

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

PRAYIN' FOR A BLIZZARD But we'll settle for 6 to 8 inches

Call a politician; they know all about snow jobs. Keep it fair...call two politicians, one from each side. The more snow jobs, the merrier!

No one in the Northwoods and Lakeshore has forgotten how lonely things got last winter when our friends from Milwaukee, Chicago, Minneapolis, and Des Moines didn't visit us with loaded wallets and pulling a trailer with a couple of sleds raring to go!

There are literally thousands of miles of groomed snowmobile trails in Northeastern Wisconsin and Michigan's UP just waiting...

The many area snowmobile clubs who manage, groom, and put up necessary signage are in

the starting blocks and ready to put the touches on these trails.

On-line reports from The Farmer's Almanac state that it could be a cold and snowy winter. NOAA indicates we'll have snow, but perhaps not as much as we'd like. But, I'll go with the "Squirrel report"...I've been observing those little furry critters running around finding and burying acorns at 100 miles per hour; that usually means that they are preparing for a rough winter and they're stocking up.

We're all ready for a snowy winter. The preparation is in place. Now, with a little cooperation from the weather guy and the Good Lord, we're all set. So the only thing that re-

mains is for winter sports lovers to get their warm clothing out of storage, their ice fishing tip-ups ready to alert, their skis waxed and polished and their snowmobiles tuned, checked, and the tanks filled.

And now, the final touch: Would everyone reading this please sing a stanza of "Let It Snow!, Let It Snow, Let It Snow!"

*Let it
Snow!*

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Jim Coursolle, CRMC
President and CEO

Wendi Wollam,
newsletter designer
and publisher



www.heartlandcomm.com

A Year Always On Edge

According to Heartland CEO Jim Coursolle, "2024 will go down in my mind as a 'roller coaster year.' There has never been one month during the whole year where our small market radio company could take a breather. And when I say that, I don't insinuate that anyone in our company would rest on their laurels or lean back with their feet on their desk. But in my 64 years in the radio broadcasting business, there have been plenty of years where clients and employees had a sense of well-being and comfort. This was not one of them." Coursolle said election years always seem to bring about some uneasiness, but not like this election year.

"But through all the economic turmoil, our people have kept a level head and Heartland is on course to post a good year revenue-wise," according to Coursolle.

Statistically at the end of October, the Heartland Ashland Lakeshore market was at 105% of their sales budget; the Eagle River Northwoods market was at 101%, and Heartland consolidated was at 103% of its sales budget. And, of course there are holiday months ahead. When comparing 2024 to 2023 at the end of October, Heartland is up 12.3%.

"Ships are able to navigate through turbulent waters and our teams have been able to navigate through 2024, a trying economic year," said Coursolle. "I can't remember a year where interest rates more than doubled, where broadcast suppliers' services and equipment significantly increased in price, and for our employees, groceries are up 25 to 30%, gas more than doubled and the national debt spiraled to the point that one wonders if it can ever be

satisfied or even managed."

The good news is that the small business people I have had a chance to chat with since the election are positive about the election results. The results were such that there was a 'mandate' meaning there is no doubt the country wanted a change." Coursolle added, "This positive reaction by the small business community will inspire small business people to roll up their sleeves, to hire more people, make capital improvements, and most importantly, small business people's attitudes are changing as they feel Washington will be more encouraging to small business rather than penalizing small business. It's a fact that small business employs about 48 to 49% of the US working population."

There is HOPE for the year 2025 and beyond. Lots of reasons to grow and

Pres. Release

I am using my imagination...please join me.

Can you taste the turkey; white meat or dark with a shot of gravy? Some green beans almondine; sweet potatoes topped with brown sugar. And, my fav...smooth mashed potatoes drowning in gravy. Did I forget the dressing (a.k.a. "stuffing")? And my daughter's cranberry-orange relish! And after about an hour respite... P I E. Pumpkin, mince, or apple... could I have a "sliver" of each?



Jim Coursolle
President, CEO

By the way, how's your imagination? Did you SMELL this feast? Yes, the mind does smell and – here's comes the commercial – those in business who get this, win with marketing. The mind does, smell, see, taste and cause a person's legs to pick up speed, moving in the direction of the mind's eye...and all this is easily

done with radio advertising.

When your fork switches direction from the turkey to the mashed potatoes, how about pausing for a nano-second to contemplate gratitude for this wonderful feast. Gratitude for your family who whipped it up (in many hours), for the wonderful God who brought on the rain to grow the stuff, and who put the "gobble" in the turkey. And for grandma's down-through-the-ages traditional recipes that assembled all of the ingredients to put a

smile on your face.

Take a deep breath, find a 50-yard line seat in front of a radio or TV and get serious. It's time for football! Don't forget to thank the 22 guys on the field for providing the entertainment and for deferring their Thanksgiving meal until late in the day.

Must be time for nap...doze off in gratitude for the day so aptly called THANKSGIVING DAY. There's so much to be thankful for!



