



## Free Speech – The Real Issue

Rush Limbaugh Issue Incidental

Recently Rush Limbaugh, carried on four Heartland Communications Group AM "Freedom Talk" stations, referred to Sandra Fluke, a 30 year old law student at Catholic Georgetown University as a "slut" because she appeared before a congressional Committee complaining that she could no longer afford birth control. She was lobbying for free birth control from the Catholic University she was attending.

According to Limbaugh, she was a "plant," placed at Georgetown in order to force the issue of Catholic – or any religious organization – from practicing their religious beliefs.

"Our freedoms are evaporating daily," according to Heartland CEO Jim Coursolle. "Know that the Senate has voted in favor of forcing religious institutions to provide services that are contrary to their religious beliefs. This will probably be sent to the Supreme Court in the future, but for now, religious institutions have one year to comply." Coursolle said, "This is just the beginning... we are now seeing several instances of Freedom of Speech being challenged as well. Companies like Dial-Global, Heartland's programming provider, are instructing member stations to avoid Rush Limbaugh at the instruction of certain clients. This is very scary and really, is a challenge to Freedom of Speech." Broadcasters like Rush Limbaugh have been the recipient of challenges from even the White House in the past several years. In the recent past, the Obama White House has even strongly suggested that the "Fairness Doctrine" should be returned. The Fairness Doctrine would require equal – and free – time be made available to any party who opposed views expressed on any given radio station. This, in essence, would put an end to Talk Radio as we know it today stated Coursolle. "The Fairness Doctrine might make sense with taxpayer-financed Public Radio, but privately-owned stations should have a right to control their own broadcasts. Privately-owned stations are certainly held accountable by the FCC; so with the FCC accountability should also come the operational responsibility," said Coursolle.

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## Heartland Editorializes Takes a Pro-Mine Stance



"Throwing 2800 jobs over the cliff in one of the highest unemployment areas in the state is despicable," according to Heartland President & CEO Jim Coursolle. "I just couldn't stand on the sidelines and watch some very selfish and narrow-minded local state politicians throw the people of the Northwoods 'under the bus' for blatant partisan politics. It was time for a local broadcaster to stand up and tell it like it is."

The week of March 5th through March 14th, Coursolle wrote and broadcast editorials directed at Wisconsin Democrat state Senators Bob Jauch and Jim Holperin in the Heartland Ashland, Park Falls and Eagle River markets. Coursolle stated that the heavy response to these editorials by listeners and clients was running more than 2 to 1 in favor of the GTAC Mine and Heartland's editorials. "I expected as much since five unions in Ashland endorsed the Mine only to find out that State Senator Bob Jauch disregarded their loyalty and denied workers these high-paying mining jobs. Sen. Jim Holperin, did the same thing in the Eagle River area, following party lines rather than doing the right thing and voting for good and long-lasting employment. Putting politics and the fact that Democrats will do anything to prevent Wisconsin Governor Scott Walker from any success is outrageous... this horrible disregard for people's lives is criminal in my opinion."

Equal time was made available to Jauch until it was discovered that he used the station to further justify his actions. Then Coursolle, indicating there are no federal or state laws requiring equal time, refused to offer any more free time. Holperin also had a spokesperson read a statement on his behalf.

Wisconsin State Department of Natural Resources (DNR) Secretary Cathy Stepp -- immediately after all Democrats and one Republican voted against the mine-- issued a press release stating that the DNR was in favor of the GTAC Mine had would have done its job of protecting the natural resources and environment of Wisconsin. She further stated that she wanted to make it clear that the Wisconsin DNR did not oppose the GTAC Mine. The Wisconsin DNR has a reputation of being one of the toughest DNRs in the United States.

Recent articles in the Ironwood, Michigan paper report that GTAC officials are now considering Michigan just above the Wisconsin state line as a site for this mine. "My worry is that a significant amount of population in Ashland and Park Falls will move to the mining areas just as Native Americans followed the buffalo, their source of subsistence, many years ago. This will be devastating for these towns as they will see home prices plunge, businesses shut their doors and people leave the area. We know that can happen as we look at near-by areas that had mining 50 to 75 years ago and what happened to their towns' once mining left the area. GTAC Mine President Bill Williams had stated that the Mine longevity would be 35 years; some sources predicted even longer.

