

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

## Another First

### All Heartland Markets Make and Exceed Budget in Same Month

For the first time in the history of Heartland Communications Group, all Heartland markets made and exceeded budget in July 2014. As a company, Heartland finished the month exceeding budget at 104.4%. By market, Iron River, MI at 106.2%; Ashland finished at 106.1%; Park Falls at 102.3% tied with Eagle River who also finished at 102.3%.

"This is a Heartland first and I am so proud of Dan, Scott, Darla, Craig and their

station teams for this accomplishment," said Jim Coursolle, Heartland CEO. "Some time ago, I asked Heartland CFO, Deb Josephs if she recalled if Heartland had ever had a month where all markets had made budget in the same month. She told me she didn't think so," said Coursolle. Josephs has been with Heartland almost from the beginning of the company.

"We are going to celebrate!", said Coursolle. "I asked each Heartland market

GM to plan a celebration get-together in their specific market for some time in August or September. Diane and I and everyone in corporate – Kathy, Lynn, Deb Hytry and Deb Josephs, Mike and Skip – want the teams in each market to know how proud we are of their accomplishment. This was a team effort involving the office staff, on-air staff and sales staff; everyone played a very important part!"

See **Budget**, Page 3

## First Quarterly Issue

For the third quarter of 2014, August is the first quarterly issue of the new HCGazette quarterly publication schedule. The subsequent quarterly issues will be published:

Fourth Quarter – November 2014

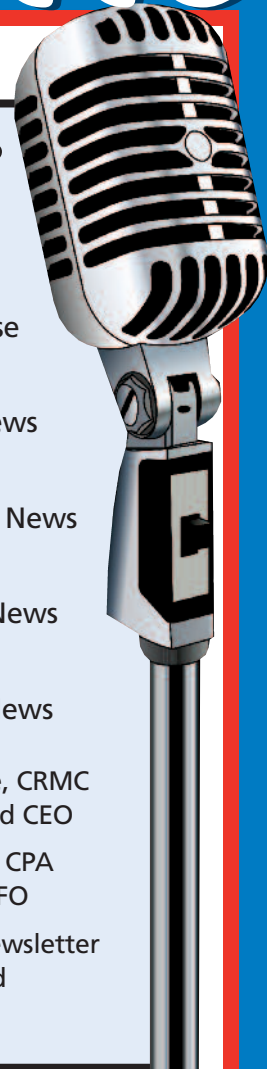
First Quarter – February 2015

Second Quarter – May 2015

Third Quarter – August 2015

The HCGazette print format will remain basically the same, but with shorter articles and more topics to read. We are grateful for your interest in Heartland Communications Group!

[www.heartlandcomm.com](http://www.heartlandcomm.com)



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Jim Coursolle, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
designer and  
publisher

## TWO HEADLINERS FOR HEARTLAND SEMINARS

### Lindsay Wood Davis and Mike Kronforst Will Speak

"These may be the best All-Company Sales and Programming Seminars we have ever had," according to Heartland CEO, Jim Coursolle. "We are honored to have two great broadcast pros share their wealth of knowledge with us on September 3rd."

Lindsay Wood Davis, Broadcast Management Strategies, Monona, WI and Mike Kronforst, recently-retired Placement Director and instructor at Brown College, Minneapolis, have signed on to be the featured speakers for the Heartland fall "All-Company Sales and Programming Seminars." Both seminars, involving re-



Lindsay Wood Davis  
Broadcast Management Strategies



Mike Kronforst  
Retired – Placement Director and Instructor

spective sales and on-air Heartland employees, will take place simultaneously on September 3rd at the Eagle River Inn, Eagle River.

"Radio's Own Director of Sales," as he has been called, author, lecturer, and consultant Lindsay Wood Davis is a seasoned sales trainer. Formerly with the Radio Advertising Bureau and COO of NRG Media, a Midwest station group of 45 stations, Davis has trained radio station staffs across the US and Canada and, at last count, 17 nations around the world.

See **Speakers**, Page 3

# Pres. Release

September 1st is Labor Day this year. This column provides a wonderful opportunity, on behalf of Diane and myself, to thank each one of Heartland's employees for the great work you do.



