

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

## It's All About TRUST Radio Trust Stands Out

Without the public trust, the journalism of the main stream media (MSM) also known as the "legacy media" becomes untrustworthy. The household words "fake news" become verified. The once unquestionable trust of the MSM disappears and with that disappearance, the broadcasting or publishing business also is slowly eliminated.

In a 2025 recent survey taken by 'Talker Research,' and reported on March 19, 2026, by 'Radio Online,' "75% of Americans say they trust the internet less today than ever before, with many citing concerns over misleading or artificial content."

Further confirmation came from KATZ Radio Group from their 2026 Media Trust Study. According to KATZ, "The strength of radio's trust factor is tied closely to its personalities."

For advertisers, trust is paramount. Advertisers question the bothersome pop-up ads that continually interrupt and distract internet users. For listeners, viewers and readers, trust in what



is being presented is most important.

Perhaps the trust of radio content is the major reason that radio – above all other medium, remains the Nielsen Top Reach Medium Across Demos.

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Jim Coursolle, CRMC  
President and CEO

Wendi Wollam,  
newsletter designer  
and publisher



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



## Winter Winding Down SPRING IS ALMOST HERE - MAYBE

Recently, with official US Weather Bureau warnings, the Northwoods got about 18 to 20 inches of snow. Some Northern Wisconsin areas reported 30 inches. The snowfall, coupled with 30 to 35 mph winds, brought record-breaking blizzard snow and winter driving conditions. If you owned a snowplow for hire, you may have gotten "mini-rich." It was non-stop plowing for a few days.

Then all of a sudden – perhaps with calendar-prodding alerting that it was now Spring – the Northwoods got much warmer temperatures and blacktop driveways throughout the Northwoods were blacktop driveways once again. You could

actually see "black" for a welcome change.

Ahhh... but, somebody out there must have been a "spring-hater" and turned up their "more-snow" prayers. It got colder with a dusting of snow.

As I write this near the end of March, we are expecting late 40° and maybe 50° temps. "Now you see it...now you don't," when it comes to snow. Snowmobilers - if they haven't already - will be doing their end-of-winter snowmobile maintenance. Boaters are sitting in the starting blocks waiting for the lake ice to disappear.

The Northwood's actual one day of Spring is just around the corner.



# Pres. Release

**B**efore we moved up to the Northwoods from the Campbellsport area, I used to know “Spring” as a season. You know, a month or so of warmer, wetter and more muddy weather. Window-washing, lawn fertilizer, scrub the front door, and clean out the sand and mud from the garage. I used to have a Spring task list and would “knock off” the Spring jobs one-by-one.



**Jim Coursolle**  
President, CEO

Not any more. In the Northwoods, Spring is a one-day deal. Now, I just walk around each one-day of Spring with a big smile on my face for 24 hours.

That “one day stuff” might be a little exaggerated, but not by much.

Easter and Spring are a refreshing time of year. We chocolate rabbit and black jelly bean nuts go bonkers! The kids, however, see we adults coming so only the Easter Bunny knows where the candy

cache is.

Easter (4/5), Passover (4/1 - 4/9) and its season of Spring provides all of us with a chance - if you take it - to-do some introspection. Can we shed 5 pounds? Can we clean all the windows and screens at home in a month? Can we accept the unimportant, but aggravating, crap at home? At work? Is our spouse or co-worker worthy

of our patience and unconditional human kindness? We’re all human.

Easter is about the Resurrection. Christians know Christ kept his promise; He arose from the dead...the “real” dead. Can we - this year - arise from any negativity and lethargy...get some Eveready batteries going and utilize our God-given potential? Maybe even cause a resurgence of our New Year’s resolutions? Say what?

Passover is about escaping death, and in our case, perhaps negativity.

Easter, Passover, and Spring are wakeup calls.

Here I come with those two often heard, but not often used adages:

1. “IF YOU THINK YOU CAN, OR YOU THINK YOU CAN’T... YOU’RE RIGHT!”
2. “YOU MOVE IN THE DIRECTION OF YOUR MOST DOMINANT THOUGHTS!”

