

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

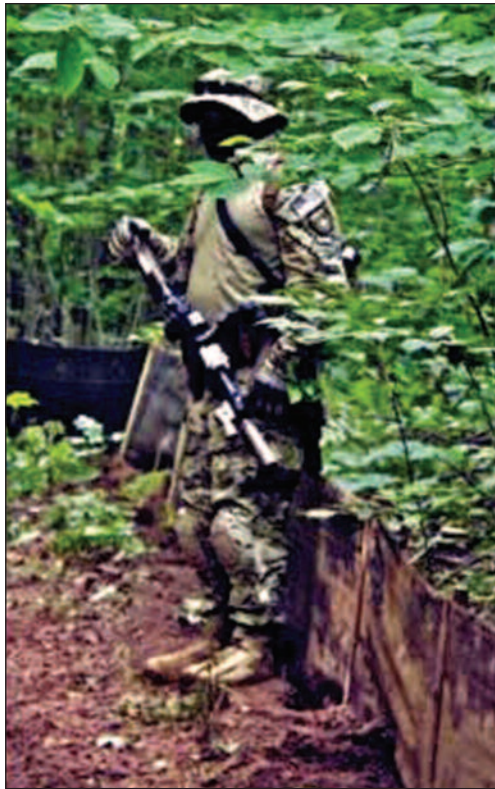
## GTAC MINE MOVING FORWARD

### Hundreds of Jobs for Heartland Broadcast Area

The \$1.5 billion Gogebic Taconite Mine (GTAC) experienced a temporary slow-down as masked eco terrorists trespassed and attacked the drill site area threatening and injuring GTAC employees and damaging equipment and property. Felony charges have been filed against the certain eco terrorists involved.

Following the attacks by eco terrorists, GTAC was forced to hire professional security guards to replace local Iron County law enforcement because local law enforcement officials were stretched thin due to the July 4th holiday activities.

According to GTAC spokesperson Bob Seitz, the security guards from a Scottsdale, Arizona company, Bulletproof Securities "did a great job out there... we have a safe work site." The guards were hired due to prior threats and violence caused by eco terrorists who mostly belong to organizations outside of Ashland and Iron Counties. At this writing, the guards were temporarily pulled from the site pending proper state licensing. According to Tom Parrella, the president of the Arizona security company, they had a three-hour notice to provide immediate security at the Wisconsin GTAC work site; they inadvertently neglected, due to time constraints, to obtain licensing. Seitz, in a statement made to the Wisconsin State Journal said that as soon as the state issues the permits, the guards would return.



See **Mine**, Page 3 *Armed security guards at GTAC site.*

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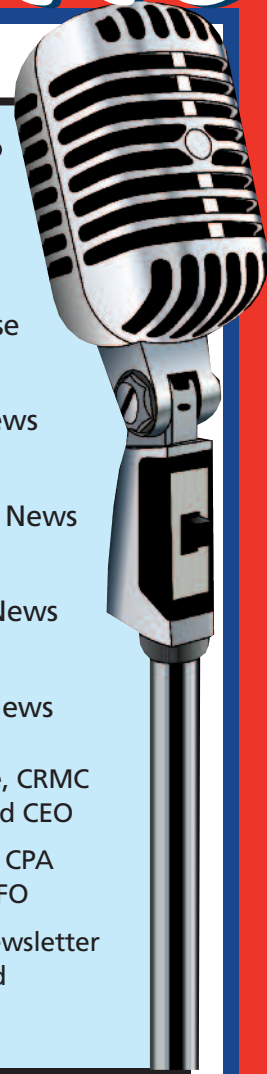
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Jim Coursole, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
designer and  
publisher



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

## HEARTLAND MANAGERS TO MEET AUGUST 8th

### EBITDA, Expenses and Revenues will be Main Topics

The Heartland Vice Presidents/General Managers will assemble at the corporate offices in Eagle River on Thursday, August 8, 2013 at 11:00 a.m. According to Heartland CEO, Jim Coursole, "We, as a team, get together to discuss Heartland expenses, revenues and EBITDA during the afternoon of August 8, 2013." The meeting will set the stage for the remainder of 2013 and for

2014, the year ahead.

