

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

BY THE GAZILLIONS

In spite of the cold below-zero temperatures, the cars pulling snowmobile trailers made their way to Wisconsin's Northwoods and Lake Shore. "Ubiquitous" is the word that may describe the situation. Yes, they were everywhere, and folks had great fun!

A few weeks ago, I saw a snowmobile trail groomer whizzing down a trail adjacent to Highway 51 N. For a while, passionate snowmobilers were saying that the trails were getting to look a bit used, but then came the fresh snow. The 40° and 50° temps have put an abrupt end to the snowmobile season.

With today's modern sleds, snowmobile suits and helmets, the sometimes -15 to -20 degree temps didn't seem to cause avid snowmobilers much of a challenge. They just turn up the "thermostat" on their snowmobile suits and hit the trails.

Much of the State of Wisconsin saw their share of snow as the winter of 2021 – 2022 continues to make itself very apparent. Said another way, "Baby, it's damn cold outside!"

But the major advantage that the Northwoods and Lake Shore provide every snowmobile season is the literally hundreds, and hundreds of miles of groomed and very picturesque trails winding in and through magnificent forests, over hills and lakes and through the Northwood's beautiful "Winter

Wonderland" landscape. I doubt very much if there is a better place anywhere than Wisconsin's amazing Northwoods where Heartland makes it's home. We have been told that the new snowmobile helmets are capable of "blue tooting" Today's Country, Classic Hits or Real Rock to hundreds of snowmobilers dancing their way down the many Northwood's trails.

Passionate winter-loving snowmobilers are enjoying one of the best – albeit – coldest recent winters. The Northwood's offers picture book memories to all those who come up and ride the trails, so make some plans for next winter now as motels fill up quickly.

The other day, I saw three wedges of Canada Geese flying North, and a friend of mine said he saw a Robin in his front yard in Appleton. March 20th was the first day of Spring and I can feel things are starting to change...the snow and ice is melting. Cabin owners who want to get a head start are coming up and dusting the insides of their lake homes. I feel Spring is right around the corner.

But, I must confess, I heard a weather forecast on one of our stations the other day predicting more snow this coming week.

Soon the docks will be going in...then the boats. In the interim, folks are doing a little straightening of parts of their yards



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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

(where there is no snow) and seem to be smiling a lot more. It's always easier to smile when you are not shivering. We hope to see you up here in Wisconsin's famous Northwoods and Lakeshore this Spring and Summer.. It is a beauty you will never forget!

Happy Spring



Off To A Great Start Looking good after three months

"I am still trying to figure out what happened to 2021," said Heartland CEO Jim Coursolle, "...and here it is already March 2022. We have really 'nailed it' in the first two months of the new year!"

Coursolle said, "Our stations have responded to their community needs and sound terrific! Thanks to Mike, Steve, and Jim Franklin and their on-air teams. Our salespeople have capitalized on our award-winning products and have done well in selling marketing possibilities to area merchants."

The Heartland stations serve a possible 338,000 people in towns from Superior to

the Northwest, to Iron River, MI to the East...from Northern places like Bruce's Crossing and Ironwood in the UP to Tomahawk, Antigo and Hayward to the South.

In January 2022, that massive service area resulted in exceeding our Heartland company budget ending January 2022 at 103.4% and showing a solid 14.34% increase over January 2021.

In February 2022, always a shorter month to broadcast advertising, our Lakeshore Ashland and Northwoods' Eagle River regional stations posted a 101.9% budget resulting in a respectable 10.85% increase over February 2021.

As of this writing on March 12, 2022, the Heartland stations are pacing at 101% for March 2022 and should finish the first quarter of 2022 above their set first quarter budgets.

"I am very proud of all our great Heartland people who have worked extremely hard to recapture the significant loss of business caused by pandemic. We have lost some of our former sponsors who have chosen to not reopen their businesses after the pandemic, but our sales teams have done well in prospecting new replacement advertisers. We have done a good job thus far in 2022," said Coursolle.

Pres. Release

In a recent comment made by Florida Governor Ron DeSantis, when discussing the recent “science” state of affairs, he said, “So much of this is not science, it’s political science,” DeSantis said, this is “what the CDC has been operating under for many, many months.” This led me to think, so much of what the CDC has said lately has been contradicted, either by later-made CDC remarks, or by well-founded findings of an authoritative and reliable source unconnected to any agenda-driven government. Have you noticed that much of the government agendas today are all about instigating FEAR?



Jim Coursolle
President, CEO

FEAR is an amazing motivator...it works well especially when people are uninformed and just go with the crowd thinking that the “crowd” always has the right answer.

I think a better life quality or attribute is GRATITUDE. And at this very moment, I

am most grateful for the fact that it is March. On the 20th of March, SPRING begins! I am grateful for the fact that the minus 20 - 25 degree weather is mostly behind us...that it is a downhill slide toward spring and summer. Soon, I will be making bets with my wife about when the ice will come off our lake and when the loons will return. GRATITUDE for all the simple things; the “regular” things that add up to GREAT things!

This August, I will begin the final year of another decade in my life; I’ll be 79. And as I get older, I think I am finally figuring out how important all of those “regular” things are.



