

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

## Heartland Markets Exceed Budget in October and November Excellent Pacing for December

All four Heartland markets exceeded their sales budgets in October as the company ended the month over budget at 105.6%. Park Falls lead the way at 114.9% with Iron River at 109.5%, Ashland at 103.3% and Eagle River at 102%. The company finished 12.67% ahead of last year's October sales.

As of this writing on November 23rd, all Heartland markets were posting 105.3%

of their November 2014 budget. Iron River was on top with 11.4% followed by Park Falls at 110.2%, Ashland at 103.6% and Eagle River at 101.5%.

The ten Heartland stations are currently pacing at 68.6% for December 2014. An increase in annual contracts and new



accounts is playing a role in these budget accomplishments.

### In This Issue

Page 2 . . .  
Pres. Release

Page 4 . . .  
Ashland News

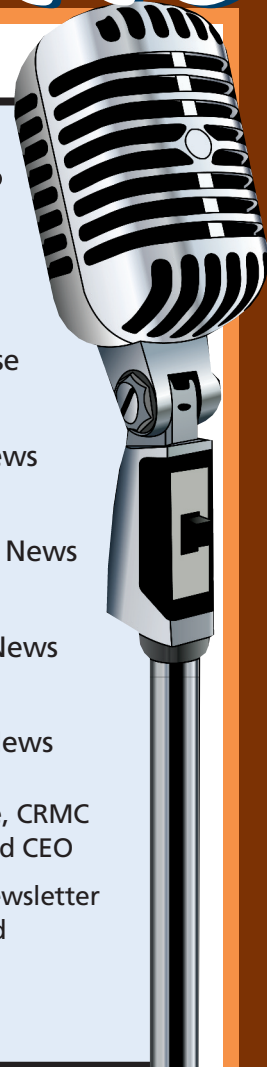
Page 5 . . .  
Eagle River News

Page 6 . . .  
Iron River News

Page 7 . . .  
Park Falls News

Jim Coursole, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



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

## Just In Case, You Had Forgotten Winter Sincerely Arrives in Heartland Markets

Winter became more than just a conversation topic on Monday and Tuesday, November 10th and 11th in the Northwoods and UP; it be-

came a reality. Weather reports were calling for up to 16 inches of snow in some Heartland markets; others saw up to 12 inches. As soon as thousands of snow shovels had

done their work clearing the way, a Polar Vortex visited the area bringing in Arctic air and plummeting temperatures. It got cold rather quickly.

See **Winter**, Page 3

## Broadcast Pro Lindsay Wood Davis Addresses Heartland Salespeople

Lindsay Wood Davis, former Radio Advertising Bureau executive and Chief Operating Officer of NRG Media was the featured speaker at Heartland's 2014 All-Company Sales Seminar.

The entire Heartland Sales Team from all four Heartland markets met at the Eagle River Inn on Wednesday, September 3, 2014 to hear Davis present his ideas on radio sales, especially small market radio sales.

According to Davis, "It's not what YOU say, it's what THEY hear." He told the group of salespeople that there are three simple steps to open every sales presentation:

I'm HAPPY to be here,  
I KNOW what I'm talking  
about, and  
I LOVE my job!

Davis shared his First Law: "Sales is a process, not an art. You can be an artist at the process, but it remains a process, none-the-

less." Davis gave his Second Law, it was, "Broad knowledge is what will get you a job, but learned, targeted specialization is what will advance your career."

Davis went on to discuss his "Seven-step Prospecting Model," "Customer Needs Analysis" including the Magic Wand Question, "If you could wave a magic wand over your business, what would magically occur?"

See **Seminar**, Page 3



Lindsay Wood  
Davis  
Broadcast  
Management  
Strategies

# Pres. Release

The fall colors in the Northwoods were stunning this year. Diane and I hit the “peak” during our September market visits to the Northwoods. The “reds” were so vibrant, the “yellows and oranges” such that I can’t remember the last time they were that radiant. The right word to describe our fall colors this year was “amazing!”



Jim Coursolle  
President, CEO

As we drove around the Northwoods and UP, I couldn’t help but think how grateful I was to be able to be a part of such a beautiful environment. It got me to thinking back to autumn time, many years ago... back to North Minneapolis and my Grandma Anne’s Thanksgiving table. It

was so welcoming and so relaxing. Thanksgiving at my “Nana’s” made me feel extremely grateful to be a part of my family and to share with them the joy of good company, good food and a little Packer and Lions’ football.