Currently, Wisconsin's neighboring states of Minnesota and Michigan have profitable and environmentally safe mining operations in place and will have no problems accepting GTAC's employment opportunities according to Coursolle.

# "Pres. Release"

Jim Coursolle



I am very proud of the way the staff in Iron River at WIKB/WFER pulled together during some recent challenging times. Kudos to new V.P. and General Manager Dan Wheeler for guiding his "ship" through some pretty turbulent waters.

As you know, leading WIKB/WFER account exec Amber Sarafiny lost her 18 year old daughter who was attending school in California. Adrianna was killed as a pedestrian in a car/pedestrian accident late in February. Diane and I would ask that you keep Amber, husband Gary, and daughters Isabelle, Raegan, Tess and brother Zane in your prayers. Amber has been a blessing to our staff in Iron River and we are deeply saddened by this horrible tragedy.

Two days after Amber's daughter died, Iron River account exec Dave McCord resigned without notice leaving new manager Wheeler to cover all station ad sales. To Dan's credit and amazing organizational skill, Iron River finished February at 91.6% of budget. Iron River is pacing at 78.1% of the March budget on February 7th.

On February 8th, Dan announced that long time station office manager Leslie Howell successfully applied and was awarded the position of account exec. Leslie, who is very knowledgeable in radio, has been a resident of Iron River for most of her life. Dan and I agree that Leslie will do very well. Leslie, in her capacity of office manager, has been a huge help to Dan and company during February's challenges.

Iron River has been a great example for all of us. Positive attitude and the refusal to allow extremely negative events to alter their course, has certainly been prevalent. The Iron River family is a great one because they work well together for the benefit of all.

I also appreciate the long hours Jim Hodges, the new V.P. and General Manager at Heartland's Eagle River stations, has been putting in. Jim recently wrote me an email and mentioned how much fun he was having and what a quality staff he is blessed with in Eagle River. Jim's 22 years at the helm of Bliss Communication's Country Giant WBWL, West Bend, will serve him well as he build's sales and forces at WRJO/WERL. Welcome to Bruce Marcus, the new news director in Eagle River and voice of the Heartland Radio Network. Bruce's years as a reporter for CBS is apparent as he broadcasts the news throughout the Northwoods of Wisconsin.

Heartland veteran V.P. and General Managers Scott Jaeger and Darla Isham continue to lead the way in Heartland. As owner, I am appreciative of their relentless efforts to post solid numbers in a challenging economy. I share their frustration in losing 2800 jobs in their immediate area because local legislators Sen. Bob Jauch and Sen. Jim Holperin and other Democrats along with Republican stray dog Dale Schultz threw their constituency and all of the area unions (who supported the mine) under the bus and blew-off 2800 jobs all because they wanted to deny Republican Governor Scott Walker anything even close to resembling a "win." Their incredible egos and selfishness has probably lost forever 2800 mining jobs paying between \$60,000 and \$80,000 annually that our struggling Northwoods sure could have used. I'm still shaking my head.

In every adversity, there is usually a positive to be found. From my standpoint it is this: We have come together even closer as a radio broadcast family and with our relentless resolve; Heartland will become "One of America's Finest Small Market Radio Broadcasting Companies."

## Heartland Raises Rates On April 10, 2012

The US inflation rate, according to The Financial Forecast Center will climb above 3.0 percent in July 2012. "Because this is an election year, the true inflation rate may not be known as the Obama Administration manipulates inflation and continues to print money to service the national debt debasing the value of the dollar and all American assets including housing," according to Heartland President & CEO Jim Coursolle. "The inflation rate has to continue to climb in order for the US government to operate."

"As much as I don't like to be a party to the inflation process, the reality of the situation is that it will take more dollars to operate ten radio stations than it did in 2011," according to Coursolle.

Heartland managers were notified months ago of a Heartland rate increase for all Heartland markets and stations. The rate increase will take effect April 10, 2012. "I am hoping this will allow our Heartland stations to keep up with rising vendor and supplier costs in 2012.

"Diane and I have never had to lay off anyone due to poor economics in all the years we have owned and operated radio stations; we hope this Heartland rate increase will allow us to continue in this manner," said Coursolle.

