

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

HEARTLAND TAKES FIRST PLACE "BEST MORNING RADIO SHOW" AND "BEST NEWSCAST" IN STATEWIDE 2020 WISCONSIN BROADCASTERS ASSOCIATION AWARDS

Several hundred of Wisconsin broadcasters gathered in front of their computers anxiously awaiting the Wisconsin statewide award announcements for 2020. In previous years, almost a thousand gathered at a Madison, WI hotel and convention center to participate in this celebration, but due to COVID the awards were presented virtually again this year.

Heartland's flagship

WRJO was awarded "Best Morning Radio Show" and "Best Newscast," along with "Best Spot News," "Best Hard News/Investigative," "Best Significant Community Impact," "Best Specialty Programming," "Best Commercial or Underwriting Announcement," "Best Humorous Commercial or Underwriting Announcement" and "Best Coverage of Civil Discourse and Social Change."

Along with the 9 First

Place Award, Heartland's WRJO also captured 8-Second and Third place awards for a total of 17 "Awards for Excellence" for small market radio in the State of Wisconsin in 2020.

"The most important components of a successful local radio station are two-fold in my opinion. They are to have the best, most entertaining morning show on the air and to have the best, most informative

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

HEARTLAND FAMILY EXCITED TO GROW BY ONE

Zechariah Orion Putney joined our Heartland family on Thursday, May 13, 2021 at 6:33 pm. "Zach," as his proud Mom and Dad call him, is the brand new son of proud parents Steve and Brianna Putney. Steve is the Operations Manager of the four stations Ashland, Ironwood, Washburn, Iron River, Bayfield cluster for Heartland Communications Group.

Steve also hosts the WJHH FM J-96 morning show as Steve Stone on Heartland's Northwest Wisconsin's Classic Rocker.

Zechariah, being the little champion that he is, tipped the scales at 7 lbs, 13 ounces and measured 19 1/2 inches

long...with a full head of beautiful dark hair.

Zach came home Sunday, May 16th to meet his family (3 dogs that are already guarding him and tend to worry when he cries).

Steve thinks the family dogs are excited about their new family member.

One thing is for sure, everyone at Heartland is very excited about our new family member, Zechariah Orion Putney, and wish Zach and his parents everything good in life.

God bless you Zach. We hope your Dad will soon begin to show you the ropes. We are told that Steve is always looking for a part-time board operator and weekend announcer!



Pres. Release

The Greatest Marketing Example in all of history began approximately in March of 2020. Yes, albeit, it is now being discovered by some as a lie.

Many feel the whole ordeal was a set-up to “blitzkrieg” the entire world with FEAR causing many to burrow into their homes never to be seen again for months on end.

FEAR was totally accomplished by marketing that emotion to eight billion people worldwide. Did that marketing — also known as ‘advertising’ — tactic instill FEAR?

We all know the answer to that question. People will be wearing today’s “Star of David” (the Mask) for years to come.

The next time I hear that someone — anyone — doubts the viability of marketing, they need to be reminded of what just took place over the last year and a half. And, because of the length of this “FEAR campaign,” the case has certainly been ir-



Jim Coursolle
President, CEO

revocably made that consistency — “frequency and reach” — is the key to create what is known as ‘TOMA’ or Top Of Mind Awareness among those exposed. Joseph Goebbels, Hitler’s Propaganda Minister, said, “If you tell a lie big enough and keep repeating it, people will eventually come to believe it.” Goebbels further said, “A lie told once remains a lie, but a lie told a thousand times becomes the truth.” Hopefully, most marketing campaigns and our local Heartland advertising campaigns for our customers are based

upon truth and beneficial information.

Yes, people died from the Corona virus...way too many; about 585,000 in the U.S. to date. But please spend a moment looking at the table below.

You will note that in 2020 over 690,000 people died of heart disease; approximately 599,000 died of cancer. The 345,323 people that died of COVID has been updated to approximately 585,000 in the United States.

