

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

## HALL of Famer to Headline Heartland Fall Sales Seminar

Heartland salespeople will learn by the lake this year as they meet at the beautiful Waters of Minocqua Resort/Hotel for the 2017 Fall Sales Seminar on Oct. 11. This year's featured presenter is Wisconsin Broadcaster's Association Hall of Famer Perry Kidder.



Perry Kidder  
WBA Hall of Fame

Kidder's presentation at the Heartland Fall Sales Seminar will focus on the "controllable" that we all have. Perry says, "We have the ability to 'control' that first impression. We can 'control' how many calls we make, how well prepared we are, how good of a daily/weekly plan we have, our networking including social media, we can 'control' our community spirit, our personal accountability, our commitment to personal excellence and our commitment to our client's success." Perry's presentation will be more informal than previous Heartland Fall Sales Seminars and will feature much "give and take" roundtable discussion and conver-

sation with the Heartland salespeople.

Perry is a broadcaster who came up through the ranks, beginning as a radio guy, even though he has had some experience in newspapers and extensive experience in television.

P.K. joined the heritage WMT AM/FM/TV, Cedar Rapids, IA earning his way to General Manager of this Iowa powerhouse in 1978-79.

Following his time in Iowa, he joined WFRV-TV5, Green Bay, WI and WJMN-TV, Marquette, MI where he sold ads, became the National Sales Manager, General Sales Manager, Director of Sales – CBS Television Stations and VP/GM CBS Television Stations until 2003.

In 2004, he was named Senior VP CBS Television Stations for stations WNDY-TV, Indianapolis, WWHO-TV, Columbus, OH, WEYE-TV, Austin, TX. WFRV-TV, Green Bay and WJMN-TV, Marquette, MI.

Kidder retired in 2011 with 39 years of media service in radio, television and newspapers.

See **Seminar**, Page 5

### In This Issue

Page 2 . . .  
Pres. Release

Page 3 . . .  
Ashland News

Page 4 . . .  
Eagle River News

Jim Coursolle, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



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



## On Track

Heartland advertising sales are on track after the first seven months. At the end of July, the Heartland six stations advertising sale revenue was posted at 100 percent of their 2017 seven month budget according to Heartland Business Manager Kathy Wawiorka.

The heavy summer non-stop rains in June proved to be a challenge, according to Heartland CEO Jim Coursolle, but

solid months in January and April picked up the slack. "We are on track to have a good revenue year thanks to the efforts of John Warren, Craig Whetsline and their sales teams. We can certainly see a better business climate coming out of Washington which is changing the way area businesses promote their growth. Our Heartland stations sound very good, thanks to our on-air teams" according to Coursolle.



# Pres. Release

On February 25, 2017, my oldest daughter Wendy, reached the top of Mt. Kilimanjaro located in Tanzania, Africa. The summit is 19,341 feet. As her Dad, I was very proud of her...for many reasons. But, I want to focus in on one reason because her accomplishment reiterates something I strongly believe in and her feat reiterated a fact that I endorse wholeheartedly.



Jim Coursolle  
President, CEO

Wendy persevered. Many years ago, Wendy joined my wife Diane and I in one of our favorite vacation spots, Jackson Hole, WY. During that time together, if I recall correctly, we had all taken the tram to the top on Rendezvous Mountain. It was summer and we stood on top of that Mountain and looked out over the Jackson Hole valley...it was vast and inspiring.

While up on that mountain or sometime shortly thereafter, Wendy made the com-

ment to me, "Hey Dad, let's climb the Grand Teton someday." There are climbing schools out in Wyoming to prepare beginners for mountain climbing.

Well time went on...Wendy and her husband Brian had two wonderful children and the mountain-climbing idea was put on the back-burner of my bucket list and probably temporarily placed somewhere at the end of Wendy's list as well. But, Wendy never forgot it.

In February of this year, Wendy realized her dream with a group of other international adventurers. She persevered, went through the extensive training, took the medical shots, lined up the travel and made it to the top...not just of a mountain, but to the top of her bucket list. She overcame much adversity...thousands of miles from her home and family in New Jersey. She was focused and persevered.