### Birthday "Broadcast"

March

- 7th - Scott Jaeger - Ashland
- 14th - Nancy Johnson - Park Falls
- 18th - Chris Oatman - Eagle River

April

- 9th - Tom Johnson - Park Falls
- 12th - John Berg - Ashland
- 15th - Lynn Weiland - Corporate
- 18th - Chris Oatman - Eagle River
- 20th - Maggy Isham - Park Falls
- 23rd - Joel Karnick - Park Falls
- 28th - Art Dunham - Park Falls
- 29th - Jeff Bonno - Iron River

## February's Top Sellers

Market Managers	
Darla Isham	\$17,505
Scott Jaeger	\$15,060
Dan Wheeler	\$8,410
Sales Reps	
John Warren	\$23,704
Trish Keeley	\$16,130
Amber Sarafiny	\$15,681
Sandy Berg	\$13,354
Ashley Krusick	\$12,832



## Ashland, Wisconsin

### "By The Big Bay"



Scott Jaeger  
Market Manager

There are definite signs of Spring in the area! The temperatures are supposed to be in the Mid 50's, the snow is melting and our Spring Home Shows are here! Once again the Ashland staff is going full speed ahead and into over-drive!

We hosted our 3rd go around with Advantage Systems the week of March 12th. This is always a crazy, busy week with Frank Kulbertis. Productive and financially rewarding, but Crazy, Busy. Then on March 23rd through the 25th, we will be in Ironwood Michigan for our 3rd Annual Spring Home, Yard and Sport Show at the Pat O'Donnell Civic Center. We have almost 100 booths and over 40 Exhibitors showing up! Then we move on to Ashland. Our Spring Home Yard and Sport show is slated for April 20th -22nd at the Bay Area Civic Center. The show is sold to the walls with 108 booths! This year we decided to add to the weekend, and we created a Bridal Faire that will be held right next door at the Bretting's Community Center on Friday and Saturday April 20th and 21st. We have received tremendous response from area businesses. We were able to sell 30 booths and were are now sold out!

We also took part on Saturday March 10th, in the Regional Hospice Polar Plunge on Lake Superior. Skip Hunter and I did a live broadcast from the event Saturday Morning,

Northwest CEP has contacted us and wants us to get involved with a event on May 5th for EMT Recruitment. The number of EMT's in the area are low, so Northwest CEP has received a grant to set up a huge recruitment drive at the Great Lakes Visitor Center. It's nice when the radio station gets a local reputation of helping and getting involved with local events. THEY CALLED US! And there is money set aside in the grant for marketing and advertising which we will be getting!! Thank you to the entire staff here at Heartland as each of us does our own part in the community!







# Eagle River, WI



Jim Hodges  
Market Manager

Mother nature welcomed my wife and me to Eagle River on the day we moved into town with 18 inches of snow! Little did She know "We love snow!" Snowflakes are dollars falling from the sky in the "Snowmobile Capital of the World" and it's always welcomed. And boy, did the snowmobilers flock to the area for the weekend; when they do, our local economy benefits and gas stations, restaurants, motels, hotels all benefit. It makes for a busy time.

Speaking of busy, the WRJO/WERL sales team is getting ready for our big Advantage Systems sales effort at the end of the month. This two day event attracts current and potential advertisers who will learn how they can increase their business through the power of radio advertising. New this year are digital offerings.

I'm told this is the "slow season" here in the Northwoods. It's the time of year when businesses don't like to invest in advertising, because the tourists haven't arrived yet. Just like the college graduate who told me after I said we didn't have any openings who replied, "I'm not accepting any job rejections at this time," I'm not buying into the "slow time of year" thinking. Business goes where business is invited, as Dave Gifford once said. Those advertisers who continue to promote their business are the ones that will win their "unfair share" of consumer dollars. And that's just what our sales team is doing. Asking advertisers to invite the thousands of people who live in the beautiful Northwoods to use the power of radio to their advantage.

## THE BLIZZARD OF 2012



Mike Wolf  
Corporate PD

So we all lived it, survived it, and enjoyed all the fun that went into clearing it.

These pictures are taken in front of my house standing in the middle of my driveway.

Obviously one is at the house with a bit of a drift that had piled up.