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Table. Number of Deaths for Leading Causes of Death, US, 2015-2020^a

Cause of death	No. of deaths by year					
	2015	2016	2017	2018	2019	2020
Total deaths	2 712 630	2 744 248	2 813 503	2 839 205	2 854 838	3 358 814
Heart disease	633 842	635 260	647 457	655 381	659 041	690 882
Cancer	595 930	598 038	599 108	599 274	599 601	598 932
COVID-19 ^b						345 323
Unintentional injuries	146 571	161 374	169 936	167 127	173 040	192 176
Stroke	140 323	142 142	146 383	147 810	150 005	159 050
Chronic lower respiratory diseases	155 041	154 596	160 201	159 486	156 979	151 637
Alzheimer disease	110 561	116 103	121 404	122 019	121 499	133 382
Diabetes	79 535	80 058	83 564	84 946	87 647	101 106
Influenza and pneumonia	57 062	51 537	55 672	59 120	49 783	53 495
Kidney disease	49 959	50 046	50 633	51 386	51 565	52 260
Suicide	44 193	44 965	47 173	48 344	47 511	44 834

^a Leading causes are classified according to underlying cause and presented according to the number of deaths among US residents. For more information, see the article by Heron. ^b Source: National Center for Health Statistics, National Vital Statistics System: mortality statistics (<http://www.cdc.gov/nchs/>)

^b Deaths with confirmed or presumed COVID-19, coded to *International Statistical Classification of Diseases and Related Health Problems, Tenth Revision* code U071 as the underlying cause of death.

April Top Sellers



Sales Reps

- Diane Byington\$24,785
- Trish Keeley\$23,311
- Tammy Hollister.....\$21,424
- Tyler Ostman\$10,864
- Shannon Anderson\$10,562



BIRTHDAY “BROADCASTS”

MAY

- 24th – Bruce Marcus – *Eagle River*
- 26th – Deb Hunt – *Eagle River*

JUNE

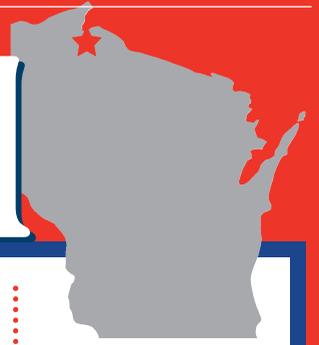
- 12th – Richard Feld – *Ashland*

JULY

- 20th – Brianna Frechette – *Ashland*
- 22nd – Scott Larson – *Eagle River*
- 31st – Tammy Hollister – *Ashland*



Ashland



PD NOTES...

By Steve Stone,
Operations Manager
and Program Director
WBSZ/WNXR/WJJH/WATW



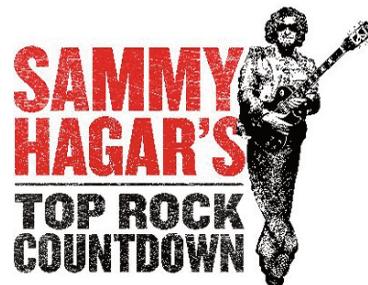
Annual Shamrock Shake Fundraiser

In March WJJH and WBSZ partnered with McDonald's to promote the Ronald McDonald House again this year. A new facility opening in Duluth made the promotion more local than ever. A portion of Shamrock Shake sales was donated to the charity by the local McDonald's Franchise. Z-93 and J-96 both gave away \$10 "Arch Cards" and Shamrock Shakes. During the promotion we learned that Station Manager John Warren had NEVER HAD A SHAMROCK SHAKE! After a quick trip to McDonald's, John had his first Shamrock Shake, which he apparently liked.



