



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

## FIVE FIRST PLACE AWARDS - THREE SECOND PLACE AWARDS WON BY HEARTLAND STATIONS

Hundreds of Wisconsin radio and TV broadcasters were on hand at the Marriott Hotel, Madison for the 2011 "Awards For Excellence Gala" held on May 5, 2012. Suits, tuxes and evening gowns were the order of the night. Steak and salmon and cheese cake were on the menu. The Awards Gala is an annual event presented by The Wisconsin Broadcaster's Association (WBA). All Wisconsin Heartland stations are WBA members.



(Left to Right) Joel Karnick, Darla Isham, Jim Coursolle, Jim Hodges, and DJ Rick Frischmann

It was a night of awards for Heartland stations in Eagle River and Park Falls.

Park Falls won first place in the small market "Best Artist Interview" with "A Mary-Full Christmas." Park Falls also placed first in small market "Best Specialty Programming" with "Deer Hunting on the Radio?" Darla's team placed second in small market "Best Commercial" category with "Ailing Business" and another second place small market in the "Best Humorous Commercial" with "Ghost Busting Appliances." Park Falls Program Director Joel Karnick was instrumental in the award application selection and preparation.

In Eagle River, Jim Hodge's team took a first place small market in the "Significant Community Impact" category with "Rayala Resignation." Another small market first place award was won by Eagle River in the "Public Service Announcement" category with "WRJO/Upward Bound Program" Eagle River took a third first place award for the "Best Humorous Commercial" entitled "Christmas is for Kids." Eagle River also took second place small market in the "Significant Community Impact" with "Holperin/Simac Forum." Eagle River and Heartland Corporate Program Director Mike Wolf lead the way in the award application submissions.

In This Issue	
Pres. Release	Page 2
Ashland News	Page 3
Eagle River News	Page 4
Iron River News	Page 5
Park Falls News	Page 6

Heartland Communications Group LLC  
 909 North Railroad Street  
 Eagle River WI 54521  
 (715) 479-4451  
 Leslie Howell - Editor & Publisher  
 Jim Coursolle - President & CEO



Joel and Shana Karnick Hangin' Out



WBA Board Chairman Bill Hurwitz, Jim Hodges, and Jim Coursolle Accepting Award for Eagle River



WBA Board Chairman Bill Hurwitz, Joel Karnick and Darla Isham Accepting Award for Park Falls

Heartland was represented by Darla and Gary Isham, Joel and Shana Karnick and Rick and Nancy Frischmann of Park Falls and Jim and Suzanne Hodges of Eagle River. Heartland CEO Jim Coursolle also attended the Gala.

Following the awards presentation, Coursolle said, "This was a big night for Heartland! Winning these prestigious WBA Awards builds company pride as it illustrates that the efforts of Heartland employees can 'hang in there' with the best of them. It takes teamwork to win awards like our Heartland team won tonight. I couldn't be more proud!"



(Left to Right) Joel Karnick and DJ Rick Frischmann Proudly Displays Awards



Jim Coursolle



"Persistence and determination alone are omnipotent. The slogan "press on" has solved and always will solve the problems of the human race."

— Calvin Coolidge  
30th president of the United States

In my book, Park Falls V.P. and General Manager Darla Isham has done almost the impossible. She is a CHAMPION.

In April 2012, Darla accomplished 102% of her revenue budget and just returned from Madison and the Wisconsin Broadcaster's Association Awards with two small market first place awards and two small market second place awards. This is almost the impossible when knowing the adversity Darla overcame.

Park Falls is a very small town and struggles with high unemployment and the threat of the major employer, a paper mill, closing again due to unaffordable mandated environmental improvements, and I might add, that same paper mill did a million dollar environmental upgrade just a few years ago and now is facing even more from the current Washington administration. It seems that about once a month Darla reports that the town she was born and raised in is losing another business. In April, HARDEES announced it is closing. Then there was disappointment of losing the area GTAC mine due to blatant political reasons; a hope for 2800 area jobs was gone as well.

Around the first of the year in 2011, the Park Falls three person sales team seemed to evaporate as the three members left, all for unrelated reasons. Darla began to rebuild, shouldering most of the sales responsibility on her own shoulders. She never whined. She never really even complained, but I could tell that she suffered a lot. She dug in and told me, "I'll have to pick up the slack and do it by myself I guess." And, she did... Until she was able to bring on board her unbelievable upbeat current sales team, Darla kept Park Falls together. She wasn't used to this type of adversity because Park Falls historically had done very well in accomplishing sales budgets. But the bottom had dropped out.

