

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

Heartland Advantage System Workshops in Full Swing

Goal is Within Reach

Heartland launched its 2014 Advantage System Program and Workshops on March 12th in Park Falls and in Ashland and Ironwood on March 13th and 14th.

Advantage System Workshops continued in Eagle River and Iron River on March 19th through March 21st.

The 2014 Advantage System's goal is to increase 2013 sales results by 25%. After the first week of workshop presentations, that goal is "within reach" according to Frank Kulbertis, Advantage Systems Vice President



Frank Kulbertis
Advantage Systems Vice President of Sales



Frank Kulbertis during Ashland and Ironwood workshops.

of Sales.

Kulbertis commented, "The sales teams at the Heartland stations are the strongest they have been in my five years of working with the company. Each individual marketing consultant has a high level of knowledge, experience and passion for making their clients successful. And, our rate of renewal with advertisers from

the 2013 program is running 60-65%, indicating that local businesses are experiencing success with the Advantage Plan program and the Heartland stations."

According to Kulbertis, "Advantage Systems, Inc. provides all of the tools necessary to sell long-term contracts to new advertisers and get those advertisers the results they need. The Advantage Plan program begins by helping station Account Executives uncover hundreds of new prospects and make contact with them. Local businesses are invited to attend a free workshop where they learn about advertising and the local stations. At the conclusion of each presentation, a comprehensive radio and interactive advertising plan is made available to the businesses in attendance. ASI has



Frank Kulbertis with Ashland and Park Falls salespeople.

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Jim Coursole, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

six interactive media elements that it makes available to local advertisers within the Advantage Plan: Text Messaging, two Social Media products, Web Site and Mobile Web design, and Search Engine Optimization. One interactive component is included in the plan and advertisers can add more if they desire. The real key to the success of the program is in combining traditional radio advertising with new digital media components to give local businesses a 360-degree marketing solution."

Pres. Release

I don't know about you, but I got fairly excited when my wife mentioned to me that we had to move the clocks ahead before we went to bed on Saturday, March 8th. When I heard the words, "Spring Ahead..." those words not only put hope in my heart, but a noticeable smile on my face! The recent 40° weather didn't hurt either.



Jim Coursole
President, CEO

Most of us would be wealthy if we had received a dollar for every time we heard someone say, "This has been a lonnng winter." Indeed it has.

I read somewhere that the days that had temps of zero or below zero had exceeded 59 in the Northwoods and UP and that we had, in fact, set some kind of a new record. One ac-

count I read said the last time this had happened was in the 80s and another account reported you'd have to go back to the 1800s. Neither report made me feel any warmer.

Like most of you, SPRING will take on a new meaning this year. "I can hardly wait," would be an understatement. And, man alive, do we need spring in the Northwoods. We're pretty "seasoned" people, meaning we've seen hard winters before and know what to expect, but the winter of 2014 will be talked about at McDonald's and other morning coffee spots for years to come. Even the "old-timers" tell me that this is one winter they would just as soon be done with.

I would bet that spring will come...I can't say when, but it will come. And when it does, it will light up the Northwoods and UP with newness and hope. The old adage of "Absence makes the heart grow

fonder" keeps playing in my mind. The absence of reasonable temperatures this winter has certainly made our hearts long for spring's blessings of warmth, buds on the trees, green grass and flowers.

Personally, it is a time of renewal as well. Coinciding with spring is the season of Lent in Christian faiths. Lent, like spring, is a time for thoughts of development. On a personal level, we can all go back to our New Year's resolutions and see how we're doing. Are we making progress with the things we want to improve upon? We can certainly use this time of year to re-evaluate our own self-improvement. In our professional life, we can once again investigate where we are. Are we making our goals whether they be in the office, on-the-air or in sales? If so, pat yourself on the back with a steak dinner; if not, sit down with a paper and pen and write down (make your points

concrete) what you feel you need to do to make improvement throughout your personal and professional life.

Don't waste the opportunity to make yourself better for YOU and for your family, friends and fellow employees. Spring, arriving anytime between now and Labor Day in the UP and Northwoods, is your time to get a new "do" and create a new YOU. The person in the mirror may need your help.



