

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

"SO FAR...SO GOOD" Heartland Stations COVID-19 Recovery

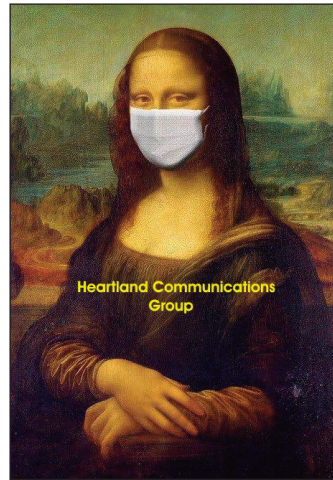
"Sometime in March, for about ten days, cancellation calls came in faster than we could write them," said Heartland South General Sales Manager, Jeff Wagner. "The phone never stopped ringing."

"Years of effort, establishing marketing relationships with our clients were usurped by lockdown orders throughout the U.S. and Wisconsin. People discontinued their advertising because they were forced to close their stores and businesses," reported John Warren, GM at Heartland North, Ashland station cluster.

Jim Coursolle, Heartland President and CEO, said, "We were having the best

year in the history of our company through February 29, 2020 and then we weren't...just like that! It was shocking and devastating at first until we could get our arms around the damage and determine a plan of action."

According to Heartland accounting reports, Heartland saw a little over one million dollars 'evaporate' due to the COVID-19 pandemic lockdown. At the end of June 2020, the company was down 28.19% from the Heartland June 2019 figures. It seemed like forever, but in just four months the company had clawed its way back from over 50% COVID-19 revenue losses.



One month later, at the end of July 2020, the revenue deficit was reduced by about 6% to 22.46%. Coursolle said,

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and publisher



www.heartlandcomm.com

THE COUNTRY CONCERT COVID COULDN'T KILL

Since 1978, or for almost 42 years, crowds have attended what has become the Northwood's Premier Country Music Festival. Everything was set. Super Stars such as Neal McCoy, Darius Rucker, Brett Eldredge, Runaway June and many more were on the docket. The tickets were sold and thousands of country music fans from all over the Midwest had made plans to spend their summer vacation listening to their favorite country stars and country music.

Then the guitar licks that were set to play and the country music stars that were set to entice...couldn't and almost didn't.

You see, Oneida County authorities in concern for the concert goer's health, cancelled the famous concert named after the Rhinelander monster moniker. The cancellation disappointment turned into a 'Ho Hum' or no concert at all.

But hold the phone... off in a secret planning place the minds of Heartland Corporate Program Director Mike Wolf and Continuous (the 'KEY' word here) Hit Country Coyote 93.7 Country Music morning personality Jim Franklin were meeting. It was TOP SECRET stuff.

You see CONTINUOUSLY – or going on 42 years – the month of July had always



been the Northwood's Country Music Festival time. Wolf and Franklin were overwhelmingly concerned. The

international COVID-19 pandemic was about to claim another victim.

See **Concert**, Page 7

Pres. Release

Recently, I was talking with a friend of mine who is employed in Washington by a U.S. legislator. We were discussing the current environment and how things always seem to happen at the just the appropriate moment to either attempt to condone or to obstruct a certain matter or issue. Those “pro or con” actions always seem to happen at just the right moment, sort of like a scripted TV or movie drama. So I said to him, “Gee, there certainly are a lot of ‘coincidences’ that happen in Washington on the political scene.”

His response was, “Jim, don’t you know that everything that happens in Washington during an election year is because it IS an election year.”

I guess even though I suspected as much, I never really thought that people would actually “plan” good and bad events to coincide with political agendas. Maybe I was a bit naive?”



Jim Coursolle
President, CEO

About that same time, a Catholic priest friend of mine wrote me an email. He said he had written out his sermon to be in accord with that Sunday’s Gospel which was the Story of the Apostles Afraid of the Storm. He said he remembered the style that the late radio broadcaster Paul Harvey had used in his radio broadcasts and decided to emulate it.

I thought what he wrote was particularly good and I thought I would share it with you today. Please keep in mind that the “Pres. Release” column is always meant to be an opinion column even though we work hard at expressing truthful opinions.

From my priest friend:

IF I WERE THE DEVIL

If I were the Devil, the prince of darkness and the father of lies, what would I do if I wanted to draw people away from God?

Since God’s Word tells them to trust and not to fear, I think that I would start by frightening them and put them into a panic. And since God’s Word tells them to care for each other, I think I would want them to believe that it’s everyone for themselves.

