

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

Heartland and Advantage Systems to Present Advertising Seminars

Local Businesses Invited Free By Invitation Only

The Advantage Systems 2013 program is underway throughout the Heartland markets. Sales and marketing staffs in Heartland's four markets of Ashland, Park Falls, Eagle River and Iron River, MI are inviting businesses and professionals from hundreds of businesses throughout the Northwoods and Upper Peninsula to a professional seminar on radio and digital advertising methodology.

These seminars are free of charge and sponsored by Heartland's ten radio stations. They

are presented by Advantage Systems Inc.; they will offer insight into the ever-changing world of advertising through radio and the web.

Nationally respected Frank Kulbertis, himself a native of the UP's Negaunee, MI, will be on hand to make the presentations. The award-winning seminars will be presented in Park Falls,



ADVANTAGE SYSTEMS™
new business development & interactive

Ashland, Ironwood, MI, Iron River, Iron Mountain, Eagle River and Minocqua from March 13 through March 22, 2013.

Attendance is by invitation only. If you are interested in attending one of these seminars, please feel free to call your local Heartland radio station. In Park Falls/Phillips: Darla Isham at 715-762-3221. In Ashland, WI/Ironwood, MI: Scott Jaeger at 715-682-2727. In Eagle River/Minocqua: Jim Hodges at 715-479-4451 and in Iron River/Iron Mountain, MI: Dan Wheeler at 906-265-5104.

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Jim Coursolle, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
editor and publisher



Wisconsin State Assembly Passes Mining Bill

Paves way for mine in Heartland's Ashland/Park Falls Markets

On a partisan Republican vote of 58-39 held Thursday, March 7, 2013, the Wisconsin State Assembly passed a mining bill that was sent to Gov. Scott Walker for an expected signature.

Upon Walker's signature, the GTAC Mine will be able to begin the three to four-year application and due diligence process with the Wisconsin Department of Natural Resources, the U.S. Army Corps of Engineers and other governmental agencies.

Litigation is expected. Following the Assembly vote, Bad River Chairman Mike Wiggins Jr. said, "every avenue of resist-

ance" will be used to oppose the mine. The Bad River Tribe will be joined by other Ojibwe bands in their opposition. Litigation will most likely run concurrent with the application and governmental due diligence process.

Governor Walker's office issued a statement following the Assembly passage: "On behalf of the unemployed skilled workers in our state who will benefit from thousands of mining-related jobs over the next few years, I say 'thank you' for passing a way to streamline the process for safe and environmentally sound mining in Wisconsin."

See **Mining**, Page 3



www.heartlandcomm.com

Pres. Release

Most of us have heard the phrase “Little things mean a lot.” Some, perhaps, have heard a song by that title as well. This is partially true: little commission checks or pay checks don’t mean as much as larger ones do. I always liked a two scoop ice cream cone and a good sized steak or chocolate chip cookie so this phrase isn’t true all the time.



Jim Coursolle
President, CEO

Most of us know, however, what I’m getting at. It’s about doing something for someone else that really doesn’t require “hours of effort” or “lifting hundreds of pounds” to complete. And, you know what? It’s quite often much more rewarding for the doer than the receiver.

Of course stuff like this probably begins at home. You know, picking up something for your

wife or husband. Hugging the kids, giving up the extra piece of chicken because you know he or she really wants it; so little effort, but SO noticed.

Can this type of kindness or courtesy also be carried into the work place? You’ve answered that question before you finished reading it. Sure it can. And many times, it will make or break someone’s day. As a matter of fact, it is really rewarding to sort of “answer the call” when you notice someone is having one of those days. We’ve all had them, and, I will speak for myself, just a nice gesture or comment can tend to put me back on track and change the course of my day. As you know, when I’m not up in the markets, I’m at home in my office on the phone or at my computer two-finger banging away. My wife, Diane, can tell almost immediately where my day has been. She often times will say something and that “something” will change my attitude and my day.

