

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

## FCC APPROVES HEARTLAND WCYE AND WHOH FM STATIONS PURCHASE

On October 24, 2018, The Federal Communications Commission, Washington, DC, approved the "Assignment of License" for top-rated country FM radio station WCYE "Coyote" and WHOH "Sports Talk 96.5" from Results Broadcasting of Rhinelander, Inc. to Heartland Communications Group's wholly-owned subsidiary Heartland Comm License LLC. With this acquisition, Heartland is now the owner of eight radio stations in NW Wisconsin serving the communities of Ashland, Superior, Iron



River, Washburn, Bayfield, Eagle River, Minocqua, Woodruff, Arbor Vitae, Merrill, Land 'O Lakes, Rhinelander and Three Lakes, WI, Ironwood, MI and Duluth, MN. Heartland now becomes the largest owner of commercial radio stations north of highway 8 and in NW Wisconsin.

Along with the purchase, also comes the broadcast rights to the Green Bay Pack-



ers, the Milwaukee Brewers and the Wisconsin Badgers Football and Basketball.

Heartland CEO Jim Coursole, told the HCGazette that this purchase makes Heartland extremely competitive with the other area broadcaster, Cedar Rapids, IA based NRG Media. Coursole, said, "Adding these two high power stations

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Jim Coursole, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



[www.heartlandcomm.com](http://www.heartlandcomm.com)



## Levy conducts Heartland Annual All-Company Fall Sales Seminar

The Heartland sales staff of the Ashland/Ironwood/Superior and Eagle River/Minocqua/Rhinelander markets met at The Waters Resort Hotel, Minocqua, on October 3, 2018, to hear nationally renowned sales trainer and consultant, Mark Levy, Dallas, discuss radio



**Mark Levy**  
National Sales  
Trainer

sales in today's environment.

Levy spent a great deal of time talking with the Heartland salespeople about "features and benefits," an old sales axiom that was, according to Levy, as new as it was old and worth reviewing in detail.

Levy also pointed out how important organization was to the success of salespeople today sharing systems he found valuable for radio salespeople.

On Thursday, October 4th, Levy spent the morning reviewing the sales training



from the day before with the management team of John

Warren, Jeff Wagner and Jim Coursole.

# Pres. Release

While I was sitting at the Thanksgiving table at our daughter's house in Madison, my mind began to wonder a bit. I thought about all of the Thanksgivings past; my folk's house when I was growing up and then Diane's parent's house right after we were married. The smells coming from the kitchen this past Thanksgiving had a way of bringing back wonderful memories.



Jim Coursolle  
President, CEO

It was nice just to have a moment to reflect on past Thanksgiving family gatherings. For a moment, I could see my mother with her apron on rapidly pulling things in and out of the oven; mixing things and mashing potatoes. She was so precise. My mother-in-law Jenny was the same way. I was grateful that these two beautiful ladies went to so much trouble to make sure everything came out of the oven or off the stove at exactly the same

and right time to bring to the table where many excited folks were ready to "dig in" and eat away. Then I remembered the waiting for everyone to be seated so my father or father-in-law could lead the family in prayer. Following grace, the "sparks" flew as turkey and dressing, potatoes and cranberries zoomed around the table similar to the cars at Indianapolis.

Those memories made me realize how grateful I am for family and friends. How

grateful I am for being blessed by our Creator to live in a country where such holidays can be practiced and God can be thanked. And I wondered about the hundreds of men and women throughout the world who weren't dressed in a relaxed manner but were wearing olive-drab uniforms as they protected our country from the evident evils of today's world. I knew most of them were being treated to a hot