EBITDA is an accounting term acronym which represents: "Earnings Before Interest, Taxation, Depreciation and Amortization. EBITDA is a margin that companies and lenders use to measure progress and a company's ability to handle certain levels of debt load.



See **EBITDA**, Page 3

# Pres. Release

This Fourth of July was a bit different than most at the Coursolle home. Our youngest daughter and her family were not able to visit until the following Saturday, July 6th, because of work schedules. Diane and I spent time by ourselves going to a morning church service, going out to breakfast and just preparing our home for the visit of our daughter's family and friends on the following Saturday. We did lots of catch-up around-the-house odds and ends.



**Jim Coursolle**  
President, CEO

On July 4th morning, I was asked to do the Communion service at our local Catholic Church since the person who regularly does it had the day off. I had to write a homily (short presentation during the service). I went on-line to research some sites looking for a Fourth of July theme. "Catholic On-Line" had some relevant info

and I'd like to share some of the thoughts with you along with a lot of my own.

As you know, in June of 1776, Thomas Jefferson brilliantly composed the first drafts of the Declaration of Independence. After some revision, the bulk of the document was approved by Congress on July 4, 1776. While the Declaration would soon become one of the world's most significant documents, its second sentence is perhaps most famous:

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are Life, Liberty and the Pursuit of Happiness."

In my opinion, these rights of Life, Liberty and the pursuit of Happiness have been put in harm's way given the many alarming elements present in today's America which oftentimes seeks to deal a fatal blow to Life, Liberty and the Pursuit of Happiness, whether through direct attack or through concealed manipulation of public opinion. Many in our country believe our nation is in trouble. Some continue to attempt to remove the

Creator from the very foundation of our country contrary to the beliefs of our founders.

I would like to focus on one of the three unalienable Rights with this column; that right being the "PURSUIT of Happiness." The key word in this phrase is "Pursuit." Somewhere along the line, in my opinion, some people tended to get the idea that our Constitution or our government should, guarantee "Happiness" rather than the "PURSUIT of Happiness." Instead of having the freedom (Liberty) to be involved in the quest or search for Happiness, some people just wanted what they defined in their own mind as Happiness, which often times was money or free stuff from the government without obligation. Our Constitution never guaranteed that. The interpretation of what our Constitution guaranteed was everyone's equal right to pursue Happiness without government interference or interference by others (within the confines of reasonable law and morality).

The Fourth of July is called Independence Day. We celebrate our independence from what our forefathers interpreted as tyranny and

interference with the "Pursuit of Happiness." It was that highly sought after "INDEPENDENCE" that catapulted this nation to the position of the greatest nation on earth.

Today, I worry that we have lost the will and desire to be INDEPENDENT. Are we becoming a nation of DEPENDENTS? Have many of our citizens lost the will to become self-reliant, self-responsible and INDEPENDENT? Do we want to be taken care of? Have we decided that FREE STUFF is more important than FREEDOM?

Maybe it's time to review the words of John F. Kennedy, the 35th President of the United States: "My fellow Americans, ask not what your country can do for you, ask what you can do for your country."

Maybe it's time to re-read the United States Constitution and follow the direction of our founders before we siphon away the enthusiasm, ingenuity, creativity, wealth and INDEPENDENCE from this amazing land of ours?

Maybe?

May God, the Creator, bless you and America from Sea to Shining Sea!

