

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

Heartland Revenue Exceeds 7% Growth for 4th Consecutive Month

By obtaining August 2012 revenue of \$245,135, Heartland recorded the fourth consecutive month of Heartland sales exceeding \$225,000 and 7% growth over the same comparative months of 2011. Exceeding monthly sales of \$225,000 has happened only five times in the last three years (since August 2009) and four of those months were in 2012, according to Heartland CFO Deb Josephs. Heartland had 2012 revenues in May of \$228,356; \$251,907 in June; \$232,578 in July and \$245,135 in August.

The irony is that the August 2012 budget of \$255,382 was missed by \$10,247, yet August 2012 actual revenues were 11% higher than August 2011 actual revenues. Current Heartland corporate budget requirements are for a 7% increase each month over the previous year's same month. In August 2012, budgets were set at 16% higher than August 2011 actual revenues or 9% higher than the corporate budget requirement of a 7% increase over August 2011 actual revenues.

"August 2012 budgets were set by management (in some cases, previous GMs) and approved by corporate at 16% higher than August 2011," according to Jim

Coursolle, Heartland CEO. "Budgets are always prepared by the GMs and then approved by Deb and ratified by me. Several market budgets were 'back-loaded' meaning that less than the required 7% revenue increase was set in the first or second quarter months with the differences projected to be made up later in the year. That's always a challenging situation, but it is the opinion of Deb and I that the GMs know better than we do regarding monthly budgets. Micro-managing budgets is not in Heartland's best interest, but I think this year we will encourage the GMs to aim for a 7% increase over 2012 for each and every month throughout the year," Coursolle said.

A breakdown by market of August 2012 revenues as compared to August 2011 revenues is:

Park Falls:	32% higher
Iron River:	21% higher
Ashland:	9% higher
Eagle River:	1% higher

Heartland, as a company, reached 96% of the set August 2012 budget of \$255,382. Park Falls excelled at 115%; Ashland came in at 96%; Eagle River was at 95% and Iron River at 84%.

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Jim Coursolle, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
editor and publisher



www.heartlandcomm.com

Collections Top 84% - Highest on Record

Accounts receivable collections were the highest on record since we began daily spreadsheet tracking in June of 2011. 84.2% of all outstanding accounts receivable were collected since Au-

gust 1, 2012.

"This is excellent progress and is an indication of the hard work all GMs and reps have put into this effort. It also indicates the belief everyone in sales at Heartland has

in being paid for their hard work.

When Diane and I purchased the company in May of 2010, Heartland was collecting 42% of its receivables," said Coursolle, Heartland CEO.

Sales, Programming and Management to Meet October 3rd and 4th

The All-Company Sales Seminar and Programmers Meeting will take place on October 3, 2012 at the Eagle River Inn,

Eagle River, WI. Sales people from all four Heartland markets will meet to discuss such topics as "Building Your Base (and Pocket-book) With Advantage Systems" and "Prospecting Methods: Tried



Frank Kulbertis
Advantage
Systems executive



Neil Roberts
marketing
consultant

& True and Some New" will be presented by Advantage Systems executive, Frank Kulbertis.

Also on hand will be Bill Schwartz and Jeff Davidson from Inter-Quest to further outline how to sell and make money by selling and bundling websites for Heartland advertisers. Inter-Quest produces many web-



Bill Schwartz and Jeff Davidson of Inter-Quest.

sites nationwide for Advantage Systems' client's radio advertisers.

Former Heartland General Manager, First National Bank Vice President and Consultant Neil

Roberts will illustrate how Social Media can be incorporated into the Heartland sales process as an excellent sales tool.

See **Seminar**, Page 2

Pres. Release

Last month when I was up in the Heartland markets, I noticed an occasional tree changing with bright red leaves; this morning, three and a half hours to the south of the Northwoods, I caught a glimpse of some changing leaves as well. I'm not ready to give up summer just yet, even though the Packers took to Lambeau and the 49ers this weekend.



Jim Coursolle
President, CEO

At WRJO morning person, Amy Lynette's wedding in Eagle River, I heard some "younger" people mention to me that they had wondered where the summer had gone. In my opinion, I will not miss the day-after-day 90 degree weather (with little rain in my hometown). I'm an 80s kind of guy – perfect weather for top-down cruising to Culver's or Mickey D's.

