

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

SLOWING DOWN? Not Really!

The summer tourists have headed South, back home to; Chicago, Milwaukee, the Twin Cities, Iowa, Missouri and many other locales, so you would think things would slow down just a bit. Not at Heartland.

Our eight stations are busy. There's a "new set" of listeners. The local residents who are lucky enough to live in the Northwoods and Lakeshore are taking a little time off to enjoy this beautiful area. And... another bunch of folks were here for the fall colors and even another group is coming up for ice fishing, cross country and downhill skiing. And, just around the corner, tons of folks will visit to snowmobile on our hundreds (thousands) of miles of groomed, woody trails.

Our Ashland, Washburn, Ironwood, MI, cluster of stations aroused their listeners with such things as "Thanks - Winning." One of the J96 Lakeshore Classic Rock listeners won a complete appliance suite including a stove, dishwasher, microwave and Refrigerator from Jesses', an area appliance dealer.



From our Eagle River, Minocqua, Rhinelander, Country Coyote 93.7's morning personality Jim Franklin rolled the HUGE Murphy's Furniture and Bedding, Minocqua dice for winner's galore. Coyote 93.7 and Murphy's Furniture and Bedding are giving 5 listeners a chance to win \$50,000, \$5,000, and \$1,000. On November 27th at Murphy's Furniture and Bedding in Arbor Vitae, five names from all the qualifiers were pulled at ran-

dom to Roll the Dice. If listeners matched 5, \$50,000 Prize - One payout. Matched 4, \$5,000 Prize - One payout. Matched 3, \$1,000 Prize - Three payouts. Steve Stone, the Ashland cluster program director, has re-branded an old reliable promotion. "Spin & Win" is now the "Winning Wheel" which gives many area businesses a chance to let Ashland Heartland listeners shout out an area business name. This brings significant exposure to Ashland area businesses, which is so important in the UP and coming first quarter of 2022. Stone said, "Our local businesses really like this promotion because it gives each participating business an opportunity to let Heartland listeners call out the name of their business. It is so much fun when listeners win. Our business sponsors enjoy hearing all of the excitement!" One of the local sponsors, Omer Nelson, made mention

on the air of the fact that they had over-ordered Christmas lights. Heartland listeners responded immediately and their "heavy on Christmas lights" issue went away quickly. Black Friday was more fun this year in Ashland. Even a law firm got involved in the fun! Rick St. Nick, Ashland's Z-93 Country morning entertainer, spun the "Winning Wheel" this past Black Friday as local shoppers took advantage of the many super deals local merchants were offering.

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher

www.heartlandcomm.com



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Pres. Release

So what are you thankful for?

The Thanksgiving holiday always reminds me to stop for a moment and reflect upon my gratitude for all the blessings that I have received this past year. There are a lot of them.

Yes, it is true that right now – in the last quarter of 2021 – the country I live in is upside down. Frankly, it’s a mess. Does that sort of “water-down” the gratitude we all should have? That I have? Not really.

Without leadership – any leadership – I lay in bed at night wondering exactly what would happen to the 330 million people that call this country, THEIR country. I wonder if it really is our country, or has it been hijacked by people whose only concern is power and money for their own pockets.



Jim Coursolle
President, CEO

Yet, there is food on the table, a shirt on our backs and a roof over our heads. When considering that, I am grateful. I am grateful for my God who I believe listens and protects. I am grateful for my wife, kids, and grandkids. I am grateful for family. I am grateful for the FREEDOMS I have, and hope others realize how important those FREEDOMS are. I am grateful for my friends who are there, reassuring me.

I am grateful for having the opportunity to have a place I can go to work that provides a “purpose.” At 78, I am grateful for working with younger, talented people who make me forget that I am getting a bit older by the day. I am grateful that my muscles and body don’t continually remind me of 78 years of operation; only occasionally does that happen. I am grateful for the growing successes of Heartland Communications Group despite all the challenges posed by what seems to be a hostile Washington business environment. WE are getting the job done every day.

I am grateful to be a part of the entrepreneurial faction of which I believe are also the HEROES. Without the entrepreneur who creates jobs which create wealth

which creates a tax base which creates financial support of all government services, church support, medical support, education, infra-structure and almost any and everything one can think of.