## May Top Sellers



### Market Managers

Dan Wheeler .....	\$24,470
Scott Jaeger .....	\$20,406
Jim Hodges .....	\$13,695

### Sales Reps

John Warren .....	\$36,727
Trish Keeley .....	\$18,628
Sue Baker .....	\$12,427
Sandy Berg .....	\$11,644
Tim Zier .....	\$8,816

## BIRTHDAY "BROADCASTS"

### JULY

- 2<sup>nd</sup> – Dan Wheeler – Iron River
- 7<sup>th</sup> – Erik Helgemo – Iron River
- 9<sup>th</sup> – Julie Anderson – Eagle River
- 22<sup>nd</sup> – Don Slapelis – Eagle River
- 25<sup>th</sup> – Deb Josephs – Corporate

### AUGUST

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





**Mine**, from Page 1

In the Ashland and Hurley area, the GTAC Mine is slated to provide 2000 initial construction jobs and then, when operational, 700 mining jobs with another 2000 ancillary jobs predicted. According to Heartland CEO Jim Coursolle, the GTAC Mine “is a once-in-a-lifetime job opportunity for our Heartland service area in NW Wisconsin and we are grateful to GTAC president Bill Williams and the Cline Group for this mine.”

In a recent letter to GTAC president Bill Williams from state legislators Sen. Bob Jauch (D-Poplar) and Rep. Janet Bewley (D-74th Assembly District), they stated: “We are calling on you to immediately remove the heavily armed masked commando security forces currently hired to protect your company’s property in the Penokee Hills. The images are horrifying and the action by the company to hire this high security Arizona firm is appalling. These kinds of security forces are common in third world countries but they don’t belong in Northern Wisconsin. We cannot begin to describe how upset the citizens of Northern Wisconsin are at the sight of our forests being patrolled by masked soldiers carrying military style assault weapons like mercenaries in a time of war.”

Prior to March 2013 when Wisconsin Governor Scott Walker signed legislation allowing GTAC to proceed with their due diligence process, Heartland’s Jim Coursolle broadcast several editorials on Heartland Ashland and Park Falls stations in favor of GTAC, stating that the mine was all about hundreds -- and with supporting employment -- thousands of jobs for one of the highest unemployment areas in Wisconsin. Coursolle told the HCGazette that he was seriously contemplating continuing his editorial remarks, but when he read the Jauch/Bewley letter to GTAC president Bill Williams, Coursolle said, “I couldn’t have done a better job than Bob

Jauch and Janet Bewley did when alerting the people in the Ashland and Iron County area to the absurdity contained in their letter.

People are turned off by Bob Jauch and Janet Bewley because – please notice – they completely failed to condemn the eco terrorists assaulting GTAC employees and destroying property, yet Jauch and Bewley condemned GTAC for taking measures to protect its own employees and property. There is something very shallow and strange about the letter Jauch and Bewley wrote; the health and safety of GTAC employees is certainly the most important priority here.”

In a sternly worded statement made July 12, 2013, Gov. Scott Walker demanded that eco-terrorists disrupting the preliminary work at the proposed GTAC Mine be held accountable for their actions according to a story in the *Wisconsin Reporter*. Walker said, “These extremists – who are disrupting work and causing harm to law-abiding employees – should be prosecuted to the fullest extent of the law.” The Governor also said, “I appreciate the efforts of law enforcement in the area and spoke with the Iron County Sheriff to offer any assistance that may be needed going forward. The laws of Wisconsin will be upheld.”

On June 20, 2013, the Ashland County Commissioners passed a zoning ordinance that would require GTAC or any applicant to pay to the county \$100,000 for a special use permit. If the special use permit account would dip below \$50,000 dollars, additional monies would be required to be paid by GTAC or any applicant. At this point, GTAC has said they will not apply for the special use permit and will probably locate the GTAC mine entirely in Iron County causing Ashland County to lose significant tax revenue. The Iron County government has been much more reasonable and favorable to the significant job opportunity created by the proposed GTAC Mine.



# God Bless America!

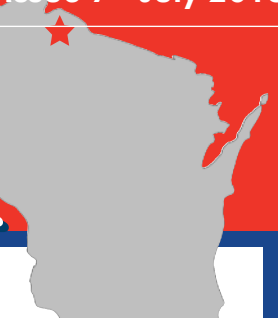
**EBITDA**, from Page 1

Coursolle said that as Heartland begins to explore ways to expand its ownership of radio stations in NW Wisconsin and the UP of Michigan, Heartland, and all management level employees, will need to strategize ways to raise EBITDA levels by a combination of reducing expenses and raising revenues. He said, “I have asked both Kathy Wawiora, Heartland Corporate Business Manager

and Deb Josephs, Heartland CFO to assist me in scrutinizing all company expenses. Lenders look at EBITDA margins very closely and so will the Heartland management team going forward.

