

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

"250 Years"

Are We Just Getting Started or Is This The Beginning of The End?

With the election of blatant socialists in the the primary elections in New York City recently, news stories around the nation report everything from the Communists to the Socialists are taking over, etc.

Sharing facts, the population of New York City is now 38% or 3.1 million immigrants. Many of these people do not speak English. Many of these people are "undocumented" immigrants, or simply put, in the United States without legal permission (authority) to be here. Some of these immigrants don't recognize the names George Washington or Abraham Lincoln. Further interpretation is one out of three persons in the New York City population lives in New York City without proper authorization by either the state or federal government.

Unlike the early days of Ellis Island, many of these people are either unable to - or just do not want to - assimilate or adopt the culture of



the United States. Many don't speak English. Many of these people need assistance (money) for their existence; most have not paid into - or paid very little into - Social Security or, for

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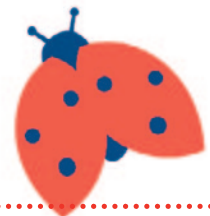
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Eagle River News

Jim Coursolle, CRMC
President and CEO

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www.heartlandcomm.com



Money Invasion THE LINES ARE GETTING LONGER

It used to be a couple of cars at the stop sign or stop light. Maybe one or two shopping carts ahead of someone in the grocery checkout lines. At the local Walmart pharmacy, they have these poles and ropes used to create "zig-zag" lanes making the pharmacy waiting lines more compact. . . now you zig-zag much longer.

The boys (and girls) are back in town!

They come pulling boats, ATVs, and campers. If you get behind them at a stop sign, I hope you're not in a hurry because it takes these mini-convoys untold amounts of time to pull out into

traffic avoiding a "T-bone" whack-a-mah-smash...and if you're lucky enough to be directly behind them, you might be awarded an eye-witness position in court.

And, I hate it when I get behind an Illinoising car displaying a Cub's bumper-sticker; don't these people have respect for we number one Brewer's fans?

It all takes discipline. Discipline, knowing that these precious and valuable Illinois, Minnesota, Iowa, and of course Southern Wisconsin tourists and

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Pres. Release

Some of us remember the Crosby, Stills, and Nash song, "Teach Your Children." It came out in May of 1970 or about 56 years ago. Recently, I heard it on the radio.

"Teach Your Children" was written by Graham Nash in 1968 when he was a member of the group, "The Hollies," and then re-released in 1970 by Nash when he was a member of the group, "Crosby, Stills, and Nash." The lyrics were genius; the message is untimely.

We all know this is the 250th year of the United States of America. This amazing experiment officially began in 1776 with the signing of the document, The Declaration of Independence. The Founders of the original 13 colonies of the New World gathered in Philadelphia and wrote this famous document directed to English King George III. The ties of the people in the New World,



Jim Coursole
President, CEO

The Americas, to Great Britain were officially dissolved and the beginnings of a new nation, The United States of America was established.

It is our responsibility as parents, grandparents, and, perhaps even great grandparents to "Teach Our Children Well."



There are thousands of pages on the internet depicting the Declaration of Independence. My suggestion would be to print a copy of this document and then set a time to read it at your family Fourth of July gathering. Doing so might take 15 to 20 minutes. It might be educational and fun to have each person gathered to read a portion of this document and maybe even discuss it following the reading.

Former President Ronald Reagan once said, "Freedom is never more than one generation away from extinction. We didn't pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same, or one day we will spend our sunset years telling our children and our children's children what it was once like in the United States where men were free."

It is important that parents share The Declaration of Independence with their families. You may find it almost shocking that this document may not be read or studied any longer in our schools.

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BIRTHDAY "BROADCASTS"

MAY

24th – Bruce Marcus – *Eagle River*

JUNE

(no birthdays this month)

JULY

31st – Tammy Hollister
– *Ashland*



Ashland



Sizzling Summer in Ashland

Well well, I guess this second quarter flew by.

Honestly, I do not even know what we did other than sell radio ads! I cannot believe that its almost the 4th of July.

Looking back we did do a few live remotes at Lulich Implement, Northland Ag and Turf, Enbridge's Local Office, and Iron River Foods.

Shannon sold a lot of Memorial Day and Graduation Salutes to honor all of our local graduates and military Service Members. We are all just trying to plug away up here. Selling, putting in orders, collecting payments, programing, mowing the lawn and keeping the office clean with just a few of us. We have a short staff and we do a lot of extra work to make up for that. I am thankful for everyone's



hard work here and Eagle River for doing our production.

