

HCGazette

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

Heartland Stations Sales Staffs Meet in Eagle River

The Heartland All-Company Sales Seminar brought Heartland salespeople to Eagle River on Wednesday, October 3, 2012. "It was a great day and my sales staff really enjoyed and learned," according to Darla Isham, General Manager in Park Falls.



Frank Kulbertis

The day began with Frank Kulbertis, Advantage Systems, who spoke about "Building Your Base (and Pocketbook) with Advantage Systems." Frank returned in the afternoon for an encore with a session on "Prospecting Methods: Tried and True and Some New." Heartland CEO Jim Coursolle remarked, "he was really amazed by the leads generated by website "SuperPages.com." Kulbertis showed the Heartland reps a way to put in certain categories (building supplies, clothing, auto, etc.) and then insert a mileage parameter to bring up dozens of leads that many didn't even know existed. "It was remarkable," said Coursolle. Kulbertis also highly touted "referrals" and added it was the way most industries generate leads, yet the radio business – for some reason – seldom uses this process. Kulbertis had a lot of ideas that could begin generating money the day after the seminar, according to Jim Hodges, Heartland Eagle River GM.



Neil Roberts

Heartland alumnus Neil Roberts, who now acts as a consultant for all Heartland stations, really brought

home the need for Heartland sales reps to increase their usage of "social media" such as "Facebook" and "Linked In." Neil will be making the rounds of the Heartland stations in the fourth quarter to personally instruct individual reps in each market on the "how-to" of using social media for profit.



Jeff Davidson and Bill Schwartz

Jeff Davidson and Bill Schwartz, owners of Inter-Quest, a major IT firm headquartered in Beaver Dam, WI, made a return performance emphasizing Heartland's sale of custom websites to Heartland clients throughout the Northwoods and UP. Jeff and Bill offered to be of assistance to anyone needing answers on an individual basis. Coursolle said, "Bill and Jeff have always been more than helpful, offering to assist any Heartland sales rep who had a question or need – all anyone has to do is call them!"

Ending the day, was Hall of Fame broadcaster, Marty Green, a successful manager, sales manager and salesperson from Eau Claire, WI. "I've known Marty for over 35 years... he has reached the "top of the mountain" in broadcasting," said Coursolle. Marty used the Lombardi method of teaching basics (blocking and tackling) and had several handout sheets offering Heartland reps pointers on how to increase their personal sales and income. Green finished the day with an amazing sales video featuring Green Bay Packer legend Vince Lombardi teaching sales. The video pictures of Lambeau Filed in the 60s and the actual and lengthy footage of Coach Lombardi acted as the perfect finale to a very profitable day.



Marty Green
Hall of Fame
broadcaster

In This Issue

Page 2 . . .
Pres. Release

Page 4 . . .
Ashland News

Page 5 . . .
Eagle River News

Page 6 . . .
Iron River News

Page 7 . . .
Park Falls News

Jim Coursolle, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
editor and publisher



www.heartlandcomm.com

Heartland Programming Staff Meets at the Eagle River Inn

On Wednesday afternoon, October 3, 2012, the Heartland program directors, lead by Heartland Corporate Director of Programming Mike Wolf, came together at the Eagle River Inn to discuss the Heartland product: our sounds and formats.

See Meeting, Page 3

Pres. Release

I am sure that the November election is about a lot of things, but to me and the Northwoods, the primary thing it's about is J-O-B-S! Bills are hard to pay; young people are hard to keep around (after our towns have paid for their educations through our tax dollars) and progress is hard to realize without J-O-B-S!

As an employer – and I try to “lose” that term because I much prefer to be considered a team member or team leader – there are certain things I can and cannot say or do. The Wisconsin Broadcaster’s Association has been kind enough to advise its members on “Employer Political Activity Guidelines.” That’s completely fair as all of us have the right to our own beliefs.

Some of these guidelines that caught my attention are:

Identify issues that matter to the business.

Explain to employees how those issues affect the business.

