

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

FALL BALL — Lots of Sports and Breathtaking Color

Most of you know Heartland Communications lives in Northern Wisconsin, the land of millions of calendar nature pictures. Somewhere along the line, when God created the concept of "beauty," the next thing He did was to create Wisconsin.

Wisconsin is where you want to be when seeking autumn's amazing palette of oranges, reds, golds, and of course, greens, the shade of 2 to 3 hundred foot pines. We're definitely "Number One!"

And, those of you who are baseball fans, know that the Milwaukee Brewers are unquestionably the Number One team in all of Major League Baseball.

Autumn, heading into Winter, besides God's artwork, is also a time when the sports known as "The Three Balls (baseball, foot-

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Jim Coursolle, CRMC
President and CEO

Wendi Wollam,
newsletter designer
and publisher



www.heartlandcomm.com



WE GOT IT ALL Great Time of the Year for Marketing

The Fourth Quarter of 2026 has so many marketing opportunities.

There's Halloween, Veterans Day, Thanksgiving, Christmas, Hanukkah, and New Year's. Plus in 2026, there's also the mid-term elections.

People are in a good mood celebrating so many different occasions. A positive mood can certainly be connected to digging down into one's purse or pocket.

Friends and family get together to shop, to dine, to wind up or wind down — so many opportunities.

The Heartland programming departments are ready to showcase their abilities to bring all of the excitement together in the way of listener and spon-

sor participation promotions. The Heartland marketing and sales departments (just like the North Pole elves) are putting the finishing touches on so many ways for merchants to get the word out on their products and services. There's no time to waste as visitors (in the way of family members), tourists, and lake home property owners have visions of sugar plums and Terry Redlin winter landscapes in their minds. It's time to make hay (dough) while the snow falls.

The Northwoods and Superior Lakeshore are finalizing preparations for the thousands that are heading our way! Are you coming up to see us?



Pres. Release

So, What Are We Bitching About?

When I read the following article written by a young college student lady, I had to stop and read it again.

She's right.

We often forget how fortunate we are to live in these United States. I say that disregarding whomever or whatever political party happens to occupy the White House.

No country or no populus has it as good as we do. Anywhere. Period.

The poorest of the poor in the U.S. are able to figure out how to have a smartphone worth hundreds of dollars. No one has to go hungry; there are dozens of federal and state programs that offer to feed people. No one has to suffer due to poor health; there are dozens of opportunities to get help of-



Jim Coursolle
President, CEO

fered by state and local governments.

You just have to open your smartphone and Google whatever you need.

You can even find help on employment; but all you really have to do – if you are seeking employment – is roam any main street USA and look for the many “We Are Hiring” signs in business windows, then walk in and ask for an application.

We are a blessed and a lucky bunch... we are Americans! God has blessed this country in so many ways!

WE HAVE A PROBLEM: This is a well-written and thought-out article, written by a 26-yr-old college student by the name of Alyssa Ahlgren, who's in grad school for her MBA. What a GREAT perspective...

“My Generation Is Blind to the Prosperity Around Us!

I'm sitting in a small coffee shop near Nokomis (Florida) trying to think of what to write about. I scroll through my news-feed on my phone looking at the latest headlines of presidential candidates calling for policies to “fix” the so-called injustices of capitalism. I put my phone down and continue to look around.

I see people talking freely, working on their MacBooks, ordering food they get in an instant, seeing cars go by outside, and it dawned on me. We live in the most privileged time in the most prosperous nation and we've become completely blind to it.

Vehicles, food, technology, freedom to associate with whom we choose. These things are so ingrained in our American way of life we don't give them a second thought.

We are so well off here in the United States that our poverty line begins 31 times above the global average. Thirty-One Times!!!

Virtually no one in the United States is considered poor by global standards. Yet, in a time where we can order a product off Amazon with one click and have it at our doorstep the next day, we are unappreciative, unsatisfied, and ungrateful??

Our unappreciation is evident as the popularity of socialist policies among my generation continues to grow. Congresswoman Alexandria Ocasio-Cortez recently said to Newsweek talking about the millennial generation, “An entire generation,

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BIRTHDAY “BROADCASTS”

AUGUST

27th – Jim Coursolle – *Corporate*

SEPTEMBER

no birthdays

OCTOBER

3rd – Marion Warren – *Ashland*

25th – Mike “Wolf” Ell – *Eagle River*



Ashland



Where Did Summer Go?

By Tammy Hollister
General Sales Manager

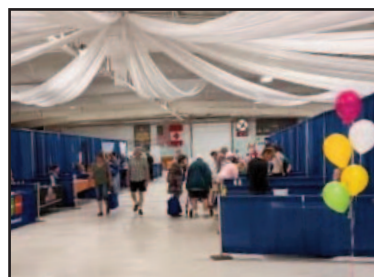
I cannot begin to even explain how time flies so fast around here!! The colors are changing right before our eyes and yet I have to wonder... where did the summer go? It's just pure craziness!!