Jim Coursolle  
President, CEO

Thank you! We're a small company and it is very apparent to us that every one of you works very hard. Thank you so much for caring enough about your fellow employees and for caring enough about Heartland to put in the extra time it takes to make things work in our small radio markets. It ain't easy sometimes.

Today, every company – large or small – has been forced by the economy to make do with a lean labor force. I

have talked with many employers recently and each of them, almost without exception, told me that they have had to work harder to keep their companies functioning so that their current people have jobs.

There was an article published in the November 18, 2013 issue of Forbes Magazine entitled, "What is the World's Happiest, Most Productive Country?" by Susan Adams. Quoting from that article: "The U.S. is happiest, with 30% of its workforce engaged ("engagement," a.k.a. "happiness" in HR circles) while GDP (Gross Domestic Product) per

hour is a high \$63. Outside the U.S., two of the happiest nations – Columbia and Brazil – are not that productive. The French and the Dutch put in short workdays and boast high GDP per hour, yet fewer than 10% of them are happy. It's good to be an American." The source of the Forbes article and research is Gallup.

Americans, even though they work harder, are happier. To that I say, "Kudos to you and to all American workers; you are exceptional...America is exceptional!"

Diane and I understand that you don't have to work for

Heartland; in this country we all have choices. You have chosen to work with Heartland and for that, we are grateful. You have accomplished things like participating in making two all-company sales budgets in a row. In July, all Heartland markets made their sales budget in the same month, which is the first time this has ever happened at Heartland. This takes teamwork and you "did it!" I hope you are as proud of this accomplishment as Diane and I are.

One of our markets, Eagle River, won the WBA 2014 "Small Market Station of the Year" and 2014 "Small Market Best News Operation of the Year!" Pretty awesome, if you ask me! It's nice to be a part of a company that wins awards like that!

So to you, **Happy Labor Day!** and once more and **LOUDER, "Thank you every one!"** You're the best!



## July Top Sellers



### Market Managers

Scott Jaeger.....	\$22,071
Dan Wheeler .....	\$19,994
Darla Isham .....	\$17,266

### Sales Reps

John Warren .....	\$30,616
Trish Keeley.....	\$22,273
Rob Zimble .....	\$16,341
Heather Concha .....	\$16,005
Tammy Hollister.....	\$14,926

## BIRTHDAY "BROADCASTS"

### AUGUST

- 19<sup>th</sup> – Brad Zima – Iron River
- 27<sup>th</sup> – Jim Coursolle – Corporate
- 30<sup>th</sup> – Heather Concha – Iron River

### SEPTEMBER

- 14<sup>th</sup> – Jim Hedican – Ashland
- 14<sup>th</sup> – Wendi Ell – Corporate
- 24<sup>th</sup> – LuAnne Wroblewski – Eagle River
- 29<sup>th</sup> – Zach Tourville – Ashland

### OCTOBER

- 5<sup>th</sup> – Craig Whetstine – Eagle River
- 15<sup>th</sup> – Jordan Koski – Park Falls
- 25<sup>th</sup> – Mike "Wolf" Ell – Eagle River
- 28<sup>th</sup> – "Skip" Hedican – Ashland



# Corporate Address

## Speakers, from Page 1

He is a member of a three-generation radio family and combines more than 40 years of experience in radio. His family has owned many stations over the years including the station that former US President Ronald Reagan signed-on in Dixon, IL. Today, Davis owns and directs Broadcast Management Strategies, a Wisconsin-based management and sales consulting firm.

Davis currently serves as Co-Chair of the Wisconsin Broadcaster's Association Awards Committee and on the City of Monona Broadband and Telecommunications Committee. He has a four-decade history as an environmentalist with a particular focus on water issues.

At the September Sales

Seminar, Davis will focus on four major topics: 1) "I'm Happy to Be Here, I Know What I'm Talking About and I Love My Job: Presentation Pointers for Serious Sellers;" 2) "Drilling Deeper: Prospecting and New Business Development Systems;" 3) "Taking the Long View: Why Both Sellers and Their Customers Benefit From Long-term Relationships" and 4) "Getting Paid for What You Do – Strategies and Tactics for Collecting YOUR Money."