September and October have always been challenging months for our Northwoods radio stations. The cabin owners have gone so they can get their kids in school and many business owners, not re-

alizing the millions of available dollars to be had by the "hanger-rounders," may have flown the co-op as well.

Heartland sales reps tell me that they have gotten pretty good over the years in turning over rocks and finding customers. Talking with the Heartland GMs, we are pacing well for September and October and everyone felt this would be a good September and October (and don't forget the politician's contribution as well).

I want to salute our sales team, WE will do well – not because of any roaring economy, that's for sure – but because WE have all learned that WE create our own circumstances... WE did and will continue to build our business!

Heartland has set some pretty impressive records lately in a weak economy and in an area that struggles for jobs for our people. This very-well-done performance happened because WE decided – as a team – to roll up our sleeves and WORK TO MAKE THINGS HAPPEN.

WE didn't expect to wait around for someone or something else to make it happen for us. WE DID IT AS A TEAM AND ON OUR OWN.

I am darn proud of the Heartland team and effort. WE are the REAL DEAL!

To further hone our efforts,

Heartland sales, programming and management will come together in our corporate headquarters of Eagle River as a TEAM to further explore ways to enhance our revenues and income on October 3rd and 4th.

Frank Kulbertis, Advantage Systems, Jeff Davidson and Bill Schwartz from Inter-Quest and consultant Neil Roberts will be on hand along with our Heartland management team to bring new ideas to the table.

We will learn together to become better at what we do for our Heartland communities, for our state and country and for ourselves.

Deb Josephs tells me that budget kits are being prepared and will arrive in September. Again, even thinking about 2013 some-

what perplexes me... but it will come for sure and our budgets will be ready (maybe we will even set an example for our "no-budget" U.S. politicians?

Diane hopes to join me for my September market visits so she can see the Northwoods' autumn beauty; I'm really looking forward to it as well. Enjoy the autumn "colors" especially the Packer "Green and Gold" and Badger "Red and White."

Autumn is a great time of year and an early "peek" tells me this year will be quite spectacular for picture-takers in the Northwoods! I can smell the burning leaves, the popcorn and hot coffee at high school football games and the smoke and aroma from an autumn BBQ. I really love this time of year!

Seminar, from Page 1

Heartland Vice President and General Managers Scott Jaeger and Jim Hodges wrap up the day with "The Radio Advertising Bureau – A HUGE Asset (if you use it)." According to Hodges and Jaeger, there is a "goldmine out there" that can be found using RAB tools on a regular basis.

The Sales Seminar will run from 9:00 AM until 3:30 PM.

Mike Wolf, Heartland Corporate Director of Programming will lead

programmers Skip Hunter, Joel Karnick and Mo Michael in session down the hall from the sales reps. On tap will be discussions on current and future programming, promotions and product techniques.

On Thursday, October 4, 2012, Heartland's four GMs and CEO Jim Coursolle will meet at the Eagle River Inn with Frank Kulbertis to discuss the 2013 Advantage System program and other topics relative to Heartland's growth in 2013.

August Top Sellers



Market Managers

Scott Jaeger	\$23,697
Darla Isham	\$22,591
Dan Wheeler.....	\$19,238

Sales Reps

John Warren	\$28,787
Trish Keeley	\$25,865
Amber Sarafiny.....	\$19,094
Tim Zier	\$17,708
Sandy Berg.....	\$13,705

BIRTHDAY "BROADCASTS"

SEPTEMBER

- 3rd – Susan Baker – Ashland
- 3rd – Joshua Hawn – Park Falls
- 10th – Jim Hodges – Eagle River
- 14th – Jim Hedican – Ashland
- 14th – Wendi Ell – Corporate
- 24th – LuAnne Wroblewski – Eagle River

OCTOBER

- 25th – Mike "Wolf" Ell – Eagle River
- 28th – "Skip" Hedican – Ashland



Corp. Address

Tech Talk

Mining Meeting Fund Raiser

Hearthland CEO, Jim Coursolle attended a mine meeting and fund raiser on August 28, 2012 in Hayward at the home of mining-proponents Ed and Shirl LaBarre..On hand were pro-mining Wisconsin State Representative Mary Williams and Wisconsin State Senator Jerry Petrowski.