Make your Spring, Easter, and Passover thoughts the catalyst for accomplishing fruitful times



## February Top Sellers



### Sales Reps

Diane Byington .....\$32,727

Shannon Anderson .....\$20,824

Ashley Krusick.....\$20,073



## BIRTHDAY “BROADCASTS”

### FEBRUARY

*(no birthdays this month)*

### MARCH

8<sup>th</sup> – Kendall Brown – *Eagle River*

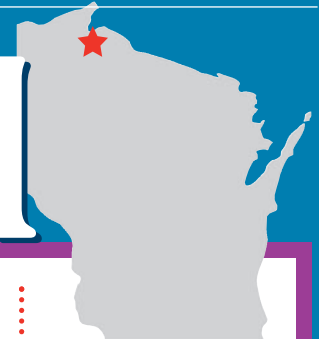
29<sup>th</sup> – Steve Putney – *Ashland*

### APRIL

*(no birthdays this month)*



# Ashland



## Farewell, But Not Goodbye

**W**ell well well, how does one go from this (photo, left)....

To this?? (photo, right). Retirement I guess. How cool is that! Mr. John Warren has done what most dream of doing (me, Tammy Hollister, included).



He has officially retired... and I think it's for good this time. John's last day was December 31, 2025. We have all been honored to work with him. We were sad to see him go. We still do get to bother him from time to time about things, and he's still willing to help, just not return LOL!!

We did manage to have a little farewell lunch for him at the Deep Water in Ashland and we did give him a few presents for being such a great boss!  
See **Retirement**, Page 5



Steve Stone  
Operations  
Manager and  
Program Director

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[www.wnxfm.com](http://www.wnxfm.com)  
[www.wjhf.com](http://www.wjhf.com)  
[www.watwbaycountry.com](http://www.watwbaycountry.com)



## Ashland Programming

By Steve Putney,  
Operations Manager  
and Program Director

**B**aseball is center stage once again as WNXR in Iron River and WATW in Ashland will carry all the play-by-play for the Brewers again this year. Every year we hear from listeners how happy they are that they can listen to the games on their local stations.

See **Ashland**, Page 5



# Eagle River



## Easter Basket Giveaway

WRJO and Coyote 93.7 are giving listeners a chance to win an Easter basket full of great Northwoods items from our wonderful sponsors. One lucky listener from both stations will win all the following. We always love giving away prizes to our listeners year-round.

- The Timbers Resort, Bergland – Two-night stay
- Aim to Shine Cleaning – Free Home Cleaning
- Hanson’s Garden Village, Rhinelander – Gift Certificate
- Rondele Ranch, Harshaw – 4-in-1 Koozie Tumbler
- The Heid Out Bar & Grill, Eagle River – \$50 Gift Certificate
- Tilly’s, Rhinelander – Tilly’s glass with \$25 gift card, 1 bag of Ruby coffee, stickers, Rishi tea, Martin & Sons Maple syrup and chocolate bar.
- Tremblay’s Sweet Shop, Eagle River – \$20 Gift Certificate
- Wall Street Pharmacy, Eagle River – \$20 Gift Certificate

## Bent’s Camp Radar Run ‘26

Another fantastic year was had by roughly 3,000 people at Bent’s Camp in Land O’ Lakes. This event is a fundraiser for the Frosty Snowmobile Club. WRJO was on hand to emcee the day as well as provide music and a live broadcast. Snowmobilers competed in several classes to be the fastest on the ice. Several competitors reached speeds of over 100 MPH. The star of the day was the weather. It was a day of sunshine and 50 degree temperatures but the ice track held up, and onlookers were treated to a spectacular show.

## Northwoodstock 2026

WRJO is very excited with Bent’s Camp to present the 2026 Northwoodstock Music Festival July 23rd, 24th and 25th. Join us for an epic weekend of live music, good vibes, and lakeside fun. Northwoodstock is a huge fundraiser. Between providing AEDs for local businesses and providing donations to our VFW Post and other Veterans’ Charities, we strive to make Northwoodstock a positive event for not only those that attend, but our community as well. This year’s headliners are the Bodeans on Friday night and The Marshall Tucker Band on Saturday with many supporting acts all day Friday and Saturday.