Darla and I met on several occasions; we talked, sometimes almost daily, by phone. We strategized and devised ways that were instrumental in making the Park Falls comeback. She spent hours recruiting and interviewing new salesperson prospects. It was hard work. She and I talked and then we talked some more. She mentioned that I was supportive; I hope I was supportive. I knew I had to be firm, insisting upon improvement, but Darla knew that anyway. Darla wanted to be very "picky" about who she would let work for her stations after what she had been through.

Darla's unbelievable positive attitude and her refusal to give into "victimization" and the "woe to me" whining attitude so often times heard these days by less than professionals, brought her the results she sought. I didn't say "good luck" brought her the results she sought because my belief is that "good luck" generally comes to those who get off their back pockets and become proactive; they make things happen. Darla did.

First, she hired Dana "Boomer" Bloomer in March 2011. Legend has it that he invented what is now known as "The Smile" (and all along, I thought it was some dentist???). Then she was able to bring back Preston Vaughn in April 2011. Preston is a former Park Falls WCQM/WPFP sales leader with a terrific attitude. In March of 2012, Darla successfully brought on board very positive Ray Poetzl, a proven sales leader in the furniture and flooring field. The Park Falls sales team -- after over a year of discernment -- is in place. That's perseverance. The attitude in Park Falls with guys like PD Joel Karnick, "D.J. Rick," engineer Art Dunham and business manager Nancy Johnson will assure continued success.

Oh, and did I add that during this entire rebuilding time, Darla also fulfilled her role as a wife, a homemaker and a mother to a teenage daughter. She also recently became a grandmother when one of her married sons and his wife gave her a grandson.

Many years ago, I took Dale Carnegie training and I remember this saying from that training: "I know folks in the ranks that will stay in the ranks. Why? Let me tell you why: simply because they don't have the ability to get things done."

As Heartland owner, I knew that if you want to get something really done, you ask a person who is busy and always upbeat, to get the job done.

I asked Darla.

**Birthday "Broadcast"**

**May**

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

**June**

- 6th - Marian Volek - Iron River
- 12th - Ashley Krusick - Eagle River
- 13th - Amber Sarafiny - Iron River
- 15th - Jeremy Johnson - Iron River
- 23rd - Amy Hopper - Eagle River
- 23rd - Darla Isham - Park Falls





## Ashland, Wisconsin

*"By The Big Bay"*



Scott Jaeger  
Market Manager

The month of May is starting off really CRAZY. We have been Super busy! On Saturday May 5th Skip was broadcasting live from Fastlane Motor Sports for the kick off to the ABC Raceway race season. No racing, but a huge car show, some practice racing and a whole lot of fun. The ABC Raceway season kicks off Saturday May 12th. Skip broadcasts live from the Race Track every Saturday from 4:30 to 6pm on 93.3 WBSZ. Great stuff for race fans. Listen live on our streaming...wbszfm.com!

Also on May 5th, I was broadcasting live from the EMT EXPO AND FAMILY FUN DAY! I was live on 96.7 WJH. It was an event sponsored by Northwest CEP, Memorial Medical Center, W.I.T.C, The Ashland Bayfield County EMS and Heartland Communications. There is a huge shortage of qualified EMT's, not only in Ashland and Bayfield Counties, but statewide. Also the average age of the EMT,s here is 59 years old. The concern becomes when these EMT's retire. Who takes their place? The purpose of the EXPO was to generate recruitment prospects. It was highly successful. There were approximately 24 people interested in signing up!!

Then we have Mother's Day. I just want to wish all the Mommies out there a great day! My daughter, Stacie, became a mother this past April 22nd....and it's her first Mother's Day.

On May 18th, we have another live broadcast with Q Ball in the morning for another EMT/Fire Department event held in Brule, WI. Q Ball will be on live from 3pm to 6pm on 107.3 WNXR.

On June 5th, I will be broadcasting live from Saxon Harbor on beautiful Lake Superior for the 21st annual Saxon Harbor Boating Club's fishing tournament. This is one of the largest fishing tournaments on lake Superior in our area. I will be there from 3pm to 6pm with the play by play! Even my Wife had fun last year. I know the beer was cold!

We are furiously working on our 4th Annual Bay Area Battle of the Bands slated for Saturday July 14th at Bayview Park in Ashland. The sponsorships are always a challenge to sell as we usually need about \$8,000 for prize money and expenses! We pay out \$3,000 1st place prize money.

