

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

The Kind & Effective Berg Team Retires

32 combined years of sales success

Sandy and Marge Berg announced their retirement from the Ashland Heartland stations, and specifically WNXR 107.3 FM, after a combined 32 years of sales, service and sports broadcasting.

Sandy, former Circulation Manager of the Superior Evening Telegram, joined WNXR in 1998 when station founder Leonard Harvey asked him to lead the advertising sales efforts of the station. Sandy, an ardent sports fan, worked with Harvey and together, they initiated Northwestern High School sports play-by-play broadcasting on WNXR. When Sandy signed on, WNXR was on the air without ads or sponsorships. Today, WNXR's high school sports broadcasts are sold out and one of the most successful program and sales events of Heartland.

Marge, who was also a newspaper executive at the Ashland Daily Press and Superior Evening Telegram, worked alongside her husband Sandy for 13 years at WNXR. Marge met Sandy after she had heard



Ashland's General Manager, Charlie Thomas commends Marge and Sandy Berg for their years of sales service, Tuesday Nov. 15, during their retirement luncheon.

that "there might be an opening" at the Evening Telegram. They met to discuss the job and were married a year and a half later. There wasn't an opening at the newspaper, however, so Marge went to work for UW Superior for over 11 years.

Marge joined the WNXR team after fielding a station manager's phone call meant for Sandy. While on the phone, she was asked if she wanted to assist her husband Sandy as his advertising clientele list was getting too long to service by

himself. Marge decided to help her husband Sandy and took the job servicing and selling advertising clients. Their clientele list grew even more successful.

"The Berg's professionalism is of the highest standard," said Charlie Thomas, Heartland Ashland GM. "Sandy and Marge will be greatly missed." Thomas said that the Berg's have been amazing in their final days as they have introduced our new incoming salesperson, Jake Schiff to all of their advertisers.

In This Issue

Page 2 . . .
Pres. Release

Page 3 . . .
Ashland News

Page 4 . . .
Eagle River News

Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

Sandy, as well as working for the Superior paper and Ashland radio stations, spent 25 years coaching Little League, American Legion and high school baseball. He also coached junior high, JV and high school basketball. He was honored to have been hired by UW Stevens Point to work at a boys' high school summer basketball camp.

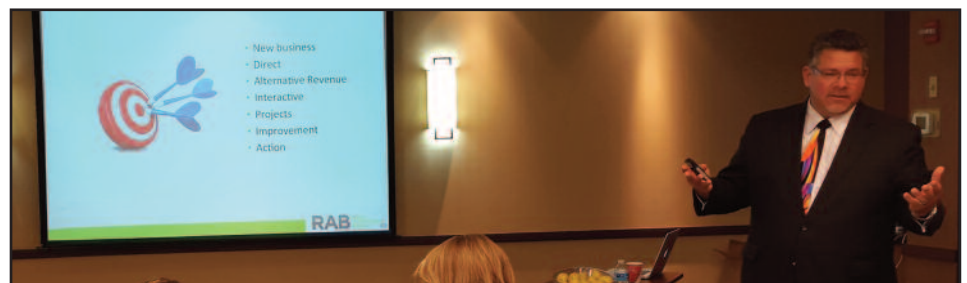
See **Retirees**, Page 6

A New Breed of Salespeople

Schmidt: "Be a businessperson who happens to sell"

"Education without action is entertainment," according to Jeff Schmidt, Senior Vice President of Professional Development, RAB. Heartland salespeople from six stations in Ashland and Eagle River, WI, gathered in Eagle River at the Blue Heron Restaurant located inside the Wild Eagle Lodge resort on October 12th, 2016, for the Heartland annual Fall Sales Seminar.

See **Seminar**, Page 6



The annual fall sales seminar was held at the Wild Eagle Lodge, presentation by Jeff Schmidt.

Pres. Release

We are just about moved into our lakeside condo in Arbor Vitae near Minocqua, WI. I say, “just about” because there are still quite a few boxes of stuff that need to be unpacked. Off the record, does anyone have a need for some floppy discs?