Trish Keeley  
Eagle River  
General Sales  
Manager

[www.wrjo.com](http://www.wrjo.com)  
[www.mix96northwoods.com](http://www.mix96northwoods.com)  
[www.coyote937.com](http://www.coyote937.com)



Mike Wolf  
Corporate  
Program Director

**Trust**, from Page 1

In a 2025 blog post, KATZ Radio Group, in an “Inside Radio” article notes that “more than 225 million adults, 9 in 10, listen to radio every week. Radio holds the No. 1 spot for reach among adults 50-65 and 65+ and ranks second for adults 18-34 with a weekly reach of 79% highlighting the platform’s strong generational crossover. The data underscores what broadcasters have long known — AM/FM remain central to the daily habits of Americans of all ages.” And, that same research study found “AM/FM radio accounts for 70% of all ad-supported audio listening, according to ‘Share of Ear.’ Even among younger adults 18-34, a group often assumed to favor digital streaming, traditional radio commands 50% of ad-supported radio usage.”

KATZ also reports that 60 million more adults listen to the radio than use internet or a computer each week.

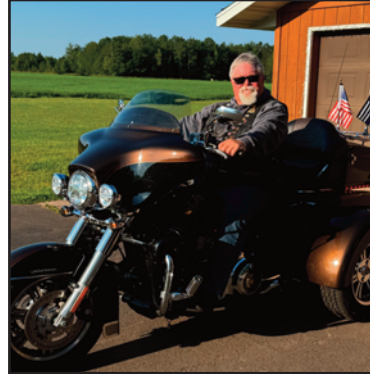
From a Forbes magazine article published on April 30, 2024, Mary Whitfill Roeloffs wrote, “American adults still spend an overwhelming majority of their daily listening time on radio broadcasts despite the rise in popularity of podcasts and music streaming services, new Nielsen data on listening habits in the first quarter of 2024 shows though younger audiences are starting to buck the trend by choosing on-demand audio at a higher rate than their elders. The younger demographic is starting to shift more toward on-demand options with only 45% of listening time dedicated to radio among the 18 to 34 age group, the data shows - but that still outpaces the 37% on podcasts and 18% on streaming audio or satellite radio.”

The so-called “Golden Age of Radio” is NOW, if one considers the number of ‘ears’ in tune. The US population was approximately 281 million in 2000. As of 2020, the population reached about 331 million. This represents an increase of around 50 million people. That’s 50 million more listeners in 2020; and how many more listeners are there now since 2020? Every market served by radio has grown considerably and the old argument of “everybody knows me and that my store is here,” doesn’t add up anymore. Statistics report that approximately 19% of the population of any municipality changes on an annual basis. If that seems unbelievable, a person should approach the county Register of Deeds and ask to see the list of property sales in the last 12 months. They will be very surprised. These move-in people are radio listeners and potential customers. These move-ins shortly thereafter become radio listeners because they more easily relate to local radio than to the local newspapers. These listeners and potential customers need to be invited to check out area stores. Name recognition is familiarity.

And basically, isn’t the number of persons, ears (listeners) reached by radio all that really matters when advertisers, journalists, and idea-conveyors TRUST RADIO to market and motivate people to employ their services, wares, and ideas?

**Retirement**, from Page 3

If you want to find him this summer, you’re going to have to either buy a Harley or ask him for a ride!!



*The Magic Stocking was a huge success this past Holiday Season. Our community was extremely generous. The Brick Ministries received a big check for over \$4,000!!! Our biggest year yet. We of course need to thank our local businesses for letting us put those cute stockings in their stores as well!! And then, Shannon, John and I for putting them out and collecting them and Marion for putting in all of the schedules for it and Steve and Ron for the commercials. Huge group effort to make it all come together and give back to a great resource in our area to help people in need.*



*Next up.... The Heartland Communications Home and Sport Show. We are sold out and looking forward to a wonderful event!! Details to follow in the next issue!! Happy Spring!!!!*

**Ashland**, from Page 3

WATW 1400 AM and 101.3 FM is an affiliate for the Wisconsin Badgers Football and Basketball, The Green Bay Packers and of course the Milwaukee Brewers.

WNXR is an affiliate for the Packers and the Brewers, and has been the station for the Northwestern Wildcats Sports for 29 years. Mike Granlund has been behind the mic on WNXR the entire time. His



Mike Granlund

Sports Coverage began with Boy’s and Girl’s Northwestern Basketball in the first year. Then the second year, football was added to the roster as well. In his 29 years as the “Voice of the Wildcats,” Mike has broadcast football, basketball, baseball, softball, hockey and even wrestling on WNXR. The pinnacle of his broadcast career came this year as the Northwestern Football Team was in the State Final, marking Mike’s first call for a State Championship Game which was broadcast on WNXR. Year 30 is coming up this fall as we look forward to three decades of Wildcat Sports on WNXR.