

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

## HEARTLAND'S WRJO WINS WISCONSIN'S SMALL MARKET STATION OF THE YEAR

Over four hundred people enjoyed the Wisconsin Broadcaster's Association annual "Awards for Excellence" Gala on Saturday evening, May 3, 2014 at the Marriot West Hotel, Madison. The semi-formal event found suits, ties, even tuxedos and formal dresses dining to a menu of perfectly grilled filet mignon, grilled rosemary shrimp, fresh asparagus and fingerling potatoes. For dessert, a dark chocolate/white chocolate mousse topped with raspberry and chocolate nibs. It was a festive celebration... it was akin to a "Broadcaster's Senior Prom!"

On hand representing Heartland were Eagle River VP & GM Craig Whetstine and his wife Beth; Park Falls VP & GM Darla Isham and her husband Gary, Ashland Program Director and Corporate Director of Engi-



*Jim Coursolle accepted Station of the Year Award with WBA President Michelle Vetterkind looking on.*

neering and IT, Skip Hunter and his wife Lori, Paul Dischler and Tammy Hastings, leading salespeople from Park Falls and Heartland CEO Jim Coursolle.

Heartland's Eagle River WRJO was named the "2013 Small Market Station of the Year" and also received the "Small Market News Operation of the Year" presented by the Wisconsin Broadcasters Association. All-in-all Heartland stations received 18 "Awards for

Excellence." WRJO (FM), Eagle River received 6 First Place Awards; 4 Second Place Awards and 4 Third Place Awards. Ashland's WBSZ and WJH received 2 Second Place Awards and 1 Third Place Award. Park Falls 98Q received 1 Third Place Award.

Heartland CEO, Jim Coursolle told the HCGazette, "I want to CONGRATULATE GM Craig Whetstine and PD

### In This Issue

Page 2 . . .  
Pres. Release

Page 4 . . .  
Ashland News

Page 5 . . .  
Eagle River News

Page 6 . . .  
Iron River News

Page 7 . . .  
Park Falls News

Jim Coursolle, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
designer and  
publisher

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

Mike Wolf and their Eagle River station team for the outstanding job they did in winning 14 "Awards for Excellence" last evening. Mike Wolf, Amy Linnett and Bruce Marcus do a fantastic job creating the WRJO Award-Winning programming. I want to also CONGRATULATE Ashland GM Scott Jaeger and PD Skip Hunter for winning three awards and Park Falls GM Darla Isham and PD Joel Karnick for winning one award! All of our wonderful people make Heartland, Diane and I very proud!"



*The WBA Crystal Microphone Station of the Year Award.*



*The Heartland table.*

See **Awards**, Page 3

# Pres. Release

**M**ay is Mother's Day month. It took me years to understand the sacrifices and trials I must have put my mother through. I think it finally hit me one day when I was staying with my youngest daughter Heidi and I



Jim Coursolle  
President, CEO

watched her get her kids ready for school. She whirled around with a toothbrush in her mouth while she was filling breakfast bowls with cereal, combing kid's hair, popping toast in the toaster and "re-sitting" our two young grandchildren about a hundred times. I was completely out of breath just watching; I was almost too tired to eat my own breakfast, which she also prepared while trying to get ready for work. Whewww...

At 70 years old, I am now

able to realize what my mother, who raised five kids, and my wife Diane, who raised two kids (I did help, but could have helped more), went through. Any man who has ever been left to babysit two energetic, fun-loving kids under ten years of age knows how many questions and "whys?" a mother answers every waking hour of her life. What did women do before "Google" to come up with all



of those answers?

My Uncle Jack from California has mentioned to me a time or two that I was quite the "test of my mother's patience." He is probably right. My mother was Jack's sister.

During May, as we celebrate with our mothers or celebrate the memories of our mothers, I can't help but stop and say a little prayer hoping that in heaven, the Good Lord has found my Mom a spa with a terrific back massage. I am sure He has found her a place to curl up with a great cup of coffee and a good book!

Close your eyes for a minute and just imagine a time or two when your own Mom was called upon, or just happened to arrive on the scene, of the third sibling fight – in the last ten minutes – ready to solve the problem and make everybody "happy" again. Or the time when you came home from school sad because some kid was making fun of you and your Mom sat down and put

her arm around you and everything was OK again. I can remember getting the "brush-off" from a girl friend and thinking it was the end of the world... my mother had it handled and I returned to the dating arena to find another girl friend soon after.