Jim Coursolle
President, CEO

“Moving” is an experience that should only be reserved for people who like the smell of “Mr. Clean” and the sound of packing tape dispensers and box cutter ripping.

So we gave away (Goodwill and the local Thrift Store”) dozens of hangers... now I need some and will have to buy more.

But I am grateful.

We are 90 percent moved in. I can make coffee again; I can now find the Ritz Crackers and sharp cheddar cheese spread for watching my favorite teams.

But I’m grateful.

My daughter, son-in-law and grandkids have been up several times... they have been a HUGE help as has our new friend Craig, an area handyman, Kathy, the Heartland Business Manager and Mike Wolf in moving stuff.

I am grateful.

With the season of Thanksgiving and Christmas upon us, most of us find a bit of time to ponder. We all have so much to be grateful for. I’d have to begin with The First Amendment which gives us the right

to many things...freedom of religion, freedom of speech (we’re in radio), freedom of the press, peaceful assembly and the Second Amendment fulfilling Thomas Jefferson’s desire to allow all citizens to bear arms to protect themselves against all enemies, foreign or domestic.

I am grateful.

I am grateful for the Rule of Law, putting no one – including top government officials such as a president, secretary of state, senator or congressman – above the law.

I am grateful for all military personnel, for all law enforcement people and for all firefighters... THANK YOU for what you do.

I am grateful for the honest and forthright government officials who work hard to cut through the corruption to bring us fair and just government. I am hopeful President-Elect Donald Trump will bring our country back to the “once-upon-a-time” of Constitutional values, Rule of Law, my parent’s and grandparent’s traditions and morals. I’ve got grandkids I worry about.

See **Grateful**, Page 6

**BE
THANKFUL
Always**

October Top Sellers



Market Managers

Craig Whetstine\$22,163

Charlie Thomas\$5,797

Sales Reps

John Warren\$38,521

Trish Keeley\$17,927

Sally North.....\$16,671

Tammy Hollister.....\$14,050



BIRTHDAY “BROADCASTS”

NOVEMBER

2nd – Jacob Schiff – *Ashland*

8th – Charlie Thomas – *Ashland*

8th – Diane Borman – *Eagle River*

20th – John Warren – *Ashland*

DECEMBER

20th – Mark Miller – *Ashland*

22nd – Carol Suriano – *Eagle River*

JANUARY

11th – Trish Keeley – *Eagle River*

17th – David Olson – *Ashland*

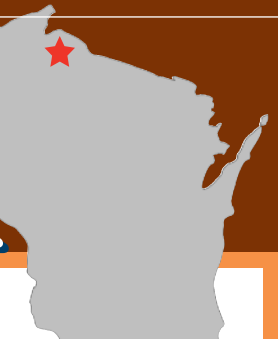
18th – Chase King – *Ashland*

22nd – Jenny Schilling – *Eagle River*

25th – Kathy Wawiora – *Corporate*



Ashland



SPORTS ARE A 'GYM' IN NORTHERN WISCONSIN

By Charlie Thomas,
General Manager
WBSZ/WNXR/WJH/WATW

All of us at Heartland Communications Group Ashland are proud of our stations in northern Wisconsin. Our FMs are special in a couple of ways, WNXR 107.3 plays rock and pop classic hits from the 60s, 70s, 80s and recently adding songs from the 90s. WBSZ 93.3 airs today's favorite country music while sprinkling in favorites from the 90s too. WJH 96.7 plays rock n' roll, today's real rock. Our morning shows are local, talking about local issues with local people. WATW is "all talk" with Rush Limbaugh, Glenn Beck and Sean Hannity, if you like politics you'll get your fill.

We're proud of our local sports coverage. WNXR follows the Northwestern Tigers, Superior Spartans, Solon Springs Eagles, Minong Northwood Evergreens, South Shore Cardinals and more. Z93.3 is the home of the Ashland Oredockers and WJH is home of the Washburn/Bayfield/South Shore Steelheads football team and Drummond Lumber Jack Boys and Lumber Jill Girls Basketball teams.