There is so much to be grateful for. Little things. A good meal. A good night’s sleep. An occasional Snickers bar. BIG things. Your God who is ever vigilant and caring. Your health. Your family’s health. Your family at home and at work. Your friends. And, I am thankful for the holidays this time of years...Christmas, Hanukkah, New Year’s...what fun!

It’s time to be grateful even for the challenges and the God-given talents that He has bestowed upon us to meet those challenges and rise above them.

Give THANKS for just a bunch of stuff; it’s that time of year.



October Top Sellers



Sales Reps

Tammy Hollister.....	\$31,297
Diane Byington	\$20,576
Scott Larson	\$16,385
Tyler Ostman	\$12,112
Shannon Anderson	\$11,431



BIRTHDAY “BROADCASTS”

NOVEMBER

- 1st – Kathleen Vadnais – Peckman – Ashland
- 6th – Shannon Anderson – Ashland
- 8th – Diane Byington – Eagle River
- 20th – John Warren – Ashland

DECEMBER

- 14th – Sydney Cristiano – Ashland

JANUARY

- 10th – Grayce Schulta – Eagle River
- 11th – Trish Keeley – Eagle River
- 17th – David Olson – Ashland
- 22nd – Jenny Schilling – Eagle River
- 25th – Kathy Wawiora – Corporate



Ashland



Happy Thanksgiving and Merry Christmas from all of Heartland Communications Group - North

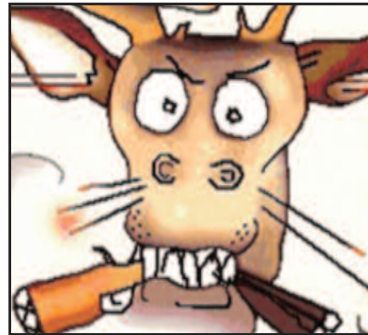
By John Warren,
General Manager
WBSZ/WNXR/WJH/WATW

4th Quarter Sales are pacing well as October 2021 reached 108.7% of its sales goal. As of November 8th 2021 Heartland Communications Group-North is at 91% of our November 2021 Sales Goal and 68% of our December 2021 Sales goal. Great job by Tammy Hollister, Tyler Ostman and Shannon Anderson. A Huge Thank you to Marion for getting all those orders in, keeping it all straight and getting the billing out.

The 2021 Heartland Communi-

cations Deer Hunters Round Up airs November 19th through November 27th at 4:30 PM. The show has been moved to WBSZ 93.3 FM. The show brings back some familiar names, Steve Williams, Rudy Allen, Marty Davidson and various other guest. There's a number of contests, camp call ins, hunting stories and of course all your favorite hunting tunes.

Photos will be posted to the Heartland Communications Deer Hunters Round Up Facebook page. The show will air on WBSZ 93.3 FM and online at wbszfm.com by clicking the listen live tab.



John Warren
Ashland
General Manager

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



Steve Stone
Operations
Manager and
Program Director

PD NOTES...

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

Spin and Win Gets Rebranded

The Ashland Cluster spent the summer going to businesses with the Prize Wheel and doing live remotes. The promotion was designed to get people back into local businesses after the pandemic. The promotion was highly successful as listeners flocked to the remotes and the chance to win prizes by spinning the wheel. As summer wound down, a lot of time and energy went into promotion of the "Final Spin and Win" event. Then, another client jumped on board wanting to take advantage of the promotion and floor traffic, the

problem was the "prize wheel" had been sent to Florida for the winter, or so we had said anyway.

The rebrand was underway, it began with a promo that announced the "prize wheel" had been taken and that the morning air personalities had hatched a scheme to rename the wheel and

continue to give listeners a chance to win prizes. "The Winning Wheel Prize Tour" was born! With the new name in place Ashland Stations are out on the road again and the wheel is bringing much needed traffic to local businesses.

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Steve Stone at Kurta Law Office, Winning Wheel remote.

Eagle River



Businesses Back On The Air Is Sweet Music To Our Ears

The Heartland South sales team enjoyed a summer with many businesses back on the air, and events in our coverage area in full swing.

After a year off, WRJO Eagle River Street dances were well attended with many businesses sponsoring and donating prizes.

DJs Mike Wolf and Jim Franklin were busy with live broadcasts throughout the summer, and numerous promotions on WRJO, and WCYE.