In all of our stations, just about everyone on the Heartland team at one time or another, finds themselves with a challenging

day (and I’m not talking about a person’s workload or magnitude of the task), but I’m talking about the way things come together on a certain day. I am quite sure most of us can quickly pick up on someone whose day has gone awry. Agreed?

So here’s the plan (and it will work at home as well as at Heartland). The next time you see someone in need of a smile, try yours out on them. Really. That, in itself, will often times change the course of that person’s day. If you’re not quite sure about that, you can try it out first on a retail clerk or waitress...just watch what happens. The first thing you’ll notice is that they will – most of the time – smile back. With that smile, they have begun to change their day.

Don’t do any of this expecting that the person you’re smiling at or trying to “bring up,” will reciprocate. Dale Carnegie used to say, “expect ingratitude.” You’ll be a whole lot better off if you buy into Carnegie’s philosophy. But, sooner or later your kindness will make a difference and change someone’s day. This can’t fail. And in the meantime, if you

have to wait for awhile to see your actions change someone’s attitude...it’s OK. Why? Because by being genuinely kind to your colleagues, family and friends, you will accomplish something very important... you will change your day.

I’ll share something that just happened to me. I was recently invited to speak to a business group called The Milwaukee Wealth Builders Club on one of my favorite topics, “Attitude.” I’ve given the talk many, many times before to high schools, colleges, Business World gatherings, adult business groups, etc. After I had finished my presentation, a lady came up to me and said, “I really needed to hear what you had to say.” I replied with my standard answer, “Thanks!” She then said, “No...you don’t understand, I REALLY needed to hear what you had to say this evening.” I looked at her and then gave her a hug. You know what, she made my day! I drove home that evening thanking God for giving me the ability to make a difference... but the real difference that was made was the one that was made on me.

February Top Sellers



Market Managers

Dan Wheeler	\$19,188
Darla Isham	\$13,511
Scott Jaeger	\$12,946

Sales Reps

John Warren	\$23,250
Sandy Berg	\$13,870
Trish Keeley	\$12,292
Tim Zier	\$9,672
Sue Baker	\$9,549

BIRTHDAY “BROADCASTS”

MARCH

- 7th – Scott Jaeger – Ashland
- 14th – Nancy Johnson – Park Falls
- 18th – Chris Oatman – Eagle River
- 24th – Renee Poetzl – Park Falls

APRIL

- 9th – Tom Johnson – Park Falls
- 12th – John Berg – Ashland
- 15th – Lynn Weiland – Corporate
- 20th – Maggy Isham – Park Falls
- 20th – Kelsie Lampson – Ashland
- 23rd – Joel Karnick – Park Falls
- 29th – Jeff Bonno – Iron River



Corporate Address

Heartland Managers to Meet

The four Heartland Vice President and General Managers are set to meet at corporate headquarters in Eagle River on April 30th to dis-

cuss future Heartland hiring practices. Agenda items will include such topics as standardized employee recruitment announcements, potential sales rep

profiles, potential on-air talent profiles, hiring interview practices and sales and promotional contests. Heartland CEO Jim Coursolle, said, "These meetings

are always helpful to me and I learn a lot. Our managers bring great ideas to the table that we are able to share throughout our company."

Mining, from Page 1

Rep. Mark Honadel (R-S. Milwaukee), a lead sponsor of the mining bill, and Assembly Majority Leader Scott Suder (R-Abbotsford) "insisted there are adequate environmental protections and regulators at the state Department of Natural Resources that would not grant a mining permit unless an applicant can show it has a plan that won't harm the ecosystem," according to comments in a story appearing in the Milwaukee Journal-Sentinel.

"In a conversation I had with Leslie Kolesar, a knowledgeable area resident, mining took place on the Gogebic Range for 82 years from 1884 to 1966 with little, if any, reported envi-

ronmental degradation or harm to area residents. This was a time when mining technology was pretty primitive and yet there was and is little, if any, reported negative effects from this extensive 82 year period of mining. Today's mining technology is much more advanced and should provide even more environmental protection," according to Jim Coursolle, Heartland CEO who sees the significant employment opportunities for Heartland markets in NW Wisconsin.