Request that employees take ac-



Jim Coursolle
President, CEO

tion on issues by contacting elected officials.

There are a few others, but let me concentrate on the above three for now.

Most of what I am going to say is pretty much common sense. Some of you have heard it before, but it is worth reiterating.

The Northwoods of Wisconsin and the Upper Peninsula of Michigan need J-O-B-S! Our unemployment rate is higher than the state average and much higher if those that have given up hope and quit looking are taken into consideration. The most important chance for changing the unemployment situation in our area is the proposed GTAC Mine. In “Phase 1” of that mine, it is estimated that there will be 2,834 jobs created. In “Phase 2” of that mine, there will be 5,668 jobs created. There will never be another opportunity like this in our lifetime for good-paying jobs for our area.

We hear certain politicians throw around the term “responsible mining.” Mining provides J-O-B-S in the neighboring states of Minnesota and Michigan. Are these states irresponsible? Why can these two states find a way to provide their people with mining employment opportunities and good-paying J-O-B-S when Wisconsin cannot? Is the environment of these states being compro-

mised? That case would be hard to make in Minnesota with the Boundary Waters Canoe Area just adjacent to the Minnesota Iron Range. That case would also be a hard case to prove in Michigan where the UP is one of the most beautiful areas in the US.

So why is Wisconsin denied the opportunity to provide its people good-paying J-O-B-S through mining? The only answer most major news outlets in Wisconsin have offered to that question is: It's all political.

It is time for you folks, as voters in this November's elections, to take matters into your own hands and speak your mind about J-O-B-S.

As an employer who knows that the future of our great Northwoods and UP lies in our ability to create J-O-B-S which directly affects “health” and viability of all present and future business including our Heartland radio stations, I am allowed to ask you to identify those people running for office that will work toward doing what is necessary to make the proposed \$1.5 billion GTAC Mine and its J-O-B-S, a reality. So-called “responsible mining” is “REALITY MINING,” meaning that there is no mining until politicians create legislation that will allow mining to become a “reality.” If Minnesota and Michigan can se-

lect politicians who know how to make mining and J-O-B-S a reality, then I think Wisconsin can and should do the same thing. Actually, I've never really met anyone who disagreed with that statement... except for some politically-motivated politicians.

It is time to set politics aside and put our people and future J-O-B-S in the forefront. When you vote in November, please understand that the financial health of this entire area including Heartland Communications Group, the company that you work with, will be greatly affected by the outcome of November's election. Please do all that you can to support politicians who support J-O-B-S for the good people of the Wisconsin Northwoods and the UP of Michigan.

Thank you.



September Top Sellers



Market Managers

Scott Jaeger	\$20,968
Darla Isham	\$18,048
Dan Wheeler.....	\$15,945

Sales Reps

John Warren	\$32,223
Amber Sarafiny.....	\$18,190
Trish Keeley	\$16,974
Sandy Berg.....	\$13,842
Tim Zier	\$11,344

BIRTHDAY “BROADCASTS”

OCTOBER

15 th – Jordan Koski – Park Falls
25 th – Mike “Wolf” Ell – Eagle River
28 th – “Skip” Hedican – Ashland

NOVEMBER

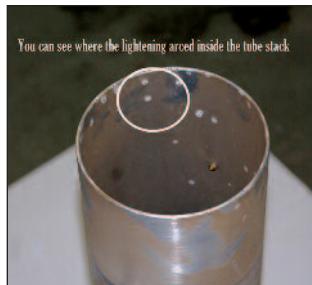
5 th – Ray Poetzl – Park Falls
8 th – Deb Hytry – Corporate
8 th – Ralph Faucher – Eagle River
20 th – John Warren – Ashland



Tech Talk

"PUTTING OUT FIRES" ...

The last two months has been fire after fire to put out in engineering. So not to bore you with all the details, I thought I would share pictures of what a bolt of lightning does to an FO transmitter tube cavity. (the last part in the chain before going out the antenna).



Skip Hunter
Corporate IT,
Engineer



This is Lexan, basically bullet and melt proof, it holds the tube stack in place.



