

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

## Sales Budget: First Day of the Month

### Iron River Creates a Heartland First

July 1, 2014 found one of Heartland's markets already at budget for the entire month.

"This is another one for the record books," according to Heartland CEO Jim Coursolle. "As far as we can tell, this is the first time a Heartland market has opened the month being at, or over budget," Coursolle said.

On July 1st, Dan Wheeler's Iron River team began the month at over 100%. The July 2nd "Pacer" recorded that WIKB/WFER was at 101.4%. Dan Wheeler, VP & GM, Iron River, told the HCGazette that long-term contracts were the reason he has seen his stations open

up each month at a high percentage toward budget. "Heather, Phil and I have worked hard to sell our advertisers long-term contracts which almost ensures the client's advertising campaign will be successful," said Wheeler. "Our on-air team led by PD Brad Zima ensures a good audience for our advertiser's messages."

The expression "Daily Invitation" has been used and taught a lot at Heartland All-Company Sales Meetings. The day-in and day-out continuous invitation for listeners to do business with Heartland advertisers has been a major factor in the many Heartland advertiser success stories over the years.

## Heartland Hits All-Company Budget in June

Sales went over the top as the four Heartland market stations accomplished the June 2014 Sales Budget. The June 30, 2014 sales "Pacer" reported that Heartland finished the month of June at 100.3%

of budget. Park Falls finished at 113.6%; Iron River at 105.2%; Eagle River at 100.3% and Ashland at 92.3%.

The four Heartland GMs related that they are encouraged

by the fact that the long harsh winter is behind them and that the summer tourists and lake homeowners have returned to the area. June sales reflected the increased "traffic" in Northwoods area stores.

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Jim Coursolle, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
designer and  
publisher



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

## HCGazette Begins Quarterly Publication

### Inside Radio Editor Saxe Praises Newsletter

In order to provide the Heartland General Managers with more time to direct station operations and sales, the "HCGazette" newsletter will publish on a quarterly rather than a monthly basis. Heartland General Managers are responsible for submitting their market articles to the HCGazette Newsletter Designer and Publisher, Wendi Ell.

Under the new publication schedule,

the first quarterly publication will take place in August 2014. The subsequent quarterly issues will follow this publication schedule:

- Third Quarter – August
- Fourth Quarter – November
- First Quarter – February
- Second Quarter – May

The HCGazette print format will re-

main basically the same, but with shorter articles and more topics to read.

Recently, the HCGazette was honored when Inside Radio Editor Frank Saxe told Heartland CEO Jim Coursolle that the HCGazette "was one of the best broadcast company newsletters I have ever seen, and that takes into consideration the larger radio companies as well."

# Pres. Release

I took a vacation afternoon recently and went to see the movie “America” with three other friends. I came out of that movie with a new and refreshed view of America!

I must admit that I had been feeling pretty “down in the mouth” recently with all of the scandals coming out of Washington... there has been one almost every week.

A couple of weeks before the Fourth of July, I remember thinking, “Boy this sure isn’t the country I grew up in where the law was the law for everyone and the United States was the best, strongest, most respected and honest country on the face of the earth. You have to wonder if the IRS ever heard the story about George Washington and the cherry tree?” Or Pinocchio?

What really stunned me was the fact that the film producer, an immigrant from the country of India named Dinesh D’Souza,



Jim Coursolle  
President, CEO

exposed that there are several American educators that have written books and/or taught classes shaming young impressionable American students (very soon to be American adults) into believing that this country is responsible for most of the world’s ills. D’Souza points out that the late radical Howard Zinn wrote a revisionist text entitled the “People’s History of the United States” which has been used by many schools as a part of their curriculum and is represented as a historically-accurate portrayal of American history. The Zinn textbook blames America for everything bad that has happened here and throughout the world. D’Souza exposes the inaccuracies in the Zinn textbook throughout the film. D’Souza points out that Obama crony Bill Ayers, a member of the murderous 60s Weather Underground, is now a professor at the University of Illinois and is also misleading young students everyday about America. I’m sure you remember former Colorado college professor Ward Churchill who said the U.S. deserved the 911

attacks because of the “ongoing genocidal American imperialism.” These people are teaching our kids inaccurate information about the United States of America. These educators are being paid with taxpayer’s money to shame young Americans.

There was tons of information and examples of how America had answered the call throughout the world to protect, to defend, to provide and to serve. The film featured rock star Bono of U2 as he spoke to the students at Georgetown University about the greatness of America. D’Souza starred in the movie and talked on many occasions about the greatness and exceptionalism of this country.

The film highlights examples of minorities that rose up through the ranks and became extremely successful including the story of the first self-made black woman millionaire.

