

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

HEARTLAND FINISHES STRONG IN 2024

Nothing came easy in 2024 for Heartland, and for that matter, many small businesses throughout NW Wisconsin and the United States.

Exorbitant interest rates put a hold-on or a halt-to business enhancement plans for small businesses throughout NW Wisconsin and our nation.

The math just didn't add up... meaning many small businesses found it difficult with the high interest rates to borrow money for improvements or expansions. It became too risky to take a chance on being able to pay exorbitant interest rates and make principal reductions. Heartland's interest rates in 2021 were 5%; today they have more than doubled to 11%.

So, with high business interest costs, most small business capital improvements or expansions didn't take place in 2024 thus costing billions of lost dollars throughout Northern Wisconsin and the US.

And to add to the challenges of operating a successful small business such as Heartland, shortly after the Biden Administration took office, Joe Biden shut down energy pipelines and mandated anti-productive energy regulations.



Thus, greatly reducing America's energy production with the result being the increase of energy costs. Gas more than doubled, and in some areas of the US it tripled. The effect causing increased transportation costs which greatly raised prices for small businesses and their customers. Inflation was rampant (and still is one month into the Trump Administration) raising the cost of everything for US

See **Success**, 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 Wollam,
newsletter designer
and publisher



www.heartlandcomm.com

Happy
Spring

Good Old El Niño & La Niña

The weather folks are not doing the winter sports lovers any favors. As February comes to a close, the snow cover, snow banks, and Frosty the Snowman are melting. Temperatures are in the high 40s and some areas reported a recent 50 degrees.

What snow we had this winter arrived mostly in February... about two months later than usual. The winter of 2023 & 2024 was affected by El Niño bringing unpredictable weather patterns and mostly no snow. Oftentimes a La Niña year will follow as is the case this year. During normal

conditions in the Pacific ocean, trade winds blow west along the equator, taking warm water from South America towards Asia. To replace that warm water, cold water rises from the depths — a process called upwelling. El Niño and La Niña are two opposing climate patterns that break these normal conditions. Scientists call these phenomena the El Niño-Southern Oscillation (ENSO) cycle. El Niño and La Niña can both have global impacts on weather, wildfires, ecosystems, and economies.

See **Weather**, Page 5



Pres. Release

How does “Love” work among all of us in a radio station staff? I guess that depends on how the word “Love” is interpreted.

The kind of “Love” I’m talking about is not what some might call a “significant other” kind of love, it’s more like a “neighborly” or “brother and sister” kind of love.

The month of February is known for two things: it’s short; and it’s the month of “Love” as celebrated with Valentine’s Day. So, this is a good time for all of us to do our part in appreciating and loving those we work with every day.

Look around you. Momentarily notice that person working with you; doing their job the best they know how to. With a new administration in Washington, the days of

wokeness or being afraid to compliment your fellow worker - or for that matter, anyone - are over as mandated by Executive Order. In my mind, we can all be “nice” again without fearing retribution. Of course, we all need to use common sense.

As a radio station owner, I sometimes think about someone or some department (on-air, sales, administrative staff), and feel honored and privileged to be a part of the success Heartland brings to its team members, customers, and our communi-

ties. You know, we’re all pretty good and we create a most worthwhile service to all concerned.

Realizing that, we can bring to our fellow employees a feeling of satisfaction which is really one of the main reasons we all go to work and contribute. I think that’s a sincere form of “Love.” It’s the kind of “Love” and respect we all need and like to hear about from each other.

So, during this Valentine’s Day period, and for that matter, throughout the months and seasons, how about showing our appreciation to the folks we work alongside of everyday. Once in a while a smile or common-sense compliment could make someone’s day. We all need that. Maybe even a silent prayer for someone struggling and in need of support?

Lovin’ being nice and supportive will not only make everyone’s day, but it will seem to make your day too. You’ll like that environment and feel good about being a part of making the people at Heartland happier and even greater at what we all do!