This is the tuning bellows above the tube. This melted and missing.



Meeting, from Page 1

Skip Hunter, Ashland who also is Corporate Director of Engineering and IT; Joel Karnick, Park Falls; Mo Michael, Iron River; and Mike Wolf, Corporate and Eagle River, discussed various ways and ideas to improve upon the ten Heartland stations. Joining the program directors was Jeff Bonno who assists Hunter with engineering and is the chief engineer in Eagle River and Iron River.

There were several hot topics of the afternoon meeting. The first of which was how the Heartland news department delivers news and the content within. Bruce Marcus, Heartland News Director was on hand to give his viewpoint. It was pointed out that "it would be nice for station employees attending public events to carry .mp3 players for live actualities." Marcus also complimented, but asked for continued communication on news stories in market areas to keep him informed so he can make more contacts to broaden our news coverage as well as grow Heartland news.

Another topic was the conversion of WIKB-FM, True Country in Iron River to a "local" Dial



Mike Wolf, Corporate Program Director and Jeff Bonno, Chief Engineer, engage in lunch and discussion during the Heartland programming staff meeting at the Eagle River Inn, Saturday, October 3.

Heartland GMs meet on Thursday, October 4th For Day-long Manager's Meeting



L to R: Darla Isham, Jim Hodges, Dan Wheeler, Jim Coursolle, Scott Jaeger.

Global format. This change will give WIKB the flexibility to add programming elements not possible with the standard "total or satellite" format, as well as give more sales opportunities to A.E.s. With WIKB being the last of the Heartland FMs to convert, all program directors now running "local" were able to give input on voice tracking, imaging, and day-to-day tasks that are needed for a smooth transition.

Quite a large portion of the afternoon was dedicated to station websites and social media. It was discussed how to better add information in a timely manner to Heartland station websites as well as Facebook. What to add and keep up with

as to serve the listener better, as well as the discussion of what is seen as important from a programmers perspective versus the "typical" listener, i.e., station employees don't listen to the radio or surf station websites the same as the public.

"The conversation is always so productive with such an excellent programming staff, but the day is always too short." Wolf said.

The Heartland programming staff may be working in small markets but the radio values they strive to maintain are that of the largest markets. That is the goal of Heartland Communications, to employ the best and continue making it the best small market radio group in America.



**HAPPY
HALLOWEEN
TO ALL**

*~ from your "Corporate Jesters" ~ We're always here to amuse you!
Deb, Kathy, and Lynn.*

Ashland

"By the Big Bay"

GM NOTES...

By Scott Jaeger, GM WBSZ/WNXR/WJJH

Once again I am in a quandary as to what to write. It seems like time is doing double-time on us lately. Middle of October...C'mon Man!

Well, The Battle of the Bands in Ironwood was a success. We had 5 really good bands battling it out with Crescent Moon of Superior walking away with bragging rights. We look forward to next year!

We are really switching gears. October has been a little more sluggish than I have wanted for sure. Political years usually bring that from clients. They seem to be in the "wait-and-see" mode. In the meantime, we are starting at the big Whistlestop Marathon and Blues and Brewsfest in Ashland, Saturday, October 13th. We are one of the title sponsors and Skip Hunter and myself are the official race announcers. We get the pleasure of announcing from 8am to 3pm and we announce every runner who crosses the finish line. This year, we are expecting almost 3,000 runners, walkers and marathoners! What an event, but tough on the vocal cords.

Then on November 10th, we are hosting our 2nd Annual Garland City Women's Expo in Ashland. We have all the booths filled. This is a full day of shopping, pampering, food and fun, exclusively for women. There will be a keynote speaker at noon, chair massages and manicures all day, Healthy Yoga and Zumba sessions from Ashland Yoga Studio, seminars by Memorial Medical Center, Travel Talk and a Costa Rica Women's getaway seminar from JET Travel and Tours. There will be a ton of shopping involved as well!