Pavek Museum's Minnesota Broadcasting Hall of Famer Mike Kronforst is this year's featured speaker at the Heartland All-Company Programming Seminar. Kronforst has instructed, trained and worked with 10 to 12 thousand Brown students and alumni during his time with Brown. "I've

worked with Mike over the years and he has helped me a great deal along the way," said Heartland's Coursolle. "I know Heartland Corporate PD Mike Wolf has worked with Mike Kronforst, as well."

A seasoned small and major market on-air pro, Mike has worked as an announcer at KEEY (FM), Minneapolis and as a TV Weatherman for KMSP-TV 9, Twin Cities, plus he has done many radio, TV and industrial documentaries and voice-over engagements. Mike got his start at WOMT, Manitowoc, WI and later at WQTC and WTRW, Two Rivers, WI. He has served on the Board of Directors of the famous "Conclave Learning Conference," Minneapolis, and has been active with that organization for over 35 years. Kronforst has been honored

with the coveted "Rockwell Award" for his contributions to the broadcasting industry.

The Heartland "All-Company Programming Seminar" will feature such topics as: "Life is Hard; Radio is Harder – Survival Tactics in a Small Market;" "Coaching Others – How to Suggest Improvements in Delivery, Writing or Just About Anything Without Creating a Lifelong Enemy" and "No Matter How Careful You Are, Someone Out There Won't Like It."

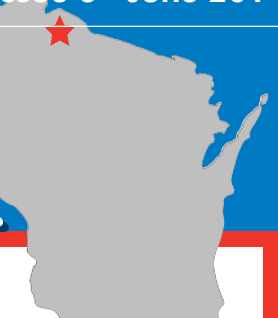
On the following day, September 4th, Heartland VP & General Managers return to the Eagle River Inn along with Jim Coursolle to meet with Lindsay Wood David in the morning and Heartland Management Consultant Frank Coan by teleconference in the afternoon.



## Budget, from Page 1

Heartland Communications Group, LLC, renamed in 2003 from Midwest Radio Network, began in 2002 by purchasing 3 Hibbing, MN radio stations. At that time, Heartland was owned by Tom Bookey and Jim Gregori. Later in that same year, Heartland purchased 2 stations in Park Falls, WI. In 2003, Heartland sold their 3 Hibbing stations and purchased 4 Ashland, WI stations and 2 Iron River, MI stations. In 2004, Heartland expanded its ownership when Granite Equity Partners became an owner. In 2004, Heartland purchased 3 Houghton, MI stations and 2 Eagle River, WI stations. In May 2010, Granite Equity Partners sold 10 of the 13 Heartland stations to Jim and Diane Coursolle; the Houghton stations were later sold to another party by Granite Equity Partners.

# Ashland



## "By The Big Bay"

### GM NOTES...

By Scott Jaeger, GM  
WBSZ/WNXR/WJJH/WATW

Let's see, The Packers are starting, Back to School ads have hit the air waves, 3 of the county fairs have come and gone, and the Hot August days are here! Man o man, time flies when you're having fun!

First off, we would like to congratulate Sue Lesky of Montreal, WI. Her and her husband Kevin are now the proud owners of a brand new Man Cave! JoAnn from the Ashland Chamber came in to select the drawing winner live on the air. After 24 live broadcasts, 96 qualifiers, she drew Sue Lesky's name. Sue qualified at Cary Mine Convenience in Hurley. The total value of the man cave furnishings came in around \$4,800!! Thanks to Miller Beer-Northwest Beverage, Pepsi-Northstar Beverage, Northstar Electronics, Hitt's Fine Furniture, Northwoods Vac and whole lot of others! The Man Cave promotion was an incredible success! We did catch a lot of flack from the Women (even though a woman won) that we were giving away 'STUFF FOR GUYS!' Well ladies, we men do listen. You will get your chance at a 'pampering, spoiling-you-rotten promotion' coming in October! THE SEQUEL!!!

We are super busy at this point. The Green Bay Packers sponsorship slots are just about sold out. The 55+ Health Expo is coming up on Wednesday, Au-

gust 20th. The Health Expo will be sporting over 40 different exhibitors, almost 20 non-profit groups and organizations, free lunch and dinner, plenty of seminars and demonstrations, health screenings, along with music, entertainment and some great Grand Prizes, including 2 seats on our Packer Bus!!

