very rewarding and I can't wait to meet more people in the community that I grew up in and the surrounding area.





# Eagle River, WI



Jim Hodges  
Market Manager

I have a plaque in my office with a photo of a soaring eagle on it, which reads "Leaders Are Like Eagles. They Don't Flock, You Find Them One At A Time."

The last street I lived on prior to moving to Eagle River was Eagles Court . Already, I've seen several live eagles in the short time I've been with HCG. Seems like everywhere I turn these days, I'm finding "Eagles" in my life. Smart managers surround themselves with employees who are best described as leaders, or eagles. In short, employees like this are people who have the talents and skills to move organizations forward. Every radio station needs them in order to progress. Fortunately, I've quickly learned we're blessed to have a number of "Eagles" at WRJO and WERL.

Our station Account Executive "Eagles" have flocked together to do a great job selling our annual Advantage Sales package to advertisers. We beat last year's total nearly 30%, a testament to the persuasive powers of our sales staff. They've also sold nearly 50 booths for the upcoming 2012 Business Expo. A heartfelt "thank you" to Trish Keeley, Ashley Krusick and Tim Zier for all their assistance with both sales campaigns. And with the hiring of Sandy Sanders, we're back to full staff in our sales department. We've been short a person all year long and it will be great to have another pro on the street pounding the pavement and helping us to increase revenue.

Our Programming Department "Eagles," Mike Wolf and Amy Linnett, have done a wonderful job of promoting this on the air, helping with the television and newspaper ads, too. The front desk "Eagles", staffed by Peggy, Luann and Patty, have contributed in a variety of ways, too, and been a big help to me as I continue to get up to speed on programs and processes in my new position.



Kudos to Bruce Marcus, our News Director, who is doing an outstanding job in his new position providing the sort of news coverage that hasn't been heard on these radio stations in several years. I've received at least a dozen calls and comments from listeners complimenting him on the fine job he's doing providing our audience with fair and balanced news. Our news coverage is flying high.

My rich, wise uncle and Godfather once told me, "Never work at the home office." While I avoided that up to this point in my career, I've found I like working with the Corporate Staff. Kathy Wawiora, Lynn Weiland and Deb Hytry have been helpful and I want to thank them for their patience and my endless questions. Turns out we have "Eagles" flying upstairs in the building, too!

In other station news, starting May 7th, WRJO will launch the new "Money Wheel!" It's an audience participation game that gives listeners a one in six chance to win cash prizes. The jackpot starts at \$9.45 (our FM dial position) and grows by \$2.00 every time someone guesses incorrectly. A big high five to Tim Zier who sold five of the six Money Wheel sales plans in only three days. This promotion generated a quick \$10,000 in summer billing. Advertisers receive over 50 name mentions weekly generating brand awareness and more customers. The listeners have a fun new game to play while Mike and Amy get to give away cash. Everyone wins with The WRJO Money Wheel!"



May 7<sup>th</sup> – August 31<sup>st</sup>  
 Win Cash on WRJO by spinning the money wheel live on-air. Click the "Wheel" for all the contest info.  
**MONEY WHEEL**

### The Money Wheel is coming to Eagle River.

Listeners that want to win cash will be encouraged to listen to WRJO between 6am and 6pm Monday through Friday (May 7th – August 31st) for a chance to spin the money wheel.

It will be a simple contest with what could be a big payoff. The on air jocks will make an announcement to get listeners to call in. The first contestant to get through on the studio line will have their chance to spin the Money Wheel.

The phone contestant, while live on the air, will pick one of six sponsors on the Money Wheel. The wheel will be spun in the WRJO studio and by random chance if the Money Wheel lands on the contestants chosen sponsor, that contestant will win the banked prize cash amount. If the Money Wheel does not land on the contestants chosen sponsor, the banked amount increases.

The banked prize cash will start each new round with an amount of \$9.45 (94.5 WRJOldies). For each contestant that does not guess the correct sponsor on the Money Wheel, WRJO will add \$2.00 as a progressive jackpot until that round is won.

