

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

INCREDIBLE COMEBACK

In July, the Fourth weekend and a couple of other weekends, there was bumper-to-bumper traffic through Minocqua for several hours and it was then that it became apparent that the summer of 2022 would be one for the record books. Maybe not a record summer for visits from tourists, cabin owners, and non-residents (it could have been), but a record summer because it became clear that the Wisconsin Lakeshore and Northwoods areas would bounce back from the horrible effects of the COVID-19 pandemic. We made it!

It was busy. Maybe more than that. Those that went out for dinner at one of the dozens of terrific supper clubs found a 45 minute to an hour wait to be seated.

The area stores had lines at the cash registers. On the streets, there were people carrying bags back to their cars in Ashland, Eagle River, and Minocqua. Rhinelander's airport was busy. People were on the move. The highways to and from the Lakeshore and Northwoods told the story.

In an opportunity to talk with some folks from Minneapolis and Chicago who were visiting the area, they said they had pent-up desire to vacation, in other words, "to get out of Dodge" and go somewhere more peaceful



and fun. They said they wanted more fresh air, green trees, and lakes...and less violence and political harangue. The city, in their words, had "got to them."

And further encouragement to visit – or revisit – Wisconsin's Northwoods and Lakeshore was driven by the cost of gas which had tripled since the 2020 election.

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and publisher



www.heartlandcomm.com



WANT ADS? WE'VE GOT 'EM!

Take two steps in any downtown or business district and you'll see a business "Help Wanted" window poster. There just seems to be more jobs these days than there are workers. It is definitely an "employee" market.

After running several thousands of dollars of Help Wanted ads in area newspapers, the Vilas County Sheriff's Department approached Eagle River Heartland Sales Manager Trish Keeley to inquire about Help Wanted radio ads. A buy was placed; ads went on the air and, Walla...the sheriff's department hired some new employees.



There have been many other similar stories as well.

Recently, Heartland's Business Manager Kathy gave notice of retirement after 12 years of excellent service. Heartland's CEO Jim Coursolle recalled hearing stories of the hiring success of the Vilas County Sheriff's Department and said, "I think I'll try our own stations to see if I can find a local person to understudy Kathy until her retirement in December. The ads went on the air and after just one week we have received five applications. Coursolle said,

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Pres. Release

With the end of summer on the horizon, LABOR Day Weekend is approaching. It's sort of the Mardi Gras of summer. But more than just the last summer camping trip or boating adventure, it is – lest we not forget – a celebration of those and for those who furnish the LABOR component for every product or service provided. In other words, we the workers.



Jim Coursolle
President, CEO

Being able to provide work or LABOR is a gift.

In Ecclesiastes 3:22-13:

“I perceived that there is nothing better for them than to be joyful and to do good as long as they live; also that everyone should eat and drink and take pleasure in all his toil – this is God’s gift to man.”

And that is the best definition of LABOR Day going!

Being the CEO of Heartland, let me tell you that I am darn proud of the

efforts (LABOR) put in daily to produce a small market audio communication service that sounds better than many large city radio stations.

We LABOR every day to be of service to our communities. And in order to keep the transmitters roaring, we LABOR every day to convince local businesses that our Heartland stations are listened to by people far and wide who can and will buy their products or services. That’s not an easy task; there are many businesses that believe “that if you build it, they will come,” which seems to only work in the movies.

Our marketing and sales people LABOR to convey what they know only too well,

that sooner or later, if a business doesn’t toot their own horn, someone else will move in along side of them and toot away their customers.

It seems to me that LABOR is the most important component of the services Heartland provides. In other words, it takes human effort, i.e., LABOR to work and maintain the equipment, entertain listeners, read and sell an ad to listeners, broadcast the news, to do the billing, keep the accounting straight, and to even give Heartland News Director Bruce Marcus a bunch of hooey just before a morning newscast.