Once married, Diane and I traveled to her folk’s home near Rochester, MN for Thanksgiving dinner. It was the same feeling... fall decorations, candy dishes on the tables and the smell of the turkey roasting in the oven permeated their small-town home (and there’s no way I can ever forget my mother-in-law’s chili; I tried to get her to market her recipe). I remember a time driving back home after a wonderful Thanksgiving celebration; our two tiny daughters were sleeping in the back seat,

my wife was seated beside me and I was thinking how lucky I am. Forty years later, I am still grateful.

The season of Thanksgiving is a time for being thankful for all that we have; our faith, our family and friends, our health, our country, a roof over our head, clothes on our back and food on the table. This year as you sit with friends and family at the Thanksgiving table, may I ask that you stop for ten or fifteen seconds and just whisper a little prayer of thanksgiving for all that you have and also for the men and women in the Armed Forces who are away from their homes defending this country. I believe God listens and I believe He will hear your gratefulness and prayers.

It seems that immediately

after the Thanksgiving turkey platter has been stored away for another year, we’re on to December and thinking about the promise of Christmas and the birth of the Baby. The opportunity to be grateful is enhanced by the miracle of Christmas.

As you know, our newsletter is now published quarterly so let me express my gratitude and well wishes to each and every one of you for peace and joy during the time of Christmas and Hanukkah. Enjoy your friends and family, be grateful for the blessings of this past year and welcome in the New Year with hope and expectation.

On behalf of Diane and I, let me wish you, “Happy Thanksgiving, Merry Christmas, Happy Hanukkah and Happy New Year” all in one sentence. Blessings to all, we are grateful for your friendship!

## Happy Thanksgiving!

### October Top Sellers



#### Market Managers

Scott Jaeger.....	\$22,034
Darla Isham .....	\$18,726
Dan Wheeler .....	\$17,476

#### Sales Reps

John Warren .....	\$30,206
Rob Zimble .....	\$16,735
Tammy Hollister.....	\$16,319
Trish Keeley.....	\$15,557
Heather Concha .....	\$14,120

### BIRTHDAY “BROADCASTS”

#### NOVEMBER

- 8<sup>th</sup> – Deb Hytry – Corporate
- 20<sup>th</sup> – John Warren – Ashland
- 25<sup>th</sup> – Mark Westphal – Eagle River

#### DECEMBER

- 2<sup>nd</sup> – Nicole Koski – Park Falls
- 14<sup>th</sup> – Philip Kolenda – Iron River
- 20<sup>th</sup> – Mark Miller – Ashland
- 22<sup>nd</sup> – Carol Suriano – Eagle River

#### JANUARY

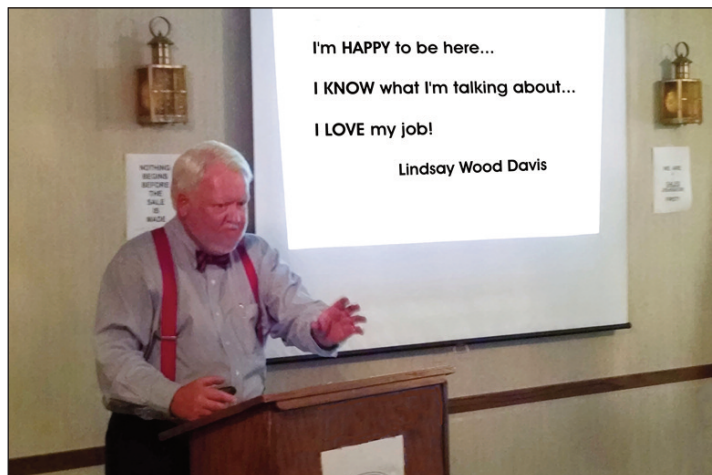
- 4<sup>th</sup> – Peggy Kaczowski – Eagle River
- 5<sup>th</sup> – Starr Helgemo – Iron River
- 9<sup>th</sup> – Wendy Schulta – Eagle River
- 11<sup>th</sup> – Trish Keeley – Eagle River
- 17<sup>th</sup> – David Olson – Ashland
- 21<sup>st</sup> – Tammy Hastings – Park Falls
- 22<sup>nd</sup> – Jenny Schilling – Eagle River
- 25<sup>th</sup> – Kathy Wawiora – Corporate