A couple of years ago in another career, I was asked by the WNXR sports broadcast team, Mike Granlund and Terry Hendrick if I would join them in the booth for Northwestern games, what a thrill. After joining the company this past July as General Manager my admiration quickly grew for our entire sports department, broadcasters and support. They make it look easier than it is. I am pleased with how we have been able to take our broadcasts to



Mike Granlund, Jake Schiff and Charlie Thomas during the half-time show at an away Northwestern Tiger/Cumberland Beavers football game. The Tigers secured a share of the Heart of the North conference championship with the victory.

the next level this fall with production elements that highlight our local sponsors and make our local sports more exciting during and leading up to the broadcasts.

We've been blessed with quality sports broadcasting for many years and it's taken an amazing group of quality individuals to make it happen. I wanted to be sure you knew what I've come to learn.

Throughout the year WNXR airs almost 300 sporting events. Mike Granlund and Terry Hendrick have anchored the WNXR Local Sports Broadcast Team for almost 20 years and this year added past Northwestern Football standout and past UW-Stout football player and coach Jake Schiff to the broadcast team. Sandy and Marge Berg, while behind the scenes, for the last 19 years have coordinated the sponsorship campaigns from the Superior, WI regional office ensuring spot clearance and coordinating a network of people checking in with score updates on game night

from other high schools around the region. Marge and Sandy are retiring at the end of November, we will miss them. I'm ecstatic for their retirement but would be remiss if I didn't say how disappointed I am that we didn't get to work together longer, they are true professionals and wonderful people. I'm excited to announce Jake Schiff is taking over the regional office responsibilities along with his broadcast duties.

Mike and Terry are road warriors, as long as they have a place to plug in they will be on the air with play by play and color. I always know when Mike and Terry are calling the game. They celebrate our local high school athletes but you can expect a detour to weave in a shout out or to reminisce about the whimsical characteristics of growing up and living in northern Wisconsin that only northern Wisconsinites can understand.

This year alone, they featured the Rutabaga Fest in Cumberland and the Halloween Corn Maze in Oulu. Terry took medical leave during football but we're looking forward to having him back for another exciting year of basketball. My fondest memories over the past 4 years of sports broadcasting include the road trips with Mike and Terry, truly the Laurel and Hardy of the traveling sports broadcasters.

On WBSZ 93.3 Clarence Campbell has been the voice of the Oredockers forever, 38 years. His first broadcast was on Aug. 30, 1974, at Silver Bay, MN. He's missed 5 seasons since then: 1977-78, 78-79, 79-80, 80-81, and 83-84. He also missed the 1981 football season - came back for basketball season in 1981-82.

See **Sports**, Page 5



Charlie Thomas
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjhf.com



Skip Hunter
Ashland
Program Director

Eagle River



GM NOTES...

By Craig Whetstine,
General Manager WJRO/WERL

WRJO held two major events at the end of October and in early November. Our Pet Expo was held Saturday, October 22nd at the Eagle River Derby Track Exposition Hall. This was our 3rd annual Pet Expo. Hundreds of pet owners brought their best friend to the event. Our exhibitors brought “best friends” as well. Llamas can be a best friend, right?

Our 3rd annual Women’s Expo was held on Saturday, November 5th, also at the Derby Track. We hosted over 500 women from throughout the Northwoods, along with over 40 exhibitors. The fashion show, presented by The Open Armoire in Three Lakes, was again the centerpiece of the Expo.



The 3rd annual Pet Expo was held Saturday, Oct. 22nd and drew crowds of pet-lovers and a variety of 4-legged critters.



The 3rd annual Women’s Expo was another success with more than 500 in attendance and over 40 exhibitors.



The second annual 2016 Poolerbear Plunge raised over \$6,000 for the Eagle River VFW and Homes For Our Troops. Next year will include the Freedom 5K Run/Walk to add to the fundraiser. Above, Elvis, Barry McLeane, and WRJO’s Stephanie Griffin both took the “plunge” into the ice-water brink.

Social Media channels discussed during corporate programming meeting

The 2016 corporate programming meeting took place at the Blue Heron in Eagle River.