Coursolle went on to say, "If liberals, opposed to more jobs and mining for Wisconsin, are really concerned about the environment as they say they are, they would understand that a great deal of mining in the

world is done in foreign countries where technology and environmental protection is at a minimal." Coursolle said, "Wouldn't it be better to get our iron ore necessary for steel production from the US where jobs are created and where the world's most stringent environmental protection is in place and working. Mining certainly has been beneficial to our neighboring states of Minnesota and Michigan. The new Wisconsin mining bill is directly patterned after mining legislation and environmental protection in place in Minnesota and Michigan."

Following Assembly passage of Senate Bill 1, the Iron Mining Reform Bill, Americans For Prosperity Wisconsin State Di-

rector Luke Hilgemann issued the following statement:

"This is a great day for Wisconsin. This bill will help lay the groundwork for a massive private investment in the Badger State and thousands of jobs. We can have responsible, environmentally safe mining in Wisconsin and this bill will help make that a reality.

"I am disappointed that opponents of this bill are more interested in lining the pockets of trial attorneys than helping to bring jobs to a struggling part of the state. It seems that the new normal in Madison is to just sue if you don't get your way. I hope that the environmentalist lobby will let the process work before trying to throw a wrench in the works."



WELCOME
Spring

Ashland



"By The Big Bay"

GM NOTES...

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

First off, with a bit of sadness, we have to say goodbye to Kamerae Zinnecker, our Receptionist/Office Manager and Traffic Support. Kam accepted a job as a receptionist at Mikka Trucking. Kam has been with Heartland for about 10 years, she has become part of our eclectic family! Thanks for the years of service and we wish her well in her new endeavor!

A replacement for Kam has already been found and hired. Lori Manhke will be handling traffic and front desk office manager role for the Ashland stations. Welcome Lori!



Lori Manhke
Office Manager/
Traffic Support

Wow!
March, are you kidding me! This is one crazy month in the Ashland Market. March is always nutty! As I am writing this, we are preparing for the annual Advantage Systems

Marketing Seminar. The seminar will take place the week of March 11th in Ashland. Thursday March 14th, we will be hosting the seminar in Ashland at the Great Lakes Visitor Center. Then Friday, taking the show to Ironwood, MI at Gogebic Community College. We were down a man last year and still topped 2011. Hopefully we can really cash in this year!

Right after the Advantage plan, we are head long into our Heartland Communications Spring Home Yard and Sport show in Ironwood, March 22nd to the 24th at the Pat O'Donnell Civic Center. 3 days of super home show deals, toys for boys, fun for the gals, food concessions and of course our trademark event. **THE INFAMOUS HOME SHOW PARTY** for the vendors on Saturday night! It's usually epic!

Then, March 18th to the 29th, it's the great WBSZ Easter Basket Hunt. We sell sponsorships, each business puts a prize in our basket. The basket is usually valued at around \$400 to \$500 in certificates and merchandise. I hide a certificate for the basket somewhere in the Chequamegon Bay area. Then each day we give out clues where our listeners can find it. The first one to find the certificate, wins the

entire Easter Basket full of Easter Loot!

April 6, 2013. Important day... my vacation! Southern Caribbean Cruise! That, my friends, was a side note so I can keep my sanity!

April 19th to the 21st is our Annual Spring Home Show in Ashland at the Bay Area Civic Center. We have over 100 booths sold...inside and out! On Saturday, April 20, it's our trademark event... **THE INFAMOUS HOME SHOW PARTY** for our vendors. It's usually epic. Hey, isn't there a pattern here? Food, Fun, Karaoke and more!

The same weekend on Friday and Saturday, we are hosting our annual Heartland Communications Bridal Faire. It was a huge success last year and we look forward to another good show!

Whew! Am I done yet! That's not a complaint by any means. This is exactly why we are all in radio. We thrive on staying busy, we love to make a difference in our communities and do everything we can to help drive more business to our clients. After 24 years, you would think it would get old...trust me it doesn't!

I hope everyone has a Happy Easter and gets to spend some quality time with family.