# Corporate Address

## Seminar, from Page 1

Besides Prospecting, Lindsay discussed the need to enter into long-term relationships with advertising clients. His presentation regarding “Long-Term Business” answered questions such as “Why should an advertiser commit to a long-term marketing plan. Davis stated that Long-term Business is for the benefit of the client because it gives the client the advantage to budget advertising costs, to get the best deal possible and it gives the client regular contact with their account execs. Internally, because of the benefits to the client, it will also be “a benefit to YOU,” said Davis because it will stabilize your income stream, it gives you a path, permission and opportunity to radically ramp up your level of



service to your client.

Once the sale is made and the ads are broadcast, according to Davis, then comes “The Velvet Squeeze.” He said, “We are not inventing new ways of doing collections, we just need to do what needs to be done, better.” Davis said, effective

and successful account execs “make the collection process into part of what they do every day, every week and every month.”

On Thursday, September 4th, Lindsay met with the Heartland GM’s for several hours. He told the GM’s, “Making budget

is not your goal, it is your JOB.” Davis insisted what general managers get paid to do is motivate salespeople and find a way to accomplish revenue budgets month in and month out.

Heartland CEO, Jim Coursolle, said that the comments he heard from both the GM’s and the salespeople were that “the Davis presentation was excellent, probably our best to date.” Coursolle said, “Davis has the background and the experience in sales and sales training and it showed. Lindsay is a true professional and I am quite sure our Heartland sales team and general managers took some valuable information back to their markets with them. We were honored to have a person of Lindsay’s caliber meet with our Heartland sales and management team.”



## Winter, from Page 1

A week later, the Northwoods saw even more snow. Some of the Heartland markets were reporting over 30 inches on the ground. Our friends in Ironwood, Michigan, home of Heartland’s Ash-

land GM Scott Jaeger, saw the snow accumulation exceed 100 – yes, that’s correct – 100 inches of the white stuff. Local snow shovel and ROOF shovel sales have exceeded all expectations this early in the winter.

All of this is good for busi-

ness for our area according to Heartland CEO Jim Coursolle. “I talked with all four of our GM’s on Monday, November 10th and they reaffirmed that an early snow and winter-like conditions gets people thinking about winter sports and holiday gifts,” he said. “Typ-

ical winter conditions, as we are now experiencing, are quite beneficial. It’s the way-below-zero temps that tend to discourage people from traveling into our area with their snowmobiles and four-wheelers. So far, so good,” said Coursolle.

# Ashland



## GM NOTES...

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

Welcome back!! The last few months have been super busy in the Ashland area. We came out of the 55+ Health Expo in August. After changing the name, the venue, and the whole concept, it was a HUGE Success. We decided to target the younger Senior Citizens

in the area. It worked. We sent out a survey, 165 people responded. 40% of the people had never been to the Expo before and 68% of the survey respondents were 55 to 66 years old!! Mission accomplished.

The end of August we lost Bob Michaels. Bob decided to run for State Assembly in Michigan. We then hired Sally North. Sally moved here from Madison in June after getting married to an Ashland man. Sally has Real Estate background and a little insurance sales. We are happy to have Sally on board.



Sally North  
Account Executive

October came and went with the political ads taking over like a wild bunch of zucchinis that never die!! The political spending in Ashland was pretty good compared to the last political season. I think the importance of the Wisconsin election, primarily Scott Walker VS Mary Burke was a big part! This election was a huge stepping stone for the GTAC mines if Scott Walker retained his seat. He did! Now we move on. In Ashland, for Halloween, we



decided to do one hour live broadcasts at each night club that had a Halloween party. Skip went out did the remotes, we hit some in the Ashland and some in the Hurley area. We didn't sell as many as we wanted, but had some fun!!