In attendance from Ashland Wisconsin were Skip Hunter, Kate Cosgrove, Mark Miller, and Dave “Queball” Olson. From Eagle River Wisconsin were Bruce Marcus, Stephanie Griffin, and Mike Wolf.

See **Meeting**, Page 6



Craig Whetstine
Eagle River
General Manger

www.wrjo.com



Mike Wolf
Corporate
Program Director

Social Media Expert Neil Roberts Meets With On-Air Talent

Well known social media consultant Neil Roberts, a former Heartland WRJO/WERL General Manager, returns to Heartland for an afternoon to update Heartland's air-talent on social media and how the use of social media can bring them a better and closer relationship with their listeners. The Heartland on-air talent gathered at the Wild Eagle Lodge, Blue Heron Restaurant in Eagle River, on October 12th, 2016 to hear Roberts.



Neil Roberts

According to Mike Wolf, Heartland's Director of Programming, "Neil is one of the most respected social media experts in the State of Wisconsin. He is excellent and had a great deal of new ideas to pass along to our announcers."

Roberts, a long-time resident of the Northwoods, consults many clients on in-



A view of the lake at Wild Eagle Lodge, Blue Heron Restaurant.

corporating social media with their radio and other forms of traditional advertising. He has been a big friend of Heartland over the years and remarked to Heartland CEO, Jim Coursolle that one of the major reasons he signed on as a GM a few years ago is because of his successful experience with and his belief in WRJO/WERL advertising when he purchased advertising as the Vice President of the First National Bank of Eagle River.

2017 Budgets Now In Draft Form

Heartland budgets for 2017 have been in the formulation process since the middle of October. Budget drafts were due and submitted to HQ on November 15, 2016

by the Heartland GMs. Budget planning meetings were held with the GMs a week later. Heartland will ratify the 2017 budgets from December 15th to December 20th, 2016.



**A LOOK
at the
BUDGET**

Sports, from Page 3

The last game this fall was his 346th AHS football broadcast. "I couldn't even begin to guess how many basketball and baseball games I have done" said Clarence. Clarence also did Hayward and Spooner sports when he managed WHSM in Hayward from 1978 to 1981. He's been on the air for Indianhead Conference basketball and Northland College sports as well. Clarence did Northland College football before they dropped it after the 1975 season. I like talking about Clarence, when I do the response is always what an excellent job he does on air during Oredocker games and his involvement in the Ashland community. Clarence was an American Family Ins. agent from July 1, 1981, to March 31, 2013, when he retired.

Chris Beeksma covers Washburn/Bayfield/South Shore football and Drummond basketball. Chris has been broadcasting basketball games



Clarence Campbell where he is most comfortable, in the booth at Ashland Oredocker Stadium perfectly dressed in a broadcast headset.

since he was a senior in high school, at first on a local cable channel. Chris worked for a number of years at WEGZ in Washburn doing Indianhead basketball. When the station was sold he was asked to take over some of the sports broadcasting load with the current HCG Ashland stations. Chris said, "I enjoy working with Skip, Nick, Clarence, Terry, Mike, all the board operators

and everyone else associated with sports broadcasting in the area." "I've always appreciated the sponsors that make our broadcasts possible, including our sales staff." Chris told me that the highlights are no doubt doing games at the state level no matter which school he was representing. "Being a small part of state record holding athletes like Jolene Anderson and Megan Gustafson from South Shore has also been a highlight." said Chris. Outside of broadcasting, Chris is a registered nurse and professional fisherman, married to Sandy Beeksma, a 1st grade teacher, EMT and excellent stat keeper when needed.

Skip Hunter schedules the games, ads and talent and is an accomplished play-by-play man in his own right, ready to load the van and go when needed to fill in. Jimmy, Chase, Beau and Kate are the board ops that make it sound great in the studio. Marion is in the front office working

countless hours making sure the logs are ready. Our entire sales team, John, Sally, Tammy, Sandy, Marge and Jake coordinate copy and support for the sports department. Q-Ball and Mark create the production you hear in and out of breaks and the promotional announcements leading up to the games.