On Saturday November 3rd, we will be involved in a Veteran's Appreciation Day celebration in Iron River, Wisconsin. There will be a Veteran's Expo, a nice pro-



Crescent Moon of Superior wins bragging rights at The Battle of the Bands in Ironwood.

gram with guest speakers along with a luncheon. Q Ball in the Morning will be broadcasting live. A salute to Q Ball (Dave Olson), as he has served our country in military. Thank You Q Ball!

The Deer Hunters Round Up is on the docket as well. Skip Hunter will host the program from November 17th to the 25th. We have again tied in with the Whitetails Unlimited to give away a beautiful limited edition Whitetails Unlimited Black Powder Rifle along with engraved hunting knives and camo hunting caps.

Our Spring Home Yard and Sports letters went out (YES, I SAID SPRING!). We have already sold over 15 booths for the Ironwood Show coming up in March. The push from the sales staff will be on from now through December.

It was enjoyable getting together on Wednesday, October 3rd for the sales meeting. It's always nice to see the other sales staffs again, and this year it was really nice to see Frank Kulbertis again. Frank is the ultimate professional and really helps motivate the sales staff!

And, of course, we are now working on our Christmas promotions including the Magic Stocking, which is a fundraiser for BRICK, the food pantry for Ashland County!

I would like to really thank the entire staff as we approach the 4th quarter. Everyone here has towed the line to get us to budget, to pull off all of the events we do each year and help make Heartland Communications a household name in the Ashland/Bayfield Counties and Iron County, Wisconsin areas. It's not an easy task. It takes everyone. Thanks guys and gals!



Scott Jaeger
Ashland
Market Manager

www.wbszfm.com
www.wnxrfm.com
www.wjjhfm.com



Skip Hunter
Ashland
Program Director



Eagle River

GM NOTES...

By Jim Hodges, GM WRJO/WERL

The change in seasons doesn't mean things slow down at the radio station. We're busy working on ending the year on a high note in sales and planning for next year.

Our "Health and Wealth Expo" was a big hit drawing a nice crowd October 17th at the Derby Expo Track in Eagle River. A wide variety of health and financial providers offered free screenings, information and advice. Bingo, prize giveaways and food rounded out the day. On Saturday, October 20th, one lucky listener walked away with a \$1,000 gas card concluding our "Filler' Up" gas giveaway promotion. Sales efforts are wrapping up on our annual "Take Pride and Ride" snowmobile trail fundraiser. Area clubs will be selling raffle tickets where someone will win a new Arctic Cat 450cc ATV with a front-end plow.

Account executives are currently selling two upcoming holiday promotions. The classic, but tried and true "Turkey Shoot" on air contest is a fun audience participation game where contestants guess whether or not the turkey "flies or dies!" If they shoot down the bird, they win a frozen turkey. And speaking of turkeys, the Ojibwe Market in Lac du Flambeau will be hosting the station inspired idea of "Turkey Bowling"



This coming January is the World Championship Derby Track's 50th Anniversary of racing snow machines in Eagle River. Shown here in a photo displayed at the Best Western Derby Inn in Eagle River, the WERL call letters and participation have been right along the derby's side.

where five contestants roll frozen turkeys at bowling pins for a chance to win prizes. Our sales efforts also include a registration contest we're calling "Holiday Helping Hands," where we will pay the utility bills of one lucky listener for the months of November and December.

Amidst all this is 2013 budget preparation. Sales reps are taking their best educated guess of estimating next year's revenue, while management "budgeteers" are meeting planning promotions, advertising, engineering, sports and administrative expenses.

This coming January is the World Championship Derby Track's 50th Anniversary of racing snow machines in Eagle River. We'll be there again, just as WRJO and WERL has for years. Interestingly, Jim Coursolle, owner of Heartland Communications Group, discovered a photo of one of the past races that prominently shows the WERL call letters. That photo hangs in the hallway at the Best Western Derby Inn, Eagle River, where Mr. Coursolle stays during market visits. A copy will soon be gracing the walls at the radio station, too.



