

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

WHAT A DIFFERENCE A DAY MAKES "MIX 96" COMES ALIVE!

Heartland closed on the purchase of highly-rated 100,000 watt country "Coyote" WCYE and "The Ticket" sports-talk 25,000 watt WHOH on February 28, 2019.

About 24 hours later or at 2 pm the following day, March 1, 2019, Heartland Corporate Program Director Mike Wolf "threw the switch" on the Northwood's "Mix 96" and the halls of Heartland began jumping.

Mix 96 was the brainchild of Wolf who even renamed and had the new station's FCC call sign officially changed to WNWX, "The Northwood's Mix 96."

According to Heartland



Mike Wolf
Corporate
Program Director



CEO Jim Coursolle, the all new Mix 96 fills a void in local radio station programming. "No area station was serving the market with a Top 40 - Hot Adult Contemporary format. Mix 96 is targeting adults 18 to 34 and 18 to 49 in age. These are the people raising young families with plenty of needs. These are the listeners who buy more baby food, kids clothing, SUVs

and vans, etc." Coursolle said this demographic is sought after by our area merchants.

Wolf added, "This format will also reach the young high school and college age people, many who work part-time and have spendable income." According to Wolf, this demographic has more spendable income than they are given credit for.

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com



Advantage System Program a Major Success A 50% Increase 2019 vs. 2018

The Heartland Ashland/Ironwood/Washburn/Bayfield and Eagle River/Minocqua/Rhinelanders markets combined increased their 2019 Advantage Systems revenues by 50% over 2018. Heartland has engaged the services of Advantage

Systems since 2010, the year the Coursolle's bought the company.

The total revenue in that 10 year period is \$2,419,245 with the annual revenue total increasing each year.

See **Advantage**, Page 5



Pres. Release

Two special days that have come and gone, and one ahead of us in June cause me to remember.

Mother's Day and Memorial Day 2019 are past. Each Mother's Day always puts a smile on my face and a little sadness in my heart. You may feel the same way. I smile now at a couple of memories with my Mom as the star. I am a little sad I can't live these memories all over again.

One memory is a huge wide-open yawn by my Mom captured on an eight millimeter home movie (remember those films) on a early Christmas morning just after poor Mom had been abruptly awoken by four or five kids (can't remember if my youngest sister had been born yet) to quickly come to the living room to see Santa's treasure trove. I am sure I took that film because I think I was the only Coursolle kid with a Kodak Brownie 8 millimeter. I may have



Jim Coursolle
President, CEO

gotten that movie camera for Christmas that year and was excited and quick to try it out?

The other was my mother shouting at me in our garage to "put those hubcaps back on my car before the tires fall off!" I had just popped the hubcaps off of her car shortly after getting my driver's license; and I also poked a few holes in her car's muffler to make her '50 Buick sound like a hot rod. Anyone who knows anything about '50 Buicks knows they were not very "cool" cars - quite to the contrary - definitely not hot rods!



We celebrate Father's Day in June. From an early age, my father, a former FBI agent and Navy Lt. Commander, taught all five Coursolle kids to respect our country and the military. I remember how very handsome my Dad looked in pictures dressed in his Navy officer's uniform. I also remember seeing pictures of my wife Diane's Dad in his Army uniform and how proud I was to watch my father-in-law give the main speech at his town Memorial Day celebration for many years. Neither my Dad or Diane's Dad were injured during WWII - thank God - but I am sure my Mom and mother-in-law made great sacrifices while their husbands were away at war.

There are so many lessons (memories) I learned from my Dad. Some of the times I remember most were meeting him downtown Minneapolis after work...having dinner and then walking a few blocks to the Minneapolis Armory to see George Mikan, Whitey Scoog and the Minneapolis Lakers (later to move to Los Angeles) play Bob Cousy and the Boston Celtics.