See **Perseverance**, Page 5



## July Top Sellers



### Market Managers

John Warren .....\$31,849

Craig Whetstine .....\$9,052

### Sales Reps

Tammy Hollister.....\$24,173

Rob Zimble .....\$22,214

Trish Keeley .....\$21,560

Husmann/Reader .....\$13,143



## BIRTHDAY "BROADCASTS"

### AUGUST

27<sup>th</sup> – Jim Coursolle – *Corporate*

### SEPTEMBER

14<sup>th</sup> – Jim Hedican – *Ashland*

14<sup>th</sup> – Wendi Ell – *Corporate*

24<sup>th</sup> – Tricia Benton – *Ashland*

### OCTOBER

3<sup>rd</sup> – Marion Warren – *Ashland*

5<sup>th</sup> – Craig Whetstine – *Eagle River*

25<sup>th</sup> – Mike "Wolf" Ell – *Eagle River*

28<sup>th</sup> – "Skip" Hedican – *Ashland*



# Ashland



## "By the Big Bay"

### And, The Winner Is...

By John Warren,  
General Manager  
WBSZ/WNXP/WJH/WATW

It's been a very busy winning summer at Heartland Communications in Ashland.. On Friday, July 14 the winner of the Battle of the Bands was *Born Too Late*. *Born Too Late* is a group of young kids; 10-year-old lead singer on the keyboard, her 12-year-old brother on the drums and two 15-year-old girls one on lead guitar and the other on the bass. These kids were pretty darn good! They beat out some really good bands with a heck of a lot more experience. There was \$3,400 in total prize money awarded.

Then on Saturday night July 15 we crowned the 2017 Bay Days Karaoke Contest Champion. Brittany Deegan qualified at Joany's Side Kicks in Iron Belt. Brittany came to Ashland to perform under the big tent, was named the winner. There was over \$2,000 awarded to the performers.

And for the Grand Finale... Man Cave IV. We put together a Man Cave package of over \$5,000 in prizes that was given away on Friday, Aug. 11. Prizes included a 60-inch LED TV from North Star Electronics, Big Man's Recliner with end table and lamp from Hitt's Fine Furniture, Riccar Vacuum from Northwoods Vac and Cleaning Supply, stain proof oval rug and Badger LED flag from Home Expression, DeWalt AM FM Radio Charger from McRae True Value, year's supply of



Above; Battle of the Bands winner, "Born Too Late" and at right; 2017 Bay Days Karaoke Contest Champion, brittany Deegan.

Mountain Dew with a sign from North Star Beverage, year's supply of Little Caesars Pizza, year's supply of Miller Beer from Northwest Beverage and Super One Liquor along with some Famous Dave's products.

Congratulations to the winner of the entire Man Cave IV Package, Henry Walker of Ashland. Henry registered just one time and qualified at McRae's True Value. We called Henry at 8AM on the morning of Aug. 11 to put him on the air. Well we tried three times and he never answered the phone. Later in the day we took a drive to his house where we found him outside having a yard sale. I asked if his name was Henry Walker to which he replied "yes." I then asked if his phone number was



Man Cave IV winner Henry Walker.



414..., he said "yes." Now I'm having fun with this guy so I then asked if his phone worked. He replied "yes, but it was in the house." I then asked if he'd go get it. Now he's thinking that I'm a cop and says "I didn't do anything." So, while he is going for his phone I called back to the radio station and ask Skip to call the number again. Now his phone is ringing and this time he answered. Now he's surprised. He was more in shock then excited. This is one happy winner!!

The sales team did a phenomenal job selling the remote broadcasts around this promotion. We booked 22 remote broadcasts in just seven weeks. Thank you, Tammy and Tricia for your hard work selling the remote broadcasts. The announcers all pulled together as a team as Skip did the majority of the broadcasts with Mark Dixon and Q Ball running the boards. Everyone did a fantastic job with these promotions.



John Warren  
Ashland  
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



## June and July Eagle River events

### GM NOTES...

By Craig Whetstine,  
General Manager WJRO/WERL



WRJO's 33rd year of Street Dances kicked off on June 15. Each year each of our nine dances attracts several hundred Eagle River residents and summer visitors to the intersection of Wall and Main streets in downtown Eagle River.



Our 2nd annual Pooler Bear Plunge featured a new component this year, a 5k run. We had 18 participants in the 5k and we also added more ice to our pool this year. 39 plungers jumped into a BestWay pool filled with water and TWO TONS of ice and an inflatable flamingo. The event, hosted by the Eagle River VFW, raised \$6,200 for the VFW/American Legion Post.