Much discussion took place on the proposed GTAC Mine for Northwestern Wisconsin. It was said that the November election in Wisconsin should bring about enough state Senate votes to get Assembly Bill 426 passed in the Senate. It is expected that when that bill passes, Governor Scott Walker will immediately call for a vote. Once the bill passes and is signed into law, the course to carry the mining bill forward is a one year "pre-application" process. The permitting work could actually take up to two years. Minnesota and Michigan's mining process is in the 150 to 180 day range.

Mine construction could begin as early as 2014/2015. 3175 construction jobs with 200 on-site are expected. The mine is expected to create 2800 jobs during the initial mine operation with 700 on site. At least 5,668 jobs are expected at peak mining capacity with 1400 on site. The current Iron County employment is now at 1,543 jobs. Mining jobs are estimated to pay \$82,000 per year (\$60,000 in wages and \$22,000 in benefits).

Many are reporting that when the GTAC Mine becomes operational, Northwestern Wisconsin will become more vibrant than North Dakota; some say it will become the most exciting financial area in the entire country!

According to Heartland CEO Jim Coursolle, the GTAC Mine will be an almost unbelievable boon to the area bringing many new businesses that will advertise on our Ashland, Park Falls and Eagle River stations. The impact will be felt as far East as our Iron River, MI market; studies show that the Iron River market will be affected by the mining operation as well.



Jim Coursolle, Heartland, Rep. Mary Williams, Sen. Jerry Petrowski.

DUST, DIRT AND HEAT...

As the hot weather is subsiding the problems with overheating start to pop up. It's been a busy summer. So far Park Falls and Iron River WI have needed ventilation problems addressed and thank goodness it wasn't a total meltdown for the transmitters. But, like the opening line reads heat over time makes electronics weaken and when they get to a certain point, failure. As was the case in both Iron River, WI and Park Falls. Both sites had major issues this past year and many parts needed to be replaced but, with Leland's help, I can say all are working very well now. So here goes my fall rant on keeping filters and fans clean on transmitters, PCs, receivers STLs, etc. Anything that has a fan or filter needs regular cleaning. So everyone let's dust off those electronics and transmitters at least once a month and every one will run happily.

The heat not only affects transmitters but towers as well. Earlier this year Jeff had to get a tower crew to replace an STL element for WIKB. Now we are needing to replace the opposite end. That tack should be completed in the next few weeks. And speaking of STL's, the second hop between the WRJO studio and the tower died over the Labor Day weekend. Fortunately Jeff had both a transmit and receive Mosely set from the WIKB STL problems that had been refurbished. Jeff replaced the transmitter to get WRJO back on the air. Leland and I made the trip south last week and installed the Mosely receiver at the WRJO tower. Mike Wolf had reported a hiss in the signal after Jeff installed the Mosely unit. After a few minutes tickling the ORBAN 2100A at the studios I'm pleased to announce the hiss is gone and the overall loudness and frequency range of the music was greatly improved. I believe that we must strive to dominate the air waves and be just as loud (or in WRJO's case) even louder than the competition. Park Falls is next on the list for tweaking of audio processing, we got a new processor in at WIKB early this year or late last year and I think it rocks, well, has got umpf anyway for a country station.

Last December Darla's tower lights went completely out. Thank goodness for having a tower crew in my rolodex that will drop everything and come to the rescue. At the beginning of August the tower lights went out on the Ashland tower, thankfully it was just the bulbs that failed. Those bulbs had not been replaced since around 2000! I think I was overdue on the relamp.

Now just last week while installing STLs at WRJO, lightning might be the culprit but a tower lamp, one of the side makers is out. Tower crew is on order and WRJO should be lit up completely in less than two weeks.

Here are shots from Midwest Tower out of Hudson, re-lamping the Ashland tower and tensioning the guy wires.

So let's beat the heat and check filters and fans once a month!



Skip Hunter
Corporate IT,
Engineer



Ashland



“By The Big Bay”

GM NOTES...

By Scott Jaeger, GM WBSZ/WN XR/WJH

You know, sometimes you get these stretches where it seems like it's the, "same old, same old," going through the motions, and nothing new is happening. Well it certainly hasn't been the case this past month in Ashland. This past month has been a heck of a lot of fun! We were involved with just about all of the county fairs, Gogebic, Bayfield and Ashland County fairs. Thanks to Skip, Q Ball and Mark for the remotes and the time spent there.