September 29th's, 48th annual Beef-A-Rama in Minocqua was a record-setting event this year. Above is Amy with this year's WRJO Beef-Eating Contest winner. Bottom left, Jim Hodges gets his first taste of the wacky attendance and desire for fuzzy dice in the Parade of Beef.



Jim Hodges
Eagle River
Market Manager

www.wrjo.com

WRJoldies
94.5 fm

FREEDOM
TALK 950
WERL



Mike Wolf
Corporate
Program Director



Iron River



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... Brighton, MI... Bolingbrook, IL... Hazelhurst, IL... Elkhorn, WI... Cedar River, MI... Milwaukee, WI... Green Bay, WI... and even other countries... Nick Baumgartner, Olympic Snowboarder, called from New Zealand!! The following is just a sampling of what we "get" to hear every day:

... A Man called with 5 Six Flags tickets to give away, free! Of course, he called back shortly thereafter saying someone called to pick them up...

... A lady moving from Quinnesec to Caspian lost a large blue couch cushion somewhere along the way... A man called a couple of days later saying he spotted one, I gave him her number, hope she got it back!



... Pickle Ball members needed!!??... Yay, they found the Chinese crested, hairless dog!!

... Home in Sun City, Arizona for rent! With this snow, sounds pretty good!

... Homemade outhouse for sale!

... Pot bellied pig and 2 geese for sale, they get along just fine!... Ferrets and Chinchillas for sale.

... Need a ride for two to Florida... Need a ride to North Dakota... Need a ride to Chicago/ need to go the Chinese consulate, planning a trip to China!!

... Chickens and ducks for sale... Columbian, red tail snake and cage for sale... A six- month old milking goat for sale.

If what you have just read seems hard to believe then tune into Telephone Time on line at WIKB.com 9am to noon Monday through Saturday, we're sure you will enjoy it.

A MEMORABLE DAY

By Dan Wheeler, GM WIKB/WFER

On a different note, it seems if we are not careful, we can get caught up in the trials and stresses around us and not fully enjoy the real important things happening in our lives and the lives of our family members. That's why I would like to take this opportunity to share something that has been a real joy to my wife and I this year, our family. September 11th stands out as a truly memorable date for most Americans for obvious reasons. But in our family September 11th has been an important date long before September 11, 2001. And this year was a little more special to us. Our daughter Aimee was married on September 11th. It was also our (my wife Cindy and mine) 30th wedding anniversary, and Cindy's parents, Gerry

A FOND FAREWELL

All of us here at WIKB/WFER were saddened to learn that a very important member of our Heartland Communications family, Marian Volek, will soon be leaving us! Marian will be sorely missed, as she was our go-to person, ie., voice-overs, news, obituaries, on-air Shopping Show, etc., just to name a few of her duties. We'll miss her smiling face and wish her the best of luck as she continues her life journey in a new direction. We love you, Marian!



Dan Wheeler
Iron River
Market Manager

www.wikb.com



Both of Iron County's High School football teams were in action on October 5th. The West Iron County Wykons traveled south to Eagle River to meet the unbeaten Northland Pine Eagles. The Eagles won 46 to 6, dropping the Wykons from the playoffs. On a happier note announcer Herb Green witnessed another strong Forest Park Trojan performance as they wrapped up another berth in the playoffs. WIKB will follow the Trojans throughout their play-off run, that we hope once again will end at Ford Field late in November. Just a little bit of history for anyone who is not familiar with the Forest Park Trojans post season play; since 2000, they have been in eight Division 8 final playoff games. (Starr wanted me to mention that her son's JV Wykon team, is undefeated!)



and Germaine Stromberg's 58th wedding anniversary. So I thought this would be a good month to share a few pictures of my family with my Heartland family. Besides my daughter's wedding on September 11th, we also gained another daughter when my son Jake married his wife Ashley back on June 2nd. Just in case you don't remember, my wife Cindy and I have 4 children; Aimee 24, Jacob 23, Desiree 13 and Marcus, 12.



