

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

## Brutal Weather Challenges the Northwoods and UP

**"I've never seen anything like it,"** said one long-time Heartland listener. Are you kidding me, it's really 32 degrees below zero?!" And, he didn't talk very long for fear the cold air traveling through his mouth might freeze his windpipe shut.

Perhaps the coldest Heartland market in January was Ashland, WI. It was probably the market hit hardest with the most snow as well. Snow is usually very welcome, but when it comes in foot measurements instead of inch measurements, it can be rather challenging to say the least. The picture of snow on the Heartland Ashland station studio building says it all. By the way, the roof had to be shoveled clear of snow to prevent roof leakage or collapse.

Ashland General Manager, Scott Jaeger, said, "In Northern Wisconsin and the UP of Michigan we have experienced one of the earliest and longest cold snaps we have seen in a long time. We were experiencing 30 to 50° below



*Snow on the roof of the Ashland station building.*

wind chill factors for over a week. In fact in Superior, Wisconsin, where Sandy and Marge Berg work, they officially recorded 61° below zero! Couple that with Mother Nature wreaking havoc with a monster 32 inch snow

storm in Ashland...we have certainly had our struggles with winter!"

Darla Isham, GM in Park Falls asks, "How cold did it get in the Park Falls Market?"

See **C-O-L-D**, Page 3

### 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)

## Heartland Winds Up Year on a High Note All-Company Performance for December at 100.5%

**I**n the final month of 2013, three out of four Heartland markets went over the top with revenue budgets catapulting the company into 2014 in a very positive manner.

Park Falls led with 111.7% of budget. Darla Isham, Park Falls V.P. & General Manager said, "It was a total team effort; our new salespeople Paul Dischler and Tammy Hastings have developed their skills and along with veteran Preston Vaughn, this sales team put it all together!"

Ashland exceeded their revenue budget by 103% led by Heartland's leading salesperson John Warren who exceeded the \$41,000 mark. Bob Michaels and Tammy Hollister, who joined the Ashland team in 2013, showed solid growth with Hollister obtaining 107.67% of budget in December.

Iron River surpassed their budget goals by 101.7% with Amber Sarifiny reaching 166.41% of budget and market VP & GM Dan Wheeler obtaining

116.98% budget. Wheeler told the HCGazette that he is proud of the efforts put forth by his team. Wheeler said, "Our new salesperson, Troy Margoni, is showing positive growth and we expect good things from him in 2014."

"2014 is shaping up to be a good revenue year for Heartland," according to CEO Jim Coursolle. "Our focus in 2014 will be in increasing EBITDA by hitting a high percentage of sales budgets in all four of our markets," said Coursolle.



# Pres. Release

**J**anuary, in my opinion, is a month that brings mixed emotions. The holidays are over and there may be a let-down to some degree. It gets cold and

that is especially true this year in the Northwoods. In the Northwoods, we do pray for snow because it brings the snowmobilers, skiers and winter sports people up here and we know tourists always make things easier financially, but we could do without the sub-zero temperatures. I think the one thing that I really like about January is that it brings a new beginning; a chance to start over and renew your life.

I remember listening to the interviews on the radio with Packer players as they were packing up

their gear and heading home; it was the day after the defeat they suffered at the hands of San Francisco in the brutal cold at Lambeau Field. Most of the interviews I heard mentioned something about “next season” or “beginning again.” I heard things like “working on my technique” or the word, “improvement.” January gives all of us a chance to do some introspection.

If you are an on-air talent; did your shows go the way you wanted them to go in 2013? Is there room for improvement in 2014? Can your show preparation be more beneficial? What can you do to make your radio show more compelling so that more listeners tune in to our Heartland stations? What do people tell you that they like about your show; have you heard any negative comments from listeners or other staff members? There is so much information on the Internet today that can be used for show preparation or show improvement in some way, but it’s up to you.

If you are a salesperson for

Heartland, how did 2013 go for you? What percentage of the time did you make your personal sales budget? If you would make your personal sales budget in 2014, how much more in commissions would you earn and would that money be meaningful to you in some way? What can you personally do to improve your sales in 2014? With today’s Internet, the RAB, WBA webinars and resources at your stations, there is a ton of stuff you can use to improve and learn new sales skills. Your general manager can assist you, but most importantly, you can assist yourself. Spend the time, and maybe a little money, to obtain training courses or materials that will improve your sales skills in 2014, but it’s up to you.

On the personal side of the ledger, you may have some areas in your own life that you would like to improve. Again, there is a myriad of self-help materials available on the Internet and at your local library. But, YOU have to take the initiative and make the move; it’s up to you.