So to all of my fellow workers, Congratulations and my personal expression of gratitude for making locally-owned and award-winning Heartland one of America’s finest small market broadcast companies...and the licensee of Mix 96 – WNWX the new number one “Northwoods Vacation Triangle” Nielsen rated station persons 12+, 6 a – Mid, Mon – Fri. Fall 2021. Happy LABOR DAY Ya’ll!



July Top Sellers



Sales Reps

Diane Byington	\$28,552
Tammy Hollister.....	\$27,183
Tyler Ostman	\$19,461
Scott Larson	\$16,506
Deb Hunt	\$14,045
Shannon Anderson	\$12,710



BIRTHDAY “BROADCASTS”

AUGUST

- 4th – Jim Franklin – *Eagle River*
- 27th – Jim Coursolle – *Corporate*

SEPTEMBER

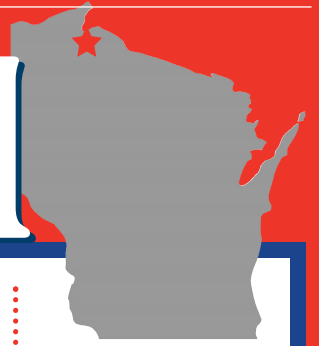
- 1st – Tyler Ostman – *Ashland*
- 14th – Wendi Ell – *Corporate*

OCTOBER

- 3rd – Marion Warren – *Ashland*
- 25th – Mike “Wolf” Ell – *Eagle River*



Ashland



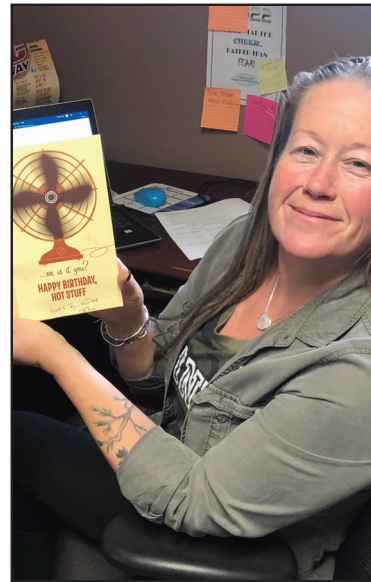
A Fond Farewell

By John Warren,
General Manager
WBSZ/WNXR/WJJH/WATW

WBSZ Morning Man, Rick St. Nick has left for an opportunity to take the position of Program Director for a group of stations in North Dakota. Rick has been an incredible team member with the Ashland Stations lending his humor and professionalism to the over-all success of the team. We wish Rick the best with his new opportunity and look forward to filling the chair and air-ways with new morning personality soon.



Birthday boy, Rick St. Nick



Birthday girl, Tammy Hollister



John Warren
Ashland
General Manager

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



Northwoods Winning

The Spring and Summer have been busy with contests and promotions for our listeners. In April we wrapped up our chance for listeners to win \$100,000 and then in June introduced them to "Run For The Deere." With all 4 Ashland stations working with our local John Deere dealer, our listeners have a chance to win a John Deere 1023E Tractor with a loader. Eight locations have been taking sign-up one at a time for eight weeks. And every week 13 names are drawn for a chance to win. On August 27th, the "Winners Party" will have 104 people that were randomly selected to attend and one winner will walk away with the John Deere Tractor valued at over \$20,000.

In July, WJJH J-96 teamed up with a local used-appliance dealer to give away a stove and refrigerator valued at over \$750! Our Independence Day Trivia gave

listeners "American History" trivia questions with multiple choice answers. The winners qualified for the drawing on July 1st where one lucky listener won the stove and refrigerator.