J-96 Programing Additions

J-96, WJJH has added two national programs and a new promotion to the stations Classic Rock Format and Morning Show. Saturday evening from 7:00 PM to 9:00 PM "Flashback" with Matt Pinfield airs. The program is a long-running show from the Westwood One Network, Matt began hosting the show about ten years ago. The highly rated show features the music and events that shaped the world in days gone by. Matt



joined morning host Steve Stone on the morning show to have

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2021 "Virtual" Battle of the Bands

Uncertainty about the Covid crisis forced the Ashland Chamber of Commerce to cancel the annual Bay Days Celebration again this year. The venue had long been the host of the Heartland Communications Battle of the Bands. As a result, for the second year Ashland Heartland Stations are featuring a "Virtual" Battle

of the Bands. Contestants are submitting videos which will be posted on our websites and listeners will vote weekly to see what bands advance and end up in the final competition. Last year we awarded the first place band \$1,200 in prize money. The Battle will be taking place through July on Ashland Radio Stations and Websites.



John Warren
Ashland
General Manager

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



Steve Stone
Operations
Manager and
Program Director

Eagle River



PD NOTES...

By Mike Wolf,
Corporate Program Director

WBA Annual Awards

WRJO once again competed in the Annual WBA Awards. We came away with 9 first place awards and various 2nd and 3rd place awards, falling just short of capturing Station Of The Year, and Newsroom Of The Year.

There is always stiff competition but the WRJO staff is always up for the task.

We congratulate WBEV in Beaver Dam and are looking forward to next year's awards and are planning to work even harder to recapture Station Of The Year, and Newsroom Of The Year--.



Small Market Radio News and Talk

- | | |
|---|--|
| <p>Best Morning Radio Show
1st Place WRJO FM, Wake Up with The Wolf</p> <p>Best Newscast
1st Place WRJO FM, Corona 2020</p> <p>Best Spot News
1st Place WRJO FM, Eagle River Trump Rally</p> <p>Best Hard News/Investigative
1st Place WRJO FM, Safer at Home Lifted</p> <p>Best Feature
2nd Place WRJO FM, 2020 Polar Bear Plunge
3rd Place WRJO FM, Hayward Lumberjack Championship</p> <p>Best Use of Audio in Radio News
3rd Place WRJO FM, Memorial Day 2020</p> <p>Best Live On-Scene Reporting
3rd Place WRJO FM, Eagle River Pond Hockey</p> | <p>Best Significant Community Impact
1st Place WRJO FM, A Day with Angel Pledge-A-Thon</p> <p>Best Specialty Programming
1st Place WRJO FM, Live FORK Concert</p> <p>Best Public Service Announcement
2nd Place WRJO FM, Holiday Help for Non-Profits</p> <p>Best Commercial or Underwriting Announcement
1st Place WRJO FM, Frasier's Winter is Coming</p> <p>Best Humorous Commercial or Underwriting Announcement
1st Place WRJO FM, Prime Choice Where Ya' Takin' Your Deer</p> <p>Best Coverage of Civil Discourse and Social Change
1st Place WRJO FM, Bucks March and Kenosha Protest</p> <p>Best Election Coverage
3rd Place WRJO FM, Election Coverage 2020</p> |
|---|--|



Stacey Lazarus
Eagle River
General Sales Mgr.

www.wrjo.com
www.mix96northwoods.com
www.coyote937.com

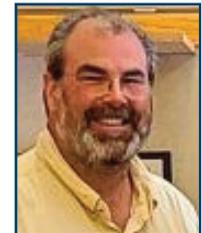


Summer of Winning

WRJO is once again teaming up with Northern Waters Casino in Watersmeet, Michigan to bring the Northwoods the Summer of Winning.

We will be visiting many businesses and events this summer with our slot machine. The Summer of Winning slot has two grand prizes. One \$10,000 and one \$5,000.00. We will also be giving away many prizes provided by Northern Waters as well as some fun WRJO swag.

Participants get one free lucky try per location to win the Big Money or one of our takeaway prizes. There is always a lot of excitement and a large line of potential winners when the slot machine shows up.