You have heard me say that, basically, it always comes down to “attitude,” and in this case, it is your attitude about yourself. If YOU have the desire to make 2014 the best year of your life, YOU can and YOU will.

I’m not big on New Year’s resolutions only because they’re often forgotten in about a week or month. But, I do believe that we can pick one or two certain areas of our life that we perceive needs improvement and formulate a plan that we work on until we improve; athletes do that all the time. By formulating an improvement PLAN, you do much more than just wish or make some sort of a resolution to make a change.

If you PLAN to improve in 2014, you will. It’s all about your attitude toward yourself; YOU have to decide that YOU are worth it and then begin to go to work with your PLAN. Invest in YOU and YOU will improve.

Diane and I wish you the most successful and happiest of New Years in 2014!



**Jim Coursolle**  
President, CEO

## December Top Sellers



### Market Managers

Darla Isham .....	\$20,118
Dan Wheeler .....	\$16,693
Scott Jaeger .....	\$14,905

### Sales Reps

John Warren .....	\$41,089
Amber Sarafiny .....	\$14,340
Bob Michaels .....	\$12,736
Trish Keeley .....	\$12,677
Rob Zimble .....	\$12,539

## BIRTHDAY “BROADCASTS”

### 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 Gabrelcik – Eagle River
- 25<sup>th</sup> – Kathy Wawiora – Corporate
- 28<sup>th</sup> – Paul Dischler – Park Falls

### FEBRUARY

- 11<sup>th</sup> – Bob Michaels – Ashland
- 18<sup>th</sup> – Jim Slagle – Eagle River
- 19<sup>th</sup> – Preston Vaughn – Park Falls
- 22<sup>nd</sup> – Rick Frischmann – Park Falls



# Ashland Cluster Accomplishes "Hat Trick"

The Heartland Ashland stations turned in an outstanding fourth quarter performance making and exceeding all sales budgets for the months of October, November and December 2013. In October, Ashland posted 103.8% of their revenue budget; in November, they hit 101.7% and in December, they went over the top at 103%.

Throughout 2013, Heartland's leading salesperson, John Warren, exceeded his sales budget; in October Warren reached

101.9%; in November 103.36% and in December he obtained 110.28%!

Warren told the HCGazette, that organization, time management and most importantly, "old fashioned customer service," were the keys to his success.

Vice President and General



**John Warren**  
Ashland salesperson

Manager of the Ashland cluster,

Scott Jaeger said, "I am very proud of the way our team in Ashland overcame a poor economy to win the way we did. We have terrific salespeople in Ashland."

Jaeger said he also wanted to "tip my hat to the excellent on-air talent



**Scott Jaeger**  
Ashland General Manager

we have in Ashland. Q-Ball, Mark, Rudy and Skip give us a tremendous product to take to the marketplace. And when our listeners come into the station to buy shopping show items or bring in public service announcements, Lori, our receptionist, creates the best



**Lori Mahnke**  
Ashland receptionist

first impression!"

Veterans Marge and Sandy Berg continue to represent the Ashland cluster in the Iron River, WI, Superior and Duluth, MN areas. "We see a lot of business from our Western areas."



**Tammy Hollister**  
Ashland salesperson

Jaeger went on to praise the outstanding performance of, new in 2013, salespeople Tammy Hollister and Bob Michaels, "I am so appreciative of their ability to catch on to radio sales as quickly and as well as they have. These are two very good representatives of our stations in Ashland."

Heartland CEO Jim Coursolle said that, "Ashland has assembled a team of winners under the leadership of Scott Jaeger, it's fun to watch their development and progress.

They have electricity!"



*Ashland's Personalities (L to R) Dave Q-Ball Nelson, Mark Miller and Rudy Marincel*

## C-O-L-D, from Page 1

I cannot remember a time when actual temperatures were -33 to -38 degrees for several days in a row during the day; the high some days – spanning at least a week or so – would be -25 degrees (with wind chills of 50 to 70° below zero) causing communities in the Price County area to actually close down. Schools closed, many businesses closed, and consumers faced frozen pipes and furnace problems at home. Needless to say, I have staff members that have some travel time getting to work; some days they just had to stay at home and work the phones. Businesses were very distracted because they had to deal with bitter cold issues as well."

Dan Wheeler, Heartland Iron River, MI GM, when asked about the temperatures in his area, reported, "As low as 29 degrees below zero at the Iron Mountain Wastewater Treatment Plant in Breitung Township; the wind chill took it to 40 to 50° below."