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com

www.wnxfm.com

www.wjjhfm.com



Skip Hunter
Ashland
Program Director



Eagle River



GM NOTES...

By Jim Hodges, GM
WRJOWERL

There's no grass growing under the feet of the WRJO/WERL staff, because the grass is covered with snow! If there were grass, it would be trampled, because February was a busy month at the stations. It started with the Vilas County Chamber of Commerce annual dinner at the historic White Spruce Inn, Eagle River's oldest building. Executive directors from multiple chambers gathered to share ideas on promoting the county and listened to a speaker discuss customer service.

I had the privilege of speaking to students at Three Lakes High School for their annual Career Day on February 8th. Along with

other community business men and women, it was an opportunity to share my broadcasting career experience with students interested in the media field. On February 20th, I was the featured speaker at the Eagle River Revitalization Program's "Lunch and Learn" series and talked about radio on a national scale as well as how radio works, plus tips on copywriting. The series is presented monthly and aimed at helping business men and women with their advertising and marketing strategy.

The annual snowmobile trail fundraiser called "Take Pride and Ride" wrapped up February 23rd with a live broadcast from Mike Wolf and Amy Linnett and the giveaway of a new ATV won by a man from Phelps. This year's fundraiser generated over \$14,000, which will be used to

help defray costs associated with trail maintenance.

The sales staff made themselves known at the Eagle River Chamber of Commerce "Business After Five" networking event February 26th at the area's newest restaurant, The Blue Heron Supper Club inside Eagle Waters Resort. Two days later, feasting on pizza and beverages, they toiled away at night preparing for our upcoming March Advantage Sales campaign designed to generate annual contracts.

And lastly, Mike Wolf and Amy Linnett broadcasted live from the annual Klondike Days winter festival on March 2, too!

Topping it all off was the satisfaction of attaining our February sales goal; the third month in a row that we've made budget. Thanks to the entire staff for a job well done!



Jim Hodges
Eagle River
VP and General
Manager

www.wrjo.com

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**FREEDOM
TALK 950
WERL**



Grand prize winner Steve Ray of Phelps.



Amy Linnett of WRJO with Brandee Nieckula of Parsons of Eagle River draw for the winner.

Congratulations to Steve Ray of Phelps. Steve was the winner of this year's Take Pride and Ride snowmobile club fundraiser.

For a two dollar investment Steve was the proud winner of a 2011 Arctic Cat four wheeler with plow. With the snow we

have seen this year in the Northwoods this beauty has already earned it's keep, and now lives happily in Steve's garage.

When Steve came to Parson's to pick up his new toy, he said "The wife was wondering if we should get one for the grandkids when they visit?" Well Steve, problem solved.



Mike Wolf
Corporate
Program Director

Iron River



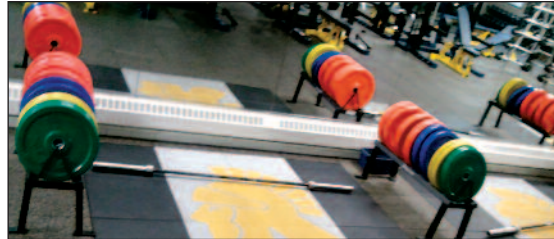
GM NOTES...

By Dan Wheeler, GM WIKB/WFER

We had a great time teaming up with the Iron County Cancer Unit for the radio-a-thon to raise money for the cause. It was very uplifting to see the overwhelming support from the community. So many people opened their wallets for a good cause. One of the best parts about it is all of the money stays right here in Iron County. There are no administration fees; all of the time put in to raising the money is volunteered. Every penny goes to a family in need in Iron County. Cancer affects many lives, and having the opportunity to help raise money to help families was truly enjoyable. In three hours we raised \$5,235.00 during the Cancer Radio-A-Thon.



Marilyn Budzak, Beverly Holmes, Jeff Gendron, Jolane Spoke, Darlene Gendron, Brad Zima.