I would have “experts” tell them to stay

at home and hide from one another. I would tell them to be the first to grab up what they might want and not consider what others might need.

Since God wants them to take one day a week to rest from their labors, I would put them out of work so they would have no need of rest. Since God invites them to gather together in church to seek solace and comfort, I would close the churches but keep the liquor stores open so they could obtain Southern Comfort.

Since God invites them to trust and rely on Him, I would tempt them to trust in government to provide for all their needs. Since God is the source of truth, I would try to limit what they are able to hear. I would try to turn truth upside down. I would tell them that it is harmful if they try to gather to help anyone, but it is a wonderful thing if they if they gather in large numbers to destroy property and hurt people. I would tell them that it is a terrible thing to say that you respect all human life instead of saying that only some lives matter. I would tell them to avoid contact with anyone and I would call it ‘social distancing.’

See **Devil**, Page 7

July Top Sellers



Sales Reps

Trish Keeley	\$23,019
Diane Byington	\$22,200
Tammy Hollister.....	\$21,984
Scott Larson	\$14,383



BIRTHDAY “BROADCASTS”

AUGUST

- 4th – Jim Franklin – *Eagle River*
- 27th – Jim Coursolle – *Corporate*

SEPTEMBER

- 1st – Jeff Wagner – *Eagle River*
- 1st – Tyler Ostman – *Ashland*
- 9th – Brian Nowicki – *Ashland*
- 14th – Wendi Ell – *Corporate*

OCTOBER

- 3rd – Marion Warren – *Ashland*
- 25th – Mike “Wolf” Ell – *Eagle River*



Ashland



The Summer of 2020

By John Warren,
General Manager
WBSZ/WNXXR/WJJH/WATW

Did the Summer of 2020 really happen? Well I'm not 100% sure.

Heartland Communication's Ashland Home and Sport Show had a last-minute postponement of the Spring Show due to Governor Tony Evers statewide shut down. We had planned to move the Show to September 2020 however the fall has now been canceled as well. We'll try again for the Spring of 2021. The new date is set for March 26th, 27th and 28th 2021.

Have you heard about the Murder Hornets? I hope they aren't as bad as they sound. What's next?



Have you seen the Poisonous Chameleon Flying Spiders?

I haven't either, Thank the Lord!
LOL

Man Cave Promotion Canceled for 2020

Heartland Communications Group – Ashland would normally conduct our Man Cave promotion consisting of approximately \$5,000 in prizes that would be given away in August. The Man Cave Promotion was canceled due to concerns of large gatherings as both Ashland and Bayfield Counties Health Departments asked that there be no mass gatherings per Governor Tony Evers orders.

55+ Health Expo

The 55+ Health Expo was to be held on August 19th at the Bay Area Civic Center and Bretting's Center. The event was canceled due to the Mass Gathering Mandate. Plans for August 2021 will be discussed in the near future.

Bay Area Battle of the Bands

Our Bay Area Battle of the Bands for this past July was canceled due to the Mass Gathering Mandate however, Heartland Communications Group – Ashland staff pulled off a Virtual Battle of the Bands. The contest is still underway and its driving people to our four radio stations websites. Feel free to vote for your favorite band!

2020 High School Graduations

The 2020 High School Graduations across the country were affected by the COVID-19 Pandemic. That didn't stop the ceremonies in our listening area. Heartland Communications Group – Ashland aired 9 graduations in our listening area;

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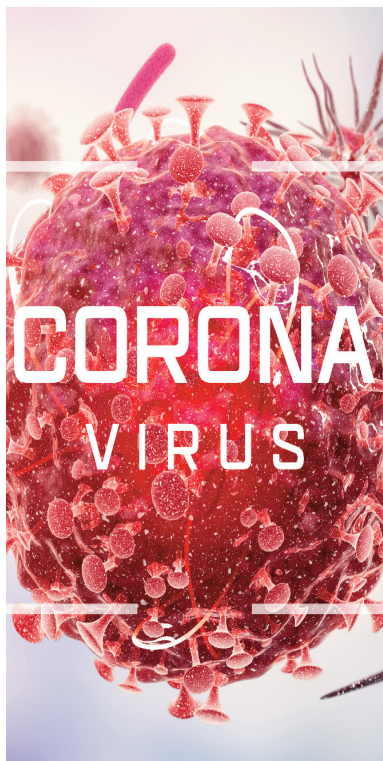


John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxxrfm.com
www.wjjhfm.com
www.watwbaycountry.com



Steve Stone
Operations
Manager and
Program Director



Eagle River



PD NOTES...

