

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

NEW HOME FOR "COYOTE" AND "MIX 96"

The finishing 'touches' are being completed

August 31, 2019 was the target date for completion of the move of the brand new studios for 100,000 watt "Coyote 93.7" and 25,000 watt Top 40 "Mix 96", but, according to Heartland CEO Jim Coursolle, Heartland will probably miss our target deadline by two weeks to a month depending upon weather. Heartland has received a tenant extension of 30 days at the WCYE and WNWX rented studio location in Rhinelander.

"When I drafted a timeline for the entire move project, I allowed adequate time to complete the move, but we lost that time in the final loan processing with First Business Bank (FBB) which took about two more months than originally planned for. "It seemed their decision-making process took forever," said Coursolle. "I am good with everything right now as our bank has promoted employee Erik Rajek to



New equipment is set up at the Eagle River location in the Heartland Communication building on Railroad Street. The move for WYCE Coyote 93.7FM will happen when the construction project is complete.

assure timelier, more professional loan closing and servicing going forward. Erik is sensitive to a borrower's needs and this will improve FBB's entire system — good for the bank and the borrower."

According to Coursolle, Heartland Operations Manager Mike Wolf has been as expedient as possible and completion

of the WCYE and WNWX project will be completed by the end of September.

Also, in the works are FM Translators for Ashland AM station WATW (on the air since 1940) and Eagle River AM station WERL. Once operational, these FM Translators, will simulcast the AM

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com



OVER THE TOP GROWTH and PERFORMANCE

Heartland professionals take advantage of new stations and amazing economy

It has often been said that "numbers don't lie." Heartland just published its 2019 second quarter financial numbers showing a significant growth of 37% (36.68%) over 2018's second quarter performance. "Our interim revenue numbers would have been even greater without pre-closing delays which probably

cost us many thousands of dollars and precious time," said Jim Coursolle, Heartland CEO.

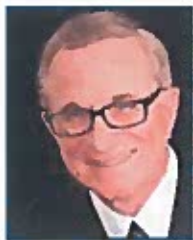
"This tremendous growth is due to three factors," according to Coursolle, "They are: 1) the hard work and outstanding performance of the entire HCG (Heartland Communications Group) team

in our Ashland-Superior/Duluth-Ironwood cluster and Eagle River-Minocqua-Rhinelanders cluster; 2) the addition of two high-power FM's to the Eagle River-Minocqua-Rhinelanders cluster; and 3) the incredible national economy."

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Pres. Release

It's been a hot summer in Wisconsin's "Northwood's Vacation Triangle." The three points on the "Northwoods Vacation Triangle" are Minocqua to the West, Eagle River to the East and Rhinelander to the South. This area encompasses Oneida and Vilas counties. There are 1,600 lakes in just Vilas County alone. The 200 foot tall pines, the hundreds of sky blue lakes sets the stage for just about any vacation fun one could possibly imagine.



Jim Coursolle
President, CEO

Beyond the obvious...boating, kayaking, fishing, there is so much more. Some of Wisconsin's finest golf courses challenge golfers of all levels. Minocqua is home to the second largest zoo in the State of Wisconsin. At Wildwood Wildlife Park and Nature Center, you can get close to the animals; have you ever petted a giraffe? Horseback riding, go-cart tracks, water skiing and water ski shows, swimming, camping at some of

the State's most beautiful campgrounds are just some of "things to do."

And then there's my favorite... the dozens of amazing Supper Clubs that are often found hiding down rural roads winding around beautiful lakes. The menus are mouthwatering with everything from wall-eye to rib eyes, BBQ ribs to lobster. Use your imagination. There are chefs in white hats, log buildings that have the "Wow!" factor and meals that are unforgettable.

The other vacation area that Heartland serves is the amazing Lake Superior shore communities of Ashland, Bayfield and Superior, Wisconsin. The recreation experience of Lake Superior fishing and boating is second to none. From Bayfield, you can catch a ferry to famous Madeline Island, the largest island of the National Lakeshore Apostle Island Archipelago. Lake Super-



rior, being the largest of the great lakes, draws hundreds of thousands of tourists each summer.