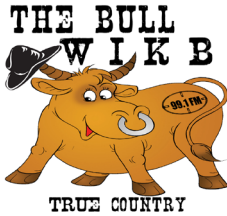
If no one guesses right, just like the Supercash lottery, the total could get BIG!!!

### Welcome Sandy Sanders To WRJO/WFER



Sandy Sanders, newest Account Executive for WRJOldies & WERL, retired from Kimberly-Clark Corporation after 25 years of service where she held various positions. Sandy graduated from UW-Green Bay with a degree in Psychology. She enjoys traveling, boating, gardening, drawing and painting with watercolors, acrylics, and pen & ink. Sandy and her husband, Dave, were seasonal residents of the Land O Lakes area

since 2000, but decided to make a permanent move in fall 2011. They reside there with their two labs and two cats.



# Iron River, MI



Dan Wheeler  
Market Manager

March in the U.P. saw a change in the weather that even Uppers are not used to. Even ski Brule in Iron River the regions premiere Ski Resort closed early. Yet with March seeing record high temperatures we haven't totally said good-bye to the winter weather. So I want to share this survey listing The Upper Peninsula of Michigan, where we call home listed at number six in a list of the Top Ten winter Family Getaways. No matter what the season we would welcome you to visit the Upper Peninsula, Iron County, and our station.

Winter Wonderland: Upper Peninsula, Michigan

If you're from the midwest, you know what winter really means. And you can take it. You may even love it. If your brood embraces even the heaviest snows of deepest winter, Michigan's Upper Peninsula is a can't-miss destination for your family. Yes, only the truly well-shod, hearty and adventurous need apply. But if zero crowds, mile after mile of near-virgin snow and family time in a rustic cabin by a roaring fire sound good to you, then look no further. The UP has everything you're dreaming of. On center stage at the UP is Ottawa National Forest, rimmed by countless, well-maintained state lands like Porcupine Mountains State Park and Copper Country State Forest. Skiing and snowshoeing here takes you up gentle slopes and down through peaceful valleys. You'll see meadows, lakes, streams and waterfalls, which form spectacular ice sculptures in wintertime. Trails and backcountry are equally littered with deer, fox and snowshoe hare tracks, among others. Hours of fun can be had with the kids learning to distinguish one set of animal tracks from another, finding patterns, and imagining how the animals live their days foraging and frolicking, munching bark and other snowy-weather fare. The UP is chock-full of quaint little villages and historic mining towns. Lodging is available in any number of inns, bed and breakfasts, and rented cabins. While the former options are most often located within town limits, for some backcountry fun, cabins can't be beat — there's nothing like skiing or snowshoeing out your front door every morning



The WIKB, Iron County Chamber of Commerce Home, Business and Outdoor Recreation Expo was held Saturday March 31st. Iron County Chamber Assistant Director Bernadette Passamani and Chamber Board Member Wilma Kallies (picture at the left) are shown handing out cards for the Expo visitors to have signed at each participating booth for a chance to win a TV. Needless to say, this was one busy booth, which was also handing out free flyswatters – just in time – along with general information about the area. The lucky TV winner was Dawn Clements. In the picture to the right, Keri Buffinton of the Spread Eagle Garden Center explains plant options to shopper Linda Gola, at the Spring Craft and Garden Show, held at the Windsor Center on March 31.



The Spread Eagle Garden Center is part of WIKB's Telephone Time. Owner Keri Buffinton said that people have turned their car around and driven back to her business when they have heard her on Telephone Time talking to Mo. Keri is also a member of the Glacial Gardeners Master Gardener Volunteer Association, which took part in the show with gardening information and seed planting for kids.

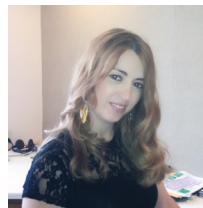
## Introducing WIKB's New Office Manager and TT Producer



We are happy to announce that Starr Helgemo has been appointed Office Manager at WIKB-WFER in Iron River. Starr was born in Mt. Clemens, Michigan, and vacationed every summer in Iron County at her family's cottage on Chicaugon Lake, eventually becoming a full-time resident of the area.

