



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

HEARTLAND FALL ALL-COMPANY SEMINARS AND MEETINGS PLANNED



Bill and Jeff from Inter-Quest

"We will continue our focus on 'digital' during our fall all-company meetings," according to Heartland CEO Jim Coursolle. "We have sold our first client web site (congrats to Eric in Park Falls) and we have sold our first 'gateway' ad on our own web sites (congrats to Ashland's Bergs); our continuing education on digital sales will be very helpful," according to Jim.

Heartland just recently entered the "era of digital." It is quite new. Many salespeople have expressed the fact that because it is so new, they, themselves, are having a hard time "wrapping their arms around digital." In order for our own reps to be able to market our

digital products, they have to be comfortable with them said Skip Hunter, Heartland Director of Engineering and IT. "I've been to each one of the markets and personally met with the Market Managers and the reps on digital sales as a part of our on-going training."

Bill Schwartz and Jeff Davidson, owners of Inter-Quest, Beaver Dam, WI will return to the Northwoods to present "Selling Complete Web sites To Your Customers - Pt. 2" during our fall All-company Sales Seminar set for October 27, 2011 at the Eagle River Inn. "Our goal," according to Schwartz, "is to make it much easier for the Heartland reps to market the very professional web site designs that they can offer their customers." Davidson went on to say, "We have sold over a half a dozen sites locally in the Beaver Dam area recently and there are some sales techniques we'd like to share with the Heartland folks." Both Bill and Jeff mentioned that they love the Northwoods and can hardly wait to return in October. Guys, a word of advice, bring your cameras; the Northwoods is beautiful in autumn.

Skip Hunter will also be on hand to present "Making Money with Heartland Web sites - Pt. 2." Hunter said, "The opportunity is incredible; Heartland cannot miss this huge revenue stream."

Also featured on the Sales Seminar agenda will be Neil Roberts, Eagle River Market Manager who is a sought after professional speaker. Neil will be presenting "Marketing in the Off-Season." "There's a ton of money out there after the tourists go home," according to Roberts. "We need to show our advertisers how to get their fair share."

The day will wrap up with a presentation on the new updated Heartland Collection Policy by Scott Jaeger and Mike Eakin who lead the Ashland and Iron River markets respectively. According to Jaeger and Eakin, "Heartland's Collections have improved considerably in the last six months. Great strides are being made by our salespeople and the ladies at corporate to improve collections throughout the company. We hope our seminar will add some light to that process."

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Heartland Programmers to Meet October 27th

The folks that are responsible for the excellent Heartland product will be meeting down the hall from the All-company Sales Seminar on October 27, 2011, according to Mike Wolf, Heartland's Corporate Director of Programming.

"It's a great time for all of the people involved in creating our product to get together to discuss the fall and holiday activities and to look ahead to 2012. Our past meetings have been very beneficial," according to Wolf.

"There are so many ideas that can be shared between the markets that we all look forward to just getting together and discussing how we can help each other become better at what we do," said Wolf.

Coursolle said, "It's really nice to bring both the programming folks, corporate staff and the sales folks together at lunch. It gives us all a sense of unity and togetherness. We're all in this together and it's nice to see the teamwork that comes from these meetings."

"Pres. Release"

Jim Coursolle



During my August market visit to the Lakeshore and the Northwoods, I noticed some trees beginning to change. That got my attention. Then, when talking with our Eagle River Market Manager Neil Roberts the other day, he mentioned that he is noticing quite a few leaves changing in the Northwoods. Autumn "officially" begins September 23rd according to my desk and our kitchen calendars. Wikipedia says autumn begins around August 8th and ends around November 7th in North America. To me, autumn "officially" begins the day of the first regular season Packer football game (which tells you where my head is).

The temps have dipped into the 30's overnight in our beautiful Northwoods and Lakeshore areas. If autumn isn't here, it may be a lot closer than the "end-of-summer." Say what?

With autumn, comes new challenges to our broadcast service areas. Many of the tourists have gone home, some businesses are winding down and a whole new marketing strategy begins. September is usually one of the better revenue months for Heartland. As you read through the different market sections of the HCGazette, you can't help but notice the activity each market is involved with. We're a pretty busy bunch.

Recently Neil Roberts mentioned to me that the local University of Wisconsin Extension Office provided him with a set of numbers that pointed out that the "locals" (folks left standing after the tourists exit) were responsible for \$75 million in revenue spent in the Eagle River marketing area. I don't need to tell anyone (except for politicians in Washington) that that's a lot of money! The only conclusion one can draw from that is that there is a LOT of money out there moving around for merchants that stay open and actively pursue those dollars. Neil will be providing a complete one hour presentation on "Marketing Off Season" during our up-and-coming All-company Sales Seminar set for the end of October. Businesses that approach the "off season" with the "same old-same old," will miss this huge opportunity. Those that actively seek those dollars may find their top line increase.