‘Economies of scale’ or more stations adding to revenue production and the sharing in expense payment as illustrated by our most profitable four station Ashland market, makes financial sense to the growth and future of this company.”

# Ashland



## "By The Big Bay"

### GM NOTES...

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

I cannot believe people are talking about BACK TO SCHOOL! It's now the middle of July and we are off and running. The first week of July was a little messed up with the 4th falling on a Thursday, but it's been back in the saddle after that.

As I am writing this, we are gearing up for the Big Bay Days Festival in Ashland. Wednesday and Thursday are Maxwell Street days where the downtown businesses hit the streets with incredible sidewalk sales. There are food vendors, music and a ton of great sales! Skip and I will be broadcasting live from downtown on Wednesday from 8-11am. Then Friday the Bay Days Festival really kicks in. Saturday is our 5th Annual Bay Area Battle of the Bands. It will feature 4 incredible bands battling it out for \$3,000 1st place prize money plus a headline gig at the Big Tap Beerfest at Big Top Chautauqua.

The 4 bands are ROK from Ironwood, Dungeon Wench from Eau Claire, TripleKoin from Minnesota and Crescent Moon from Superior! We are looking forward to really Rockin' Out on Chequamegon Bay.



Skip Hunter broadcasting live in front of Hitt's Fine Furniture in downtown Ashland for Maxwell Street Days. He is interviewing Maribeth Monroe from the Ashland Chamber of Commerce.

It's the perfect venue as we are under a big top tent overlooking Lake Superior! For more information on Bay Days, you can visit the Ashland Chamber website at [www.visitashland.com](http://www.visitashland.com).

Wednesday, August 21st is the 25th anniversary and celebration of the Senior Expo in Ashland. The Senior Expo is a huge event giving the Seniors in the area a day of free health screenings, seminars, shopping, food and fun. This year we are offering a variety of entertainment including some local talented singers performing in a variety show of 60s and 70s music, 2 Man Band and Co. performing a lot of favorite show tunes and also 50s and 60s. There will be a seminar and exhibit on the history of the Ashland ore docks, along with a Social Security Benefits seminar, Yoga for Seniors, elder law planning seminars and much more! The event is sponsored by

Memorial Medical Center, Ashland Health and Rehab, UCARE and Heartland Communications.

We are also focusing on the County Fairs. We are involved with Iron County, WI, Bayfield County, Gogebic County and wrapping it all up at Ashland County over Labor Day weekend. There are always great entertainment and fun at all of our county fairs.

On a personal note, I would like to wish my wife, Kim a happy anniversary. She has actually survived being married to me for 13 years on July 22nd! We will be taking a few days off to enjoy ourselves. We will be taking in the Wisconsin Dells and then heading to a Milwaukee Brewer Game on July 25th...maybe they will actually win!!

In the next issue, I will be able to treat you to some great photos of the Bay Days and the Battle of the Bands!



Scott Jaeger  
Ashland  
VP and General  
Manager

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

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

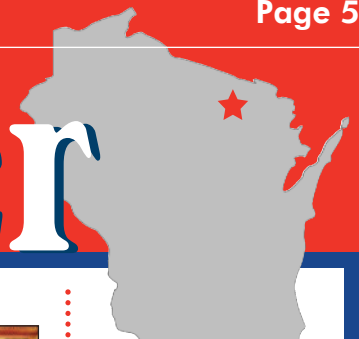
[www.wjhf.com](http://www.wjhf.com)



Skip Hunter  
Ashland  
Program Director



# Eagle River



## GM NOTES...

By Jim Hodges, GM WRJO/WERL

There's no shortage of summer activities in Eagle River and Vilas County each year. From Muskie fishing tournaments to camping and boating, our area offers something for everyone. One of the summer traditions is the WRJO Street Dance held in downtown Eagle River. Devoted radio station listeners, snowbirds who have returned to their cabins and cottages and tourists turn out every Thursday night for 10 weeks to dance, win prizes and simply enjoy the music and people watching. One of the bands that entertained is the Bill Hassey Orchestra, who performed July 11th. Each week features a different type of music, from karaoke sing-a-longs, rock, pop hits and yes, even polka, the WRJO Street Dances are now into their 14th year.