By Mike Wolf,
Corporate Program Director

Backpack Backpack

It is that time of year again. Time for kids to think about going back to school, wherever it may be? Heartland Communications stations 94.5 WRJO, Coyote 93.7 and Mix 96, gave away backpacks to support the area students and give parent's pocketbooks a little break.

This was Heartland's 4th year giving away the backpacks and it is a promotion that is unbelievably well received. The stations will begin getting calls weeks before the promotion even starts to make sure it is going to happen.

This year the 3 stations combined and gave away 150 backpacks along with the school supplies to go with the backpacks.

The sales department does the sales and organizing of the backpacks accompanying letters from each sponsor congratulating the student on a great school year.

The looks on the faces of the parents and students who pick up the backpacks at the stations is priceless.



Three stations at Heartland Communications gives away 150 backpacks and school supplies for a fourth year.

Heartland's Corporate Office Sign Gets a Facelift

With the addition of radio stations WCYE, WNWX, and the WERL translator to the Heartland Corporate Offices, the exterior sign needed a bit of a facelift to call attention to all of the stations.

See **Eagle River**, Page 5



Jeff Wagner
Eagle River
General
Sales Manager

www.wrjo.com

www.mix96northwoods.com



Mike Wolf
Corporate
Program Director

909 N. Railroad Street, P.O. Box 309, Eagle River, Wisconsin 54521

Eagle River



PD NOTES...

By Jim Franklin,
Program Director

The Coyote 93.7 Country Concert Covid Couldn't Kill was a huge success! This concert took place due to a Northwoods concert that could not take place because of the Covid-19 pandemic. This is an event that attracts upwards of 30,000 concert-goers who could not make their annual pilgrimage to Rhinelander to enjoy this outdoor festival.

Jim Franklin, Coyote Program Director, spent weeks putting together a concert filled with live music, sound effect and interviews from all the acts who were supposed to be playing this year. Jim also worked on a tribute to Charlie Daniels, a music industry icon, who died this year.

The concert aired over 4 nights and was well-received by the Northwoods country community. Jim received many calls from listeners of Coyote 93.7 that were sitting around campfires, working, boating, and enjoying other activities while listening to the concert.

Coyote is looking forward to 2021 and another on-air concert.

Eagle River, from Page 4

It is amazing what some new paint, stain, staples, screws and a laminated sign insert can do to brighten up a tired sign.

Waiting on Sports

Fall sports, mainly high school football, will be underway with a bit of a delay, but is being received as a type of normalcy.

The Wisconsin Interscholastic Athletic Association Board of Control considered a number of season schedule models and re-

The Country Concert
July 9th - 12th
7pm-9pm
Covid Couldn't Kill

Join Coyote Country 93.7FM for the music you were hoping to hear at this years Northwoods Country Festival. We will be playing the music from the bands on the day's they were scheduled to play.

We will have interviews as well as some great live music from the artists you were hoping to see this year until Covid got involved.

All the music played will air from 7pm-9pm on the scheduled nights.

Thursday	Friday	Saturday	Sunday
Brett Westgrove	Gabby Barrett	Cris Kroeze	Walker Country
The Northern Lights	Eli Young Band	Pam Tillis	Walker Hayes
Runaway June	Brett Eldredge	Home Free	Lee Greenwood
Travis Tritt		Trace Adkins	Ashley McBride
		Darius Rucker	Neal McCoy

What a Huge 4 nights of music its going to be!

Brought to you by: Green Lawn, Peoples Water, Sleep Central, KAIG Stand, The Wainwright



Jeff Wagner
Eagle River
General
Sales Manager

www.coyote937.com



Jim Franklin
Program Director

solved to maintain fall inter-scholastic opportunities with a delayed start—as well as an alternate opportunity for schools unable to start and administer the traditional fall season, at its virtual special meeting in a 8-3 decision—the board approved conducting the fall sports season with a delayed start. The first possible football game may be scheduled Wednesday, Sept. 23, if the first practice is conducted on Sept. 7.

The WIAA is letting the schools and county health departments personally handle the task of allowing or not allowing fans

in the stands for the games.

WRJO will once again be covering the Northland Pines football games. The standard start of the football regular season is in August, but this year will be pushed back to September 25th and running until November 6th.