Heartland Eagle River GM, Craig Whets-

tine, though new to the Northwoods, has spent considerable time with Montana winters. Craig said, "Eagle River had lows around 25° below zero with some highs in the negative single digits. We didn't have any snow during the Polar Vortex. For the most part, life went on as normal in Eagle River and Vilas County. This is one part of the country that doesn't let winter slow it down.

Mike Wolf, Heartland Corporate Director of Programming, put it another way when he asked, "What is the definition of "Brutal Cold" in Northern Wisconsin?" Wolf said, "Brutal Cold is the temperature at which you find out how many of your car parts can break or fail without any forewarning. This action will usually take place just after you've filled your LP tank for the second time and your money reserves for the year have been greatly depleted; it's when you consider taking your horse to work." Mike and his wife Wendi have horses; we hope the horses are wearing their long johns and scarves.

# Heartland GMs Meet

The Heartland Vice Presidents and General Managers met January 24, 2014 from 9:00 AM until 4:00 PM at the Corporate Offices, Eagle River.

In attendance was Scott Jaeger, Ashland GM, Darla Isham, Park Falls GM, Dan Wheeler, Iron River GM and Craig Whetstine, new GM of Heartland's Eagle River stations along with Heartland CEO Jim Coursolle.

The meeting focus was "Making Budgets and Increasing EBITDA in 2014," said Coursolle. "In December 2013, we have proved that we have the capability to exceed revenue goals as a team so we will raise the sense of urgency and insist upon that accomplishment being carried out throughout 2014."

# Ashland



## "By The Big Boy"

### GM NOTES...

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

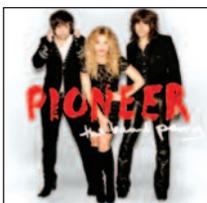
January! Did I ever tell you I HATE JANUARY! As Jimmy Buffet says in one of his songs... "I GOTTA CARIBBEAN SOUL THAT IS OUTTA CONTROL"... so needless to say the 30 and 40° below zero and the 32 inch snow storm we had in Ashland is not up my alley!

Anyway, we had a successful holiday season at the stations in Ashland. Our goal was to hit budget for the 3rd month in a row and finish the year off strong. Mission accomplished!

We also brought back the Magic Stocking over the holidays as a fundraiser for the BRICK Food Shelf. The Magic Stockings were around town and people dropped their donations into the Magic Stockings. Coffee Oil in Ashland (Holiday Station Stores) match dollar for dollar up to \$1000. This year we collected almost \$1200 which means our donation to the Food Shelf will be around \$2200!!

Over Christmas, we came up with the idea to do "THE 12 REMOTES OF CHRISTMAS." We basically sold 3-hour live broadcasts to 12 different businesses. The business gave away a \$50 gift certificate during the end of the Live Broadcast to one person who registered the live broadcast. That winner was then qualified to win a \$500 gift card from Heartland Communications! We had a great time with it and will definitely bring it again to the holiday table next year!

I was able to acquire 8 tickets to see The Band Perry coming to the DECC in Duluth. We sold a sponsorship to Washburn Hardware and Sport and gave away all of the tickets!



It was a great promotion during the month of December.

Heartland Communications was also able to tie into the Ironwood Snowmobile Olympus held at the Gogebic County Fair Grounds as the official radio Station. We did 1-½ hour broadcasts live from the race track on both Friday and Saturday. January 4th and 5th, was the Pro Vintage Weekend with all of old classic snowmobiles going head to head. Do any of these ring a bell? Chapparel, Scorpion, TNT, Blizzard, Evinrude, Rupp... hadn't heard those names in awhile have you? They were all there! Then the following weekend, January 10th through the 12th, the big boys came to town for the USSA Prostar Race along with the TLR Cup! We had an opportunity to interview 4 World Champions, including Malcolm Chartier the current Champions, along with race coordinators, USSA dignitaries and even the man in charge of the ice track...MURPH AND ARTESIANS! Long story!!!

What a couple of weekends they were. Thank you to everyone at the Ironwood Snowmobile Olympus! What a great job they did!

I would like to thank Jim and Diane Coursolle for our Christmas party.



It was held on Saturday night, January 4th at the Hotel Chequamegon in Ashland. We had some wonderful appetizers, a super meal, played some Christmas games and JD Bass Entertainment provided music and of course...KARAOKE! What a blast we had. Thanks again Jim and Diane.