The sales staff is also working on the Sr. Expo we host along with Memorial Medical Center, Ashland Health and Rehab and UCARE. The booths are about 80% sold out..we have both the Republican and Democratic parties that have bought booths. Maybe I need to sell one to the Police Department for protection! The Senior Expo is scheduled for Wednesday August 22nd.

In closing, I would like to thank the entire staff for the last couple of months. There are a lot of extra hours put in over the Ironwood and Ashland Home shows. Thanks to Skip, Mark and Q Ball for the live broadcasts at both shows. Thanks to the sales staff for being there over those long weekends.



**EMT EXPO AND FAMILY FUN DAY**

# WRJOldies

94.5 fm

# Eagle River, WI



Jim Hodges  
Market Manager

Drive down main street Eagle River and you'll notice a change starting to occur. There are more people! Just like the swallows returning to Capistrano, the tourists and snowbirds are starting to come back to Eagle River. Tourists and summer residents ring the cash registers for our valued customers who depend on the warmer months to generate revenue to make their mortgage payments, payroll, and profit. It's our job to get them in the door through creative promotions and selling messages that get results. The WRJO/WERL sales department has many tools in their toolbox to make the Heartland cash register ring, too.

Like the WRJO/WERL "Summer of Winning" promotion. One element of this umbrella promotion name is live broadcasts. At remotes, listeners will have chances to win all sorts of prizes including tickets to Summerfest, Noah's Ark, and Milwaukee Zoo, mystery prizes plus BIG MONEY! The "Summer of Winning" Jackpot Machine will give listeners a chance to win one of two \$5,000 cash prizes or one \$10,000 cash prize if the one-armed bandit tumblers fall in their favor. New this year, the Jackpot Machine will be at every live remote radio broadcast increasing listener's chances of winning! The "Summer of Winning" is also a registration contest where listeners will be invited to stop at our retail partners and sign up for great weekly prizes, too. On top of that, we've got a "Shop the Northwoods" local business campaign and Patriotic Summer Holiday Salutes to offer advertisers. We're also working on the popular downtown Eagle River Street Dances. All of these promotions give businesses a chance to go beyond airing regular commercials and take advantage of our added value offerings.

WRJO scored well at the May 5th Wisconsin Broadcasters Awards For Excellence gala in Madison taking home three first place and one second place award in the Small Market radio category. WRJO won first place in the categories of News and Talk Significant Community Impact, Music Format Best Humorous Commercial and Public Service Announcement. Kudos to the programming, news and sales staffs for their outstanding work. Next year, we expect to contend and win the News Department of the Year and Station of the Year categories!!!

WRJOldies 94.5 FM has partnered with the Eagle River Chamber of Commerce to offer area businesses a two minute "Business Spotlight" every Monday afternoon to talk about their business. Limited to 52 advertisers, it was booked up in only ten days. It's a great way for our station to help promote local business, educate our audience on why they should "shop local" and grow our economy.

The WRJO Money Wheel is an unqualified hit! The phones are lighting up with listeners trying to win cash prizes by guessing which of the six advertisers will pop up on the wheel. The game is played six times a day and will generate over \$10,000 cash in its four month run. The cash jackpot starts at \$9.45 (WRJO's dial position) and grows by \$2.00 each time it's missed until someone correctly guesses the sponsor name. It's the sort of game that's fun to play along with on the radio even if you aren't the caller.



WRJO/WERL Staff at Business Expo 2012  
(Back Row) Tim Zier, Sandy Sanders, and Jim Hodges  
(Front Row) Ashley Krusick and Trish Keeley

There's an old saying in business. "If we don't take care of our customers, someone else will." Poor customer service drives customers to our competition. I once read that if a customer service problem isn't resolved within 24 hours, 95% of the time that customer never returns. Even worse, they tell their fellow business friends about it. In these challenging economic times we must do everything possible to prevent that and make certain we provide our valued customers with the service they expect and deserve. That's why WRJO/WERL will be sending out an advertiser satisfaction survey with questions that will rate our account executives service, their knowledge of the customer's business, marketing principles and the competition, other media companies, our billing and other items critical to solving problems we don't know about. The responses should be highly revealing and a good report card on where we are at now and what we have to do to improve, grow revenues and provide the best customer service possible.

## WRJO Parties with the **PACK**

Coming up on June 7th, WRJO and Angel On My Shoulder will be hosting "Party With The Pack" at the Penalty Box in Eagle River.