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## October Top Sellers



### Market Managers

John Warren .....\$34,382

### Sales Reps

Trish Keeley .....\$25,399

Tammy Hollister.....\$20,307

Diane Byington .....\$15,819

Shannon Anderson .....\$10,179



## BIRTHDAY "BROADCASTS"

### NOVEMBER

6<sup>th</sup> – Shannon Anderson – *Ashland*

8<sup>th</sup> – Diane Byington – *Eagle River*

20<sup>th</sup> – John Warren – *Ashland*

### DECEMBER

22<sup>nd</sup> – Carol Suriano – *Eagle River*

22<sup>nd</sup> – Troy Allis – *Ashland*

### JANUARY

9<sup>th</sup> – Wendy Schulta – *Eagle River*

11<sup>th</sup> – Trish Keeley – *Eagle River*

17<sup>th</sup> – David Olson – *Ashland*

22<sup>nd</sup> – Jenny Schilling – *Eagle River*

25<sup>th</sup> – Kathy Wawiorka – *Corporate*

29<sup>th</sup> – Jessica Svoke – *Eagle River*



# Ashland



## 'Tis the Season

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

Fourth Quarter Sales are cranking up. The Ashland sales team reached its goal in October and November with an increase in October of almost 9% over 2017 and an over 10% increase in sales in November over 2017. Congratulations to the entire sales staff — Tammy, Shannon and Tyler. Many thanks to Marion entering all those orders and for getting those bills out promptly which plays a huge part of our 84% in collections in the month of October.

Northwestern High School Football play-by-play action with Mike Granlund and Terry Hendrick finished up the season  
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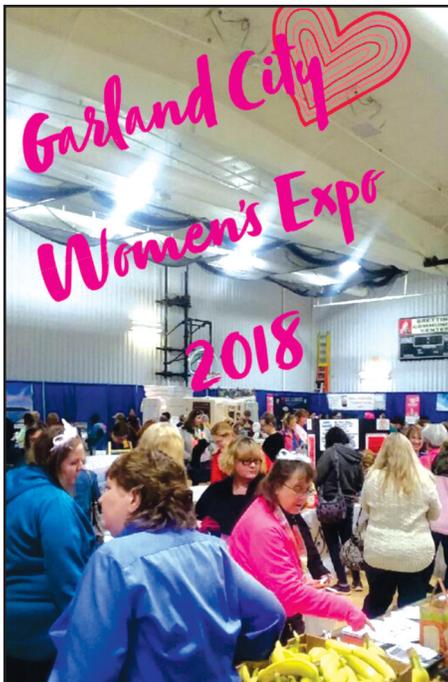


*Heartland Communication's Northern Sales Staff is currently accepting reservations for booth space for the Heartland Communications 2019 Home and Sport Show in Ashland and the Heartland Communications Sport and Recreation Show in Ironwood. The Show in Ashland will be held at the Bay Area Civic Center on March 29th, 30th and 31st. The show in Ironwood will be held at the Pat O'Donnell Civic Center on April 12th, 13th and 14th. We look forward to two shows full of vendors and potential customers. To reserve booth space contact Tammy, Shannon or Tyler at 715-682-2727.*



John Warren  
Ashland  
General Manager

[www.wbszfm.com](http://www.wbszfm.com)  
[www.wnxrfm.com](http://www.wnxrfm.com)  
[www.wjihfm.com](http://www.wjihfm.com)



*The 8th Annual Garland City Women's Expo was held on Saturday, November 3rd. The show was a huge Success. Great job Tammy, Shannon and Tyler, they put this show together.*



*Heartland Communications Group North welcomes Account Executive Tyler Ostman. Tyler is working with our clients in the Ashland, Iron River and Duluth/Superior areas.*

# Eagle River



## What's that turkey bowling all about?

WRJO 94.5FM and its Turkey Bowler qualifiers gathered at the LDF Country Market in Lac du Flambeau for a chance to win some great prizes Saturday, November 10th. What a blast and lots of laughs!

We set up in Aisle 4 and watched 17 bowlers try their best at knocking down real bowling pins with some "spare" LDF Country Market frozen turkeys, set aside for the event.

Thank you to everyone who came out to bowl and those who cheered on the bowlers.

This has become a wonderful Thanksgiving tradition put on by WRJO at the LDF Country Market. We hope to continue turkey bowling in the future as the market gets a new facelift in 2019. They'll soon begin expansion to their store, adding several more potential turkey bowling isles.