We celebrated the 50th anniversary of WRJO with a party at Shotski's with live music, free food and prizes. The party was

for our listeners and it brought in a really good crowd.

WCYE was the official radio station in partnership with Shotski's for 2 country concerts in their outdoor amphitheater, hosting Confederate Railroad, and Blackhawk on back-to-back nights.



Trish Keeley
Eagle River
General Sales
Manager

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

PD NOTES...

By Mike Wolf,
Corporate Program
Director

WRJO Pizza Tour

The 2021 WRJO Pizza Tour is another big success. The Pizza Tour is a series of live two-hour broadcasts from area restaurants and pizza joints. Listeners are invited to come out, spin the Wheel O' Pizza to win food, t-shirts, and various other prizes, all while enjoying the deliciousness of specialty pizzas. WRJO has been greeted this year by large crowds of pizza lovers that are always in search of the next big pizza find. At the end of the tour, WRJO will be giving one lucky winner a grand prize of one pizza from every location on the tour as well as a beautiful \$1,300 Lazy Boy recliner, courtesy of Murphy's Furniture and Bedding of Arbor Vitae. The tour will wrap up in



Join the
WRJO Text Club.
Click the Smart Phone
to sign up!

Always be the First to know whats happening at WRJO!

December and then WRJO starts preparation for the 2022 Fish Fry Tour.

Join the Text Club

WRJO, Mix 96, and Coyote 93.7 have all launched new station Text Clubs. Listeners are encouraged to visit their favorite station's website to join the Text Club. This new platform is giving a fun and easy way to conduct contesting as well as keep connected with listeners. All stations are showing amazing numbers of listeners that are connecting to keep up with the latest station information. The platform is also proving to be an even better way for listeners to connect with their favorite jocks. It's an immediate media rather that posting to a so-

cial media page that may not be seen for several days. All ages text, and the future is quite bright for all three Text Clubs.

Coyote "Rolls the Dice" for BIG Money

Coyote 93.7 and Murphy's Furniture and Bedding are giving 5 listeners a chance to win \$50,000, \$5,000, and \$1,000. On November 27th at Murphy's Furniture and Bedding in Arbor Vitae, five names from all the qualifiers were pulled at random to Roll the Dice. The dice that were used on contest day were 6" dice. Each contestant received five dice to be rolled. If a

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Mike Wolf
Corporate
Program Director

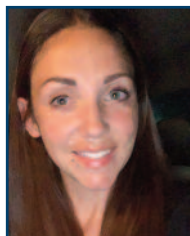


Jim Franklin
Program Director

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New Talent Hits the Air

It seems as though everyone in radio has an interesting “Origin Story,” about how they got into the business. Heartland’s latest on-air talent has a great story! Katie first came into the studios to record a recruitment ad. Katie is the lead Lab Tech at St. Luke’s Clinic in Ashland. Like most other businesses, St. Luke’s is seeking qualified employees to fill vital roles. Katie nailed the ad on the first try, which prompted Steve Stone to comment that she should be in radio. A beaming Katie said that she had always wanted to be on-air and so it began. “Since Brianna left for maternity leave, we were in desperate need for someone to do part-time fill-in air shifts,” Steve Stone said, “Katie jumped at the chance.”



Katie

Turning a Lab Tech into on-air talent takes time, but Katie remained dedicated to learning and before long had a handle on the equipment and automation system. Next the tough part, learning to speak on air. Within a few weeks of coming into

the studios at 5AM and then going to her regular 40-hour-a-week job, Katie was ready to go. She is now handling fill-in morning shifts on WBSZ, WNXR and WJH as needed and she is also doing a Saturday Morning show on WJH each week. “Katie is a very welcome addition to the team,” Stone says. “Her enthusiasm and drive brings back memories for the old men around here.”

Fall & Winter Sports

High School Football season is winding down, but that doesn’t mean that sports is still not a staple of Heartland programming. Bay Country, WATW has a robust sports schedule with local basketball and hockey, also a full schedule of Wisconsin Badgers Men’s Basketball action, the wrap of the 2021 Wisconsin Football schedule and of course the Green Bay Packers. WNXR remains the “Voice of the Tigers” for the basketball season as well as carrying the Green Bay Packers. And, WBSZ is the new home of the “Northland College Lumberjack and Lumber Jills.” Heartland remains dedicated to broadcasting the sports our listeners want to hear and providing an exceptional platform for results-based advertising targeted to that listener.