Yes, the numerous scandals and the recent indecision regarding Iraq; the IRS scandal about the “lost” emails; the four dead Americans in Benghazi; the trading of five al Qaeda terrorists for an AWOL American soldier

who is thought to be a traitor and the thousands of illegal immigrant children being detained in border concentration camps as political pawns... it’s hard to hold your head up and be positive about America’s direction (if we have one).

I needed to see this movie. I left the theater with a very positive feeling about all of the good America has done for, and in, the world. I felt proud to be an American. As a broadcaster, I felt secure that our most cherished Freedom, that of Freedom of Speech, will remain intact. I realized that, sooner or later, all the recent corruption and dishonesty coming out of Washington would come to an end. God willing, a real honest leader will again instill a positive and hopeful attitude about America that will propel this country into a newly found surge of economic and social freedom and prosperity the likes hasn’t been seen in years.

You’ll like the film “America.” You’ll walk out of the theater with a bounce to your step. It’s worth your time. Oh, and don’t forget the Junior Mints!

## June Top Sellers



### Market Managers

Dan Wheeler .....	\$21,936
Scott Jaeger .....	\$21,508
Darla Isham .....	\$14,405

### Sales Reps

John Warren .....	\$31,249
Trish Keeley .....	\$22,720
Rob Zimble .....	\$15,117
Heather Concha .....	\$13,206
Bob Michaels .....	\$11,748

## BIRTHDAY “BROADCASTS”

### JULY

- 2<sup>nd</sup> – Dan Wheeler – Iron River
- 7<sup>th</sup> – Erik Helgemo – Iron River
- 12<sup>th</sup> – Cory Marincel – Ashland
- 25<sup>th</sup> – Deb Josephs – Corporate
- 31<sup>st</sup> – Tammy Hollister – Park Falls

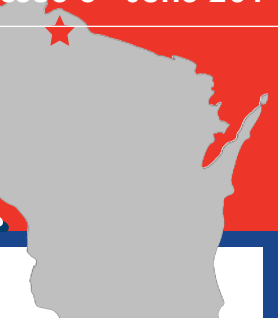
### AUGUST

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





# Ashland



## “By The Big Bay”

### GM NOTES...

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

The 4th of July is here and gone. How that happened I have no clue. We went from no spring, to looking at back to school shopping!! Slight exaggeration...but very slight.

As we look forward, Ashland is going to have a very busy second half of the year.

We are in the middle of our Man Cave Giveaway. This has gone very well for us. We rounded up over \$4,000 worth of merchandise including a large screen TV, Recliner, Pub Bar, vacuum cleaner to keep the man cave clean, a DeWalt on-site radio, mini fridge, Culligan water cooler, plus a year's supply of Pepsi, Miller Beer, Tillamook beef jerky, Little Caesars Pizzas and Famous Dave's BBQ Sauce!! The only way our listeners can qualify is to show up at our Man Cave Live Broadcast. We started the week of June 9th

and will run through July 31st, and be given away on August 1st. So far we have sold 21 live broadcasts and are looking for more! A big thank you to Skip Hunter, as he has voluntarily waived his talent fees during the week for these remotes to make it easier on the business!! Thanks Skip.

Heartland Communications is sponsoring a night of great rock n roll during the Bay Days Celebration in Ashland. We have booked the band “THE TEDS” from Ironwood to rock Chequamegon Bay on Saturday night July 19th starting at 7:30 p.m. The event is sponsored by Miller Beer-Northwest Distributing, Dr. McGillicuddy's, the South Shore Brewery in Ashland and Heartland Communications.

The 55+ Health Expo is on the horizon. This event was formerly the Senior Expo. We are a title sponsor along with Memorial Medical Center, Ashland Health & Rehab, UCARE and Heartland Communications. It is slated for Wednesday, August 20th. We have given it a facelift. We have

changed the name, changed the venue and the time to accommodate the younger seniors, specifically trying to attract the 55 to 65 year olds. We are very excited about the changes and how things are shaping up.

We have hit the streets with the Green Bay Packer sponsorship packages. Hard to believe they start the pre-season in less than one month! Heartland Communications, along with JET Travel and Tours are sponsoring a Packer Party Bus to see the Pack take on the Carolina Panthers on October 19th. It's our annual pilgrimage to the sacred ground of Lambeau Field!!

In closing, I would like to wish my beautiful wife a happy anniversary. On July 22nd, we will be celebrating 14 years of marriage. She always tells everyone, that beng married to me is a journey...and she has to hang around to see how it all turns out in the end. Those people that know me, my antics and what happens on our vacations will understand!!! Happy Anniversary Kim!