This sort of reminds me of the story of the newly married daughter who approached her mom about baking a ham. She asked her mom why she always cut off the ends of the ham before placing it in the pan. Her mom wasn't sure of the answer but informed the daughter that was the way her mom (daughter's grandmother) did it. After the mom talked to the grandmother, she found out that her mother didn't really know the reason but stated, that was the way "my friend Mable always did." The grandmother said she would call Mable and get an answer. When the grandmother spoke with Mable, she found out that Mable didn't really know either, but Mable had always followed the example of another friend, Gertrude. So Mable called Gertrude. "Hey Gert," Mable asked, "why do you always cut off the ends of the ham before placing it in your baking pan?" Gertrude replied, "I guess because I had to...my pan was always too short and I had to make the ham fit into the pan."

Sometimes doing things the same old way based upon unfounded facts and assumptions can deny you opportunity. Our businesses need to know about the "off season" possibilities so that they don't miss out on additional revenues. And, yes, our merchants will have to change the way they approach their attempt to take advantage of this opportunity.

Our job is to make our area businesses aware of this opportunity and then to assist them in marketing to the "locals" who want and need someplace to purchase their needs and wants. This autumn, let's make sure we don't cut off the ends of the ham!

PART TIME SPOTLIGHT

THE VOICE OF ASHLAND SPORTS

Clarence Campbell, the "Voice of Ashland Sports" began his broadcast career at Heartland's WATW, Ashland as a part-timer in his senior year in 1964. He's been in broadcasting either full or part-time ever since.

Clarence, who for the last 30 years has been an American Family Insurance Agent in Washburn and now Ashland, has had an extensive career in broadcasting. He worked in Madison at WISM AM & FM where he became the FM Operations Supervisor. and news reporter covering the State Capitol and doing a Badger college football scoreboard. He later returned to WATW where he did play-by-play and sold advertising. In 1977, he accepted a position with WDUZ, Green Bay, where he covered the Packers for the station.



In 1978 he joined the Wisconsin Radio News Network and also did weekend air shifts at WNFL, Green Bay. Later that year he accepted a job as Station Manager of WHSM, Hayward, WI.

In 1981 he returned once again to WATW to do play-by-play. He missed the 1983-84 year but returned to WATW in the fall of 1984 and has been

doing Ashland sports ever since. This year is the 28th straight year and 33rd over-all broadcasting Ashland sports. Campbell told the HCGazette that he has done 24 of the 25 Ashland High School football playoff games. He did, however attend the game he missed as a spectator so he believes he is the only person who has been to every Ashland High School football playoff game in history.

On August 14, 2011, Campbell added another chapter to his extremely interesting and exciting life. He was ordained a Deacon in the Catholic Church by Bishop Peter Christensen of the Superior Diocese completing five years of study and preparation. Heartland CEO Jim Coursolle attended the ordination along with about

250 others. "We are very honored and privileged to have Clarence on Scott Jaeger's Heartland team in Ashland said Coursolle. Clarence lives in Ashland and is married to Kay, his wife of almost 33 years (they celebrate their anniversary in November). Clarence also has six adult children, Jennifer 32, Paul 30, twins Mathew and Marc, 26, Julia 24 and Brian 20. He and his wife are blessed with six grandchildren, Samantha, Summer and Autumn, Cassidy, Morgan and Maya.





Ashland, Wisconsin

"By The Big Bay"



Scott Jaeger
Market Manager

As I make my way from Ironwood to Ashland and back every day, I am now noticing some slight fall colors in the trees! No way! Yes, all the county Fairs are over, I am now stopping behind school buses (I could do without that) and we are sliding into Fall.

August was downright crazy. August 11th through the 14th, we were involved with the Gogebic County Fair in Ironwood. I would like to thank Mark Dixon for coming over and handling the Live Broadcast on Friday afternoon. We then got an opportunity to go back stage to meet Bucky Covington. He performed at the Fair and what a show he put on! Fabulous!

Wednesday, August 24th, was the Senior Expo sponsored by Memorial Medical Center, Ashland Health and Rehab, The Lakes Center and Heartland Communications. We set a record for selling booth space...it was crazy! The attendance was incredible at the event itself and it was followed by the Senior Social. We featured music by John Doane from noon to 1 PM and our all new SENIORS GOT TALENT show from 1 to 2 PM! Nine local seniors performed their different talents from singing, playing guitar, harmonica, and piano to even clogging! It was a great show!

August 25th to the 28th, we were off to the Bayfield County Fair in Iron River, WI! We kept Q Ball busy that weekend! Thanks Q Ball. He had two remotes at the fair on Saturday! The weather was beautiful and attendance was Great!