BETTER COUNTRY



Mo Michael
Iron River
Program Director

Park Falls

98Q COUNTRY STAFF PRESENTED WITH AMERICAN FLAG FROM "DO SALUTE"

PSA.... the real meaning! Yes it means public service announcement, something every manager and program director deals with every day in our radio careers because it's a very important part of our role as a good steward in the communities we serve and to our Wisconsin Broadcasters Association. Through the shuffle of paid ads, hitting budgets, running contests, producing commercials, public files, sales meetings, managers meetings, program and engineering meetings, staff meetings, live remotes and the list goes on and on you get the picture. Then one day, one of the truest of truest "PUBLIC SERVICE ANNOUNCEMENT" comes across your desk and you don't even flinch, blink an eye twice or give 2nd thought as to should your station, should your company give air time or get involved. How do you know when something is truly legit and worthy to support...? The only way I can explain it is GUT feeling, so when Brenda and Rick Weber founder of Do Salute ap-

proached me about signing a petition to help bring POW Sgt. Bowe Bergdahl home and to help bring awareness to the only living POW in Afghanistan...a soldier, a veteran, someone's son, brother defending our country...your going to take notice. Heavens it could have been one of our son's, daughter,

father, husband, family member, in this case a perfect stranger from "Haley Idaho" but as an American it's what we do from our heart for a VETERAN defending our country.

This brings me to a program we promoted and got our Park Falls community, Price County, and several Northern Wisconsin communities involved with to rally for Bowe this past Saturday October 13 held at the Chequamegon High School gym right here in Park Falls. This one hour program as you view the pictures brought out over 500 citizens, veterans, families and one of our State representatives Mary Williams. One of our biggest employers in Park Falls pitched in and delivered 80 boxes of paper each holding 50 pounds of paper to signify the over 400,000 plus signatures for Bowe's petition. Krug Tour Bus lines in Medford donated a bus to bring people from Medford to the event, folks from Wausau, Merrill, Minnesota, Michigan, Tomahawk, and every small community in between was represented at the event. Two elementary school students from the Phillips school district called Brenda this last week and asked if they could sign Bowe's petition, the fact that you have to be an American Citizen and of legal age didn't stop these two

young ladies from making sure someone takes notice that even a child understands the word "VETERAN" defending our country. These two young ladies delivered 50 student signatures from their school to the program and want them added to the already over 400,000 adult signatures.



Who are we to dispute our America's future, of legal age or not, the names will be documented and added.

Though it is our headline, "98Q Country Staff receives American Flag from Do Salute" for opening our hearts and air time to support a veteran, sad to say POW who has been away from home way too long. I accepted the flag on behalf of our entire Company because if there's one thing people should know, it is that the owners and members of this company are truly proud Americans. The flag will be inserted into a beautiful case and displayed at our stations in Park Falls proudly. Visit us on Face Book at 98Q Country to see the complete photo album and posts.

Wanted to share this statement passed onto me by Brenda and Rick Weber Co-founders of Do Salute:

My statement is as follows: To my family and I our flag is a living symbol and it reminds us that freedom has never been free. As we gifted the 3x5 high quality flag to WCQM in Park Falls we realize and appreciate they feel the same way we do. Yet the radio station's cooperation and support for our "forever friend" POW Bowe Bergdahl has helped make history for the amazing numbers of signatures for this brave and weary soldier. Radio works when you work with WCQM. God Bless you Darla and staff. Warm regards Rick and Brenda Weber, Co-founders of Do Salute.

We also have our fall promotions underway... everyone is getting geared up for our Wisconsin Broadcasters 1st place AWARD WINNING "DEER HUNTERS ROUND UP" show. Next to Reality Radio it's one of our most popular promotions...deer hunters from all over the state and beyond after a hard day of hunting tune in and call into our program to give us the hunt count of the day, a favorite hunting story, some even bring us food from camp plus we give 1000s of dollars away in prizes from our local merchants. We even have a special night us girls take the mic. That's when wives, girlfriends, and family members call in and relay messages to the hunting camps...it's hilarious!



Darla Isham
Park Falls
Market Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director