

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

Which Hat Should I Wear?

Do I wear a Packer hat? Which one...a Super bowl hat or the dark green hat? What about a Brewer hat; they're in the playoffs. But maybe I should wear a Badger hat...they could use a little support after their not-so- good season thus far.

Maybe I should wear my "Freedom" hat; that always gets both "thumbs up" and "thumbs down." I've never understood how or why anyone could be against "Freedom." Gee, maybe I could "enslave" some of those "Freedom Admonishers" to clean my garage???

Fall is a time when things are changing. Leaves. Short sleeves to long sleeves. Baseball to football. Hot dogs to chili.

The summer streets of the Northwoods have been jammed. Checkout lines have gotten longer. If a Fish Fry is tasty, there's a 45 minute wait. It's been a busy summer.

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Jim Coursolle, CRMC
President and CEO

Wendi Wollam,
newsletter designer
and publisher

www.heartlandcomm.com



Do They Still Believe Us?

Might we as an industry, have a very apparent credibility issue with our listeners and viewers?

Our declining reputation continues to exacerbate as more and more information about government corruption is becoming public. We have major problems about truthfulness in reporting.

The Wisconsin Broadcasters Association (WBA) has always led the way as far as US state broadcast associations are concerned. We are fortunate to have a successful leader in Michelle Vetterkind.

At this early stage in assessing the damage to the credibility of our industry, the WBA has produced a series of announcements to strengthen that credibility. The WBA has also circulated among its membership, a seminar, "Journalism Ethics in a Fracturing World," sponsored by the University of Wisconsin and was held on Sep-

tember 26th. In the future, it will be necessary to continue to create awareness of reporting facts as a part of seminars and discussions at WBA conventions and educational events.

Most broadcasters are weary of hearing the phrase "Fake News." The solution in the eyes of Heartland Communications Group CEO Jim Coursolle is introspection. Coursolle feels that when individual state associations such as the WBA and individual radio and TV station ownership and management calls to task national news network operations for their blatant coverups such as President Biden's mental acuity or the Hunter Biden laptop coverup, that the process of reestablishing broadcasting's unquestionable credibility will begin. The biggest incidents of reporting falsehoods and news cover-ups is definitely done by national news organizations. Local stations would be "run out of

town" if they misconstrued the facts like national news networks and organizations do. Coursolle fills in the public onto such erroneous reporting and is now seeking alternative sources for news; we saw this most recently in the Minnesota Annunciation School murders. Social media was first to report the facts. People turned away from traditional news sources to seek factual reporting.

But things can change, according to Coursolle, who sighted recent examples of the public's ability to forgive and forget. Bud Lite was quite slow in admitting their advertising ineptitude; that indecision cost Anheuser-Busch billions of dollars in beer sales and stock worth. On the other hand, Cracker Barrel, after consumer outrage fostered by another advertising mistake, quickly went into damage control,

See **Believe**, Page 5

Pres. Release

Almost Dead

My perspective on life has changed after I found out I was almost dead.

Following blood pressure medicine adjustments that had little, if any, impact I was asked to make an appointment with my cardiologist.

During my cardiologist appointment, it was highly recommended that I make an appointment to have a cardiac angiogram with contrast. That's a test where a specialized cardiologist watches a contrast dye run through a person's body checking for blockages.

There is something called an "ejection fraction" which measures the amount of blood that a person's heart pushes out of the heart and into the body and brain. Normal ejection fraction is about 50 to 60 per-



Jim Coursolle
President, CEO

cent. Mine was 18 percent. That explains why I was so exhausted even after 8 hours sleep. Small amount of blood...small amount of energy.

One of the things I immediately learned was anytime a person is put on a list for an appointment, you should immediately ask to be placed on a cancellation waiting list. In my case regarding the cardio angiogram, the wait time was three weeks; I'm not sure I would have made it.

