

The Heartland Stations Quick Review

Ownership: Heartland Communications Group LLC

Market: Upper Midwest

Facility/Coverage: The coverage area of The Heartland Stations reaches as far North as Michigan's Upper Peninsula; West to the Duluth/Superior Metro, East to beyond Mid-Wisconsin and South of Tomahawk, WI.

Format: The Heartland Stations feature Wisconsin Broadcaster's Association award-winning radio stations. Flagship WRJO has been named the "Wisconsin Broadcaster's Small Market Station of The Year" and "Small Market News Department of the Year" twice in recent years. The Heartland Stations include three Country Music stations, a News Talk station, two Classic Hits stations, a Classic Rock station and a Hot Adult Contemporary station.

Personalities: The Heartland Stations spotlight exciting local on-air personalities who make radio listening fun. The on-air personalities are friendly and promotionally visible with a great emphasis on community and charity involvement.

News/Information: Each Heartland Station keeps its listeners fully informed of news and information from around the world with special emphasis on LOCAL and regional news stories. The Heartland Stations also provide first-class business and stock reports, storm cancellations, ski reports, fishing reports, lake updates, and live weather updates. Heartland news reporting has received dozens of awards over the years including the Wisconsin Broadcaster's Association "Small Market News Operation of the Year" twice in recent years.

Sports: Sports scores and highlights are broadcast within news and regular features throughout the day. Each market cluster features high school play-by-play sports along with Packer, Brewers and Badgers play-by-play coverage.

Special Features: The Heartland Stations cover the Upper Midwest region. Major advertisers have discovered The Heartland Stations concept of efficiently and successfully reaching this market of over 338,408 consumers. In addition, to the very strong market visibility generated by each station's promotional efforts, The Heartland Stations offer exceptional marketing support services.



www.HeartlandComm.com

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