We then slid into the Senior Expo on Wednesday August 22nd sponsored by Memorial Medical Center, Ashland Health and Rehab, UCARE and Heartland Communications. We had sold 46 different vendors, there was plenty of activities for the Senior Citizens including free screenings, demonstrations, food and a polka band from 12 noon to 2 p.m.!

But the true highlight of the Senior Expo, was when our illustrious leader, Mr. Coursolle made a bee line over to the Democratic Party's booth, and not shyly, may I add, introduced himself as the "OWNER OF HEARTLAND COMMUNICATIONS AND THE VOICE ON THE EDITORIALS!!" Oh to be a fly in their Senior Expo booth!

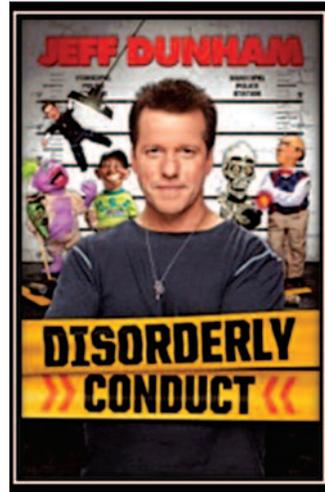


For Me, it's been an extra fun month. I was able to work the promoters on a Josh Turner concert coming to the D.E.C.C. in Duluth. I snagged some tickets, put some on the Shopping Show, but turned 4 tickets into getting a new client, the Branding Iron Pub in Hurley on the air. We set up a two-pair ticket registration and gave them away on September 6th during the Grand Opening. Super PR for us as he thanked us up and down in front of the entire crowd!

Then I was working on the Jackson Browne concert, also at the D.E.C.C in Duluth. Grabbed 10 tickets for that show as well and had some fun with those on the Shopping Show!



I also found out that the comedian/ventriloquist, and one of my absolute favorite entertainers, Jeff Dunham was coming in November. I love Jeff Dunham and all of his characters, "Jalapeno on a Stick," "Walter," "Bubba J," "Achmed" and "Peanut." I was able to get some tickets for on-air giveaway on Z93! What a great response we had on those! I also received an autographed photo of Jeff Dunham and all his little buddies for my office!



Now this week, I nailed down 10 tickets to the "Celtic Thunder" concert coming to the D.E.C.C. in October. Then I received a call from one of the promoters to put something together for the huge "MANNHEIM STEAMROLLER CHRISTMAS CONCERT."

The only thing I struck out on was Jerry Seinfeld and the tickets were flying out so fast it was crazy!

I guess this is why we love radio sooooo much! What a blast lately! Oh, I almost forgot, we had our Ironwood Battle of the Bands (Saturday, September 8th), great rock bands fighting for over \$3,000 in prize money!

Susan Baker got involved in the "BIG TAP BEER-FEST" at Big Top Chautauqua in Bayfield. There will be over 50 different brews to sample, live music all day, great food and even a Home Brewing competition!

On Sunday, September 9th, Renee sold a KICK OFF tailgate party to a new restaurant in the area, Sammios Italian Restaurant. We have a live broadcast I will be doing, to kick off the Packer season!

I hope everyone had a great Labor Day weekend, I know we did. Real quality time with the family and new grandson!! What will September bring?.....stay tuned!



Scott Jaeger
Ashland
Market Manager

www.wbszfm.com
www.wnxrfm.com
www.wjihfm.com



Skip Hunter
Ashland
Program Director

Eagle River



GM NOTES...

By Jim Hodges, GM WRJO/WERL

On the day after Labor Day, I did what I always do each morning before work. I walked in to McDonald's for a soda and said "hello" to the group of retired folks who hold court each day chatting about anything and everything and solving nothing. They are a fun group, much like the ones at McDonald's in every town in America, who do the same thing each day. One of them said, "Well, the tourists are gone and now we've got our town back." I admit Eagle River wasn't as crowded with morning traffic as it

had been over the summer and it reminded me of the mindset and challenge we face in changing the perception of people and retailers, that is, when the tourists go home, their money goes with them.

To combat this perception, I've started a series of on air tutorials on why businesses should continue to promote with a "Why Advertise" campaign on both WRJO and WERL. It reminds business owners scaling down their advertising program is a mistake. There are over 200,000 year round residents in the Northwoods who spend their hard earned money every day. Our area Chamber of Commerce, local volunteers and organizations have worked hard to pro-

mote our area events, festivals and outdoor sports that have changed the area into a year round destination and great place to live, work and play.