When I was president of the Minneapolis Junior Achievement program, my Mom and Dad were always there to attend activities I was involved in. They were so proud of me when I was named Minneapolis "Mr. Junior Achievement" at one of our annual banquets. I chuckle now, because I'll bet my Mom was relieved that I had found and joined something outside of our home to expend my energies.

I would invite you to take a moment of your time today to just think about your Mom. Maybe think about the time she gave up a new dress or outfit so you could have one.

See **Mom**, Page 3

## April Top Sellers



### Market Managers

Scott Jaeger .....	\$14,994
Darla Isham .....	\$14,707
Dan Wheeler .....	\$13,051

### Sales Reps

John Warren .....	\$30,938
Trish Keeley .....	\$13,174
Rob Zimblar .....	\$11,675
Amber Sarafiny .....	\$10,558
Paul Dischler .....	\$10,442

## BIRTHDAY "BROADCASTS"

### MAY

24<sup>th</sup> – Bruce Marcus – Eagle River

### JUNE

- 1<sup>st</sup> – Rudy Marincel – Ashland
- 13<sup>th</sup> – Amber Sarafiny – Iron River
- 15<sup>th</sup> – Jeremy Johnson – Iron River
- 23<sup>rd</sup> – Amy Lemke – Eagle River
- 23<sup>rd</sup> – Darla Isham – Park Falls







Bruce and Craig Accept one of 6 WRJO First Place Awards from Scott Chorski, WBA Vice Chair-TV-Chair Elect.



Darla and Gary Isham.



L to R, Skip Hunter, Bruce Marcus, Jim Coursolle, Craig Whetstine, Paul Dischler, Darla Isham and Tammy Hastings display the Awards.



Skip and Lori Hunter.



Tammy Hastings and Paul Dischler.



Beth and Craig Whetstine.



Bruce, Jim and Craig with Station of the Year Award.

**Awards, from Page 1**

After the awards presentation that Saturday night, Coursolle jokingly asked WBA President and CEO Michelle Vetterkind, “Are you trying to give me a heart attack at 70 years old?” Heartland

News Director Bruce Marcus asked Coursolle if this was the most memorable “broadcasting moment or event of your life?” Coursolle answered by saying, “It was second, as you may know, I married a Rock ‘n Roll DJ named Diane almost 46 years ago and she has been by my side

ever since! But, I need to say this emphatically, May 3rd, 2014 doesn’t belong to me... it belongs to all of you at Heartland! You did it... I just got lucky to be able to represent you!”

It was truly a “Heartland Night to Remember!”

**Mom, from Page 1**

Or maybe deny herself a treat of some sort so she could bring you or your brothers or sisters one. As parents, we all know the times we have sacrificed to make sure our children had all the benefits we could afford to give them. But things that cost money are not always the real “benefits.” It’s our time – and it was my Mom’s time – that really made the difference.

No matter where your Mom is right now, I am going to wager a guess that she hopes that she made an impression on you by set-

ting an example... an example to give of your time to your kids and to your family. Really, when you think about your Mom, you think about the TIMES you spent with her and not much about gifts she may have given you. The real gift and legacy that she left with you is probably about the time she freely gave to you.

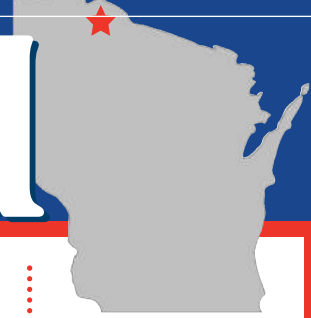
I miss my Mom; she’s been gone over 20 years now. This Mother’s Day I will celebrate with thoughts of my life when my Mom was alive, but I know that I can and will also celebrate the times when my wife Diane was whirling around trying to

get our kids (now almost 44 and 45) ready for school as she was writing ad copy, finishing logs, etc. for our first station... while popping toast in the toaster and quickly applying make-up as she got ready to begin her day.

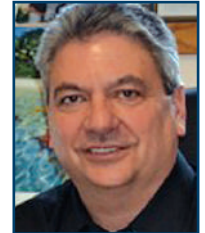
Some things never change... like Moms. Thank God for Moms and thank Him once again for the fact that Moms never change; their love for their families is truly amazing.

Happy Mother’s Day to all the Heartland Moms, and Moms everywhere, from Diane and me!