Enbridge's pipeline fired up and construction has begun.

There has been a big influx on the restaurant business at night. All of these workers need to eat! There is a major shortage in housing. They also need a place to sleep. We are all just glad to see this up and going finally after all of their efforts in struggling to get the necessary permits.

Steve Stone will be out for a few weeks with knee surgery. We hope it all goes well and that he has a speedy recovery. Marion, Shannon and I will be leaning on Mike and Kendal for a bit.

Summer is starting to Sizzle! It is looking like its going to be a HOT one! From Everyone in Ashland, Stay COOOOOOL!!



Tammy, hard at work!



Tammy Hollister
Ashland General
Sales Manager

www.wbszfm.com

www.wnxfm.com

www.wjhf.com

www.watwbaycountry.com

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CLASSIC HITS
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REAL
ROCK

Bay Country
101.3 FM
WATW 100.9



Steve Stone
Operations
Manager and
Program Director



Eagle River



The Pack is Back On Coyote WCYE 93.7FM

The Green Bay Packers are a professional American football team based in Green Bay, Wisconsin. The Packers compete in the National Football League (NFL) as a member of the National Football Conference (NFC) North Division. They are the third-oldest franchise in the NFL, established in 1919 and are the only non-profit, community-owned major league professional sports team based in the United States. Since 1957, home games have been played at Lambeau Field. They hold the record for the most wins in NFL history.

The Packers have been a Northwoods staple on Coyote 93.7 for dozens of years and will return for the 2026 – 2027 season.

We never want to rush our beautiful Northwoods summers, but when the Packers Radio Network drops the operations manual in your hand, you can't help but get excited for Packers Season!

Backpacks are on the Way!

As per most, if not all, radio promotions, we are always planning very early. That means we are getting ready for back-to-school season and that means Backpacks!

Radio stations WRJO - 94.5, Coyote - 93.7, and Mix 96 - 96.5, want to make sure listeners get their kids back to school with a new backpack and the school supplies to go with that backpack. We Love to do our yearly giveaway. Seeing the kids show up to pick out their backpack is amazing. The excitement is indescribable as they pick through all the colors of the rainbow to pick just the right one.

As the cases of backpacks are delivered to the station, we know we will be making a lot of grown-ups and kids happy.

What a great time of year!

Popcorn, Popcorn, Popcorn

WRJO and Coyote 93.7 are teaming up with Minocqua Popcorn and Puffs for 2026 to give listeners a chance to win a year's worth of popcorn. Listeners are

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PRESEASON						
GAME	DAY	DATE	OPPONENT	PACKERS PREVIEW	GAME TIME	
1	Thursday	August 13	@ Steelers	4:00 PM	6:00 PM	
2	Friday	August 21	@ Broncos	6:00 PM	8:00 PM	
3	Friday	August 28	@ Cardinals	5:00 PM	7:00 PM	
REGULAR SEASON						
WEEK	DAY	DATE	OPPONENT	PACKERS PREVIEW	GAME TIME	
1	Sunday	September 13	@ Vikings	1:00 PM	3:25 PM	
2	Sunday	September 20	@ Jets	10:00 AM	12:00 PM	
3	Thursday	September 24	FALCONS	5:00 PM	7:15 PM	
4	Sunday	October 4	@ Buccaneers	10:00 AM	12:00 PM	
5	Sunday	October 11	BEARS	1:00 PM	3:25 PM	
6	Sunday	October 18	COWBOYS	5:00 PM	7:20 PM	
7	Sunday	October 25	@ Lions	1:00 PM	3:25 PM	
8	Thursday	October 29	PANTHERS	5:00 PM	7:15 PM	
9	Sunday	November 8	@ Patriots	1:00 PM	3:25 PM	
10	Sunday	November 15	VIKINGS	10:00 AM	12:00 PM	
11			BYE WEEK			
12	Wednesday	November 25	@ Rams	5:00 PM	7:00 PM	
13	Sunday	December 6	@ Saints	10:00 AM	12:00 PM	
14	Sunday	December 13	BILLS	5:00 PM	7:20 PM	
15	Sunday	December 20	DOLPHINS	10:00 AM	12:00 PM	
16	Friday	December 25	@ Bears	10:00 AM	12:00 PM	
17	Monday	January 4	TEXANS	5:00 PM	7:15 PM	
18	Sat. or Sun.	Jan. 9 or 10	LIONS	TBD	TBD	



Trish Keeley
Eagle River
General Sales
Manager

www.wrjo.com

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Mike Wolf
Corporate
Program Director

America, from Page 1

that matter, taxes in general. This is not to say that they are not good people; many are, and as we have come to find out, many are not. The good and the bad are here and have to be more than just “recognized,” they have to be accommodated. Many were somewhat independent where they came from and are now “dependent” and perhaps, don’t like their dependent status. Many work the system putting a strain on the system, that system being paid for by existing US citizens.