To start the evening, six of the Super Bowl 31 packers including Gilbert Brown, Santana Dotson, Dorsey Levens, Marco Rivera, Craig Newsome, and William Henderson, will host a parade down Wall Street in Eagle River. The Packers will ride atop a donated Green Bay Packer Pontoon pulled by the WRJOldies vehicle.

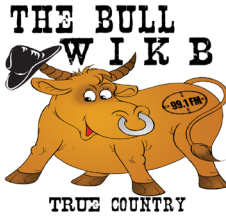
The parade will start at 5pm with the Penalty Box festivities starting at 5:30.

WRJO will be giving away family packs and pairs of tickets on air to the event. One lucky family will also win a once in a lifetime prize of getting their picture taken with the Packer squad.

All monies raised at the event will go to benefit Angel On My Shoulder.

Any Heartland Communications employee(s) that would like to attend the event for free please contact Mike Wolf at WRJO.





# Iron River, MI



Dan Wheeler  
Market Manager

We will be starting a new feature in coming months that we hope will be a continuing part of HCGazette Iron River Page called "TT The way we heard it". It will be a blog from loyal listeners as they share the touching, unusual, and funny events of our unique Telephone Time program. Some may ask what is Telephone Time" TT is a three hour program that runs Monday through Saturday on WIKB. It features Mo Michael on weekdays and Jeff Bonno on Saturdays. It is the UP's longest running call in show, but for many listeners it's much, much, more. Like

this example "A single father, raising his 3 young sons who love to fish, called Telephone Time asking if someone would like to be their fishing buddy, to help him as it is too hard for him to take all three fishing as there is only one of him!! I sure hope he got some calls."

TT as it is locally known, is more than people calling in and selling things, looking for things, or letting the community know about events coming up. It's part of our community. You would have a hard time finding anyone who ever lived in Iron County that did not remember TT. In fact every day a good number of our callers to the program include those who listen to Mo and Jeff via the internet at WIKB.com. Many of those listeners are snow birds who live in the area during the summer, but elsewhere in the winter. This feature of TT brings added benefits to our many sponsors as this example shows.

During a visit to a Telephone Time sponsor by one of WIKB's sales staff the owner pointed to this pontoon boat in his facility that was stripped bare and just had a new marine plywood deck attached. He said "this is from Telephone Time". A lady in Illinois who has a vacation home in the area heard his ad on TT and called him about redecking and preparing her pontoon for spring. He went out and picked up the pontoon and it will be ready for her family when they arrive back in the area. In his words "It pays to advertise on TT". Yes TT is a very popular program in Iron County, but its success has been heard far and near. Iron Mountain, the closest major city in the area (if you want to call it that), has experienced the power of WIKB's Telephone Time. We have listeners and callers from that area and other nearby towns outside of Iron County like Florence, Niagara, Norway, Kingsford, Pembine, even south into Eagle River, Wisconsin. But its strength comes from loyalty that our listeners have to the program and the way they support our sponsors.

One of our sponsors told us that when she is on TT with Mo, she has had customers turn around and come back to her store. Locally or regionally, we have a huge list of sponsor's testimonies that show the power of advertising at work on WIKB and WFER, but this unique program, Telephone Time, reaches listeners in a different way.

We are thrilled that Mo and Jeff do such a wonderful job along with their TT producers, Starr and Marian, that the show blends the sponsors messages into the program in a way that is not only so well received by our community, but support it the way it is. And for us, the staff at WIKB/WFER, that is what we take the most pride in. The fact that something we air benefits the community in such a way does add pride to the job we all do here at WIKB/WFER.

We receive comments on a regular basis about the show from our listeners and sponsors on a daily basis. You can hear the compliments the callers give to Mo and Jeff for the work they do. Yes, these same listeners are quick to let us know what they don't like too. This interchange of communication from our listeners is what helps TT stay relevant and respected in our community.

Here though is one email that I really appreciated....it's from John Stokoski, Caspian City Manager. "Hi Mo, I have to be honest, I don't listen to TT every day, but every time I do turn it on, you are always promoting the City of Caspian. I can't tell you how much I appreciate those kind words!! Whether it's with Bar Enterprise or about our construction or even like today with Darren Ghighoto's business, you always throw in there "in beautiful Caspian" Thank you very much."

Rush Limbaugh has claimed that his show is the fastest three hours on the radio. Well Rush, if you're reading this we challenge you on that. Mo, Jeff, Starr, Marian, and anyone else who is around the station during those three hours will differ with you on that. TT, if not the fastest three hours on the radio worldwide, it is in this region and because of that our hats go off to Mo, Jeff and the producers of the show. If you're a radio announcer, DJ, or have on air radio experience you might be tempted to think you know what it's like doing Telephone Time.