Account Executives are voicing "Why Advertise" campaign messages reminding businesses radio ads are like sales people in the field; they help build store traffic, move more merchandise, turn over inventory, build cash flow and help pay off their business loans faster. I learned this from Dave Gifford at an RAB sales seminar. Now, our business community needs to be reminded of these things and that "business goes where business is invited." Dave said, that, too. When used properly, radio works!



Jim Hodges
Eagle River
Market Manager

www.wrjo.com

HAPPILY EVER AFTER...

By Mike Wolf, PD WRJO/WERL

Well as the summer winds down, you would think that the event schedule would wind down as well. That however is never the case in Eagle River. We are just hitting our stride and ready to finish up the year in a big way with two huge events to follow, Minocqua's Beef-A-Rama and Eagle River's Cranberry Fest. These two events will bring tens of thousands of folks to the beautiful Northwoods.

But one event took place that make these two events shudder in comparison. An event, over two years in the making that brought hundreds of thousands of people to the area. An event that brought in paparazzi from around the world on foot, in hot air balloons, in blimps, even on pontoon boats. An event so BIG that roads were shut down, air space was closed, and Repub-



lican and Democratic campaigning was stopped as a show of respect. An event that brought calendar producer presses to a halt until the day was added as a national day of celebration.

The day? The wedding of WRJO's own Amy Linnett to her husband Dick.

Congratulations to Amy and Dick as you set off down a new road in life. May you live happily ever after.

A handsome group. Although not verified, the group standing up in the wedding party, because of the great prestige of this great event, was said to have paid for the honor of being in the wedding party.



Mike Wolf and Amy Linnett in full Beef-A-Rama gear.



Amy and Dick sharing a dance after losing some of the wedding attire.



The first stop of the honeymoon. Next time you see Amy; ask how she and her new hubby got into the park for free? And why there are no people, except for the presidents, in the background of this photo.

WRJoldies
94.5 fm

FREEDOM TALK 950
WERL



Mike Wolf
Corporate
Program Director

Iron River



WELCOME ABOARD

Hi. My name is Jeanne Callovi. I am the newest addition to the WIKB/WFER family here in the Iron River sales department. I was born and raised right here in Iron River. I live just a few short blocks from the office with my boyfriend and my 2 cats. I graduated from West Iron County High School in 1988 and have stayed working in this area. I was employed by Krist Oil Company for 20 years and then went to work for the Iron County Medical Care Facility and left them to become part of the crew here at Heartland Communications. I enjoy the outdoors and doing things outside like camping, hiking and going for walks and hanging out with friends and family. I am excited to become part of this family here at WIKB/WFER Heartland Communications Group.



END OF SUMMER BLUES FEST



End of Summer Blues Bash included different types of vendors including, jewelry, kids tickets, T-shirts, jerseys, license plates, antiques and "The End of Summer Blues Fest" T-shirts. There were hamburgers, hot dogs, Italian beefs, Chicago & polish dogs, rib sandwiches & pulled pork on hand.



Dan Wheeler
Iron River
Market Manager

www.wikb.com

GOOD MORNING, TELEPHONE TIME

As the old saying goes, home is where the heart is, and, with **Telephone Time**, the longest running radio talk show in Upper Michigan, it is only a telephone call (or internet stream) away!! Calls from all around the country... Round Lake, Illinois... Lake Zurich, Illinois... Boulder Junction, Wisconsin... Joliet, Illinois... Hazelhurst, Illinois. This was the month of callers from Illinois!! The following is just a sampling of what we "get" to hear every day:

... A man called wanting to sell his donkey.

... A woman called, she lost her horse... called back a little while later and said she got a call after she was on TT and they found her horse. Yea!!

... A lady called and they lost their hairless, dog... poor thing's got to be chilly with this cooler weather we've been having. Haven't heard if she found him... I sure hope so!

... A lady called looking for a chicken plucker; not a person, but some sort of tool!

... One of our advertisers called needing to borrow an 8 foot table for the Blues Fest; he called back and let us know that he traded 1 pound of fudge for the table he needed!