This could make for an interesting year of high school football considering that last year's winter came to the Northwoods in October and November giving us snow and temperatures as low 2 degrees above zero.

Bundle up kids, the weather could get interesting.

Ashland, from Page 3

Ashland, Washburn, Bayfield, Mellen, Northwestern, Drummond, South Shore, Hurley and Ironwood High Schools. The graduation ceremonies could be listened to on our stations and have been added to our websites.

Heartland Ashland believed that seniors deserved to be honored for their accomplishment. With the cooperation of the ten area schools in our listening area, we produced and aired ten separate graduation ceremonies on three of our radio stations. WNXR, WATW and WBSZ set time aside to air graduation programs, complete with speeches from the students and a presentation of each graduating senior by name. The ten separate programs were then posted to our web sites so that family outside the listening area could still be a part of the graduation.

Pet Food Pantry A Huge Success

The pandemic had a huge economic impact on families, some members of the family may have ended up on the street or in a shelter or pound. Ashland stations worked with a local merchant that donated time and a portable building to help us collect and distribute pet food to people that may have otherwise been financially forced to surrender a pet. Our goal was to create a food bank that ran on an honor system, and the idea worked perfectly. We ended the pantry in July as the need lessened. Listeners kept the pantry stocked with dog and cat food and those in need took only what they required with many donating back when they were able.

Sports

The Milwaukee Brewers Baseball season is underway after a four plus month

delay. The Brewers games can be heard on WNXR 107.3 FM. Green Bay Packers preseason games will not air. We are hopeful that the regular season kicks off without a hitch on September 13th with Green Bay at the Minnesota Vikings. We plan to air that game on WNXR 107.3 FM. As far as high school football. Ashland Oredockers schedule is set to kick off September 4th and Northwestern is set to kick off September 25th. Ashland Oredockers football will be heard on WATW AM 1400 and 101.3 FM or click the Listen Live tab at WATWBAYCOUNTRY.COM. The Northwestern Tigers will be heard on WNXR 107.3 FM or WNXRFM.COM.

**WJH Welcomes
Nights with Alice Cooper**

Before anyone had heard of the Corona Virus, plans had been made to bring "Nights with Alice Cooper" to J-96/WJH. Travel restrictions made it impossible for engineering to be completed until June. Alice Cooper helped kick-off the program on J-96 with a fifteen-minute interview with Steve Stone. The Alice Cooper program brings yet another dimension of depth to the programming of the Classic

Rock Station and gives listeners the opportunity to interact directly with Alice Cooper through his Facebook and Website.

**11th Annual Battle of the Bands,
With a Twist**

After ten straight years of hosting a Battle of the Bands in Ashland for the annual Bay Days celebration, it looked like there would be no 2020 battle. But, with some online magic combined with a creative staff the first ever, Virtual Battle of the Bands became a reality. The community and our customers have gotten behind the idea and it is a huge success. Bands are competing by submitting video, listeners are voting on all four websites to select a weekly winner. The winner of each week moves on to another battle later, with the top three bands enjoying a nice cash prize along with one band being the first ever virtual battle winner.

Live Music Experience

Elton John in concert? Alice Cooper and the Hollywood Vampires in concert? Well, not exactly, but with some radio magic WNXR listeners will be hearing a live music experience with Elton John. WJH listeners will be treated to their favorite night-time DJ, Alice Cooper. Combining live music cuts and introductions from Q-Ball and Steve Stone, the two radio stations will bring a concert experience to radios and live streaming on our websites. Theater of the mind meets summer concerts.



*We may be in the midst of a
pandemic and cancel culture, but
that's had no effect on families
enjoying the best place on Earth
— Northern Wisconsin!*



Recovery, from Page 1

“Because of immense teamwork, we are chipping away at our revenue deficit – comparing the year 2020 to 2019 – and we hope to finish 2020 with just a 10% deficit in comparison to 2019.”

“In spite of very little Brewer baseball broadcasts, no Badger football broadcasts and unknown (at this time) Packer broadcasts – all large revenue centers – the company has been able to manage revenue and expenses,” said Coursolle. “In both markets, large revenue-producing events such as ‘Home Shows’ and ‘Advantage System Sales Seminars’ had been lost; however, Advantage Systems will bring their sales-oriented marketing seminars to NW Wisconsin later this fall. We’ve had to go back to the drawing boards several times to make adjustments as government continued to mandate lockdowns in Wisconsin,” said Coursolle.