We are also starting to sell booth space to our 5th Annual Garland City Women's Expo slated for Saturday, November 8th. The Ashland Chamber is also involved with their "CHICK-UAMEGON RUN," a 5K and 10K run just for Women. Check it out on our websites. WBSZFM.COM, WJJHFM.COM or WNXRFM.COM. There is a link for the registration form if you want to take part!

Thanks to the staff for a great July. And congrats to the other three markets, as all of the Heartland Markets hit their budgets in July! But I am sure you've read Jim's article by now!!

On a personal note, I will be taking a few days off the third week of August as my step-

daughter Alyssa will be getting married. The best part is, they have asked me to officiate their wedding!!! So, yes, I went and have been ordained. It's definitely an honor to be asked.



Chick-Uamegon Run during the Womens Expo.



Sue Lesky accepts the Man Cave Certificates from Scott Jaeger and enjoys sitting among all her winnings.



Scott Jaeger  
Ashland  
VP and General  
Manager

[www.wbszfm.com](http://www.wbszfm.com)

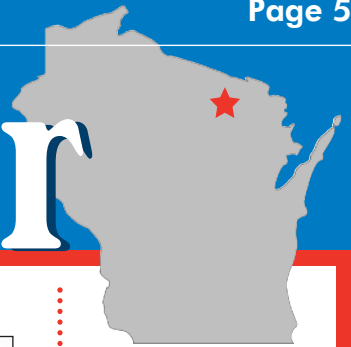
[www.wnxfm.com](http://www.wnxfm.com)

[www.wjjhfm.com](http://www.wjjhfm.com)



Skip Hunter  
Ashland  
Program Director

# Eagle River



## GM NOTES...

By Craig Whetstine, VP and General Manager  
WJROWERL

**E**agle River is entering its busiest season of the year. We have our biggest promotion of the year, the WRJO MAN CAVE, running September to October. We'll name our winner on Saturday, October 11 at the Lac Vieux Desert Casino in Watersmeet, MI. The winner will have a true Man Cave with some \$6,000 worth of prizes.

WERL and WRJO are also holding their 9th Annual Health & Resource Fair. This event is targeted to Baby Boomers and features exhibitors throughout the Northwoods. The Health & Resource Fair is held in conjunction with the Vilas County Commission on Aging.

On October 25th WRJO will hold its First Annual Pet Expo! The event is designed to provide pet owners throughout the area with information and goodies for and about their "kids." We'll have an agility course for dogs, as well as exhibits about pets ranging from dogs to reptiles to horses.

We've been busy with our remotes all summer long. Amy Linnett hosted a remote at one of our Man Cave sponsors, Quest Audio Video in Minocqua.

We've even had time for some vacations. WRJO's Rob Zimbler went to Colorado to run two of Colorado's fourteens (those are mountains over 14,000 feet elevation). Here's Rob at the top of Mt. Massive.



Maggie, a rescue dog from HSVC.



Rob Zimbler on vacation atop Mt. Massive, Colorado.



Quest's Mike Cory and Chad Draeger posed in front of Quest's inflatable 10' high portable big screen during a recent live remote.



Our biggest promotion of the year, the WRJO MAN CAVE, runs Sept. to Oct.



Craig Whetstine  
Eagle River  
VP and General Manger

[www.wrjo.com](http://www.wrjo.com)

**WRJ**oldies  
94.5 fm

**FREEDOM TALK 950**  
WERL



Mike Wolf  
Corporate Program Director

# Iron River



## WIKB “Fishing with the TT Guys” Summer Promotion Sponsored by RN Fishing Charters

### GM NOTES...

By Dan Wheeler, GM WIKB/WFER

This month, we had the opportunity to do a promotion with Rob Steber, owner of RN Fishing Charters. We did a “Fishing with the TT Guys” promo, and gave away 2 spots on the Lake Michigan charter, to go along with Seth and I. The above photo from the Seagull Marina in Two Rivers Wisconsin show contestant winners Brad Reed far right, Brad Benjamin far left and WIKB’s Brad Zima and Seth Waters in the middle. Brad Reed had the catch of the day, his niece won the ticket and gave it to her Uncle as a gift. The winners ended up both being avid fishermen, and we all had a great time, except maybe for Seth. It was very windy the day before, with the winds coming from the north, so we had to contend with some big rolling waves on Lake Michigan. Let’s just say Seth is still working on his “sea legs.” Hopefully he is back to his normal color by now.