No, I am not a Chamber of Commerce ambassador. I'm just a lucky guy who lives in this Northwoods paradise. If you and your family are making last minute vacation plans, Wisconsin's Northwood's Vacation Triangle or the amazing Lake Superior Lakeshore is economical, exciting and worth every minute of your time.

This summer has been spectacular weather-wise. Let me personally extend a warm "Northwoods" welcome to anyone who treasures serenity, peace, amazingly fresh air smells and the beauty and an "On Golden Pond" vista unmatched most anywhere.

Bring your family, your group, your business or what-have-you to Wisconsin's Northwoods or Lake Superior Lakeshore for the remainder of this summer or fall. If you're a winter person, our area is just perfect as well with hundreds of miles of snowmobile trails, ski hills and winter fun. We've put your name in our guestbook because we hope to see you soon. We'll treat you right! So, what are you waiting for?

July Top Sellers



Management

John Warren\$31,983

Jeff Wagner\$12,178

Sales Reps

Trish Keeley\$33,685

Diane Byington\$25,653

Tammy Hollister.....\$25,028

Scott Larson\$19,234



BIRTHDAY "BROADCASTS"

AUGUST

13th – Michael Biever – *Eagle River*

14th – Jim Franklin – *Eagle River*

27th – Jim Coursolle – *Corporate*

SEPTEMBER

1st – Jeff Wagner – *Eagle River*

1st – Tyler Ostman – *Ashland*

14th – Wendi Ell – *Corporate*

OCTOBER

3rd – Marion Warren – *Ashland*

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

30th – Hannah Figgins – *Ashland*



Ashland



Heartland Communications North has the Winners!!

We put together another Man Cave package of over \$5,000 in prizes that were given away on Friday, August 9th. Prizes included a year supply of Miller Lite distributed by Bernicks and supplied by Super One Liquor, a year supply of Trinko Sausage products, a year supply of pizza from Little Caesars, a 65 inch Smart TV from Northstar Electronics, a Flex Steel Hercules Big Mans recliner along with framed Green Bay Packers memorabilia from Hitts Fine Furniture, a Riccarr vacuum from Northwoods Vac and cleaning supplies, Home Décor from Home Expressions, and DeWalt Cooler and DeWalt Radio from McRae's True Value.

Once again this year's winner had qualified to win only one time, that was at Trinko Sausage at this year's very first Man Cave VI Remote Broadcast held on June 14th. Congratulations to Heather Gilbertson of Ashland. This is the 3rd year in a row the



The Man Cave VI winner Heather Gilbertson, Dave Olson, aka Q Ball in the Morning on Classic Hits WNXR 107.3 FM, Trevor Ray, Mornings on Real Rock J-96, Rick St. Nick morning personality on WBSZ, Z 93 and Heather's son and daughter. We have another very happy Heartland Communications winner!

winner had only qualified one time. How crazy is that?

The Ashland sales team did a phenomenal job selling the remote broadcast around the Man Cave VI promotion. We booked 23 remote broadcasts in just eight

weeks. A big thank you to Tammy Hollister, Shannon Anderson and Tyler Ostman for your hard work selling the remote broadcasts. Trevor Ray,

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Bay Area Battle of the Bands

Another busy Winning Summer at Heartland Communications in Ashland. On Friday, July 19th the performers at the Bay Area Battle of the Bands were Hot Pink Hangover, The Most Wanted and Cheap Trix. The winners of the Battle of the Bands were as follows:

- 1st place: \$1,200 went to Hot Pink Hangover
- 2nd place: \$750 went to The Most Wanted
- 3rd place: \$500 went to Cheap Trix



The 55+ Health Expo was held on August 21st at the Bay Area Civic Center and Bretting's Center. The event went very well, as the event drew what was probably the largest attendance in the 30 plus years. The 55+ Health Expo is sponsored by Heartland Communications, Memorial Medical Center, Ringenberg Financial Group and Northshore Health Care. Our vendors were very pleased with the turnout.