As I am writing this, we are getting ready for the Garland City Women's Expo in Ashland. It's sponsored by Heartland Communications, JET Travel & Tours, Memorial Medical Center, The Spot and Natures Honey Therapeutic Massage. It's a pretty impressive show. We currently have over 40 different exhibitors, 6 seminars throughout the day, our Garland City Café with Coffee, Chocolate and a lot of great food for the ladies! It's a great day of food, fun and shopping for the ladies in the area. The Ashland Chamber of Commerce has also come on board with a fun 5K and 10K run for Women only called the 'CHICK-UAMEGON RUN.' They are expecting over 300 runners all dressed in bling!! It's a great day all the way around.



The picture is me and my wife Kim dressed up for the Halloween Party!! Throw Back baby!

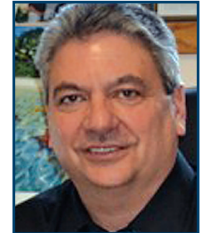


We are also starting the Deer Hunters Round Up. The Round Up will be on the air November 22nd through the 30th. Once again we have teamed up with the Whitetails Unlimited to give away limited edition Whitetails long sleeve hunting shirts and a beautiful muzzle loader!! We will also be giving away a full shoulder mount to one lucky deer slayer!

Skip and I will be broadcasting live at the Elks Lodge #137 in Ashland on Saturday November 15th for the Annual Elks Radio Auction for Special Olympics. This is a big fundraiser that the Elks Lodge puts on every year to raise funds for the local Special Olympic athletes in the area. We help raise a little over \$5,000 every year!! What a great event!!

I would like to take this time to sincerely thank my whole staff here in Ashland. We are involved in a ton of things all year long, and everyone keeps stepping up to the plate. The sales staff has done a very good job this year considering the economy isn't quite back to where it should be. The staff continues to keep producing quality commercials. Skip is constantly putting out fires, not only here, but in all of the markets. He has been doing a lot of remotes and is now saddling up for the Deer Hunters Round Up. And thank you to Lori for putting up with all of our insanity!!

I would like to wish everyone a Happy Thanksgiving, a Merry Christmas and a great New Years Eve next month!



Scott Jaeger  
Ashland  
VP and General  
Manager

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

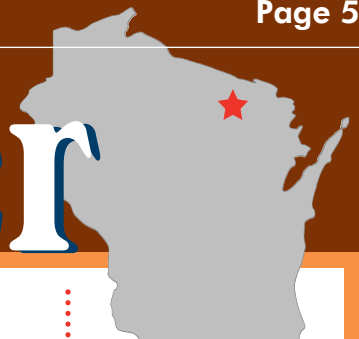
[www.wnxfm.com](http://www.wnxfm.com)

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



Skip Hunter  
Ashland  
Program Director

# Eagle River



## GM NOTES...

By Craig Whetstine, VP and General Manager  
WRJO/WERL

**W**RJO has had a busy Fall. We held three major Expos and we gave away our Man Cave. The Man Cave promotion was a major success in the Northwoods, drawing more than 1,000 entries from throughout the area. We gave away the Man Cave at Lac Vieux Desert Casino in Watersmeet, MI on Saturday, October 11, with over 70 finalists on hand for their shot at our \$6,000 prize. The WRJO Man Cave is the largest prize giveaway in Northern Wisconsin.

Our expos kicked off with the 10th Annual Health & Resource Fair on October 7. The event was held at the Exposition Hall at Eagle River's Derby Track, as were all of our Fall expos. Our two first year expos created the most excitement in the Northwoods. On October 25 we staged our initial Pet Expo, which had more than 450 people and over 80 animals visiting our exhibitors. We capped off the expos on November 8 with our First Annual Women's Expo. Again, over 400 people came to the Expo Hall to check out everything from free wine tasting to a fashion show. We're already looking forward to the 2015 version of these events.



*The Heartland Communications Group, Programming Department gathered at the Eagle River Inn for their yearly meeting, this year with a special guest, Mike Kronforst.*



*Over 400 people came to the Expo Hall to check out everything from free wine tasting to a fashion show at the Women's Expo in Eagle River.*

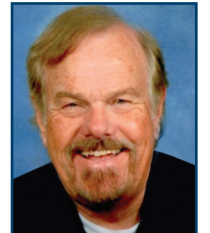
**T**he Heartland Communications Group, Programming Department gathered at the Eagle River Inn for their yearly meeting, this year with a special guest, Mike Kronforst.