# Ashland



*“By the Big Bay”*



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

**GM NOTES...**

By Scott Jaeger, GM  
WBSZ/WN XR/WJJH/WATW

The month of May. WHAT?! Well we can finally write an article without talking about wind chill factors and the blasted “S” word. We have been extremely busy in Ashland. We finished off April with our Spring Home Show at the Civic Center. It was one of the biggest shows we have had in years. The numbers were way up and the exhibitors did very well. Now on to spring and summer!

On Saturday May 3rd, Skip Hunter and His Wife Lori headed to Madison with the rest of the Heartland Team for the WBA Awards Gala. I wasn't able to attend this year as I was on vacation. Thanks Skip! Ashland did well. We received a 3rd place award for “BEST ON SITE LIVE BROADCAST” for ABC Race Night that Skip does every Saturday from the ABC Raceway. We also received 2nd place for “BEST HUMOROUS COMMERCIAL” and 2nd place FOR “BEST COMMERCIAL.” 3

awards in all. One better than last year! Thanks to Skip and the guys for the nice production and effort to help us win!

Saturday May 17th will be the start of the ABC Race Night on 93.3 WBSZ. Skip Hunter broadcasts live each Saturday from 4:30 to 6 p.m. from the ABC Raceway in Ashland. I know all of the race fans are chomping at the bit to see some exciting stock car racing!

We are rollin' into May with a lot on our plates. We designed an early summer giveaway...THE HEARTLAND MANCAVE! We are giving away all of the furnishings for a MANCAVE! It's sponsored by Miller Beer and Dr. McGillicuddy's.

We have rounded up a ton of super prizes, a large screen TV, Mini Fridge, boom box, a plush recliner, a Pub Bar and Stools, year supply of pizza, Pepsi, Famous Dave's BBQ sauce, and more! We will be out and about doing “MANCAVE REMOTES.” The only way to qualify for the MANCAVE is to show up and register at our live broadcasts. Should be awesome!

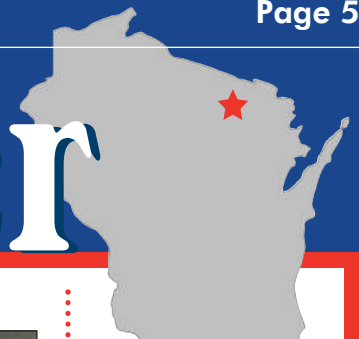
We have also given the Senior

Expo in August a new facelift, including a new name. It's now the 55+ Health Expo. Heartland Communications, along with the other title sponsors, Memorial Medical Center, Ashland Health and Rehab and UCARE all felt it was time to address the younger Senior citizens, 55 to 65 years old. We even changed the time from 8 a.m.-12 Noon to Noon to 6 p.m. We feel that the later hours will help attract those that are normally working during the day. The sales staff is on the street selling to exhibitors as we speak.

My wife and I ended April on a high note. We took a very relaxing vacation. We spent a full week on the beaches in Punta Cana, Dominican Republic. There was a wind chill factor of 82 there!! The temps were 85 to 88 during the day. Clear skies, no rain, just a breeze off the ocean. Needless to say, after this winter, it was much needed. So after sending the picture of the last snow storm, I figured I would warm the Gazette up this time with some vacation photos. I am much happier sending these... I'm just sayin'!



# Eagle River



## GM NOTES...

By Craig Whetstine, VP and General Manager WJRO/WERL

**W**RJO's on-air talent has brought two major awards to Eagle River. In case you didn't read page one, those awards are: BEST RADIO NEWS AND TALK OPERATION OF THE YEAR and STATION OF THE YEAR. Here's some information on how the winners of these awards are determined.

**STATION OF THE YEAR** – A station can't nominate itself for this award, it is based solely on the Wisconsin Broadcasters Association's cumulative voting system. That system is based on the number of awards a station wins in a given year. In other words, a station has to win awards in several categories in order to be nominated and to win this award. WRJO's six, first place awards played a huge role in delivering the STATION OF THE YEAR award. Those first place awards:

- Best Interview
- Best Live On-Scene Reporting
- Best Significant Community Impact
- Best Spot News
- Best Public Service Announcement
- Best Humorous Commercial

**BEST RADIO NEWS AND TALK OPERATION OF THE YEAR** – This is determined from seven news categories and Bruce Marcus won awards in each of the seven: First place in two (spot news and live on-scene reporting), second place in four and one third. This award has verified what we've known all along: Bruce Marcus is the best local re-



*Mike Wolf and Amy Linnett with awards Best Radio News and Talk Operation of the Year and Small Market News and Station of the Year.*

porter in Wisconsin.