Jim Coursolle
President, CEO



January Top Sellers



Sales Reps

Diane Byington	\$28,392
Tammy Hollister.....	\$28,079
Ashley Krusick.....	\$19,628
Shannon Anderson	\$14,369
Tyler Ostman	\$12,089



BIRTHDAY “BROADCASTS”

FEBRUARY

(no birthdays this month)

MARCH

18th – Chris Oatman – *Eagle River*

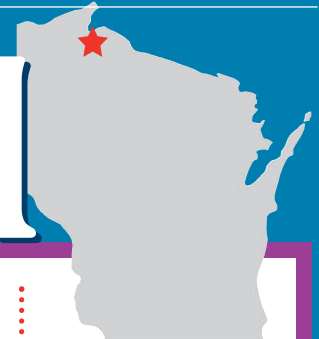
29th – Steve Putney – *Ashland*

APRIL

(no birthdays this month)



Ashland



Magic Stocking Supports The BRICK Ministries

By John Warren,
Ashland
General Manager

Over the holiday season Moore's on Main and the Valhalla View Pub N Grub teamed up with Heartland Communications Group to sponsor the Magic Stocking, an annual initiative that supports the work of The BRICK Ministries. Magic Stockings are placed in select area businesses before Thanksgiving and are in place through New Year's Day. Holiday shoppers are encouraged to drop their change, checks, or cash in the Magic Stocking. Moore's on Main and Valhalla View Pub N Grub each matches the donations dollar-for-dollar up to \$1,000 with proceeds going to The BRICK. This initiative is an important way



Heartland Communications Group Magic Stocking raised \$2,878.00 for the Brick Ministries the local area Food Shelf.

to ensure that The BRICK is able to provide services throughout the year.

Heartland Communications Group serves northwestern Wisconsin with five AM and FM radio frequencies in the Ashland

area. Moore's on Main is owned by Steve and Wendy Moore. Moore's on Main is a clothing and shoe store on Main Street in Ashland. Valhalla View Pub N Grub,

See **Magic Stocking**, Page 5



John Warren
Ashland
General Manager

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



Steve Stone
Operations
Manager and
Program Director

The Heartland Communications Group Spring Home & Sport Show

The Heartland Communications Group Spring Home & Sport Show is set and ready to go on March 28th, 29th, and 30th at the Bay Area Civic Center in Ashland. We expect a very busy show as Heartland Communications Group – North will have

hourly cash giveaways. Just stop by the Heartland Communications booth and sign up for your chance to win. For three days, the Spring 2025 Show will feature ATVs and side-by-sides, autos, home

See **Show**, Page 5



Heartland Communications Group North Sales Team reaches its 2024 sales goals

Congratulations to Tammy Hollister, Tyler Ostman and Shannon Anderson on reaching the Annual Sales Goal for 2024. At the end of

the year the Ashland Sales Team was 106.63 % over our Annual Sales Goal. The Ashland Sales team has kicked off January 2025 with

101.7% of goal and I would expect that we will reach our goal February 2025 as well. It's a great end to 2024 and fantastic start to 2025.

Eagle River



Fish Fry Tour

Back by popular demand, it's the 9th Annual WRJO Fish Fry Tour. This year's tour runs from March 7th to May 30th. The tour this year will run for 13 weeks and stop at the following locations: The Twilight Supper Club, Land O' Lakes; Sayner Pub, Sayner; Last Cast Bar & Grill, Eagle River; Birch Lake Bar, Harshaw; Sweetwater Spirits & Resort, Eagle River; The Heid Out Bar & Grill, Eagle River; Town Pump Bar & Grill, Rhinelander; Greenhill's Log Cabin, Conover; Bent's Camp Resort, Restaurant & Bar, Land O' Lakes; Chanticleer Inn, Eagle River; The Rustic Roadhaus, Manitowish Waters; Pine Cone Express at Andy's Pontoon Saloon; and Eagle River Buckshot's Saloon & Eatery, Eagle River. Listeners are encouraged to show up at the tour stop location between 5 and 7pm Friday nights to spin the Wheel O' Fish to win tour T-shirts, tour merchandise, food certificates, even entries into our grand prize giveaway at the end of the tour. The Fish Fry Tour is back and the dates and locations can be viewed at www.wrjo.com.