Mike, A 1964 Brown College graduate, worked in radio and television for eight years in Wisconsin and Illinois before joining the Brown faculty in 1972. In addition to his teaching duties, he worked as a KEEY FM staff announcer, KMSP TV weathercaster, and free-lance voice and on-camera talent in addition to his teaching duties. From 1978 to 1992 he served as placement director for Brown's broadcast program, taking over as placement director for all of Brown's academic programs from 1992 to 1994. In 1994 he returned to his first love, teaching young broadcasters the tools of their craft, and he continues to teach, advise, and participate in curriculum development for the broadcast program. Winner of the Conclave Learning Conference's Rockwell Award in 2002, Mike's

dedication to teaching, mentoring, and advocacy has made all the difference for thousands of young broadcasters, all of whom recognize with gratitude his positive impact on their careers and their lives.

Mike's lesson plan at the Heartland event sparked great group conversation in a room with over 100 years of radio experience. Joel Karnick, WCQM Program Director said "It's great to be able to share ideas and get instant feedback from the rest of the Heartland team". Skip Hunter, Program Director of Heartland's Ashland Group said, "The day was a huge success, lead by a radio legend. Mike Wolf, Corporate Director of Programming said, "You can't ask for a better day. Complete group participation, great discussion, and Mike's incite was invaluable.

Heartland is a radio company that is always evolving. Yearly meetings with such an experienced and dedicated programming staff are just another way to keep minds sharp and share ideas to keep Heartland expanding its reach to it's listeners.



**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



## GM NOTES...

By Dan Wheeler, GM WIKB/WFER

**W**e want to take this opportunity to welcome Bob Black to the WIKB sales staff.

Bob, as many of you know, is the past director of the Iron County Chamber of Commerce. We also want to thank Heather Concha for her great work at WIKB and to wish her all the best. She has moved to Marquette, MI to be with her young son. WIKB and WFER have been doing very well sales-wise in the past few months as a result of the performance of the all of the sales team members here in Iron River.

Iron River is moving into the holiday season and our WIKB and WFER are filled with the holiday spirit. One of our part-time employees, Jeremy Johnson created a display of our stations and a picture of that diorama is included in this story.

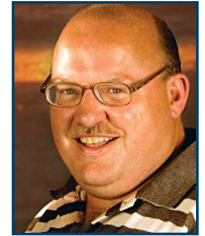
We are quite excited about the prospects of 2015 and everyone at the Heartland stations in Iron River feel that 2015 will be a wonderful year. We all hope that wherever you are reading this that you also have a wonderful year in 2015.



*Buckskin Bob as he is known when wearing his trademark jacket. Pictured here during the 2013 Ironline dogsled race.*

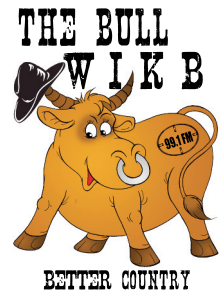


*The above photo shows the artwork of Jeremy Johnson, WIKB's longest serving employee and his family. Last year Jeremy and his parents created this display and once again this year will be the centerpiece of our decorations.*



**Dan Wheeler**  
Iron River  
VP and General  
Manager

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



**Brad Zima**  
Iron River  
Program Director

**B**ob Black is a resident of Crystal Fall Township with his wife Tina and dog Tank. They have 3 grown sons- Clifford & Media with grandson Tristan of Iron Mountain, Dustin & Bethany of Sumiton Alabama, Sgt. Tyler & Whitney Black with grandson Harley at Fort Bragg North Carolina. Bob enjoys motorcycling, mixed martial arts, fishing, hunting, alligator wrestling, crab trapping, snorkeling, and scuba diving. Bob enjoys pontooning and camp-



**Bob Black**  
Account  
Executive

ing with family and friends. He wears a fringed buckskin jacket made from 5 1/2 deer shot by him. Bob was branded "Buckskin Bob" when he did a weekly outdoors report on WIKB's Telephone Time when he was the Director of the Iron County Chamber.

Bob has worn many hats in Iron County in the past including Iron County Chamber Director, created "Bob Black Promotions" company and organized "the End of Summer Blues Fest" in Alpha MI. WIKB has been a major sponsor of this annual event. Bob was a County Commissioner in the past, has taught concealed weapon classes, taught self-defense classes, work as a federal firearms dealers, Volunteer firefighter, and is involved in many organizations too

numerous to mention.