*Congratulations to this year's winners! 1st place: Kurtis Punzel who received a full Thanksgiving meal including the turkey, pies, vegetables, rolls and all kinds of other great items provided by the LDF Country Market. 2nd place: Rick Colwell; 3rd place: George Angel; and 4th place Eric Sabielny all received turkeys and other Thanksgiving items to make their Thanksgiving meals great. And not to let anyone go away empty-handed 5th thru 17th place all received prizes from the LDF Country Market.*



Jim Coursolle  
Eagle River  
General Manager

[www.wrjo.com](http://www.wrjo.com)



Mike Wolf  
Corporate  
Program Director

**Purchase**, from Page 1

WCYE and WHOH will give Heartland the ‘firepower’ to not only compete, but to win in the triangle markets of Minocqua, Rhinelander and Eagle River.”

Heartland leads in programming success with WRJO, twice being named Small Market Wisconsin Broadcaster Station of the Year” and News Department of the Year” under the direction of Heartland Program and Operations Manager Mike Wolf. Jim Franklin, Program and Operations Manager of country WCYE, worked with Heartland owner Jim Coursolle during Coursolle’s days as owner of country WPKR “Packer 99.5” and WPCCK “The Pack” serving Appleton, Oshkosh and Green Bay. Coursolle said that Wolf and Franklin are very competent and leaders in their field.

As a result of the acquisition, Jeff Wagner, General and Sales Manager of WCYE and WHOH rejoins Heartland as Sales Manager of the Eagle River/Minocqua and Rhinelander markets. “Jeff is a seasoned sales pro and we are very delighted to have Jeff back with Heartland,” said Coursolle.

**Meal**, from Page 2

Thanksgiving meal, but how could that be the same as being home with family and friends?

Then my mind wandered to our Heartland family. Diane and I had been involved with Heartland for going on nine years; we are actually the longest-running owners. I was grateful for the more recent addition of partner Frank who brought lots of knowledge in the way of acquisitions and financing to the company. And, I thought about our people, Kathy, John, Mike, Jeff, Jim F, the sales people, Jenny and Marion, Q-Ball, Wendy, Trevor, all of our part-timers and everyone who has helped our eight stations win awards and serve their communities so well.

Then I got to thinking about our advertisers who supported our community-minded efforts as we told thousands about their products and services. We were lucky to have so many great supporters of our stations, the First Amendment and the area business community.

Then someone nudged me asking me to pass the cranberries... and my daydreaming for the moment came to an end. But, the warm feeling and smile on my face was still intact. It was good to be a part of all the good things that make up our daily lives... and, at that moment, the pumpkin pie with whipped cream that was being passed around.

Saying “Thank you!” brings about such a good feeling for those who say it and for those who hear it. Two short words... with such a wonderful impact.

Simply, “Thank you!” to God who provides and to all who stopped to read this. Diane, Frank and I hope your Thanksgiving was the best ever.

**Football**, from Page 3

with its final game on November 2nd. The Tigers went deep into the playoffs — Congrats to the Northwestern Tigers!

Ashland Oredockers, who were the 2018 Great Northern Conference Champs, unfortunately ended their season in the first round. Play-by-play was aired on WATW AM 1400 and streamed on our HCG Radio App. Many thanks to Clarence Campbell and Trevor Ray for a job well done.

Northwestern High School Basketball

on WNXR 107.3 FM tipped off on November 20th. Ashland Oredockers also started airing on WATW AM 1400 on November 20th and the Indianhead Conference Basketball will tip off beginning December 7th on WNXR. All of these games can be heard on our HCG Radio App.

Q-Ball has been very busy with his Morning Show along with handling the Programming of the Milwaukee Brewers and the Green Bay Packers that are now aired on WNXR 107.3 FM.



The 2018 Heartland Communications Deer Hunters Round Up is underway. The show airs on WJH 96.7 FM and WNXR 107.3 FM each evening through the Wisconsin Whitetail Season starting at 5:00 PM. 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 WJH and WNXR Facebook pages.