We have managed to find time to sponsor a few events in the area that were huge successes. I found time to volunteer and help bring back the 55 Plus Health Expo with a group of resourceful



ladies. We worked diligently, nights, weekends and after work to get everything to come together, and we pulled it off! Over 700 attendees Heartland Communications sponsored music that played throughout the Civic Center (107.3) during the Expo and of course I talked them into investing in radio commercials to invite the public. It was a win-win!!

And then there was Concert in the Corn! WOW!! This event has grown so much. It was another one for the books. I worked extra hard to get us more involved this year. We were up on the big



55 Plus Expo Returns

Heartland Communications, along with other area businesses brought the "55 PLUS EXPO" back to Ashland on August 19th. The expo, like many things had become a casualty of the Covid outbreak. Heartland's Radio Stations and a host of

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J-96 Kicks Off Concert in the Corn

The Annual Concert in the Corn in Mason, Wisconsin has grown into a nationally-recognized event from its humble beginnings just a few short years ago. For 2026, Wednesday Night, August 26th was the kick-

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Tammy Hollister
Ashland General
Sales Manager

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WNXR

J96
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Bay Country
101.3 FM
WATW RADIO



Steve Stone
Operations
Manager and
Program Director



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Eagle River



Beef-A-Rama 2026

On the last Saturday in September, the smell of beef fills the air and more than 12,000 people filling the streets of downtown Minocqua. For more than 60 years, Beef-a-Rama™ has been a premier event, drawing visitors year-after-year to join in on the one-of-a-kind fun you can only find in the Northwoods.

WRJO held it's annual beef-eating contest with entrants from all over the country, competing to be the King or Queen of beef.

Take your pick of three official beef sandwiches. Try a shaved prime rib sandwich at the Minocqua Lions Club Beer Garden in Torpy Park, Shredded Beef Sandwich at the Cross-Country Cruiser Tent on Front St, or Beef Brisket Sandwich at the Lakeland Rotary Beer Garden.

There was live music around every corner at this fun overload.

If you have never been to this event, it is definitely a bucket-lister. All the information is always available by downloading the Beef-A-Rama app.

2026 COMPETITION WINNERS

CHARCOAL ROASTING

1st- Aquatic Plant Management

GAS ROASTING

1st- JJ's Acres

WOOD ROASTING

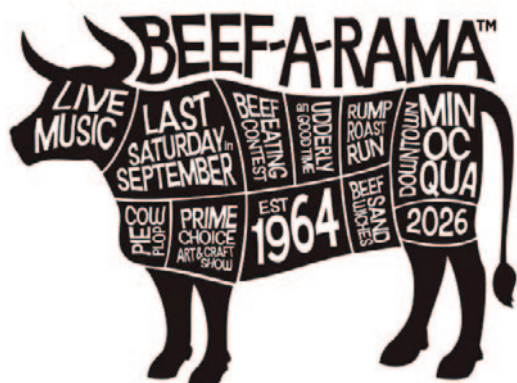
1st- Sallet's Northwoods Outfitters

BEST SNACK

1st- Aquatic Plant Management

BEST DRESSED STALL

1st- Minocqua Gun Club



2026 Pizza Tour

The Pizza Tour is under way for the 2026 season. Every Wednesday night we are on tour from 5-7pm at various Northwoods pizza places. Listeners are encouraged to attend live broadcasts and spin the Wheel O' Pizza to win prizes. Always in high demand on tour is the WRJO Pizza Tour T-shirt. Listeners even have the chance to qualify to win one of two grand prizes. Wheel spins are free, and who doesn't love pizza.



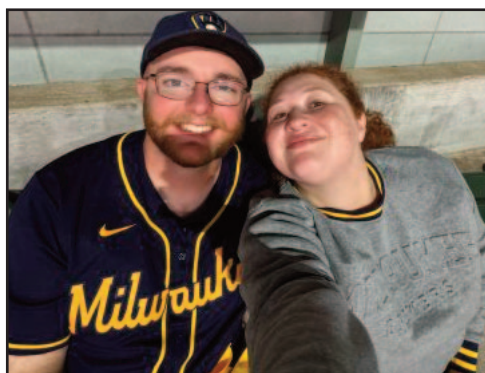
Trish Keeley
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www.wrjo.com

www.mix96northwoods.com

www.coyote937.com

www.coyote937.com



Coyote 93.7 D.J. Supports Brew Crew

The Milwaukee Brewers with their record-breaking season advanced to the NLDS Playoffs and took on the Padres at American Family Field. Coyote 93.7 D.J. Kendall Rae and her boyfriend Jack Johnsrud attended game 1, and were treated to a big Brewers win. Kendall and Jack enjoy many of the sporting and music events in Wisconsin. Along with the Brewers, they have been known to be seen at many music venues around the state as well. If you ever spot them in public, please remind Kendall to "Drink Her Water," she'll get it. Go Brewers!