Then into Labor Day weekend..where we were at the Ashland County Fair in Marengo and Festival' Italiano in Hurley! Thanks to Mark and Skip for tackling the remotes at the Fair and also to Skip coming to Hurley for the Festival' Italiano remote. At least I know we ate good food including salami, Italian sausage, polenta, and more! The winner of our Bay Area Battle of the Bands, The Recess Bullies, played in the evening and rocked Silver Street!



Mark Dixon with country artist, Bucky Covington at the Gogebic County Fair



Seniors Got Talent winner, Richard Warren, of Mellen, WI

Needless to say, the staff worked extremely hard, everyone from Kam in Traffic and front desk, to all the DJ's and I know the sales staff was really hitting it trying to get to budgets and collections. THANK YOU TO EVERYONE! I know sometimes when we get that busy, it's easy to by- pass the thank you's..and we shouldn't!

We are now working on our 2nd Battle of the Bands in Ironwood MI at the Pat O'Donnell Civic Center on Saturday,

September 24th! We have 5 great bands slated and we are solidifying all sponsorships. On Saturday, October 29th, its our annual HEARTLAND HAUNTED HALLOWEEN PARADE in downtown Ashland..this is always a scream! On Saturday, November 12th, we will be hosting our 1st Annual Women's Expo at the AmericInn in Ashland. We are selling booth space for that as we speak!





Eagle River, WI



Neil Roberts
Market Manager

Things in the ER market are supposed to be slowing down, but I'm not feeling it yet! Right now we're in the middle of our new "Filler Up" promotion. I've had two different sponsors mention that they've never had this many new people come into their place of business. That's exactly what I want to hear! I guess a shot at \$1,000 worth of gas will get people moving.

We also had a Wacky Wednesday held right here on the WRJO sight this past week! People just drove through the old cred-union drive thru and pulled the "one armed bandit" for their chance at \$10,000! We (and our listeners) had so much fun I've decided to make it an annual event. Maybe throw some brats on the grill and make it a whole "end of the summer" thing. A lot of those who dropped by were locals but I was thrilled to hear the out of towners comment on how happy they were that we'd gone live online! Amy even had a group of warehouse workers trying to reach her from Texas to say, "Hi!" Suddenly, being local, means we're wherever you happen to be listening.



Amy with the "Filler Up" promotion

The last of the Senior Expo booths are filling in and the flu shots are gonna be there. That's a HUGE draw for a lot of our older listeners. The Primetimers are going to join us again for Bingo and treats. I'm looking forward to my first time on this side of the booths. It was always a very beneficial event for FNB which makes it an easy sell for me. I know from experience that it works!

Ashley is working hard on putting together a Monster Movie Mash for Halloween. One of her clients is the local theatre and we thought it would be fun to have a scary night of fun for our listeners. Well, to be honest, we thought it might be fun and profitable! Hopefully we can have it all worked out but between that, the Expo and the Heartland meetings, it's going to be a very busy October!



Election Night Coverage

News Director John Helgeson delivering the latest in election results during the 12-district recall election. August 16th was a giant day in the Northwoods as Jim Holperin held his seat after a close recall election against challenger Kim Simac. John Helgeson delivered election results well into the evening.



Wacky Wednesdays wrap up for 2011

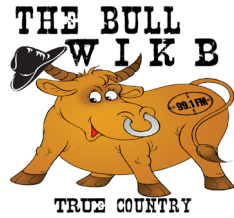
Amy Linnett, WRJO's weekday morning drive hostess, wrapped up another season of Wacky Wednesdays. Linnett travels the countryside of Northern Wisconsin and Michigan's Upper Peninsula with the WRJO / Mole Lake slot machine in tow with high hopes of giving away \$10,000.00. The \$10,000.00 remained unclaimed again. But hundreds of secondary prizes had been given away much to the delight of all the winners. Wacky Wednesday has become a huge staple in the listening area where Linnett often shows up for listeners that are waiting to take their turn.



The H.L.C.C. Sets Record

Heartland Corporate employees have set, at least in their eyes, a new world record. The H.L.C.C, or the Heartland Lunchtime Card Club started 3 1/2 years ago and has logged now over 500 hours. At the time Corporate Traffic Director Lynn Weiland, then the entire traffic department, along with newly hired front desk help, now Corporate Traffic Department Debbie Hytry started a daily card game. The duo's games range from Sheep's Head, Euchre, Solitaire, Bridge, Canasta, Blackjack, Rummy and sometimes they might even squeeze in a rousing game of Go Fish. Their favorite games are Hand and Foot and Garbage. When asked if there was a goal for hours played, the H.L.C.C. answered, "As long as the casinos in the area keep our playing cards fresh and stocked, there is no end in sight". The only time that the game shuts down is during billing. But these two veteran card sharks, who have played through rain, sleet and snow don't plan to stop anytime soon.