July also featured "Fries For Supplies" WBSZ Z-93 and WJJH J-96 teamed up with area McDonald's to promote a fund raising effort to provide much needed school supplies to students and teachers for the coming school year. Listeners were given a chance to win a \$10 "Arch Cards" and were encouraged by purchasing McDonald's French Fries. 10% of the purchase was donated to the school supply drive. Every Spring, WJJH and WBSZ team with McDonald's to raise money for the Ronald McDonald House Charity during the Shamrock Shake Promotion. We are excited to add the school supply drive to our partnership with our local McDonald's restaurants.

Radio Sales are Heating up in the Ashland Market

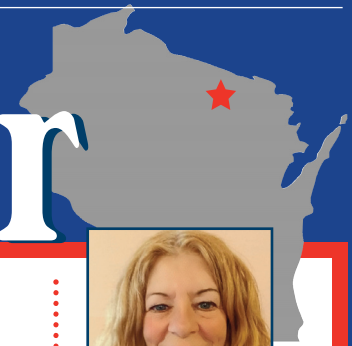
With the first seven months on the books for 2022, the Ashland Sales team consisting of Tammy Hollister, Tyler Ostman, Shannon Anderson and yours truly John Warren have had an increase in sales each month in 2022 over 2021. That's great News! Averaging a 13.6% increase in sales over the 1st and 2nd quarter sales goals. Third quarter is off to a great start as July ended at 112% of goal. The month of August is off to a great start as we went in to August at 100% of goal and as of July 29th. A huge Thank You to Marion Warren for keeping all the orders and copy changes straight and to the On Air staff, Rick St. Nick, Q Ball and Steve Stone for producing all those commercials and providing

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Steve Stone
Operations
Manager and
Program Director

Eagle River



PD NOTES...

By Mike Wolf,
Corporate Program Director



Heartland Backpack Giveaway

94.5 WRJO, Mix 96, and Coyote 93.7 are once again your Back-to-Class radio stations.

Along with our many sponsors we want the kids in the Northwoods to go back to class with a great new backpack and the school supplies to go with it.

August 8th through August 26th this contest will take place across all three stations. With the cost rising of many school items, this group of Heartland Communication Group stations is trying to help parents by at least taking away some of their school costs.

This will be the 3rd year of the promotion with over 60 sponsors from the Northwoods community. Business owners are proud to be a partner of this promotion, buying multiple packages.

Good Luck winning your Back-to-Class backpack

The Money Wheel is Still Spinning on WRJO

94.5 WRJO launched the Money Wheel 10 years ago and it hasn't stopped spinning yet.

The WRJO Money Wheel was added to regular programming



times as a sponsored daily contest and has listeners lined up to call and play.

The Money Wheel is played on WRJO between 6am and 6pm Monday through Friday. Listeners are instructed to listen for a WRJO announcer to ask them to call in to spin the Money Wheel. The tenth call is the on-air contestant to have their chance to spin the Money Wheel.

The phone contestant, picks one of six sponsors on The Money Wheel. The wheel will be spun in the WRJO studio and by random chance if the Money Wheel lands on the contestants chosen sponsor, that contestant will win the banked prize cash amount. If the Money Wheel does not land on the contestants chosen sponsor, the banked amount increases.

The banked cash prize will start each new round with an amount of \$9.45. For each contestant that does not guess the correct sponsor on the Money Wheel, we will add \$5 as a progressive jackpot until that round is won.

Contestants may play only once per day. If a contestant wins a Money Wheel round, they must wait the required amount of time that is stated in the "Heartland Communications General Rules" to play again.

The Money Wheel has grown in such popularity over the years and doesn't have any plans to stop spinning.

Let's Dive In

WRJO has partnered with the "Let's Minocqua" Visitors Bureau and is going lakeside to watch the movie "The Great Outdoors."

Have you ever been to a drive-in movie?! Well, we've got something new for you! How about a DIVE-In movie! A 23' movie screen was placed on the banks of Lake Minocqua at Torpy Park, Saturday, Aug. 13th. "Float" participants watched this Up North classic on commemorative take-home innertubes lit up with neon glowsticks in the warm August waters. Hundreds of floats were visible on the lake!