All in all the sports broadcasts in the Ashland Market and northern Wisconsin are in great shape with passionate, experienced and talented sports broadcasters. We're also appreciative of the school districts that allow us to air the games and the parents, grandparents, alumni, students and high school sports fans that turn their radios on or stream online during our broadcasts to support our hometown sports stars. Our sponsors make it happen with their continued support to keep our broadcasters traveling up and down the Northwood roads. Basketball season is underway and we'd love to have you join the fun.

Meeting, from Page 4

This year's meeting was headlined by a presentation from Neil Roberts of Roberts Marketing Alliance. Mr. Robert's keynote was on the various social channels available, the importance of creating a social/digital strategy and demographic targeting to reach out to listeners not only over the airwaves but digitally as well.

Roberts Marketing Alliance is focused on the unique marketing needs of businesses located in northern Wisconsin and the Upper Peninsula.

Mr. Roberts' presentation was followed by a roundtable discussion affording all air talent in attendance the



It was a digital experience for Heartland Communications on-air staff as Neil Roberts' focus was on social media engagement and demographic targeting.

opportunity to share practical ideas and solutions to common problems.



What a dynamic presentation and gathering of talent.

Grateful, from Page 2

I am grateful for family, friends and the great people of Heartland Communications Group.

So as we gather around a festive table this Thanksgiving and Christmas...please set aside a moment or two to bow your head and give Thanks to our Creator who made all of this possible to all of us.

So bring on the turkey, the dressing and cranberries...bring on the steak or lobster...but, give thanks and be grateful.

We are, indeed, lucky and must understand that we all need to be very diligent in protecting these wonderful benefits for those who follow us. We need to make sure that coming generations have the same opportunities afforded to us; that diligence is never easy, never without great cost and never-ending.

I am grateful for you.

Merry Christmas to all!



The Heartland Communications Ashland staff gathered at the Twin Gables Cafe and Lounge in Brule for the Berg's retirement luncheon.

Retirees, from Page 1

Jim Coursolle, Heartland CEO, said, "It is seldom and rare that any company has the opportunity to have folks like Marge and Sandy Berg on their team. They made a large contribution to our Ashland market. They are great people and will be seriously missed."

Coursolle and the entire Heartland Ashland staff gathered at the Twin Gables Cafe and Lounge in Brule, WI, for a luncheon on Tuesday, November 15th to cele-

brate the Berg's retirement.

Marge Berg, on behalf of she and Sandy, told the HCGazette, "As I was making my final sales calls these past couple of weeks, I couldn't help but be teary-eyed. We will truly miss all the people we met on this fantastic journey."

"We wish them all the best and are excited that they will now be able to spend much more time at their beautiful cabin," said Thomas. "Don't forget to come back and see us from time-to-time; you are certainly always more than welcome!"

Seminar, from Page 1

Schmidt emphasized "pre-contact" research. He provided the Heartland salespeople with a checklist of ten things or actions salespeople ought to take before approaching a prospective client. He called it "Doing your Homework before Reaching Out."

Schmidt put forth "9 Reasons to ALWAYS ask for an annual Contract" driving home the point that a salesperson will never get an annual contract that they didn't ask for. Schmidt stated "that annuals [contracts] work."

Heartland CEO Jim Coursolle said that over the years Heartland has brought in "sales greats" like nationally acclaimed sales consultant Lindsay Wood Davis, WBA's Ken Beno and renowned Wisconsin Hall of Fame broadcaster Marty Green. "When I polled some of the salespeople in attendance, they mentioned that "Jeff brought a great deal of practical and usable info to the table for the Heartland salespeople. I really enjoyed his presentation."

Heartland General Managers Craig Whetstine and Charlie Thomas put together an "Action Plan" using information obtained from the RAB Schmidt sales seminar which is being incorporated into the 2017 budget formation and Heartland sales strategy going forward.

On Thursday, October 13th, Schmidt, the GMs and Coursolle met at Heartland's HQ for a follow-up Management Meeting to discuss the implementation of Jeff's sales presentation given the day before.