October Top Sellers



Sales Reps

Diane Byington	\$30,339
Tammy Hollister.....	\$26,416
Ashley Krusick.....	\$16,270
Tyler Ostman.....	\$13,421
Shannon Anderson	\$10,532



BIRTHDAY "BROADCASTS"

NOVEMBER

- 6th – Shannon Anderson – *Ashland*
- 8th – Diane Byington – *Eagle River*
- 20th – John Warren – *Ashland*

DECEMBER

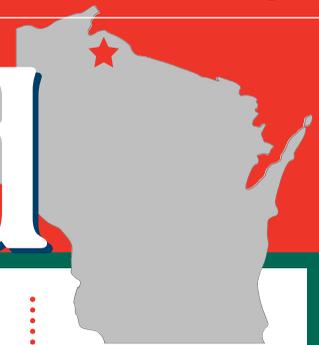
- 8th – Brenda Golden – *Corporate*

JANUARY

- 11th – Trish Keeley – *Eagle River*
- 17th – David Olson – *Ashland*
- 22nd – Jenny Schilling – *Eagle River*



Ashland

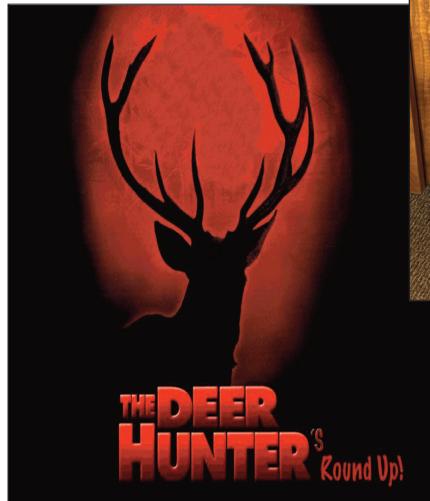


Happy Thanksgiving!

4th Quarter Sales are pacing well. As of November 8th 2024, Heartland Communications Group-North is at 122.7 % of our November 2024 sales goal and 62% of our December 2024 sales goal. Great job by Tammy Hollister, Tyler Ostman and Shannon Anderson. A huge thank you to Marion for getting all those orders in and keeping it all straight and of course getting the billing out. Let's not forget the announcers Steve Stone and Dave Olson producing all those commercials. Heartland Communications Group-North is projecting to be over its annual goal in 2024.

The 2024 Heartland Communications Deer Hunter's Round Up airs November 22nd through November 30th at 5:00 PM. The show will be aired on WBSZ 93.3 FM and online at wbszfm.com. Just click the Listen Live tab or you can listen by downloading the Heartland Radio App. The show brings back some familiar names, Steve Williams, Rudy Allen, Marty Davidson, Matt MacKenzie and various other guest. Photos will be

posted to the Heartland Communications Deer Hunter's Round Up Facebook page. There's a number of contests, camp call-ins, interviews, hunting stories and, of course, all your favorite hunting tunes. Below is the winner of the first of six muzzle-loaders to be given away in the month of November.



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjihfm.com
www.watwbaycountry.com



CONTINUOUS HIT COUNTRY • WBSZ



THE MAGIC STOCKING!

Once again time for the annual Heartland Communications Magic Stocking to benefit the BRICK Food Shelf. Heartland Communications will provide your business with a "MAGIC STOCKING" at their location. Shoppers will drop their donations in the Magic Stocking. Moores On Main and the Valhalla View Pub



N Grub will each match dollar-for-dollar of all donations up to \$1,000.

All area participating businesses will receive name mentions in the on-air promotional announcements on all four Heartland Communications Ashland Area Radio Stations mentioning that their business is a MAGIC STOCKING sponsor.



Home and Sport Show

The Heartland Communications 2025 Home and Sport Show in Ashland will be held at the Bay Area Civic Center on March 28th, 29th and 30th 2025. We look forward to a show full of vendors and potential new customers. To reserve booth space contact Tammy, Shannon or Tyler at 715-682-2727.



Steve Stone
Operations
Manager and
Program Director

Eagle River



Trish Keeley
Eagle River
General Sales
Manager

www.wrjo.com
www.mix96northwoods.com
www.coyote937.com

WRJO Turkey Shoot

WRJO is once again giving away Thanksgiving turkeys. The Turkey Shoot is back and it's a fun, interactive contest for listeners. Listeners are asked to listen for the Turkey Shoot sounder and be the correct caller. They play our little game, and all winners receive a free Thanksgiving turkey as a reward. If you didn't know, turkeys can fly, and it is proven during the Turkey Shoot.

Coyote 93.7 Hunting for Bucks

Coyote 93.7 is giving listeners a chance to win a \$50 gift card at Prime Choice Meat Market. It's just some fun we have that is based around deer hunting in the Northwoods. Our hunting blind is filled with sponsor businesses and if you can identify who is in the blind at the time of the contest you win. Prime Choice has "everything meat" you could ever want, and \$50 of it is yours, if you guess right.

their schedule to attend and man a booth at a business expo, so WRJO 94.5 FM and Coyote 93.7 are heading out on the road and taking the business expo to them. Most live broadcasts from a business are to get foot traffic, but this series of live broadcasts on a business promotion level are going to include business that may never thought of having a live broadcast. For example, a welding shop, or boat restoration shop may not want customers rolling into the business, but they do want some exposure like they would receive at a live on-site expo. Hence, the Business Expo

on the Go. Taking the Expo on the road to promote non-traditional and traditional live business with live broadcasts.

Bringing Business Expo To You

The Business Expo On The Go, is back for 2024-25. Two Heartland Communications Eagle River stations understand it is hard for area businesses that may be understaffed of just don't have time in

Winter Sports Return

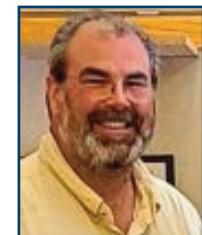
WRJO, WERL and Coyote 93.7 are all set for a winter season of sports.

WRJO 94.5 FM is home to the Northland Pines basketball and hockey teams. WERL 101.7 FM and 950 AM is home to the Wisconsin Badgers football and hockey teams. And Coyote 93.7 FM is the home of the Green Bay Packers.

Local sports on WRJO are not only aired on terrestrial radio but streamed worldwide for all Eagles fans to enjoy.

Local and statewide sports covered across these Heartland stations are a popular addition to the winter programming line-up.

All schedules for all Heartland sports can be found on station websites.



Mike Wolf
Corporate
Program Director