Watchers in boats were also welcome and received a commemorative boat flag, just like an old drive-in movie.

Dry land viewing opportunities were also available. Watchers were asked to bring their own beach or lawn chair.

Viewers grabbed some popcorn and joined WRJO and the "Let's Minocqua" Visitors Bureau for this fun and interactive showing of a true Northwoods classic!

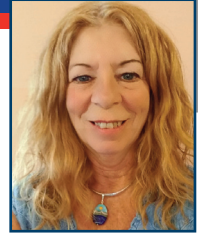


Sports are Back

WRJO, WERL and Coyote 93.7 are gearing up for another fall and winter season of sports and looking for big things.

WRJO is home to the Northland Pines football, basketball, and hockey teams as well as the Milwaukee Brewers. WERL is home

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Trish Keeley
Eagle River
General Sales
Manager

www.wrjo.com
www.mix96northwoods.com

www.coyote937.com



Mike Wolf
Corporate
Program Director



Jim Franklin
Program Director

Help, from Page 1

“I shouldn’t be amazed or surprised, but this is much better than I expected. I recall spending over \$5,000 advertising for another recent open position with one of the nationally advertised employee recruiting firms and turned up applicants who were unqualified for the position that was advertised. Our radio stations have turned up local applicants who are familiar with the area and, for the most part, have the qualifications that we expect the successful candidate will need to follow in Kathy’s footsteps. Our own radio stations made a believer out of me AGAIN this time.”

The Heartland eight radio stations in both the Ashland/Ironwood markets and in the Eagle River/Minocqua/Rhineland markets are now the successful and primary Help Wanted ad source for success.



Comeback, from Page 1

One person related that our areas had plenty of everything that makes a vacation fun and relaxing, and with less driving (4 or 5 hours instead of two days) which, even with the highest gas prices ever, made their vacation possible.

Another “positive” was the fact vacationing in the Northwoods and Lakeshore evaded the nerve-wracking airport experience. Anyone who has flown in the last couple of years knows exactly what is meant.

At Heartland, through the first half of 2022 or June 30th, we were at 104% of our annual budget. The marketing teams of Ashland’s John Warren and Eagle River’s Trish Keeley

have assisted hundreds of small businesses reach their objectives whether they be increased sales or new employee searches. Heartland president Jim Coursolle said, “If I had to describe the on-air and sales effort of our markets, that word would have to be ‘PROUD.’”

The fall color tours begin soon throughout the Lakeshore and Northwoods areas. These have always been spectacular and a photographer’s dream. The roads and lakes are less crowded so everyone at Heartland Communications Group extends a friendly Northern Wisconsin invitation to come and enjoy yourself viewing the blaze of colors that will be nature’s “eye candy” for all who come and see us.



Ashland, from Page 3

the great programming to help keep the wheels turning.

Sports on WATW and WNXR Continue To Sell

We still have a few avails left to sell for the Green Bay Packer play-by-play broadcasts this year.

Northwestern High School Sports heard on WNXR and the Chequamegon Area Sports Package heard on WATW are filling up and we hope to have these programs sold out for the 2022 – 2023 season by the middle of August.

Collections Continue To Be Solid

For collections on the prior months billing, January came in at 76.8%, February 81%, March 85.9%, April at 79.4%, May was 75.3%, June at 82.4% and July was nearly 90%. With all that said the Ashland market averaged over 80% in the first seven months of 2022. Thank you to all who helped make that happen.

Pines, from Page 4

for Wisconsin Badgers football and basketball, and Coyote 93.7 is the home of the Green Bay Packers.

Local and statewide sports covered across these Heartland stations is a popular addition to the fall programming line-up.

Local sports on WRJO are not only aired on terrestrial radio but streamed worldwide for all Eagles fans to enjoy.

All schedules to all Heartland sports can be found on station websites.