Bob received a Special Tribute Award from Scott Dianda our State Rep, Senator Casperson and Governor Synder February 2014. He was U.P. Firefighter of the Year in 2005.

Bob's professional accomplishments include receiving a Special Tribute Award from Scott Dianda our State Rep, Senator Casperson and Governor Synder in February 2014. He was U.P. Firefighter of the Year in 2005. Bob is an active community volunteer. He MC's and assists in many different organizations and events throughout Iron County, thus started his relationship with WIKB. Bob states "he has always felt he was a part of the Heartland family and is very happy now to be a member of the team"!

# Park Falls



## GM NOTES...

By Darla Isham, GM WCQM/WPFP

It seems like just yesterday we were starting the first quarter of 2014 and here we are in the 4th quarter preparing budgets for 2015, the election is over, all of the summer activities are now just fleeting memories as we get geared up to finish 2014 strong.

This fall we had a great time out and about! Phillips area Chamber of Commerce "Harvest Fest" getting out and meeting businesses and sampling good food harvest by the locals, along with great fall business savings at many of the Phillips down town businesses. Tammy Hastings and I always enjoy getting to taste test! Ok doing a live remote for a fall festival has its benefits. And its a "for sure" benefit to be part of the Park Falls area Chamber of Commerce and the 98Q "Halloween Monster Parade" as well. Getting to see all the kids dress up in costume then parade down main street then end at the park for candy and treats! We had our Back Yard BBQ party at the Will's residents, we also helped Stueber's Ace Hardware celebrate 40 years serving the community. It is always great when you see a local business still in business after 40 years going strong and successful! And who wouldn't be jealous over getting to go Muskie fishing with one of your clients who does guiding for a living? Owner of Ross's sport shop of Phillips Wisconsin John Carlson is a great community leader when he opened up some personal time to take out a group of veterans who are part of the "Wounded Warriors Project" in Wisconsin. Tammy Hasting the account rep for Ross's Sport shop was there broadcasting live for the event only to hook her own 42" Muskie!

Now we gear up for Veterans Day, Deer Hunters Round Up a Northwood's classic, Thanksgiving, 98 Lights of Christmas where we give away \$500.00 dollars in cash to some lucky listeners, and finalize our 2015 budgets.



I feel very good about 2015 and the successes we will have. Of course getting re-energized from an amazing Alaskan/Glacier Bay cruise vacation might have helped get me in this frame of mind. I can share pictures and stories but unless you were there it's quite hard to express the breath taking views and experiences that over took me. I felt like I was in a living post card, and everyday was a new vacation for 7 days! My oldest son Duane is a world traveler he has asked me many times to come travel with him and I've always said "well maybe when Maggy is out of the house and the busyness of work settles down some day". Well Maggy has been out of the house and in college for 2 years and you know work is always going to be busy you never get caught up in this business so it's not like I didn't want to travel with my son I just had this great fear of flying and I can't swim, but at 61 its time to get over it, step outside of my fears and face them and what better way to do that but to fly and take a boat somewhere. So a year ago my son and I made plans to fly into Seattle WA, spend a day or two then hop onto a cruise ship and head to Alaska. A place neither of us have been but always wanted to see. We were able to really get up close and personal with the whales, a lot of whales, we saw two separate times at Glacier Bay a glacier cracking and falling into the water and creating this huge splash and wake, we took a small legend "Beaver" bush water Plane into the Misty Fjords rain forest, saw bears, and mountain goats



in the valleys of the Yukon, and cruise activities were as amazing and interesting as I was selected to take part in the ships "Dancing with the Jewel Stars" contest. When asked on my return was I scared when I flew and did I panic on the Ship? Honestly not at all I put myself in the frame of mind that if I worry about flying and being on a ship I would simply miss some of the most amazing experiences anyone could ever have of a life time and getting to experience it all with my oldest son was just the frosting on the cake. If you ever have an opportunity to experience Alaska "DO IT"! Enjoy some of my favorite pictures.



Darla Isham  
Park Falls  
VP and General  
Manager

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



Joel Karnick  
Park Falls  
Program Director