And I am certainly beginning to understand the increasing importance of dear friends and family. I am grateful that I really have two families. My biological family and my Heartland family; both have increased my GRATITUDE. When you are thankful for all God has made possible in your life, your trust in Him increases. And, when that trust increases, your FEAR diminishes. You trust that God has it all together for you and everyone else. My wife has one of those refrigerator magnet things that says, “Don’t fear tomorrow, God is already there.” I suppose so.

Try it... the next time you feel FEAR beginning to take over your thoughts, up-shift to GRATITUDE. Be thankful for that new chair you just bought or the flowers you received or were able to send. How about that grandkid who has all the answers for the time-being or the Culver’s gift card you got for your birthday?

For now, it’s that time! I am grateful that my K-Cup is flashing blue, meaning all I must do is press the button, listen for the gurgle, and help myself to what smells to be the best cup of coffee I have ever slurped in my life.

February Top Sellers



Sales Reps

Diane Byington	\$22,071
Tammy Hollister.....	\$21,626
Scott Larson	\$12,944
Deb Hunt	\$10,400
Shannon Anderson.....	\$9,340



BIRTHDAY “BROADCASTS”

MARCH

- 18th – Chris Oatman – *Eagle River*
- 29th – Steve Putney – *Ashland*

APRIL

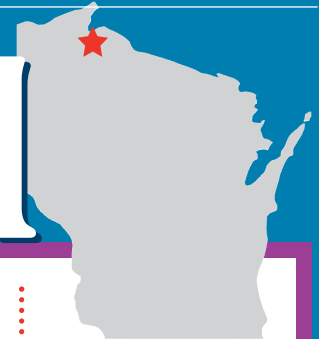
no birthdays this month

MAY

- 24th – Bruce Marcus – *Eagle River*
- 26th – Deb Hunt – *Eagle River*



Ashland



It's Shamrock Shake Season

By John Warren,
Ashland
General Manager

Once again this year Heartland Communications Radio Stations, WBSZ and WJHH stepped up to help raise money for the Ronald McDonald House. The annual event is sponsored by the local McDonalds Owner/Operators, whom donate twenty-five cents from each "Shamrock Shake" and "Oreo Shamrock McFlurry" from March 7th through the 17th. In 2021, the most recent Ronald McDonald House opened in Duluth Minnesota, which serves the Heartland North listening area.

Both WBSZ and WJHH got on board with the Ashland McDonalds to promote the fundraising event and sweeten the deal with \$10 "Arch-Cards" for



WBSZ's Rick St. Nick (Left), WNXR's "QBall" (Center), and (Right) WJHH's Steve Stone.

lucky listeners. As a thank you from the local McDonalds, breakfast was served with the delivery of Shamrock Shakes for the morning show hosts. In the previous seven years, the promotion has raised \$690,000 for the Ronald McDonald House charity.



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjhhfm.com
www.watwbaycountry.com



Steve Stone
Operations
Manager and
Program Director

Magic Stocking Supports The BRICK Ministries

Over the holiday season Coffey Oil teamed up with Heartland Communications Group to sponsor the Magic Stocking, an annual initiative that supports the work of The BRICK Ministries. Magic Stockings are placed in select area businesses before Thanksgiving and are in place through New Year's

Day. Holiday shoppers are encouraged to drop their change, checks, or cash in the Magic Stocking. Coffey Oil matches the donations dollar for dollar up to \$1,000 with proceeds going to The BRICK. This initiative is an important way to ensure that The BRICK is able to provide services throughout the year.

Heartland Communications is a small market radio group serving north-central and northwestern Wisconsin with ten AM and FM radio frequencies. Coffey Oil is co-owned by Jim and Wendy Coffey and John Coffey and is the parent company of Lakeshore

See **Stocking**, Page 5

Spring Home and Sport Show

After a two year hiatus due to COVID 19 The Heartland Communications Group Spring Home & Sport Show is set and ready to go on March 25th, 26th and 27th at the Bay Area Civic Center in Ashland.. We expect a very busy show as Heartland Communications Group – North will launch the \$100,000 cash giveaway. Our listeners will have a chance to stop by our booth and try to open the visible vault by taking their seven digit guess. Listeners can try one time per day at show. The visible vault will remain in the Market until April 25th, 2022, unless we have a very lucky winner before that.

High School Basketball Tournaments

Play-by-play action of High School Basketball is wrapping up, All area Girls teams have completed their season and the only Local Boys team left standing is the Northwestern Tigers. The regular season games and the tournaments aired on Heartland Communications Group North stations WNXR 107.3 FM & WATW AM 1400 and translator 101.3 FM and WBSZ 93.3 FM. Sports Announcers are Nick Gima, Chris Beeksma and Mike Granlund. Games were heard around the globe via live stream on wnxfm.com & watwbaycountry.com & wbszfm.com.

See **Basketball**, Page 5

Eagle River



By Mike Wolf,
Corporate Program Director

Coyote 93.7 and the Three Lakes Chamber of Commerce presented the inaugural Paddy's Plunge. This event was a 164-foot dash leading up to an icy dip in Maple Lake. Costumes were encouraged at the event and participants were able to warm up in a hot tub after their dip!