WIKB is currently helping the West Iron Wykon's raise money for their Fitness Center. We're running PSAs and Brad has had Denise Maloney, West Iron County Schools' Health and Wellness Coordinator on Telephone Time. Here is a letter from Denise.

Dan/Brad

Here are some photos of what our new WIC Fitness Center will look like.

Thought maybe it would be helpful for you to visualize what we are talking about.

You are great supporters of Wykon Athletics! ☺

Thank-you, also, for offering to do the PSAs to continue promoting our WIC Fitness Center Project.

You are helping our community to be great Health Champions for our Students!!

Have a great weekend!

Denise Maloney

West Iron County Schools
Early Childhood Coordinator
Health and Wellness Coordinator



Dan Wheeler
Iron River
VP and General
Manager

www.wikb.com



Brad Zima
Iron River
Program Director

March madness had a few surprises for our local sports teams this year. No surprise though for the Forest Park Trojan Girls who coasted to the state quarterfinals only to be defeated by St. Ignace. St. Ignace will take on three time state champions Waterford Our Lady of the Lakes Saturday in Lansing. The last time St. Ignace made the state finals was as a Class C school, this is only their second year in class D.

Forest Park boys finished off their season making it all the way to the Championship game in the Class D regionals, while both the West Iron County Wykons girls and boys made a valiant run in the playoffs giving the area a whole lot of exciting basketball over the last few weeks. WIKB and WFER broadcast both the Forest Park Trojans and the West Iron County Wykons sports.

Also we want to welcome another new sales rep to our sales team here in Iron River, Andrea Gill. She comes to us after several years with a local business and is a native of the area. All of our sales team have been working on our 2013 Advantage program and look forward to working with Frank Kulbertis next week.



Andrea Gill



District 127 boys' basketball champions: the Forest Park Trojans! They succumbed to the North Central Jets in the District championship game 59 to 50.

For the second straight year, Forest Park girls' basketball team has won the Class D regional championship. They lost in the state quarter finals to St. Ignace. St. Ignace will be playing for the Class D State Championship Saturday March 16th



Park Falls



GM NOTES...

By Darla Isham,
GM WCQM/WPFP

And the winner is? The Phillips Loggers and The Chequamegon Screaming Eagles battled for which school could pack their stands with more people during our 98Q Country "PACK THE STANDS" promotion. It featured two huge events during a high school girls' basketball game and a high school boys' basketball game held at each school. While our staff kept a tally of how many folks filled each gym, entrants also had an opportunity to be chosen to do a shoot-out to win \$500.00. We drew 10 names from all the entries and each would get a chance to win the money. All you had to do was shoot from wherever you wanted for the first shot, then off the key, then a 3-pointer...if you got all three you would win the \$500.00. But someone was going to win no matter what, because if no one could make the shots then a random participant was drawn from the entries. At

our first "Pack the Stands" game held at the Chequamegon high school, the very first shooter won. Now that doesn't happen often! In the second game for "Pack the Stands" held at the Phillips School, no one from the 10 shooters could make the shots, so a random name was drawn. So what school won? The Phillips Logger gym had the most fans piled in. You can see in the photo, the trophy that will stay with the Loggers until next year. This was a great promotion and everyone had a blast.

The 98Q Country Radio Trivia contest was also a very fun night as you will see our crew working the phones for the event in the bottom right photo. Eighteen teams from around the state participated. Streaming the contest allowed teams from as far away as Green Bay and Stevens Point to participate. It also produced additional revenue because we sold streaming ads as well to the sponsors.

Something new for our Park Falls market will be our Home and Recreation Show. Several months ago the Park Falls Area Cham-

ber of Commerce decided that they no longer wanted to take on that event and asked if the radio station would have any interest in running it. Well of course

we jumped at the opportunity, so now we are busy with finalizing the selling of booths and getting ready for the show April 6th & 7th.

Happy Easter Everyone!



Pack the stands, and below with DJ Rick.



Phillips Loggers takes the trophy at Pack the Stands.



Radio trivia night.



Pack the Stands \$500.00 winner, Judy Pierrard of Catawba.



Darla Isham
Park Falls
VP and General
Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director