Concert in the Corn

Concert in the Corn was a huge success. When a local business, White River Ag, approached Heartland Stations with their plan to bring a live local concert to the Northwoods, they hoped to have around 500 people show up at the venue. National Talent Chris Kroeze would headline the event and local talent Hoff Stevens would kick off the night of music. Heartland promised that we could deliver 1,000 people to the event, we did not do what we promised. Unofficial turnout and ticket sales exceeded 2000 people for the September outdoor concert.

We look forward to 2022 and beyond, because of the success of this event the “Concert in the Corn” will become an annual event and will feature top artists in the future.

Home and Sport Show

The Heartland Communications 2022 Home and Sport Show in Ashland will be held at the Bay Area Civic Center on March 25th, 26th and 27th. We look forward to a show full of vendors and potential new customers. To reserve booth space contact Tammy, Shannon or Tyler at 715-682-2727.

Heartland, from Page 1

Heading up programming at the Heartland Eagle River, Minocqua and Rhinelander cluster, Corporate Program Director Mike Wolf reports that “Shop Local 365” is back. From December 1st, 2021, to March 31, 2022, at 3:47 pm, Northwoods listener’s local

shopping receipts become entry tickets to win weekly prizes or even the WRJO and Eagle River Ford Grand Prize valued at \$1,000 on March 31st. Every shopping receipt received from a “Local Independent Northwoods Business” is an entry into our drawings. And the good news for listeners is they can enter as many local inde-



Thanks Winning

Win A Kitchen Appliance Suite From Jesse's Used Appliances & J-96

Listen to Win during the J-96 Morning Show.

Refrigerator
Microwave
Stove
Dishwasher

Congratulations Bonnie Compton!

pendent Northwood’s businesses shopping receipts as they want — there is no limit!

This amazing Heartland promotion brings thousands upon thousands of purchases to local businesses. Wolf stated, “We are so proud to be the catalyst for this promotion as it helps so many Northwood’s businesses. It is such a winning promotion!”

If it were possible to add a few more hours to every day, the Heartland stations would be filling those hours with even more fun stuff to broadcast. “Busy beyond BUSY” is a true description of the eight Heartland radio stations and two FM translators as they broadcast 24/7 this fourth quarter and into the New Year.

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contestant rolled any of the following he or she would win the following: Match 5, \$50,000 Prize - One payout; Match 4, \$5,000 Prize - One payout; Match 3, \$1,000 Prize - Three payouts. Qualifying takes place on the air at Coyote 93.7 as well as at Roll the Dice live broadcasts. Contestants were talking about how they



were going to spend the money if they won. Someone could have walked away with BIG Money to wrap up 2021.

Veterans Day

WRJO once again teamed up with the Northland Pines School District to air a wonderful Veterans Day tribute ceremony.

After meeting with Dennis Geisemen, Commander of VFW Post 8637, the decision was made to have a virtual Veterans Day program this year. "Priority is to first and foremost keep veterans, community members, students and staff safe," Geisemen said. "We went off to soldier our country and when we return home, we soldier our community. That is why we want to continue to keep everyone safe." We ap-

preciate all that WRJO and the Northland Pines School District has done and continue to do to support veterans, even through a pandemic," said Commander Geiseman.

This year's Veterans Day program was broadcast live on WRJO as well as virtually on the Northland Pines School District's YouTube channel.

The Northland Pines School District is committed to teaching students about Veterans Day, who veterans are and the countless sacrifices they have made for our freedoms throughout the year. Middle and High School teachers collaborated with the All American Kids Club to write individual letters to over 450 veterans on the Club's mailing list thanking them for their service and sacrifice.

Santa & Mrs. Claus' annual appearance in Eagle River



Ho ho ho!



December 4th Mr. and Mrs. Claus joined up with the Eagle River VFW to bring some holiday joy to the children of the Northwoods. Heartland's own Kathy Wawiorka and her husband Bubba, have been helping out at Christmas for the last few years. And according to the dynamic duo, they have loved every minute of it. The Eagle River VFW supplies treats and hot chocolate for all the kids and even treats for the animals that attend the event. The event is held in riverview Park in Eagle River with all the decorations and lights enhancing the park.

Merry Christmas to all!