Mike Wolf and Amy Linnett are two of the hardest-working air talents with whom I've worked. They are involved in countless community events in the Northwoods in addition to the major on-air events they host. Those events include their 30-hour live broadcast and our annual Polar Bear Plunge. Mike and Amy have raised tens of thousands of dollars for Northwoods-based organizations. While the STATION OF THE YEAR award is based on what Mike and Amy did in 2013, the award symbolizes what they've done for their community over the past several years. My predecessor at WERL/WRJO, Jim Hodges, also offered his thoughts:

"Winning both the Small Market News and Station of the year honors is a testament to the talent and hard work of the entire radio station team. My congratulations to all for winning our state of Wisconsin's most prestigious broadcasting awards."

Jim was VP/GM in Eagle River for the majority of 2013



*Bruce Marcus with the Best Radio News and Talk Operation of the Year award.*

and knows first-hand the effort put forth by Mike, Amy, Bruce and the entire team at WERL/WRJO.

These awards have already had a positive effect in our community. Many of our community leaders have acknowledged their pride in knowing that one of the smallest markets in Wisconsin has the best radio station.



**Craig Whetstine**  
Eagle River  
VP and General Manger

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

**WRJ**oldies  
94.5 fm



**Mike Wolf**  
Corporate  
Program Director

# Iron River



## GM NOTES...

By Dan Wheeler,  
GM WIKB/WFER

The snow has finally melted here in WIKB/WFER country! The trees are starting to bud and the grass is finally turning green. What a terribly long and historically cold winter we had! It is nice to hear the peepers and the birds, I think we almost forgot what they sounded like. We are very busy here at WIKB/WFER, and would like to welcome our two new sales associates: Heather Concha and Phil Shepherd.

*"You might not know me yet, but I'd love to get to know you! I'm Heather and have joined Heartland Communications Group as an Account Executive for the WIKB/WFER family. I recently relocated to Iron River, MI, where I spend my free time with my fiance Daniel, his two lovely daughters Harlie & Gracy, and the love of my life, my son Landon! Throw in our fur-ball baby "Buster," a happy and loving Maltipoo puppy, and you have what we affectionately like to call "the Chaos Ranch," where friends are always welcome and the adventure never ends! I'm looking forward to the upcoming (and hopefully warm!) summer, full of fishing, bonfires, playing my guitar, and traveling, capturing memories with my new camera! I am blessed to have been born and rooted in the lively and cultured San Francisco Bay Area and raised with the*

*laid back and traditional values of the U.P. With that, I have adopted a very good sense of "Work Hard, Play Hard," with emphasis on trying to bring a positive attitude to each day! I've spent the past 12 years bouncing between the West Coast & the Midwest, before settling in Marquette, MI approximately six years ago. I've worked in the medical field as a unit clerk, phlebotomist, and a medical assistant. I've also serviced patrons as a bartender in hometown establishments and corporate powerhouses, such as Buffalo Wild Wings, which allowed me to satisfy my love for sports and entertaining in a fast-paced environment. Along the way, I have been blessed with opportunities to volunteer in my son's classroom and to coach kids in soccer, basketball and volleyball, the sport I love to play the most! These experiences have allowed me to do what I*



*love most: interacting positively with people and helping them in any way I can. I hope that my experiences, skills, and overall outlook on life will be a benefit and of much assistance to our clients and local community. My family and friends, many who have become part of my extended family, span across the country and the globe. I look forward to making some new and lifelong connections here as well! Hope to meet you soon!*



Dan Wheeler  
Iron River  
VP and General  
Manager

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



So many kids, and adults, in the Iron County area, have done the "Cold Water Challenge," including Starr's son Nick and Amber's daughter, Isabelle. The true "Cold Water Challenge" a.k.a. "Polar Plunge," is this: one nominates three people to jump into the icy water and post themselves doing so on a social media site. The nominees have 24 hours to complete the challenge. If they complete the challenge, they donate \$10 to the Iron County Cancer Unit. If the nomi-



nee fails to complete the challenge, they must donate \$100.