WRJO again participated in Joe Bucher's Blues Fest, a fund raiser for Northwoods youth sports programs, held at the St. Germain Pavilion. Blues Fest featured four bands, including Joe Bucher and the Top Raiders, it raises more than \$20,000 each year.



Craig Whetstine  
Eagle River  
General Manger

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



Mike Wolf  
Corporate  
Program Director

**Seminar, from Page 1**

Perry has served on numerous non-profit boards over the years and currently serves on the Green Bay Packer Hall of Fame Board and Executive Committee. He was President of the Green Bay Packer Hall of Fame board from 2013-17. "I served with Perry on the Packer Hall of Fame board for nine years and found him to be a great leader," said Heartland CEO Jim Coursolle.

Kidder expanded and rebuilt the Green Bay Packer Television Network and served as president and Executive Producer from 1995-2011 bringing in CBS to produce the games along with other special programming such as the Coaches' Show.

"I've known Perry since the 80s when I called on him when I was the owner of WLKE, Waupun. Perry and I cross-promoted each other's stations for probably 20 years until I sold WPKR/WPCK, Oshkosh/Appleton/Green Bay, in 2003. He is one of Wisconsin's great broadcasters and I'm proud to call him a friend," said Coursolle.

Today in retirement (so to speak), he continues to share his talents with broadcasters all over the nation.

Perry and his wife, Donna, live near Sherwood, WI on Lake Winnebago. The Kidders enjoy two wonderful married daughters and five terrific grandchildren.

"For almost 40 years, I've enjoyed watching my friend Perry's success," said Coursolle. "This October, the Heartland salespeople will have the opportunity to be encouraged by Perry's enthusiastic and practical approach to broadcast sales...he's a great one and we'll all learn a lot!"

**77 Years "On The Air"**

Recently, this picture of a WATW remote vehicle was found in the archives of the Ashland Heartland stations. WATW, 1400 AM, first went on the air in the year 1940.

The blockbuster movie "Dunkirk" is now playing in theaters all across our country. The movie depicts the story of the amazing evacuation of 338,000 British and French soldiers near Dunkirk, France in May-June of 1940. One has to wonder and imagine about the WATW news stories at the beginning of WWII and throughout the war.

This picture appears to be taken sometime in the 60's or 70's as the Volkswagen camper-van seems to be new in the picture. Again, some speculation, but it appears that the picture was taken along the shores of Lake Superior...probably during a WATW station promotion.

**Perseverance, from Page 2**

I tell you all of this because I think there is a life lesson for all of us that I wanted to share with you.

Perseverance or never quitting is a trait and life's lesson that all of us can learn. We have all seen and heard about "great things" being accomplished by folks that just never quit trying to succeed. Wendy, and probably all of you at one time or another, have heard me say, "If you think you can, or you think you can't...you're right!" Somewhere along the line, Wendy thought that she could. That thought process caused her to find a way to climb a mountain and I might add, one much higher than the

Grand Teton in Wyoming.

Today, Wendy, who lives in New Jersey, serves as a Vice President of Sales and National Accounts for a New Jersey company that imports and distributes rugs of all types to national chains throughout the U.S. She has personally told me that she uses the principles she and I discussed back when she was at home and attending Waupun (Wisconsin) High School. She and I used to attend Zig Ziglar and other motivational seminars when she was in high school. She applied those leadership skills and persevered to become a mountain climber and a sales leader with her company. She has told me that those persever-

ance type skills had a great deal to do with her accomplishments as a mountain climber and also getting to the top in sales at her company. She learned not to quit. She learned that perseverance is a major key to life's success. According to Wendy, you have to hang in there after others have quit, and if you do that, you will get to the top.

We have another younger daughter Heidi, who also understands perseverance. She persevered to become a professional ballet dancer with two major ballet companies, Ballet Metropolitan, Columbus, OH and Hartford Ballet, Hartford, CT; she traveled internationally to perform at many major venues meeting her husband in South America. Perseverance certainly played a huge part in her success as a professional dancer and now, a biologist, wife and mother living in Madison, WI.

All parents know that they can learn something from their kids. My wife Diane and I are proud of Wendy and Heidi—we have learned from our daughters that if you persevere and hang in there you will always end up at the top, maybe not at the top of Mt. Kilimanjaro, but at the top of whatever summit you may have chosen to climb.