Mike Wolf
Corporate
Program Director

Problem, from Page 5

which is now becoming one of the largest electorates in America, came of age and never saw American prosperity."

Never saw American prosperity! Let that sink in.

When I first read that statement, I thought to myself, that was quite literally the most entitled and factually illiterate thing I've ever heard in my 26 years on this earth. Many young people agree with her, which is entirely misguided.

My generation is being indoctrinated by a mainstream narrative to actually believe we have never seen prosperity. I know this first hand, I went to college, let's just say I didn't have the popular opinion, but I digress.

Why then, with all of the overwhelming evidence around us, evidence that I can even see sitting at a

coffee shop, do we not view this as prosperity? We have people who are dying to get into our country.

People around the world are destitute and truly impoverished. Yet, we have a young generation convinced they've never seen prosperity, and as a result, we elect some politicians who are dead set on taking steps towards abolishing capitalism.

Why? The answer is this, my generation has only seen prosperity. We have no contrast. We didn't live in the great depression, or live through two World Wars, the Korean War, The Vietnam War or we didn't see the rise and fall of socialism and communism.

We don't know what it's like to live without the internet, without cars, without smartphones. We don't have a lack of prosperity problem. We have an entitlement problem, an ungratefulness problem, and it's spreading like a plague."

Ball, from Page 5

ball, and basketball)" tend to come together for a short time. I mean, hasn't pro-basketball evolved into a 13 or 14 month sport?

The Brewers are a sportswriters' dream, but the internationally known Green Bay Packers are playing caboose this year and the Milwaukee Bucks might have to re-apply for membership into the NBA. Oh, we used to also have a football team called the Badgers; rumor has it, there's a reward for locating them.

But, there is absolutely NO ISSUE in locating fall beauty with your Nikon, Canon, or smartphone camera...it's 360° everywhere you look.

So here's the deal, grab whatever camera you choose, a nice sweatshirt (or buy one when you get here), and a little money for a latte, hot chocolate, or something with some torque, and head North to the Northwoods or Lake Superior shores where all the fulfillment action is this time of year.

Heck, who knows, maybe you'll be in one of those famous calendar pictures soon!



Winning in the Morning

For over six years J-96 and the Morning Show with Steve Stone has featured "Flashback Pop Quiz" at 8:15. Since it began, the contest has given away over \$15,000 in prize money to listeners. In June, a new contest was added to the Morning Show Line-Up, "Brain-Breaker" features a "Who Wants To Be A Millionaire" type format with a question and multiple choice answer. If the question is answered wrong, another contest gets a chance to win a gift card to the Deep Water Grill in Ashland. There is a guaranteed win for the third caller and many days that ends up being the case as the first two contestants answer wrong.

Summer, from Page 3

Marketron, had banners everywhere, parked the van out there for the whole weekend and Steve Stone and I even did a live remote for the Kick Off Party. I was able to honor Marion and all of her hard work with a VIP pass so she could go all weekend and get special treatment. She deserved every bit of it!! She got to meet Chris Koozie and Craig Morgan up close and personal. She was like a kid in a candy store.



Speaking of candy, we are so lucky to have a beautiful apple tree right outside our door. We eat them as a meal, snack, treat or as I say "one for the road." We also savor them with caramel or peanut butter at times. I even took some home and made



caramel apple crisp.

I would love to chat more but I am "up to my eyeballs." I truly don't know if I am coming or going. Shannon and I have a few more busy months coming to close-up the last chapter of the year. Halloween, Deer Hunters Round Up, Thanksgiving, the Magic Stockings, Christmas, New Years and selling out our Home Show for next spring. Look out Marion, Steve, Kendall and Mike!! We are coming at ya with a pile of orders and production.

EXPO, from Page 5

area businesses resurrected the event at the Bay Area Civic Center in Ashland. Victors were able to get information on health and resources available in the area to older adults. The most talked about feature was a "Walk Through The Colon." The exhibit featured an inflatable colon, along with a guided tour and information about colon health. The event is in the planning stage for next year due to the incredible success.

Concert, from Page 3

off and Rock Night. WJH (J-96) was at the event broadcasting live to help get it off to a great start. The event featured local talent as well as artists like Scotty McCreery, Brantley Gilbert, Chris Young and more.