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjjhfm.com



Eagle River



PD NOTES...

By Mike Wolf,
Corporate Program
Director

In the last Heartland Gazette, you were made aware that WCYE (Coyote 93.7FM) and WNWX (Mix 96FM) are on the move from Rhinelander to occupy new studios in the WRJO/WERL Eagle River studio building. Well, we are getting closer every day and the controlled chaos is at an all-time high.

The new Rohn 45 tower (L) is up and ready for the

new STL dishes and various antennae. The smaller Rohn 25 tower (R) has served it's time very well, but the wind and conditions have done some damage over the last 20 years and it will be decommissioned.

The second satellite dish is up and pointed skyward. This dish will be pointed at satellite Galaxy 16. The celestial sounds it will bring back will be that of The Green Bay Packers and the Milwaukee Brewers. If we make any other contact, say with little green or grey men, that will be in the next gazette issue.



Jim Coursolle
Eagle River
General Manager

www.wrjo.com



Mike Wolf
Corporate
Program Director

Back-to-Class promotion generates a buzz



The WRJO Back-to-Class contest has returned and parents couldn't be happier. We are unclear however if they are happier because kids will be going back to school and their frazzled nerves will be returning to normal, or because they are getting a beautiful new backpack filled with school supplies for free from WRJO and our many, many, many sponsors?

Wendy Fisher (L) is pictured with a very happy mom and daughter that will be going Back-to-Class in style.

It's a simple and easy contest. We have a Back-to-Class sounder that we play and take a call. But it has generated a lot of buzz. At the last couple of live broadcasts, I had several people coming up talking about "That darn back pack," and they "WILL get one."

The odds are pretty good. We have about 100 sponsored back packs that we are giving away during the contest.



Ryan Halsey of Halsey Fabrications installed the dish necessary to broadcast Packers and Brewers games. Below: Another studio set-up is finished in Eagle River, ready for project completion to move WNWx Mix 96FM.

Construction, from Page 1

audio on the FM band giving these AM stations the clarity benefit of FM in their respective communities. Nighttime coverage of WERL will be greatly improved.

The two new studio facilities will employ the most up-to-date studio and audio processing equipment available, giving the two new Heartland stations a competitive advantage, according to Wolf.



Growth, from Page 1

Coursolle went on to say, “In all my years – now about 58 plus – I have never been a part of such solid and immediate growth. There are so many people I would like to thank for that accomplishment beginning with my partner, Frank Coan, an expert Mergers and Acquisition consultant; John Warren and his sales team in our Ashland cluster, Jeff Wagner and his sales team in our Eagle River cluster; Mike Wolf, Heartland Corporate Programming and Operations Manager who has led the assimilation of our new stations while also keeping our other stations operational, Kathy Wawiorka, Heartland Business Manager who has kept our business affairs in order; Erik Rajek, First Business Bank, who fought for our company convincing broadcast-inexperienced bank executives of the viability of the radio industry as a whole and Heart-

land in particular; and the many employees who survived and continue to survive and thrive through construction and changing operational procedures. And, I cannot forget my wife Diane who never doubted my abilities and supported me throughout.

Heartland will have completed the move of its two new radio stations WCYE and WNWx from their current rented office/studio location in Rhinelander to the Heartland-owned studio/office and HQ offices in Eagle River. The entire process, including the addition of two new FM signals simulcasting and added to our existing WATW (AM), Ashland and WERL (AM), Eagle River should be completed sometime in September. “It will be very nice to have everybody under one roof and finally working together,” said Heartland Corporate Operations and Programming Director Mike Wolf.

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Rick St. Nick and Q Ball all pulled together as a team with Troy and Sydney running the boards. Let’s not forget the Great Job our Heartland Communications Traffic Director Marion Warren did keeping the logs straight and getting these remote broadcast and promotional announcements scheduled correctly. Everyone did a fantastic job with this promotion.