All of this puts pressure on the citizens of this nation. We live here. Our radio stations “live” here. Our Heartland radio stations provide our personal income so we can live here.

The famous English Prime Minister, Margaret Thatcher is noted for one famous quote: “The problem with socialism is that you eventually run out of other peoples’ money.”

Is the fact that New York City’s recent primary elections brought forth socialists alarming? It should be. Socialism most often turns into Communism and Communism historically takes away personal freedoms leading to tyranny.

So with socialism on the rise throughout many areas of the United States will 250 years of FREEDOM eventually turn into the lack of FREEDOM or Socialism/Communism. Is that what the 330 million citizens of this country want? Time will tell. Elections either provide for FREEDOM or curtail FREEDOM. The direction we proceed in is up to us.

Happy 250 years to the United States of America!

Tourism, from Page 1

cabin owners bring with them greenback Federal Reserve Notes. It’s stuff like that that keeps the Northwoods and Lakeshore selling out Friday Night Fish Frys. It’s necessary for filling out deposit slips.

According to the Vilas County News-Review, “the tourism industry continued to boom in Oneida and Vilas counties in 2024, with Oneida raking in \$394 million in state revenue and Vilas falling behind at \$383 million, state officials said.” This is just a two-county calculation. The Heartland radio stations reach other counties throughout NE Wisconsin and their population and retail revenues are significant.

We sometimes joke a bit about the increased traffic issues and the 45-minutes-to-an-hour wait at local Supper Clubs, but the reality of the situation is that these more than welcome tourists and lake home owners bring about a significant portion of the Northwoods and Lakeshore economies are very necessary and most welcome. Heartland’s marketing and advertising clients need to reach these folks with their products and services. These visitors have many choices when it comes to spending their money in our areas.

All of us in business in the Northwoods and Lakeshore say “Welcome Back...and we hope you stay awhile enjoying the beauty of our area! WELCOME BACK!!!”

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instructed to listen to either station for us to ask them to call in. A specified caller on the studio line wins a one-gallon bucket of delicious Minocqua Popcorn or Puffs.

All 2026 winning coupons will be collected by Minocqua Popcorn and Puffs. In the Month of December of 2026, one winner will be drawn from the collected 2026 coupons and win One Year of free popcorn or puffs. Everyone loves Minocqua Popcorn and Puffs and Heartland Communications is excited to partner with them for this wonderful contest.



and crafts show, sidewalk sales, great home grilled burgers to eat and beverages to enjoy. In addition, there will be a variety of backyard games to play, such as cornhole, giant Jenga, and more. For participants interested in doing something a little different, go to new heights by scaling a rock-climbing wall to see the Eagle River downtown square from a new perspective.

Also, don’t forget the Burger Eating Contest. Competitors of all ages compete for fun and prizes, and free burgers.

So, bring the family and join us on the Square in Downtown Eagle River for a genuine backyard experience.

2026 Burger Bash

WRJO along with the Eagle River Veterans Resource Center and Eagle River Chamber of Commerce present the 2026 Burger Bash in downtown Eagle River.

In 2025 over 2,500 burgers were sold!

Burger Bash promises to serve some tasty hamburgers and happy family memories in downtown Eagle River, on Saturday, July 18th from 10 a.m. to 4 p.m. This event boasts family fun for all – music, arts

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You may also find it hard to believe that kids are actually taught today in taxpayer funded schools that the United States is an evil country.

Let me emphatically say that the United States is not perfect by any means, but I believe that the founding principles described in the Declaration and later, the US Constitution are – and have been – a positive example for the citizens of our nation and also as a template for newly founded nations throughout the world for many past, and probably, future years to come.

I have a spirited college friend

who traveled the world working on ships after college graduation. He visited my wife Diane and me after his adventures and did a short slide show for us. What I remember most was what he said after his presentation; paraphrasing: “When I returned, I kissed the ground. The United States is definitely the best country in the world!”

We need to teach our kids how lucky we are to be born into FREEDOM and how important it is to pass that FREEDOM on to generations to come.

Happy 250th Birthday to all of us and to the United States of America!