Miraculously, after making the cardio angiogram appointment, I was called by the hospital and told that there had been a cancellation and that if I could make it, they could do the test the next morning at 9:15 am. Believe me, I was there the next morning.

Earlier, I mentioned the results of the cardio angiogram test. The test administering cardiologist gave me the bad news and immediately said something to the effect of I am admitting you to the hospital. Away I went with an IV pumping me full of nitroglycerin to open my vascular system for the five days that I would have to wait because I was on a blood thinner.

That was a long five days.

I began some research on the different open-heart surgeons available at Aspirus-Wausau (Aspirus is a large medical holding company operating many hospitals and headquartered in Wausau). My research turned up a young doctor who was raised on a farm in Wisconsin; she did her undergrad work at St. Norbert's, DePere, WI, from where my oldest daughter graduated. I knew it to be a top-notch college. But the real reason I chose this surgeon, Dr. Amanda Eilers, is because being a father of two daughters, I knew females had to work twice as hard as males to reach their vocation's pinnacle. My thought process was that if I was to be cut open from the top of my chest to my belly button, I wanted a surgeon to work twice as hard to fix my heart, put all the "inerds" back in place and sew me up with no left-over parts remaining on the OR table. Mission accomplished.

I had my Minocqua cardiologist Dr. Mike Zevitz lobby Dr. Eilers...of course I did, once a sales guy, always a sales guy.

I am in a recovery mode. Some cough-

See **Perspective**, Page 5

July Top Sellers



Sales Reps

Tammy Hollister.....	\$36,327
Diane Byington	\$33,903
Ashley Krusick.....	\$22,566
Shannon Anderson	\$21,268



BIRTHDAY "BROADCASTS"

AUGUST

27th – Jim Coursolle – *Corporate*

SEPTEMBER

no birthdays

OCTOBER

3rd – Marion Warren – *Ashland*

25th – Mike "Wolf" Ell – *Eagle River*



Ashland



Qball Set To Retire In November

When WNXR went on the air, David “Qball” Olson went on the air. After 30 years of waking up the Northwoods, Qball will be retiring in November of 2025. For listeners, many of whom have grown up with Qball in the Morning, his absence will be felt. For everyone at the Heartland Communications, Ashland Studios it will be the end of an era. Qball says he plans to sleep in till 4:30 AM most days and enjoy time with his family. We wish “Q” the best and we will miss his presence and professionalism.



David “Qball” Olson in the WNXR Studio

Ashland hits its Sales Goals

Ashland sales team reaches its sales goals in June, July and August of 2025. Congratulations to the Ashland sales team consisting of Tammy Hollister, Shannon Anderson and yours truly John Warren. For 2025 Ashland is cur-

rently at 98% of goal for the year. Thank you to Marion Warren for keeping all the orders and copy changes straight and to the on-air staff, for producing all those commercials and providing the great programming to help keep the wheels turning.

National Night Out

When the Ashland Police Department planned a city event for the “National Night Out” on August 5th, they invited Today’s Country WBSZ-Z 93 to help them promote the event and provide music for the event. The event was a huge success as the parking lot at the Ashland Police Department was full of families that enjoyed free food, root beer floats and prizes provided by community businesses. Heartland Communications is always happy to support the men and women in blue and we look forward to a bigger and better event in 2026.



New Hire Account Executive

Heartland Communications welcomes Jessica Klaar. She prefers to go by Jessie. Jessie has left a management position at Dollar General and has joined the Heartland - North sales team. Jessica has a Bachelor Degree in Music Production from the Los Angeles Film School. She is well-organized, creative and detailed-oriented. We look forward to having her join Heartland Communications Group.



John Warren
Ashland
General Manager

Sports On WATW And WNXR Are A Hot Topic

The 1st Place Milwaukee Brewers and the 1st Place Green Bay Packer are being aired on WATW AM 1400 and translator 101.3 FM and WNXR 107.3FM. Northwestern

See **Hot Topic**, Page 5

www.wbszfm.com
www.wnxrfm.com
www.wjhhfm.com
www.watwbaycountry.com



Steve Stone
Operations
Manager and
Program Director

Eagle River



WRJO Pizza Tour Is On the Road Again

PD NOTES...