Now it's off to selling Spring Home Shows! We are hosting the show in Ironwood on March 21st - 23rd at the Pat O'Donnell Civic Center followed up in Ashland at the Bay Area Civic Center April 11th through 13th!

Did I ever tell you I HATE JANUARY...?



Scott Jaeger  
Ashland  
VP and General  
Manager

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

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

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



Skip Hunter  
Ashland  
Program Director

# Eagle River



## PD NOTES...

By Mike Wolf, PD  
WJRO/WERL

An entire community comes together to raise funds for locally-based Angel On My Shoulder, a cancer support organization committed to improving the quality of life of those living with or affected by cancer.

The plunge took place at noon with sun, light snow, and a temperature of 20 degrees on Big St. Germain Lake. 89 Plungers were on hand to thrill a large crowd of spectators. 50 plungers were first timers to the event. The youngest plunger was 10 years old and the oldest was 70.

Over the past fourteen years this WRJO event has raised just over \$333,421.00 for Angel On My Shoulder. Mike Wolf said "An amazing team of plungers and spectators raised a grand total of \$28,827.00 dollars, with donations still coming in. In this economy it's so heart warming to see that the people of this area are still willing to wholeheartedly support such a worthwhile cause."

Russ "Moses" Huizinga with a total of \$3,600.00 has now raised over \$22,600.00 for Angel over the past 14 years. A sampling of those waiting in line identified plungers from Illinois, Minnesota, Arizona, North Carolina, and Texas with the majority from Wisconsin.

The Best Costume category was won by The Seven Dwarfs. Liz Barber, Matt Reuss, Jocelyn Smith, Maggie Taylor, Haley Taylor, Megan & Patti Farrell.

The WRJO 94.5 Radio station team of Mike Wolf and Amy Linnett, raised \$12,225.00 in pledges during the 30-hour Radio Pledge-A-Thon held prior to the plunge date. During that time they interviewed Lolly Rose, founder of Angel on My Shoulder, several Board members, and program participants who have seen first hand the benefit of the many programs provided through this organization.



Russ "Moses" Huizinga with a total of \$3,600.00 has now raised over \$22,600.00 for Angel over 14 years.

All plungers received a long sleeved T-shirt, for a minimum of \$35 in pledges along with a commemorative wrist bracelet.

Recipients of the "Guardian Angel" plaques this year were Bill and Kathy Ell for the many dedicated years of involvement with the plunge.

We hope to see you Saturday, Jan-

uary 3rd, 2015 for the 14th Annual Northwoods Original Polar Bear Plunge to benefit Angel On My Shoulder.

If you took the plunge or missed it, you can relive the day with the Youtube video provided by The Northwoods River News and The Lakeland Times.



Craig Whetstone  
Eagle River  
VP and General  
Manger

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

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**FREEDOM  
TALK 950  
WERL**



Mike Wolf  
Corporate  
Program Director

# Iron River



## GM NOTES...

By Dan Wheeler, GM WIKB/WFER

## Iron River welcomes new Sales Executive

Troy Margoni joined WIKB's sports department in August of 2013 as the announcer for the Forest Park Trojans. Then in November Troy joined the sales team as a part-time salesperson. Troy was born and raised in Crystal Falls, Michigan graduating from Forest Park High School in 2001. Troy graduated from Northern Michigan University in 2007 with his Bachelor's Degree in Criminal Justice. He graduated from the Fox Valley Technical College Police Recruit Academy in 2008. Troy has worked as a salesperson in the hearing aid business, and as a juvenile probation officer, correctional officer and homeless prevention specialist.



Michigan State Christmas Tree came from none other than Iron River. The blue spruce was from the yard of John and Barbara Waara. This year's state Christmas tree got some pretty flattering recognition alongside others from major cities around the world. The Huffington Post gave the final spot in its list of "The 11 Most Stunning Christmas Trees From Around The World" to none other than the Capital City's 68-foot stunner.