... A man called and said his friend moved and left him a chest freezer full of frozen food; wants to sell the freezer with all food included! That's an iffy one!

... A man called looking to purchase a spotted donkey... I wonder if the previous caller with the donkey for sale could paint some spots on his donkey!! Just a thought!

Stay tuned for next month's edition of "GOOD MORNING, TELEPHONE TIME"!

MO ON THE RADIO

By Mo Michael, PD WIKB/WFER

It was my pleasure to host another successful radio-thon during "Telephone Time" on Friday, August 17th. In a mere three hours, listeners again astounded me with their generosity. We raised over \$3,000 for the Northwood's Animal Shelter. Many of the donations from listeners came with a dedication to a pet that had

passed away or a pet that had been adopted at this shelter or others. The Northwood's Animal Shelter relies almost completely on donations and volunteers to help stray dogs and cats find new owners and homes and pay the bills. We even had a dog here at the station who wrote me a letter I read on the air, look-



Iron County Chamber Director Bob Black handing the prize to the 1st annual Bluesberry Pie Eating Contest winner. All part of the 1st annual End of Summer Blues fest held the last week of August in Alpha, Mich.

Bob Black and WIKB/WFER GM Dan Wheeler. Next year we are planning for it to take place on August 24th at the pavilion in Alpha.



ing for a new home, amazing! It's a great thing that WIKB goes to the dogs and cats every year for this fundraiser. If you are ever looking for a new furry friend and you are in Iron River, Mich., stop by the Northwood's Animal Shelter on Selden Road and tell them, "Telephone Time" sent you.



Mo Michael
Iron River
Program Director

Park Falls



TIME OUT FAMILY ABUSE SHELTER FUNDRAISER

By Joel Karnick, PD WCQM/WPFP

For the 7th big year, 98Q Country's Morning Man Joel Karnick stayed up all night on the front lawn of the radio station to raise funds and awareness for the Time Out Family Abuse Shelter.

Once again, the event was a huge success, bringing in nearly \$10,000 in donations and pledges.

The event has now raised nearly \$80,000 in just 7 years.

To help bring validity to the fundraiser, Joel was joined by Time Out Price County coordinator Andrea Jean, Price County Sheriff Brian Schmidt, and domestic abuse survivor Sarah Engle, who was shot in the face five years ago by her husband in one of the worst domestic violence cases in the history of Price County.

The entire 98Q Country staff pulled together to make the event a success. Plus, the presence of 98Q in the community was very evident, with all the activity and lights on the front lawn of 98Q.



GM NOTES...

By Darla Isham, GM WCQM/WPFP

Here we are, it's September, the vacationers are back home and the kids are in school. What now? Now more than ever especially here in the Northwood's, local businesses really need our expertise helping them to stay focused and to keep investing in advertising and marketing their business. I was reading an on-line article that this month, when the National Retail Federation surveyed consumers with school-age children, less than 8 percent had completed their back-to-school shopping, the lowest figure in four years. More than a quarter of respondents said they had not done any shopping, and by that point, school had already started. According to the survey when asked "Where do you anticipate you will do the remainder of your Back-to-School shopping?" Consumers 18 years of age plus chose these top 5 categories; Discount store 59.6%, Department store 54.4%, Clothing store 42.9%, Electronics store 13.7%, Online 27.2%. This may be some useful information you may want to share with clients.

Recently, our Park Falls market sales team has heard rumblings on the street from restaurants that Saturday night's business is down. So our team developed a 13-week co-op campaign that will impact Saturdays with frequency... starting in the a.m. and running to 4 p.m. every Saturday with a message that will tell folks that they have done their Saturday work and now it's time to let someone else do the cooking for dinner! We have just started selling it but it is being received really well.

Saturday, September 8th we are having our Sr. Health & Leisure Expo partnering with our Local Flambeau Hospital and many local businesses as well are participating with at least 15 different types of free health screenings available throughout the day. I have to give a special mention for the First National Bank of Park Falls and Phillips who is providing a free soup and sandwich lunch during the event. I'll have lots of pictures for next month's issue of our newsletter.



This picture was take a few weeks ago in Park Falls at The Chequamegon Canoe Club. Do you know who Darla is photographed with? E-mail me and take a guess, darla@wcqm.com. Park Falls staff is exempt for this trivia question.



Darla Isham
Park Falls
Market Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director