The COVID-19 pandemic has caused both markets to quarantine employees testing positive for COVID-19, further disrupting Heartland station’s teamwork abilities. At the writing of this story, no Heartland employee has become seriously ill due to the virus. The reason for that, according to Mike Wolf, Heartland Corporate Operations Director, is that both markets took the necessary and recommended safety precautions.

No Heartland employee has been terminated, furloughed or salaries reduced because of the COVID-19 pandemic. Sales commissions, however, took a hit due to the revenue reductions.

“So Far...So Good,” is a phrase often used by Coursolle as he discusses Heartland’s situation. “If we continue to do what we have been doing with small, but hard-earned monthly revenue improvements, we will thwart financial problems. The Small Business Administration (SBA), in conjunction with our lender First Business Bank, have assisted us with the SBA Payroll Protection Program and Economic Injury Disaster Loans which have been greatly appreciated and lifesaving. But most importantly it’s been the incredible teamwork on our product side. Our stations have sounded incredible thanks to Steven Stone, Ashland Program and Operations Director, and Mike Wolf, Corporate and Eagle River Operations Director. With a great product, John Warren, Ashland GM and Jeff Wagner, Eagle River GSM, have been able to market our stations to ensure revenue capabilities.” Coursolle said, “I am VERY proud of our teams, we just have to keep on doing what we’ve been doing thus far...So Far...So Good!”

Devil, from Page 2

I would tell them to close the schools to save the young people from a possible plague, but not be concerned with the plagues of drug addiction and suicide, which are killing far more young people than any virus. I would try to convince them that everything that they have learned and everything that has come down to us from the past is of no value now.

Since God has given laws for guidance, I would try to make everyone believe that all laws are oppressive and those men and women who try to uphold these laws are of no value and should be opposed and done away with. I would try to make them think that any vestiges of the heroes and builders of the past should be taken down and replaced with those who ruin and destroy. Since God has said that human beings are made in the divine image, I would order everyone to cover up their faces and eliminate what makes them a unique reflection of the cre-

ator and I would have them all look alike.

Since God sent his Son to save us and make us free, I would confine and imprison the innocent in their homes, but I would release the guilty from the prisons. Since God blessed the work of creation, I would limit employment and pay more to those who refuse to work than those who actually do. I would come down harshly on those who attempt to open a place of business but look the other way at those who would loot and destroy a business.

Since God is the source of faith, I would try to make everyone rely on and trust in the power of government. Since the Holy Spirit of God brings hope, I would try to make people think that opposition to force and intimidation is useless. Since God is the source of charity, I would try to make everyone think that they are alone and wrong if they oppose the suppression of ideas and the destruction of others’ property.

If I were the Devil, I would have to say that I am doing a great job so far!

Concert, from Page 1

CONTINUOUSLY since 1978, this concert was about to have the stamp of one of Appleton, Wisconsin’s favorite sons, Houdini – meaning it was about to DISAPPEAR or be DISCONTINUED for 2020.

Blood pressures went up, the adrenalin began to pump throughout the minds of Wolf and Franklin. The wheels were turning... an idea was born! The famous Northwoods Country Music Festival would go on after all, CONTINUOUSLY for 42 years.

It would be a somewhat ‘virtual’ concert that would be broadcast from Continuous Hit Country Coyote 93.7 at a location secretly undisclosed in people’s minds.

The Coyote 93.7 concert broadcasts would coincide exactly with the now cancelled nights that WOULD have been presented at the festival grounds July 9th through July 12th. All the Super Stars would perform right on time. Franklin had one-on-one interviews with the festival stars. Special ef-

fects were employed so that the thousands of fans listening at concert parties held throughout the Northwoods and available through streaming throughout the United States were virtually in attendance.

The concert that had been cancelled, now was on. The music was incredible. The brats and beer never tasted better and there was plenty to go around!

According to Heartland CEO, Jim Coursolle, the concert production was the finest he had ever heard in his 59 years in broadcasting.

It wasn’t “imagination,” but then again, it WAS IMAGINATION. Music is audio and this concert sounded better than if you were sitting on the festival grounds in the center of all the action. But you were in the center of all the action...all you had to do was close your eyes and open your ears. The music was transcending. The music was real.

Now...from Continuous Hit Country, Coyote 93.7, once again – for 42 years – **this was the “Concert COVID Couldn’t Kill !!!”**