Mike Wolf
Corporate
Program Director

Summer of 2021 Live on Location

WRJO, Coyote 93.7 and Mix 96 are set for what looks like a remarkably busy summer of live broadcasts and appearances. After meeting with several of

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Jim Franklin
Program Director

See **Awards**, Page <None>

Awards, from Page 1

news reporting in the area. WRJO has again, captured these positions, not only in the Northwoods Vacation Triangle Market (Minocqua-Rhinelande-Eagle River), but also in the entire State of Wisconsin for small market radio,” according to Heartland CEO Jim Coursole. “Morning Personality Mike Wolf and News Director Bruce Marcus deserve these coveted awards for their hard work. I am proud to be involved with Heartland and to be a part of our entire team.”

94.5 FM WRJO went on the air in 1971 celebrating 50 years of community service to the Northwoods. It has become the most awarded heritage full-service station in Northwestern Wisconsin. It’s predecessor, 950 AM WERL began broadcasting in 1961 and



L to R: Mike Wolf, Jenny Schilling, Wendy Fisher, Jim Franklin and Bruce Marcus.

Coyote High/Low

Coyote 93.7 FM is rolling out High/Low and giving listeners a chance to win cash.

Listeners will be asked to listen Monday thru Friday with Jim Franklin to play. Contestants will be asked to guess the total in the High/Low Jackpot.

After their guess, they will be told if the guess is too High or too Low. If the lucky contestant guesses the exact amount in the jackpot, they win that amount in cash.

The contest is causing quite a stir and is a welcome addition to Coyote 93.7.

Programming, from Page 5

some fun and introduce the show to listeners. J-96 has been airing “Flashback Pop Quiz” with Matt for several months as a very popular part of the “Morning Show.”

Sammy Hagar’s Rock Countdown is now airing Sunday from Noon to 2:00 PM on J-96 as well. Hagar counts down “whatever he wants to” mixing music and stories about the music, artists and music industry.

Summer, from Page 5

our local area chambers of commerce and businesses in the Northwoods, it looks like our stations dance cards are filling up quickly.

All is full steam ahead in the Northwoods for events like concerts, chamber events, contesting, street dances and various events that all want Heartland’s 3-headed station monster—WRJO, MIX and COYOTE—to be in attendance.

Some days have us appearing and broadcasting at multiple events, but after a year off we are fully charged up and ready to go.

Look for us at your favorite summer event. Please stop by and say hello, you never know what we will be giving away.



Numbers, from Page 2

Globally, in 2020, car accidents killed 1.3 million people. In the USA car accidents killed approximately 42,000 people.

From the American Heart Association — Heart Disease and Stroke Statistics — 2020 Update published; January 29, 2020 is the following:

The age-adjusted death rate attributable to cardiovascular disease (CVD), based on 2017 data, is 219.4 per 100,000.

On average, someone dies of CVD every 37 seconds in the U.S. There are 2,353 deaths from CVD each day, based on 2017 data.

On average, someone in the U.S. has a stroke every 40 seconds. There are about 795,000 new or recurrent strokes each year, based on 1999 data.

On average, someone dies of a stroke every 3.59 minutes in the U.S. There are about 401 deaths from stroke each day, based on 2017 data.

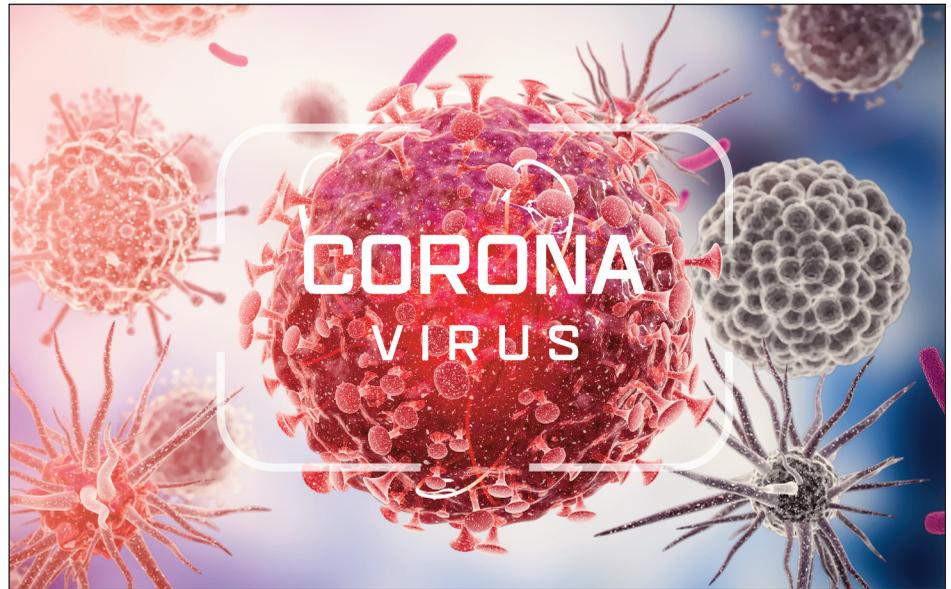
Why am I writing about these statistics? Good question.