Dan Wheeler  
Iron River  
VP and General  
Manager

[www.wikb.com](http://www.wikb.com)



The 47th annual UP Rodeo was held in Iron River in July and it was a big success. The All-around cowboy

was won by Kyle Whitaker. New this year was Family Night on Friday with games for kids and adults. Photos show two of the kids events, a rodeo performance and the Rodeo Queen contestant, and one of the fund raisers held during the family fun night.



Brad Zima  
Iron River  
Program Director

### GOOD MORNING, TELEPHONE TIME

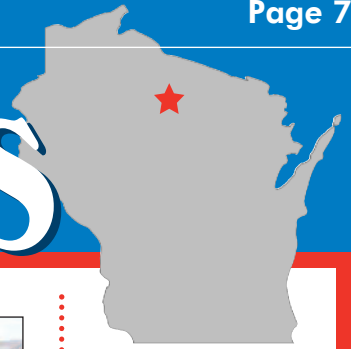


As the old saying goes, “Home is where the heart is,” and, with Telephone Time, the longest running radio talk show in Upper Michigan, it is only a telephone call (or Internet stream) away!!

Calls from all around the country...Everglade City, Florida...Chicago, Illinois...Kingsport, Tennessee...just to name a few!! The following is just a sampling of what we “get” to hear every day:...Caller from Florida...92 and very humid, but the fishing is awesome!

...Sheep for sale, male and female  
...Caller has a signed copy of the KKK’s constitution from when they were in the Northwoods for sale.  
...Wild boar pig skin for sale.  
...Elderly gentlemen called and is looking for a set of hearing aids, if anyone has some laying around! He had a beautiful set, but he wore them in his sauna!

# Park Falls



## GM NOTES...

By Darla Isham, GM  
WCQM/WPFP

This month I have to do less talking and more pictures for you because we have been so busy and have taken loads of pictures of events we have been part of. Let's just say we had a blast giving away our \$6000.00 Dream Living Room at the 1st annual "NORTHWOODS STAMPEDE MUSIC FESTIVAL" and the winner was Joyce Potter from Phillips. Not only did we get to MC the whole music festival event, we got to do the entire meet and greets and interview the artists. Our Dream Living Room qualifiers not only got to come to the festival free, they were allowed to get up close and meet the artists as well, and talk about star struck.....I got many hugs and thank yous for making our listeners feel very special. Even DJ Rick was asked for his autograph from one of his youngest fans.

As we pack up and get some rest, we move on to the 62nd Flambeau Rama celebration starting the celebration on Thursday July 31st where we give away a Back Yard BBQ, a grill and all the makings for the winner and 14 guests. Eighty four people showed up out of 95 quali-

fiers. Diane Will from Prentice was the winner.

On Friday August 1st, the fun continued with the 98Q Country Family fun day...we do it for the kids who really don't have a lot of funds to play games at the carnival or pay for rides. So we give away free ride wrist bands and all kinds of prizes donated by a local business. As you can see Joel Karnick our morning guy and DJ Rick afternoon guy had to have a hoola hoop contest of their own...no winner there!

Are we done yet? Nope... ..on Saturday as we did our live remote from the Flambeau Rama grounds we loved eating and tasting all the great food...so three years ago we started "The Taste of Flambeau Rama" all the vendors who want to participate bring food for us to sample and then we pick the favorite and award a plaque. Of course we brag about the food on the air and the first time in history at Flambeau Rama our winner "HILL Billy Bob's" who sold pulled-pork sandwiches, had to close early on Sunday because he sold out of food, and told us that it was due to all of our bragging! Gee Radio does get results! Enjoy the pictures...in our next addition I will share pictures of my Alaskan vacation...just what you'll need to get you primed up for winter!



*Dream Living Room winner, Joyce Potter and 98Q Country staff.*



*Backyard BBQ giveaway winner and staff.*



*Morrison Bros and 98Crew.*



*DJ Rick and Stampede creator Polish Palace Joe.*



*Taste of Flambeau Rama Hill Billy Bobs.*



Darla Isham  
Park Falls  
VP and General  
Manager

[www.wcqm.com](http://www.wcqm.com)



Joel Karnick  
Park Falls  
Program Director