February Top Sellers



Market Managers

Darla Isham	\$14,844
Dan Wheeler	\$12,568
Craig Whetstine.....	\$11,048

Sales Reps

John Warren.....	\$23,508
Trish Keeley	\$15,384
Amber Sarafiny	\$13,085
Rob Zimbler	\$12,744
Tammy Hollister	\$12,428

BIRTHDAY "BROADCASTS"

MARCH

- 7th - Scott Jaeger - Ashland
- 14th - Nancy Johnson - Park Falls
- 18th - Chris Oatman - Eagle River
- 24th - Renee Poetzl - Park Falls

APRIL

- 9th - Tom Johnson - Park Falls
- 12th - John Berg - Ashland
- 15th - Lynn O'Shasky - Corporate
- 20th - Maggy Isham - Park Falls
- 23rd - Joel Karnick - Park Falls
- 25th - Rob Zimbler - Eagle River
- 29th - Lori Mahnke - Ashland



Ashland



“By The Big Bay”

GM NOTES...

By Scott Jaeger, GM
WBSZ/WNXR/WJH/WATW

We are all looking forward to a little spring up here in the Northland! We have been teased, but that’s about it! Another 12 to 14 inch snow storm is on its way as I write this.

The Ashland Market just came off the Advantage Plan Workshops. We spent the week of March 10th pretty much committed to that. It will definitely pay off. Our renewals this year were very strong and we added new plans as well. It was the first year Bob Michaels and Tammy Hollister went through it. It was a very good experience for the both of them. They now know what we were talking about when we told them how intense the week would be. We should end up a little over last year’s totals, which were very good.

Now that we finished that off, we are now heading headlong into the Heartland Communications Spring Home, Yard and Sport Show at the Pat O’Donnell Civic Center in Ironwood. The show runs from March 21st to the 23rd. The sales staff did a great job selling out the show. We have almost 50 different vendors and around 100 total booths! We are looking forward to another great show!

On April 11th through the 13th, it’s the Heartland Communications Spring Home Show in Ashland at the Bay Area Civic Center. Again, we have this show completely sold out with over 70 vendors and around 106 booths sold including a huge area outside with boats, pontoons and more!

Our Milwaukee Brewers season kicked off on 107.3 WNXR with coverage of the pre-season games. We are getting close to selling out the avails in the games. Hope-

fully the Brewers can put it together this year!

I would like to personally thank the staff for a productive 1st quarter. It was rough sledding with the constant sub zero temperatures and piles of snow everywhere. The entire staff toughed it out, made it to work almost every day and did their jobs. Trust me, it wasn’t easy. Seeing 40 below wind chills and blowing snow, what seemed like forever drains you a bit..especially when you have to travel!



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com

www.wnxfm.com

www.wjhf.com



Skip Hunter
Ashland
Program Director

Eagle River



GM NOTES...

By Craig Whetstine,
VP and
General Manager
WJRO/WERL

Congratulations to Shannon Retana of Lac du Flambeau. Shannon is the 2014 Winner of the WRJO Take Pride and Ride snowmobile giveaway. This year's grand prize was a 2014 Ski-Doo MXZ 600 Sport.

Take Pride and Ride's title sponsor this year was The Ojibwe Market in Lac du Flambeau. Secondary sponsors were Eagle Waters, Trackside, Northern Exchange, The Flame Restaurant, Earth Sense Energy Systems, T.J. Grizzlies, Sunset Grill, The Energy Shop, Total Tree Care, Badger Truck Repair, Northern Waters Angling and Archery, R&D Motor Sports and Slo's Pub.

Take Pride and Ride is a fundraiser which ran in conjunction with WRJO and Northwood's area snowmobile clubs. This year, more than a dozen clubs were able to raise just over \$20,000.00. This money will be used throughout the clubs for trail maintenance, groomer maintenance, and club functions.

This year's fundraiser was once again a huge success and ensures that the hundreds of miles of Northwood's snowmobile trails will remain safe, flat and a great experience to enjoy.



Craig Whetstine
Eagle River
VP and General
Manger

www.wrjo.com

WRJOldies
94.5 fm



Mike Wolf
Corporate
Program Director

Iron River



WIKB raises nearly \$7,000 for the Iron County Cancer Unit

GM NOTES...

By Dan Wheeler, GM
WIKB/WFER

WIKB radio-thon March 6th – That was the title of the article that the Iron County Reporter had in their weekly paper February 25th. It really shows how important the WIKB radio-thon is for the Iron County Cancer Unit. It is their only

fundraiser of the year. And it allows them to do so much good in our community. It also gives both the reporter and WIKB a chance to educate the community on the good they do in the area. The Iron County Cancer Unit is not affiliated with any other cancer organization. And even though they work with Northstar Hospital they are affiliated with the local hospital. All funds raised stay in Iron County to assist local patients.