Scott Jaeger  
Ashland  
VP and General  
Manager

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

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

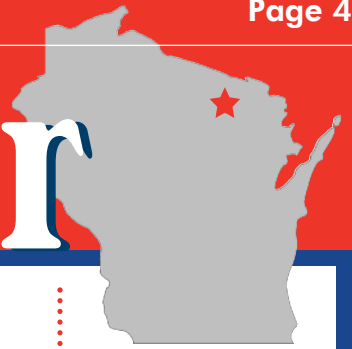
[www.wjhf.com](http://www.wjhf.com)



Skip Hunter  
Ashland  
Program Director



# Eagle River



## Live music is the scene this month

### GM NOTES...

By Craig Whetstine, VP and General Manager WJROWERL

The WRJO Street Dance is as much a part of summer in the Northwoods as enjoying The Chain. WRJO takes over one block of Main Street in downtown Eagle River for two hours every Thursday night during the summer. We have a live band (the Wisconsin River Band is pictured), prizes from one of our 20 Street Dance sponsors and a lot of happy people! You can get your face painted and you can also enjoy a brat thanks to the Boy Scouts. The WRJO Street Dance is a favorite of locals as well as our summer visitors and is another reason why WRJOldies is part of the fabric of Eagle River and the Northwoods.



Craig Whetstine  
Eagle River  
VP and General Manger

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



Mike Wolf  
Corporate  
Program Director



# Iron River



## GM NOTES...

By Dan Wheeler, GM  
WIKB/WFER

Summer has brought a number of events into Iron County that WIKB has been a part of. Crystal Falls held their annual Bass Festival with Parades, car shows, canoe races, boxing, volleyball tournaments, Wop VS Swede Softball game, and of course a fishing contest.

But like most communities the biggest summer events fall over the July 4th weekend. Iron River saw its share of parades, cook-outs, and fireworks. But the big celebration in Iron County of the July 4th weekend was the Village of Alpha Centennial celebration. WIKB supported the Village and local advertiser The Alpha General Store to advertise the event.



WIKB's own Phil Shepard third from the left competes in the beard contest during the Alpha Centennial over the July 4th weekend.



Dan Wheeler  
Iron River  
VP and General  
Manager

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

THE BULL  
WIKB



The lights are back on at local favorite The Stand reopening back in June. The Stand is the WIKB sponsor of our Garage Sale Program.

## 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 tele-



phone call (or Internet stream) away!!  
Calls from all around the country...Atlanta, Georgia...Chicago, Illinois...Kingsport, Tennessee...just to name a few!!  
The following is just a sampling of what we "get" to hear every day:

...Caller from Georgia...93 degrees and humid at 10:00 a.m.  
...Lost my cane...please call me if you found it!  
...Front porch steps to give away...called back, someone came and picked them up! Thanks Telephone Time!



Brad Zima  
Iron River  
Program Director



# Park Falls



## GM NOTES...

By Darla Isham, GM WCQM/WPFP

We have our 10 qualifiers and they are closer to winning the 98Q Country Dream Living Room valued at \$6,000.00. On June 29th the weather cooperated really well as we had our kick off party to the Northwoods Stampede Music festival under the big tent at The Polish Palace. 10 qualifiers won complimentary tickets for them and a friend to attend the 2-day event where the final winner will be drawn prior to Outshyne taking the main stage for the evening festivities on July 27th. One finalist, bless her heart, has not been able to purchase new furniture in over 20 years as she stated, her kids came first! So best of luck to all 10 finalists.

From giving away a whole new living room we are also qualifying folks to win our huge Back Yard Barbeque...new grill, beverages, food and the 98Q Country staff cooking for your party, what can be better than that?

And if that isn't keeping us busy enough, we have also teamed up with our Price Country Fair Board and we are holding an all new 98Q Country "Karaoke Show Down" in August. It will be an evening of the best Karaoke singers in the Northwoods entertaining the crowd. Thirty singers will be judged on their vocal ability, stage presence, creativity, and crowd appeal and 10 will be picked to sing in the "Show Down" finals to win cash and prizes. Sponsorship pack-



ages help us tie in the local businesses. The Price County Fair board has provided us with the cash prizes and promo tickets to get into the fair and to some of the events. So our sponsorship packages are live remotes that we sell to the local businesses. At the remotes we'll give away fair tickets plus the businesses will provide \$25.00 gift certificates from their business to us as prizes for our Karaoke singers at the fair. This is a very creative way to tie in the local businesses, plus they get an ad package to promote summer activities or savings at their stores and we feature them in our promos and at the fair as a sponsor of the show.

And congrats to Paul Dischler and Preston Vaughn for reaching and exceeding their June budgets, making a goal for our market budget as well. What a great warm feeling you get inside when the moon and the stars align just right! Ohhhhh ok it had nothing to do with the moon and the



stars, it was pure persistence and hard work and a well deserved "Congratulations!" Let's keep it going...go team.



Darla Isham  
Park Falls  
VP and General  
Manager

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



Joel Karnick  
Park Falls  
Program Director