But I would differ with you; this show is unique due to the quick response to both good and bad from our listeners. I've only been around the show when Mo is on, and many times I find myself laughing, chuckling, beaming with pride as I listen to the way the callers are treated and respected. If you're like me and you had a bad day at the office people probably knew it. Its not that way for Mo and Jeff, no matter the occasion, the stress of the situation, they're professional and, above all, they care and are concerned about our listeners and the community they live and work in.

Yes I think a lot of the work our staff does around here, but I see the effort and stress that can be added to them during Telephone Time and I am impressed how they handle it. In closing I wanted to leave you with this touching experience brought to you by TT.

A lady looking for a reasonably priced swingset for her grandchildren called Telephone Time.....a couple of days later.....call from the same lady, praising TT, Mo and the fine gentleman who responded to her call..... he was tired of mowing around the long-ago used swing set in his backyard. Please come and take it off his hands; free. Ultimately, she and her husband picked up the swing set, cleaned it up, painted it and now they can't get their grand-children off of it! Talk about recycling! She said her grandchildren "love" this man for what he gave them and they all "love" our show and are ever so grateful!!



(Left to Right - Tina, Mo Michael, and American Legion Reino Post 21 Commandor Gary Lane)

WIKB's second annual radio thon raised money for the 4th of July fireworks and float prizes. With the listeners help and some very generous business donations we raised close to \$4000 in 3 hours



# Park Falls, WI

## 98Q COUNTRY WCQM SCORES TWO FIRST PLACE STATE WISCONSIN BROADCASTER ASSOCIATION AWARDS



**Darla Isham**  
Market Manager

In Madison on May 5th, myself and my husband Gary, DJ Rick and Nancy Frishman, Joel, Shayna and Blake Karnick along with our owner Jim Coursolle, VP and General Manager of our Sister Stations WRJO/WERL Jim and Suzanne Hodges, enjoyed a wonderful evening out at the Awards Gala. 98Q Country took home a first place award in the small market radio categories for Best Specialty Program "98Q Country Deer Hunters Round Up", Best Artist interview "A Maryful Christmas" after the passing of Mary from Peter, Paul and Mary the group was interviewed by Program director Joel Karnick



during the Christmas season and was a tribute to Mary and her accomplishments. 98Q Country WCQM won a second place award in the category of "Best Commercial" this category had the most entries submitted to the State Wisconsin Broadcaster Association Awards and the commercial was for one of our local businesses Signature Sign and Graphics named "Ailing Business", and a second place award was won in the category of "Best Humorous" Commercial called "Ghost Bustin' Appliances." Wow! What a great honor for our staff who works

hard every day to create unique and compelling content for our listeners. Congratulations to the entire Park Falls staff, it truly is very gratifying for everyone to be recognized by our broadcasting peers. Congrats to the entire staff at Eagle River WRJO/WERL for your three first place and one second place awards won at the Wisconsin Broadcaster Association Awards. In ending I hope that Jim and Suzanne Hodges had a wonderful time with my husband Gary who somehow got booked into their room! Oh, is this where I should say "What happens in Madison, Stays in Madison"? Ok, I should explain we all had a great laugh over Jim and Suzanne's copy of their room confirmation showing three people in their room....of course the third person was my husband Gary's name listed. Never dull moment in Heartland Country!



### Part-timer's Corner



I would like to take this opportunity to Salute Billy Hawn one of your High School Board operators who is a 2012 graduate from Chequamegon High School in Park Falls. Billy will continue his education at Chippewa Valley Technical College in Eau Claire, WI. Billy was homeschooled since the 6th grade but the beginning of his sophomore year Billy decided to return to public school and participate in sports, excelling in both football and track. Along with sports, Billy is a drummer

for the worship team at his church, and volunteers at the Corner Rock youth outreach center on a regular basis. Bill has been employed with Heartland Communications since August of 2009 and with Hardee's since February of 2011. From our entire Heartland Family we wish you much success and blessing for a bright future in your continued life journey where ever the road may take you. Congratulations Billy!

### April's Top Sellers

#### Market Managers

Darla Isham	\$20,587
Scott Jaeger	\$17,949
Jim Hodges	\$11,885



#### Sales Reps

John Warren	\$28,984
Trish Keeley	\$17,218
Amber Sarafiny	\$15,746
Ashley Krusick	\$12,870
Tim Zier	\$11,554