Pictured with WIKB Telephone Time host Brad Zima is Katlyn Spitz, Miss Great Lakes and local members of the Iron County Cancer Unit. Mission Statement: The Iron County Cancer Unit is a non-profit volunteer organization dedicated to providing care and comfort to Iron County cancer patients and their families through financial assistance, health care products, and equipment as available.



100 + Women Who Care donate to Iron County Cancer Unit in front of WIKB's Studio. Iron County Cancer Unit's only fundraiser is the radio-thon every March on WIKB.



Two volunteers who man the cancer unit.



Dan Wheeler
Iron River
VP and General
Manager

www.wikb.com



Brad Zima
Iron River
Program Director

Forest Park Trojans State Championship run

WIKB Sports announcer Troy Margoni and Bill Santali's facial expressions tell it all. With two minutes left in the fourth quarter the Forest Park girls took a commanding 9-point lead. Two steals and quick baskets later they found themselves down and fighting the clock. Even though their perfect record was ended and they did not come home with the state championship they truly made the community proud.

In their state championship run they spent four nights out of town. They first traveled to Sault Ste Marie for the quarter finals on Tuesday and then their semifinal and finals games in Lansing. It was a long road but, oh, how they represent the area well.



Forest Park students participated with the Radio-thon to support the Forest Park Girls' Basketball team's trip to the state finals. WIKB raised over \$2,600 for the Trojans during a day on Telephone Time.

Crystal Falls Forest Park celebrates defeating Athens 49-33 in their MHSAA Class D semifinal game at the Breslin Center in East Lansing, Mich. on Thursday, March 13, 2014.



Park Falls



98Q Country invited to be official radio station for Northwoods Stampede Music and Camping Festival coming to Phillips, Wisconsin

GM NOTES...

By Darla Isham, GM WCQM/WPFP

Park Falls market will be very busy these next few months with a home show in April, finalizing our Advantage Systems Workshop business participants, and qualifying listeners for the biggest promotion 98Q Country has ever done.

Let me explain: a resort business owner came to me last fall and asked if our station would be willing to be the official radio station for a country music and camping festival called "THE NORTHWOODS STAMPEDE."

I asked Joe France, the business owner who approached me, "What does that mean?" Because, what country radio station wouldn't want to be "the official station" of such a fitting event for 98Q Country!

He proceeded to tell me that it would mean radio station EXCLUSIVITY to us promoting the event. "Ok, I'm on board with that, what else?," I said. He said he would like us to MC the 2-day event, he would give us 20 re-

served seating tickets, 100 general admission tickets, and let us run any kind of promotion of our choice during the 2-days, plus we could plaster our banners all over the festival grounds, be a part of the official website and be promoted in any other marketing he would use.

So now the thinking caps came on; our sales staff gathered and we came up with "NORTHWOODS STAMPEDE 98Q COUNTRY DREAM ROOM GIVEAWAY" for the promotion we will tie into this event.

Though it is a small venue we have new and upcoming Nashville artists performing for two days at the end of July.

We went out and found major sponsors for furniture, flooring, electronics, etc. and by the end of this month should have close to a major prize package valued at \$10,000.00.

The contest will start with preliminary qualifying in April by asking listeners to call the station when prompted, "like" us on Facebook, and we will also ask listeners to send us photos of

their "ugly room" now and we will have our major sponsors qualify some of those folks.

All-in-all, we will qualify 100 people, then we'll invite those folks to a NORTHWOODS STAMPEDE 98Q COUNTRY DREAM kick-off party at the host's resort who has secured the entertainment for the music festival.

At that kick-off party we will then qualify 10 contestants from that group who are invited to the NORTHWOODS STAMPEDE music and camping festival weekend, they will have a chance to sit on stage in a set-up "Dream Living Room" to listen to the music, meet and greet the country artists and be treated like royalty.

This is a "must-be-present-to-win" contest so the contestants have to show up if they want to have an opportunity to win.

We are very excited about this new venture and I know that in a first year event, there may be some kinks to be worked out but I think you have to live through something first then refine and perfect.

We certainly have the staff and DJs that will make this event a huge success. We will definitely take lots of pictures and let you know how it all turns out.

In ending, I would say that we all know how January and February took the wind out of our communities, but I have to say with the recent sunny days and above 0 temps, businesses are thawing out. Some have regained smiles and warm welcomes into their businesses.



Darla Isham
Park Falls
VP and General
Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director