Dan Wheeler  
Iron River  
VP and General  
Manager

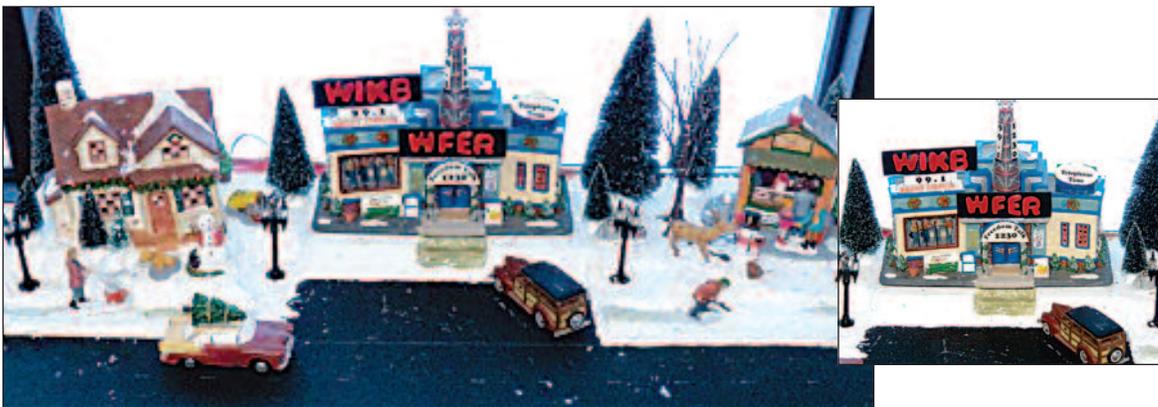
[www.wikb.com](http://www.wikb.com)



Brad Zima  
Iron River  
Program Director

## Bitter cold temperatures hit the U.P.

Forest Park's boys basketball team suffered its first defeat of the season last week. But it wasn't to an opposing team. The spell of subzero weather that closed schools also forced postponement of the Trojans' Jan. 7 home game against Kingsford, FP's only game last week.



Jeremy Johnson is one of our part time employees who has been with WIKB for years. He is one of the most reliable employees in Iron River. He helps wherever he is needed from filling in for Starr Helgemo at the front desk, board operator for sports, handles our Sunday live broadcast and a lot more. He volunteered to decorate our office for the holidays this year and with the help of his Mom and Dad, Susan and Jim, came up with these miniature replicas. The details and hours spent on these is just amazing and it is worth displaying throughout the year. We are working on putting up a shelf that can display their work all year long.

# Park Falls



## GM NOTES...

By Darla Isham, GM WCQM/WPFP

There is an old saying here in the Northwood's "You know you grew up in Park Falls when..." and the story proceeds with something memorable that has been part of your history that you will always remember.

And so as I was driving through downtown Park Falls a few weeks ago, I came to the stop sign. As I was turning the corner, I saw the finished mural project on one of our business buildings.

The murals were a project headed up by the historical society to paint community icons who were the cement and mortar of our community and who did great things as leaders. As I turn the corner there it was hitting me smack dab in the middle of my emotional network. I pulled over into a parking spot and I have to say became very emotional, because I had no idea that my dearest friend Sandy Dural was being featured in her role as Station Manager for WCQM & WNBI (now WPFP).

In 1974 Sandy started at the station as a receptionist, since she was such a go-getter with a great personality, they asked her to go out and sell the first annual snowmobile derby. Fifteen dollars got you 10, 30-second commercials. She made this promo-



*Seeing the WCQM & WNBI sign featured on the mural also tells us that along with Sandy this radio station is a huge part of the community's history and will be for many years to come.*

tion a huge success all on her own. Needless to say the station moved her directly into sales.

In 1993 now a station veteran who had done it all, was promoted to station manager. A rough time came when Sandy fell and broke her arm and decided that she would take a sabbatical from radio; but never say never, Sandy returned to the station in 2000. She again turned up the heat, again making huge contributions to the success of the station and her community.

Sandy sat on the Park Falls Area Chamber of Commerce board of directors, being very active in every community event, she was a member of the Flambeau Hospital Auxiliary, became a Park Falls Ambassador in her later years and was loved and admired by everyone who knew her.

Sandy passed away from a linger-

ing illness on January 18, 2013 she was a young 68. So the story goes as I was saying, "You know you grew up in Park Falls when you see the bright smiling face of Sandy Dural, a community icon, featured on a Park Falls mural. And when you ask someone who is Sandy Dural they would first tell you they remember her from the radio station and share a great story about something amazing she did for the community."

It is such an honor for the station to be featured with Sandy Dural's image on the mural and I have been so blessed to have been her friend, co-worker and radio partner.

Also seeing the WCQM & WNBI sign featured on the mural tells us, that along with Sandy, these radio stations are a huge part of the community's history and will be for many years to come.



Darla Isham  
Park Falls  
VP and General  
Manager

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



Joel Karnick  
Park Falls  
Program Director

## HOLIDAY TIP #37



NEVER CATCH SNOWFLAKES  
WITH YOUR TONGUE  
UNTIL ALL THE BIRDS  
HAVE GONE SOUTH  
FOR THE WINTER.

ANAJOKES.COM