Shouldn't America, and the world for that matter, become very fearful after reading these statistics? A death is a death...you die either way, which sounds like something Yogi Berra might say.

But we don't market FEAR to Americans about heart disease or cancer like we did, and still do, about COVID-19. Why is that?

Many believe that there is more to COVID-19 than is being told. The phrase 'ulterior motive' has been used a lot. And just what would that be? Every day more comes out in media, other than the mainstream media (MSM), which tends to violate the First Amendment stifling speech by not accepting nor broadcasting or publishing alternative ideas. Every day, resistance by MSM to Freedom of Speech and alternate ideas becomes more apparent. Many believe that journalism no longer exists; that is false as it does exist in small- and medium-sized markets. Some believe that with FEAR at an all-time high during the election year 2020, that significant numbers of voters chose to mail in their ballots resulting in — what is becoming more and more apparent — to be significant voter fraud being told in Arizona and Michigan. Time will tell regarding that skepticism as auditing of ballots in those states (and, we are told, more states are coming), begins to verify vote count manipulation.

Nevertheless, marketing FEAR was the way of the day. Broadcast, newspaper stories, posters on doors about social distanc-



ing and masks were ubiquitous. If you were alive for more than five minutes, you were being bombarded by FEARFUL messages. Locking oneself in the closet was the only escape from that message.

Heartland is in the business of providing entertainment and information programming to its communities. By doing so, we hope to have thousands of listeners that we can market our advertiser's products and services to. Our marketing service, however, broadcasts messages about our advertisers and what they have to offer. If our advertisers present a compelling and beneficial message, that message will be received and acted upon by the thousands of people throughout NW

“Marketing, as we have found out in the last year and a half, is effective... it works.”

Wisconsin that honor Heartland with their time and attention. Rather than marketing FEAR to our listeners, we chose to market optimism and contentment. Marketing can go both ways meaning the positive and negative. Marketing, as we have found out in the last year and a half, is effective...it works. It gets the job done and, unless a person refuses to deal with real-

ity, there is no denying that any longer. We have just seen a year and a half of negative, FEARFUL marketing that was effective. Sorry to say, but it has worked and been extremely effective.

Marketing always works if one cares to do it right. Simply, tell what you got...tell it over and over again (consistently) and tell those being marketed to how to obtain what you are marketing. Make your message compelling and the benefits are numerous.

Marketing has been going on for ages and no matter how badly people try to mess it up...marketing still continues to get the message across. Marketing worked for Jesus years ago as thousands sat on the hillsides listening to His message.

Marketing still works well today for anyone who understands “frequency and reach” and uses its benefits to promote their message to their potential customers and current customers. All of us in business, at one time or another, have wondered whatever happened to “good ol’ Joe” who we haven’t seen in our business for some time. Maybe he went someplace else?

It’s hard to sell your product or service to someone who doesn’t know who you are or has forgotten who you are. Perhaps that someone has replaced your product or service with another’s product or service because that other business extends a “welcome” on a daily basis. The next time you see a person wearing a mask... remember that person was marketed to... and that marketing obviously worked.

Marketing maximizes your revenue potential. Most people in business could always use a little more money! How about you?