One of the summer's biggest events is the "Festival of Flavors."

A relatively new event, attendees sampled a wide variety of Wisconsin foods, including cheese, ice cream, cream puffs and more from the 40 Wisconsin-based vendors. Jim Hodges, General Manager, WRJO/WERL Radio, was the emcee and master of ceremonies while Amy Linnett, WRJO morning drive air talent, broadcasted live. The event also featured music, chef's demonstrations, giveaways, a root beer float eating contest and prize drawings.

WRJO broadcasted live from the Three Lakes Fire Department "Radar Run Shootout and Fly-in." The event featured boats racing down a 1,000 yard shoot of water to see how fast they could go. With hundreds of boaters viewing from their own boats, airplanes were flying in overhead landing at the airport giving attendees a chance to see airplanes up close. We also broadcasted live from the recent "Eagle River Airport Air Show," too. We're everywhere in the summer!

The WRJO "Kiss My Gas" contest is in full swing. When gas prices hit nearly \$4.50 per gallon, people were frustrated with the big oil companies and probably wanted to tell them exactly what to do with their high prices! And "Kiss My Gas" was devised, giving listeners a chance to win a \$1,000 gas card in early August.



Wolf tackles 5 lb. Heart Attack Burger.

Contestants must visit sponsors to find their game card number, write it down, fill out the entire card, and then drop it off at WRJO. Contestants who qualify by having visited all the sponsors will gather for the giveaway August 3rd.



One of the 10 WRJO Street Dances was held in downtown Eagle River, with the Bill Hassey Orchestra performing. Participants dance, win prizes and simply enjoy the music and people watching.



Jim Hodges  
Eagle River  
VP and General  
Manager

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

**WRJ**oldies  
94.5 fm



Mike Wolf  
Corporate  
Program Director



# Iron River



Brad Zima posted this picture in front of Kermit's in Iron River. The location of WIKB's Summer Fun Party. People registered prior to the big night of fun, prizes, and games at Kermit's Pizza Pub and Grill, one of the best places to be in Iron County.



Get your adding machine out. Displayed here is what the winner of the grand prize received at Kermit's Summer of Fun Party held June 26th.



Ashley, the winner of the Kermit's Summer of Fun promotion shown here with her son in her Facebook picture. To qualify for the chance to win at Kermit's you had to participate through Facebook.



Dan Wheeler  
Iron River  
VP and General  
Manager

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



## GM NOTES...

By Dan Wheeler, GM  
WIKB/WFER

It's time for the 46th annual U.P. Championship Rodeo and a weekend of events during Rodeo Daze on July 19-21 in Iron River. This is it, the biggest weekend of the summer in Iron County. The festivities will include the popular Downtown Market Daze, Miss U.P. Rodeo, the Windsor Rodeo Run, a foot-stompin' street dance downtown, the ever-popular Wild West Parade, the annual Art Round-Up at the Windsor Center, and The Rodeo Vittles luncheon at First Presbyterian Church. WIKB fans will then be able to listen to "Dust on the Bottle" being sung by American country music artist David Lee Murphy who will be introduced by none other than WIKB's own Brad Zima. Look for pictures and details to follow in next month's newsletter.



At left, Elvis tribute artist Ryan Roth performed at the Windsor Auditorium in Iron River on Friday, July 12, as part of fundraising concert hosted by the Friends of Camp Batawagama. During the musical event, Roth interacted with the audience. Here, he sings while wrapping a scarf around Elvis fan Virginia LaFontaine. Accompanying Roth on stage was the EAS Tribute Band. Elvis was live in the studio during Telephone Time, speaking about the fundraiser with Brad.