By Mike Wolf,
Corporate Program Director

The WRJO Thursday night Pizza Tour is on the road once again bringing good pizza fortune to the fine people of the Northwoods.

See **Pizza Tour**, Page 5



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 will take place in early November 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.

Fall and Winter Sports are Back

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

WRJO 94.5 FM is home to the Northland Pines football, 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.

See **Sports**, Page 5



Coyote 93.7 Hunting for Bucks

Coyote 93.7 is giving listeners a chance to win a \$50 gift card in November 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 every meat you could ever want, and \$50 of it is yours if you guess right.



Mike Wolf
Corporate
Program Director

Perspective, from Page 5

ing from the intubation tube and some leg swelling which I have come to find out is par for the course; this too shall pass...but for right now, I shall not pass. I asked God for a “rain check.”

So what does all of this mean? For me it meant that I got a second chance on life and that God will be watching me to make sure I contribute in a positive way. There is some reason, God and Dr. Amanda Eilers gave me a second chance.

I am very grateful and notice a lot more of the beauty that surrounds me everyday.

Mentally, it's first down on “their” 36 yardline and the whole rest of my life to go!

Believe, from Page 5

admitting their gaffs and consumers reacted by increasing their visits to Cracker Barrel restaurants.

Broadcasting can pick the “Cracker Barrel” option and move forward reestablishing its credibility. It will work.

The other option is decline in news-source usage by the public. If that broadcasting management “head-in-the-sand” option is allowed to continue, the relevance of our industry will disappear.

Then what?



Fall, from Page 5

Thousands have enjoyed the Northwoods as their vacation destination.

But the wild sumac is changing and even though temps have been in the high 70's and low 80's, it's October and we're in the fourth quarter.

Colored Leaf Tours are in the on-deck circle followed by Halloween, Thanksgiving, Christ-

mas, Hanukkah, and New Year's Eve.

If you haven't visited the Northwoods in 2025...there's the entire fourth quarter to gas-up and head North. There are many weekend events to have a beer and enjoy the Northwood's fresh air and hospitality. You're invited; the hot chocolate is melting marshmallows and trees will soon color a landscape you really need to see!

Hot Topic, from Page 3

High School Football can be heard on WNXR 107.3. Wisconsin Badgers Football is aired on WATW AM 1400 and 101.3 FM and are still a hot topic in the Ashland market. Wisconsin Badgers and local High School sports can be heard on the Heartland Radio App as well.



Pizza Tour, from Page 4

WRJO's Pizza Tour is a live broadcast event that invites listeners out to participate in enjoying a true fan favorite. The evenings are filled with fun, food, and winning. This year's live broadcasts have changed as well. We are now broadcasting from 4pm to 6pm, from our long-time tour time of 5pm to 7pm. The new time has been a big hit with tour participants.

The Wheel O' Pizza is filled with prizes provided by restaurant sponsors such as appetizers, drinks, tchotchkes, pizzas and of course the coveted Pizza Tour Fry T-shirt, this year in antique red.

Each listener who comes to the live broadcast receives one free spin of the Wheel O' Pizza to see what prize they can win. Listeners can attend each live broadcast and spin once each week.

WRJO also takes entries from participants who enter them into a grand prize drawing to take place at the end of the tour. The grand prize includes, a large pizza from each location as well as a beautiful new recliner from Murphy's Furniture and Bedding in Arbor Vitae.

The Pizza Tour has become very popular with listeners of WRJO and has them marking their calendars to attend every week.

Sports, from Page 4

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 fall and winter programming line-up.

All schedules for all Heartland sports can be found on station websites. www.werlam.com, www.wrjo.com, www.coyote937.com.