She now lives in Caspian with her children and two cats. Starr was employed at the Iron County Medical Care Facility for 7 years and is thrilled to be part of the Heartland Communications family. She had previously been employed at WIKB-WFER ten years ago, having left with a heavy heart. Starr enjoys gardening, spending time with family, biking, traveling and the great outdoors in general.

## Leslie Howell, WIKB's New Sales Associate



Leslie Howell will be celebrating her ten year anniversary as an employee with WIKB this August. She grew up on a rabbit farm in Tipler, Wisconsin, and moved to Iron River, Michigan, in the middle of her senior year. She graduated from Florence High School in 1994, and moved to Colorado Springs, CO, to go to art school. Missing her family, she moved back to the area, calling Iron River home in 1995. She started work at WIKB in 2002 as a part-time

receptionist, becoming full-time in 2003. She has helped out in all departments of WIKB, from administrative assistant to production assistant, and everything in between. "It seemed only natural for me to move into sales when given the opportunity," she said.

She currently lives in the Iron River area with her daughter, Cassandra, and son, Matthew, along with her two cats, Filbert and Stewie. In her free time, she enjoys cooking (she has over 200 cookbooks) and watching Food Network, along with playing tennis, canoeing, walking, playing video games, going on vacation, and spending time with her friends.





# Park Falls, WI



**Darla Isham**  
Market Manager

I want to take this opportunity to introduce a new face to our sales staff here at WCQM & WFPF. Ray Poetzl lives in Park Falls with his wife Rene and children. He is a member and officer of the Knights of Columbus in Park Falls and has over 20 year of extensive experience in operations, management, training development, electronics and mechanical maintenance. Ray is familiar with many computer applications and has twelve years of successful sales experience and management. His most recent career was as sales manager for Northwoods Flooring and Home center and Suburban Furniture and Flooring here in Park Falls. We find Ray to be a very welcoming addition to our Heartland family and wish him the best success in his new Radio Career venture.



Ray Poetzl  
Sales Associate

I also want to congratulate one of our young High School part time Board operators this month. Maggy Isham for her recent acceptance into the Chequamegon High School Chapter of The National Honor Society. Maggy's acceptance was based on leadership positions of responsibility held in school, community, or work activities and service activities as such, done on behalf of others for which no compensation was given. Among some of her activities serving her community were "Kids For Hunger", and delivering Thanksgiving meals to shut-ins for the community dinner. Congratulations Maggy from all of us here at Heartland.



Maggy Isham  
Part-time Board Operator

In the next few weeks the city of Park Falls gets ready for a major road construction project on highway 13 which is the major roadway coming into and going out of the city. This major disruption will be putting many businesses on highway 13 including the radio station at a major disadvantage to business traffic. The last thing we want is for our businesses to be crippled during the busiest time of the season "summer." During last years process of preparing for this to happen I met several times with city officials, the Chamber of Commerce and spoke with many businesses about how we as a community will handle and face this process. We will be working on a daily basis with the city and businesses getting timely reports out to the listeners as to road closures, alternate routes to businesses and any key information so that this process will ease business owners frustrations. We are here for our community and we will do our part.

Now let's get ready for a busy next quarter...our most popular warm and fuzzy revenue builder is Graduation. Our community events coordinator Preston Vaughn always sells this out. I have to also mention that Dana Bloomer from our sales team almost single handedly sold out our Brewer slots booking close to \$15,000.00 for our station. A job well done "Boomer". Right now we are qualifying Moms for our "Pamper Mom" promotion...area businesses who have sponsored this has provided us with over 200 dollars in prizes to the winning mom, from dinner, flowers, gift baskets, spa packages and more...it's all about Mom at the moment! So Happy Mothers Day to all our Heartland Moms.

## March's Top Sellers



Market Managers	
Scott Jaeger	\$17,984
Darla Isham	\$10,828
Dan Wheeler	\$10,691
Sales Reps	
John Warren	\$24,197
Amber Sarafiny	\$17,075
Ashley Krusick	\$12,884
Trish Keeley	\$12,260
Sandy Berg	\$10,830