At left, First National Bank and Trust tossed red, white and blue beach balls to parade spectators to celebrate America's birthday during the 4th of July parade in Iron River.

## 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 come in from



- all around the country... Pennsylvania, Missouri, Las Vegas, just to name a few!! The following is just a sampling of what we "get" to hear every day:
- ...Looking for homing pigeons.
- ...Bullet proof vest for sale.
- ...Wanted to buy: a set of dominos.
- ...Giant bunnies for sale.

- ...Bob Dillon listens to Telephone Time!
- ...Looking for a Japanese interpreter.
- ...In dire need of two or three baby pigs.
- ...Old fashioned cream separator for sale.
- ...Two free mini horses to a good home.



Brad Zima  
Iron River  
Program Director



# Park Falls



## GM NOTES...

By Darla Isham, GM  
WCQM/WPFP

As the summer is unfolding up north is a very busy place. I put off until after the 4th of July on late Friday evening to go and do my grocery shopping as with one grocery store in Park Falls any time prior to late Friday evening there were no parking spots, no carts and it was a mad house on highway 13 trying to get into any driveway. When I got to the grocery store one of the clerks told me that the store had a whopping record week for sales like they never experienced before. It left me wondering what could the reason be for such a busy grocery shopping rush on this 4th of July? Could it be that more folks are staying close to home and not traveling far over a holiday?

I did a little research and found that Auto club AAA predicted that 40.8 million Americans will travel at least 50 miles from home over July 4, traditionally the most traveled holiday of the summer. That's a 0.8% dip from last year but still higher than the 13-year average of 38.9 million Americans who celebrate Independence Day by getting out of town. Since the holiday fell on a Thursday, travel was likely to be down slightly compared with 2012 because of a shorter travel window, AAA says. The continuing fallout from budget cuts by the federal government may also keep more Americans at home.

Whatever the case may be, I was very thrilled to get the news from the store clerk because it told me that there was a lot of money left here in Park Falls from grocery shoppers that may not have been from our direct local area, and I imagine some had to have gotten gas, checked into one of our beautiful Price County Camp grounds, may even have stopped at a diner.

Which brings me to our recent Brewer Bus trip. Folks are still willing to spend on summer baseball pleasures if they don't have to drive themselves. Fifty eight people from the surrounding area were very excited to



*Milwaukee Brewer Bus trip, Live remote at Northwoods Community Credit Union customer appreciation day, live remote at Schumacher Auto, The Dischler Girls enjoying the 4th of July parades.*

see a Brewer game and our youngest as you see in one of the photos is enjoying his prize the brewer winter cap. It was like 89 in the shade and he still had it on his head! Our local Super One grocery store donated a wonderful bag lunch for everyone and one of our great retail outlets Packerland Plus donated about 30 prizes to give away on the bus, as what is a bus trip without games. Our next jaunt to Milwaukee will be in September and that bus is almost filled as well.

And as our warm summer days continue to pass our 98Q vehicle is getting a work out as well....Paul Dischler and his family of girls started their 4th of July in the Park Falls parade, then headed to Phillips 18 miles south of Park Falls for their 4th of July parade. Plus many live remotes at local businesses like Schumacher Auto, Northwoods Community Credit Unions "Member Appreciation Day", South Side True Value Hardware, and Pioneer Days and Flambeau Rama, still to come. As the old saying goes we're not letting any grass grow under our feet!

There is also something else worth mentioning. Since the year turned over to 2013, Price County has had six new businesses open with another in the next few weeks opening to make a total of seven to date. It seemed for awhile every other day my sales reps were coming in off the street and telling me we have another business that's going to open. This is a good sign that our small Northern Wisconsin Communities are still going strong and continuing to grow.

Have a great summer, before you know it we'll be talking about our award winning "DEER HUNTERS ROUND UP."



Darla Isham  
Park Falls  
VP and General  
Manager

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



Joel Karnick  
Park Falls  
Program Director