Win Your Easter Ham and Eggs

It's time to win your Easter ham from WRJO 94.5FM and Coyote 93.7. This is a fun and interactive contest for listeners. Listeners are asked to listen for the Easter Rabbit call-in and then be the correct caller on the studio line. They play our little game, and all the winners receive a free Easter ham and eggs. This is one of those fun, quick-hit contests that we like to do to keep listeners listening throughout the day and reward them for doing so.



Trish Keeley
Eagle River
General Sales
Manager

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



Valentines 2024

Congratulations to Michelle Pictiano of Eagle River pictured with Larry Stevens (top) and Jacob Froseth of Three Lakes with Mike Wolf (below). Both winners are the Grand Prize winners of our WRJO and Coyote 93.7 Valentine's Giveaways. Winners each won a prize package containing several gift certificates for area businesses to do their Valentine's shopping.

Sponsors and prizes include: The Heid Out Bar & Grill, Eagle River (\$50 gift certificate); Wild Berry Market, Minocqua (\$25 gift certificate); Chanticleer Inn, Eagle River (\$50 gift certificate); Golden Karat Jewelers, Minocqua (\$50 gift certificate); Wall Street Pharmacy, Eagle River (\$20 gift certificate); Forth Floral, Rhinelander (\$20

See **Eagle River**, Page 5



Mike Wolf
Corporate
Program Director

Success, from Page 1

consumers especially gas and groceries.

In spite of all 2024 business operational challenges, Heartland Communications Group, serving a potential 338,000 listeners in the many counties and cities encompassing the Lakeshore and Wisconsin's Northwoods, exceeded their 2024 revenue budget and finished 2024 at 104% of sales revenue goals.

According to Heartland CEO, Jim Coursolle, "This feat was done by an excellent staff of broadcasters who honed-in on the task at hand and focused only on success. The old adage of "Where there's a will, there's a way," proved once again to ring true.



Weather, from Page 1

Episodes of El Niño and La Niña typically lasts 9 to 12 months, but can sometimes last for years. El Niño and La Niña events occur every 2 to 7 years, on average, but they don't occur on a regular schedule. Generally, El Niño occurs more frequently than La Niña.

In the Northwoods and Lakeshore, we may have missed the usual "January Thaw" by about a month or so meaning these upper 40-degree temperatures usually come earlier in January, but because of Mr. El Niño and Miss La Niña, we're losing our snow in late February. The "January Thaw" has moved to February. Hopefully, more snow will return for winter sports folks in March.

Many begin looking forward to Spring this time of year. Spring can be a "one day" event in the Northwoods and Lakeshore. The positive way of looking at things is that Spring is right around the corner; the question is how long or how short is that "corner?"

Show, from Page 3

improvement specialist, building contractors, heating and AC specialist, realtors, he & she sheds and much more all under one roof.



Magic Stocking, from Page 3

owned by Doug Summers, is a dining facility and sports bar located in the heart of the snowmobile, ATV & UTV trail system in Bayfield County between Washburn and Cornucopia, WI. Heartland Communication has been supporting The BRICK Ministries with the Magic Stocking for years, ensuring that The BRICK continues to serve the low-income residents of Ashland and Bayfield Counties.

Eagle River, from Page 4

gift certificate); Town Pump, Rhinelander (\$20 gift certificate); Tremblay's Sweet Shop, Eagle River (\$20 gift certificate); Eagle Waters Resort & Supper Club, Eagle River (\$50 gift certificate); The Sawbuck, Land O'Lakes (\$20 gift certificate); Clearwater Farms, Eagle River (\$30 gift certificate); and The Kaig Stand, Saint Germain (\$25 gift certificate).

Northwoodstock 2025

The first Northwoodstock kicked off in August of 2006 with a surprise appearance from Dewey Bunnell of America. The event quickly became a summertime staple for those on the Cisco Chain, and soon the town of Land O' Lakes. In recent years, bigger shows like BoDeans, Starship feat. Mickey Thomas, Mark Farner's American Band (Formerly Grand Funk Railroad) and Rusted Root have solidified Northwoodstock as one of the most unique and intimate music events in the state. This year, we're taking things to a new level with TWO big headliners!

WRJO is so proud to be part of this Great Northwoods event and July 24, 25 and 26, will be a weekend that will talked about for a long time.