Iron River, MI



Mike Eakin
Market Manager

What an August? And now it's September. I just realized that my oldest son turns 38 this month. Where did that time go? It seems like yesterday he was playing T-ball. So to all you young parents out there, pay attention as the time flies by faster than you think. Starting to see some color around here on the trees, and the temps are starting to cool off at night which is okay by me. After a slow August it appears that September will be a boomer, as much as I hate to say it, I hope we get tons of snow this winter as we could use the tourism. In August we had the Animal Shelter Fund Raiser and also fund raiser for a local businessman that has a form of cancer, so we have been busy in our little community. According to the 2010 census the counties median age went up from 45 to 52 years old. But now that I have moved out of town that should go way down again. Guess who? 1831 – failed in business; 1832 - Defeated for legislature; 1833 - Second failure in business; 1836 – Suffered nervous break down; 1838 – defeated for speaker; 1840 – defeated for elector; 1843 - defeated for congress; 1848 - defeated for congress; 1855 – defeated for senate; 1856 – defeated for vice president; 1858 – defeated for senate; and 1860 – ELECTED PRESIDENT OF THE UNITED STATES! Abraham Lincoln was a champion who never stopped competing, even with a pattern of failure that would have left most of us devastated. He just kept competing until he won. From the book by A.L. Williams All you can do is all you can do. But all you can do is enough. A.L.Williams started out as a football coach and grew an empire in the insurance field when everyone else laughed at him. Do you have the same drive he had and Honest Abe and many other people like them, or are you along for the ride. Look yourself in the mirror tonight when you get home and honestly say to yourself, I gave everything I had today. You can then go treat yourself. You earned it.



Congratulations to David McCord, on his first successful bear hunt in Michigan this weekend. The black bear weighed around 300 pounds.



(Left to Right) Terri, Vicky, Mo Michael, and Karen after a successful Telephone Time fundraiser.

On August 26th, Mo Michael and WIKB helped the Northwoods Animal Shelter of Iron River raise \$3,552 during Telephone Time to help defer costs for the building and food for pets that are seeking forever homes. It's the most successful fundraiser to date for the Northwoods Animal Shelter according to Leslie Howell who has assisted with answering phones during fundraisers for the past 9 years. She did say that it might have had something to do with Bubba, an adorable stray, that was hanging outside with the girls from the Northwoods Animal Shelter. Along with the pledges that were called in, there was also an auction for a signed Green Bay Packers football along with a signed photograph of Pavel Datsyuk from the Detroit Red Wings.





Park Falls, WI



Darla Isham
Market Manager

Over the top in 30 minutes is the best way I can explain the outcome of our 2011 Domestic Time Out Family Abuse 24 hour Radioathon! Our goal is 10,000.00 in 24 hours so Joel starts at 9 AM in the morning with our live broadcast and it always seems like a slow go getting started. A couple of hundred here and a couple hundred there...and now it's midnight and the pledges are coming in, but still at a slow pace...and we get to 3 AM...and the glimmers of hot embers of the camp fire is still burning, this is the time the duct tape comes out to hold Joel's eyelids open...but he's still plugging away and donations and pledges are trickling in...as daylight breaks it seems like maybe this will be a year where 10,000.00 is a farfetched dream. At 8:30 am with 30 minutes to go the tally stands at \$4595.00, then like out of nowhere the floodgates opened. The phones never stopped for 30 minutes, the traffic was chaotic and as the 9 AM bell rang. Did we do it? Did we do it? Because of the gracious

folks and businesses in our community supporting such an important



cause, the new dollar amount became more than anyone could of expected, \$10,356.50. WOW! Tears of joy and appreciation covered the faces of our radio staff and the Domestic Time Out Family Abuse Shelters staff as well. The funds raised in this 24 hour radioathon will go to victims of abuse who need many things that one would not think is needed other than getting out of the situation in general, like new locks on house door, a motel shelter until a place can be found to relocate, food, sometimes clothing or medical care. These dollars also support a liaison going into



our school system and teaching about abuse and all of the factors related to them. As you also look at the photos of the event you'll see this year we invited local vendors to come in with only locally made items. To our surprise each vendor donated a portion of his or her sales for the day to the Family Time Out Family Abuse Shelter. I leave you with this. I'm so very..... "PROUD TO BE AN AMERICAN" "PROUD TO BE A RESIDENT OF PARK FALLS" "PROUD TO BE PART OF THE HEARTLAND FAMILY" AND "PROUD TO BE ASSOCIATED WITH OUR 98Q COUNTRY AND WFPF STAFF AND THEIR FAMILIES." You guys and your families ROCK! Thank you Joel, Rick, Nancy, Art, Eric, Boomer, and Preston.