The Three Lakes Lions were on hand to supply beer and beverages to all who attended.

This event was also the kickoff to the town's March Mania, a townwide weekend of shopping, tastings, prizes, and activities.

Coyote announcer Jim Franklin was on hand at the events for a live broadcast.



Trish Keeley
Eagle River
General Sales
Manager

www.wrjo.com
www.mix96
northwoods.com

www.coyote937.com

WRJO Fish Fry Tour

The WRJO Fish Fry Tour is off and swimming for 2022. WRJO started the 2022 Fish Fry Tour at Ye Olde Shillelagh in Manitowish Waters and listeners were ready to get out and party. The Wheel O' Fish was spinning, prizes were flying out the door, and fish fry's were being gobbled up.

The Fish Fry Tour will run through May every Friday night between 5pm and 7pm and all the weekly locations are posted on WRJO.com.

Listeners are encouraged to come out to enjoy some of the best fish fries in the Northwoods and to win this year's grand prize; \$500 in gasoline, a guided fishing trip for 2 from Dewey Catchem' and How in Minocqua, and two fish fries from every location on the tour. Listeners also have a chance to win the very popular Fish Fry Tour T-shirt.

This event has become a WRJO staple added to the spring and summer events that listeners and staff look forward to attending.



Mike Wolf
Corporate
Program Director



Jim Franklin
Program Director

It's Time to Spring Into Summer

WRJO and Furniture and Mattress USA are giving listeners a chance to win our spring prize

package including... ~ Two Legacy Trees - planted, Foley's Tree Service ~ Gift Basket w/ Overnight Stay and Rental, Let's

Minocqua Visitors Bureau and Chamber ~ Hotel Package w/ Double Queen Suite,
See **Summer**, Page 5

909 N. Railroad Street, P.O. Box 309, Eagle River, Wisconsin 54521

Eagle River: Win \$1,000 in Groceries on Coyote 93.7

Coyote 93.7 and the Ojibwe Market in Lac du Flambeau are giving listeners a chance to win \$1000.00 in Groceries.

Listeners are encouraged to Monday thru Friday between 6am and 6pm for our \$1000.00 Grocery Giveaway sounder. When it plays, we will announce during it, that day's keyword. Listeners are instructed to make note of the keyword and text it to us via our Coyote 93.7 Text Club. All texts that are received with the correct keyword will be entered to win our \$1000.00 Grocery

Grand Prize in a general drawing on Coyote 93.7 April 11, 2022. Along with that, we will be drawing once a day from our daily text entries one name to win a daily prize provided by that week's business sponsor.

To be sure listeners are ready to win, they are encouraged to sign up for the Coyote Text Club by going to coyote937.com. With the rising costs of everything; Coyote



93.7 is trying to lighten our listeners financial impact to their home and family budget.

Summer, from Page 4

2 - \$10 Free Plays & 1 - \$20 Cafe Coupon, Mole Lake Casino & Lodge ~ 2 Adirondack Chairs, Murphy's Furniture and Bedding ~ 1/2 Face Cord of Wood, Wickman Construction ~ Gift Certificate, Northland Clothing Company ~ Outdoor Grill ~ Portable Firepit ~ Over \$300 in Area Restaurant Certificates. To qualify to win the Grand Prize, listeners are encouraged to stop at contest spon-

sors and sign up to win this Grand Prize at Furniture and Mattress USA on April 30th. WRJO will also be doing live broadcasts at sponsors and giving listeners a chance to earn an extra one up to 50 extra entries at each live broadcast with our WRJO Dice Box.

The Northwoods is awaiting the return of spring and summer and this contest is filled with prizes to encourage listeners to look forward to being outside in the sunlight and warmth again.



Ashland: Heartland Communications Group North Sales Team Knocks It Out of the Park in 1st Quarter of 2022

Congratulations to Tammy Hollister, Shannon Anderson and Tyler Ostman on reaching the Sales Goal for 1st Quarter of 2022.

On March 4th 2022 the Ashland Sales Team was 99.6 % off goal for the month. Thank you for your hard work! It's a Great way to start 2022!

Basketball, from Page 3

A huge thank you to our Front Office Manager, Marion Warren and Operations Manager Steve Stone for their best efforts in keeping

all these games straight with COVID 19 cancellations, snow storms, ice storms and rescheduling of numerous games. I know it's been a real challenge to say the least.



Front Row (L to R) Shannon Anderson Heartland Communications Group Account Executive, Tammy Hollister Heartland Communications Group Account Executive, Back Row (L to R) and Jim Coffey, Co-Owner of Coffey Oil. Julie Stipetich, President of The BRICK Ministries, Lorri Mattes Treasurer of The BRICK Ministries and Executive Liz Seefeldt, Executive Director of The BRICK Ministries.

Stocking, from Page 3

Holiday West fuel and convenience store. Both the Coffey's and Heartland Communication have been supporting The

BRICK Ministries with the Magic Stocking every year, ensuring that The BRICK continues to serve the low income residents of Ashland and Bayfield Counties.