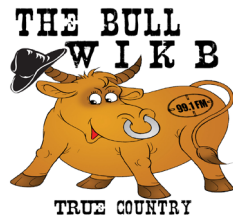
The picture of the mailbox is just that, my neighbor's mailbox, to be exact. It is at regulation height off the road. As you can see the snow drifted across the road just below that mailbox all the way to my house. The drift was 3 1/2' tall and 1/3 of a mile long. I believe at one point I heard it laugh at me while trying to get to my vehicle. No way in and no way out.

The picture with my neighbor's mother is after the town brought in a loader to start the clearing process. She is 5'8" tall.

It was quiet the process. Thanks goodness the power stayed on, because I had no way to go anywhere for anything.

Oh wait did I forget to tell you, only 9 more months till winter!





## Iron River, MI



Dan Wheeler  
Market Manager

Another month gone in 2012 finds Iron River affected by more than just a huge snow storm. Yes, we were hit bad by the snow storm like we have not seen in decades, but as you can see by the photos our clients are already looking toward the summer month. Onward and upward is the theme here in Iron River. We have a new sales person on board and a new office manager as well.

We followed the Forest Park Trojans Girls as they headed to state, but their season ended as they battled it out with Athens in Lansing. They put up a good fight, and we are proud of our Iron County teams. Our Advantage program will be going on March 19th through the 21st in both Iron Mountain and Iron River. This will be the first time we have had a session in Iron River and the response has been great. We're very fortunate that we have such a wonderful staff to keep things going in the right direction even with the adversity we have faced, thank you everyone for their support.



We would like to welcome Leslie Howell to our sales staff. If she is half as good at sales as she has been over the years as an office manager, Iron River will be in good shape for years to come. We have brought Starr Helgemo on board as our new Office Manager. Leslie told me that Starr was actually the one that recommended her to WIKB over 9 years ago when Starr was working there part-time and had a full time position with a local law firm. "It's come full circle," Leslie said to me, "Starr helped me out and got me a job when I needed one, and now I am happy that the job is open again for her to regain her spot behind WIKB/WFER's front desk."

## WIKB Helps The Community Raises \$8,500 in Three Hours



In just 3 hours, Mo Michael (center) helped the Iron County Cancer Unit raise almost \$8,500 during their annual Telephone Time radio-thon. The money raised stays local and helps those that are battling cancer. The ladies of the ICCU (pictured left to right) Linda, Darlene, Jolane, and Marilyn help answer the phones and took pledges during the radiothon with Darlene going on-air with Mo to keep the listening audience updated with how well they were doing. This year, the radiothon was in tribute to Dick Boyd, who for many years, has done a bike ride across the U.S. to pay tribute to his sister who had cancer.



Mo Michael having some fun in the snow before Telephone Time during the Leap Day snow storm. No one was injured in the taking of this photo (including photographer Leslie Howell)



# Park Falls, WI



**Darla Isham**  
Market Manager

Sometimes Mother Nature can create real beauty, and living in Wisconsin certainly gives you the many faces of our beautiful state. Hope you enjoy the few pictures of our recent snow fall. My 4 wheel drive Jeep couldn't even beat Mother Nature! The snow in our driveway was up over the bumper....backing out of the garage before removing the snow was a mistake. It took all day removing snow just to get the Jeep out of the way to plow! It was wonderful while it lasted and gave our winter sports enthusiasts a reason to come North and give our rural communities a little financial boost.

As we get the snow cleaned up and our temperatures starting to head into the high 40's, you can start to smell that hint of spring. While we finish up our girls and boys high school basketball tournaments, and digging for that Irish pot of gold...we turn the page to Easter bunnies and prom dresses.

A very cool event takes place in Park Falls as all of the businesses come together and prepare Easter baskets for the kids in the community. On Saturday April 7th over 300 kids hunt for their Easter baskets that are hid in the park downtown in Park Falls. And the Easter Bunny shows up giving autographs and pictures. We'll also be getting geared up for our "Drive Safe" Prom Night campaign making sure our teens are aware of being responsible on such a special big night!

Look at the picture to the right. Could you do what these guys do? You couldn't pay me enough money to climb a tower, especially in the middle of winter where you have to be dressed for the elements and wind. Here's a picture of our recent tower maintenance replacing old worn wiring and a whole new set of light bulbs. These guys really are high on life! (no pun intended).



The snow is up to Maggy's knees!



"Snow" much beauty!



The flag still flies on snow days



Board Operator, Maggy Isham, and friend, Alex Gelina enjoy a "no-school snow day."