## GOOD MORNING, TELEPHONE TIME

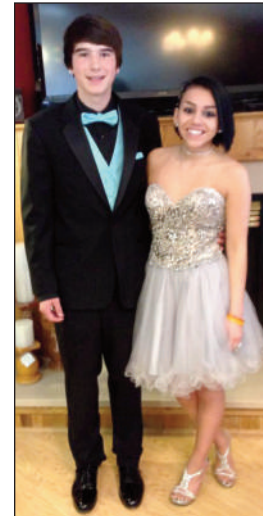


As the old saying goes, "Home is where the heart is," and, with Telephone Time, the longest running radio talk show in Upper Michigan, it is only a telephone call (or Internet stream) away!!

Calls from all around the country...San Francisco, CA...Chicago, Illinois...On-

tario, Canada... just to name a few!! The following is just a sampling of what we "get" to hear every day:

- Have a harp and a trumpet for sale.
- ...Six (6) roosters to give away.
- ...Wanted: a mule.
- ...Need a ride to Kenosha.
- ...Called Thursday with 3 guns for sale...called back Friday, thanks to Telephone Time, sold all 3!
- ...Cockatiel and mourning dove for sale.



May is Prom month and Starr's son, Nick and Amber's daughter, Isabelle, attended this special event.



Brad Zima  
Iron River  
Program Director



# Park Falls



## GM NOTES...

By Darla Isham, GM WCQM/WPFP

Happy Spring to everyone, and what an amazing Wisconsin Broadcasters Association Awards Gala! What an honor for Heartland Communications to receive so many awards of excellence like our great owner Jim Coursolle has shared with you in his section of the newsletter. It's just amazing but amazing results don't just happen without the efforts of a great team in a company with all departments pulling together. I have to acknowledge that the greatness of our entire company's sales force, out selling businesses air time, driving revenue to our stations, allows the excellence of our news, production and on air teams to do an awesome job at working their magic into beautiful award winning, remotes, news



*So I guess this is really a sign of spring when da-bears awaken from the long winter.*

stories and commercials. I guess I might refer to the ol' saying "there is no I in team." So a big thank you to the Park Falls sales staff and the sales staff in all of our Heartland markets for the efforts that you do to get the advertisers on the air. Oh, one last award I need to mention – do you know whose feet are in these

shoes? The Heartland ladies won a first for their shoe attire! The "Heartland Family" rocks!

The 98Q Country Dream Living Room giveaway is underway and wow, our sponsors are getting some great results with how we are qualifying listeners using the power of radio, Facebook and the web. Plus the final giveaway will be awarded at the Northwood's Stampede Country music festival on July 26th, right before the Saturday evening main act. I will be able to tell you more about how it all works afterwards and the things we might do differently next time. This is a perfect example of a station promotion partnering with a local merchant who is also putting on a community event. There is definitely a buzz going around our two main communities of Park Falls and Phillips. Our telemarketing department's community events coordinator Preston Vaughn has been very busy selling sponsorships for "graduation salutes" and a "shop local" campaign.

I also received many requests to change our station name to 98 BEAR Country! Yes, I don't know what I was thinking, but instead of staying inside with a window between me and the bear, I ran outside to get up-close-and-personal with this bear big visitor to the 98Q Country studios. I now find out that this bear has become the neighborhood's mascot as well. So I guess this is really a sign of spring when da-bears awaken from the long winter.

It is Mother's Day this month so a "HAPPY MOTHERS DAY" to all the moms.



**Darla Isham**  
Park Falls  
VP and General  
Manager

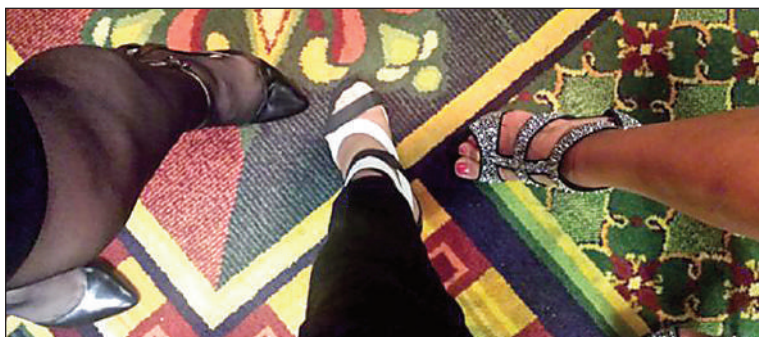
[www.wcqm.com](http://www.wcqm.com)



**Joel Karnick**  
Park Falls  
Program Director



WBA WCQM group.



Award-winning shoes.