See **Memories**, Page 5

April Top Sellers



Management

John Warren\$40,021
Jeff Wagner\$13,542

Sales Reps

Trish Keeley\$25,299
Diane Byington\$23,379
Tammy Hollister.....\$20,573
Scott Larson\$18,460



BIRTHDAY "BROADCASTS"

MAY

18th – Trevor (Ray) Semann – *Ashland*
24th – Bruce Marcus – *Eagle River*
26th – Deb Hunt – *Eagle River*

JUNE

12th – Richard Feld – *Ashland*

JULY

22nd – Scott Larson – *Eagle River*
31st – Tammy Hollister – *Ashland*



Ashland

A very busy 1st and 2nd Quarter of 2019

By John Warren,
General Manager
WBSZ/WN XR/WJH/WATW

Our marketing workshop was held the week of March 11th at the great Lakes Visitor Center just west of Ashland this year. Congratulation to Tammy Holister, Shannon Anderson and Tyler Ostman on a successful event. Our attendance remained strong and our sales numbers were up in 2019! Again, congratulations to the entire sales staff.



On August 21st the 55 Plus Health Expo will be held at the Bay Area Civic Center and the Bretting's Center in Ashland. If you're 55 years young or more, there'll be a free lunch, free health care screenings, free bingo, free seminars and music along with approximately 60 booths with a variety of vendors.

From the WN XR studio, Q-ball

A lot of things going on just in the last three months or so on

WN XR. The board has been adjusted and working great. Thanks Bonno. The Brewers started their season, and it would appear we are getting a new network. The computers will arrive soon, then we have to do some learning. The LRN system I think will be an easier program to navigate. We would then be able to do our jobs more efficiently. Thanks to Mike Wolf, he has helped me out enormously in every aspect of programming.



John Warren
Ashland
General Manager

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



From the J96 studio, Trevor Ray

It has been a wild year! Finally crossed the one year mark on the air on J96. Recently, I started the Chequamegon Bay Fishing Report which airs every Tuesday morning. Local bait shop owner Scott Bretting comes into the studio and we talk fishing for the whole hour. With the season finally starting to move into spring fishing, we have local guides lining up to be on air. The great part of the program is we are able to record it and podcast it. The Chequamegon Bay Fishing Report is available to be downloaded from wjhf.com, Apple iTunes, or from the Google Play Store.



See Studio, Page 5



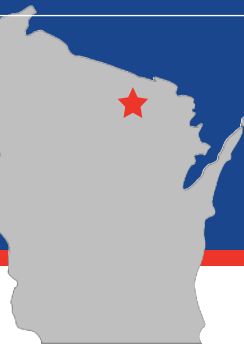
Man Cave V winner, with all the winnings, pictured L to R Dave Olson, Gina Sejbl, the winner, and Trevor Ray.

The Plans for Man Cave VI are underway. The promotion is starting on June 14th with the drawing to be held on Friday, August 9th. There'll be over \$20,000 in prizes given away this summer plus the Man Cave prize package valued at approximately \$5,000.

Man Cave V prizes included 65-inch 4 K Ultra HD TV from Northstar Electronics Ironwood, one year supply of pizza from Little Caesars Ashland, Flex Steel Hercules Big Mans recliner, round end table, framed

Green Bay Packers memorabilia matted wood with glass frame from Hitts Fine Furniture, one year supply of Trinko's products, NFL score board, a full size outdoor Badger and Green Bay Packers flags along with some other goodies from Home Expressions, a Ricarr Vacuum from Northwoods Vac & Cleaning Supplies, a DeWalt 20-volt brushless hammer drill and impact driver combo kit from McRae's True Value Hardware and its topped off with a year supply of Coors Light.

Eagle River



PD NOTES...

By Mike Wolf,
Corporate Program Director

So the work has begun and the welcome wagon is about to roll on in.

The WRJO and WERL studios are getting set to welcome in WCYE (Coyote 93.7) and WNWX (Mix 96) into the Eagle River Broadcast Complex. It is quite an undertaking but the staff is up to the challenge.

Two new studios were constructed and added on, while the newsroom was moved to its new location.

Bruce Marcus is at home in his brand new Heartland news studio. He's already conducting an in-dept interview, or talking to his mother, either way his use of adverbs and adjectives is definitely award-winning.

The Mix 96 studios counters, mics and board have been installed but there is plenty more work to do. Wendy Fisher is just buttoning up the board installation and getting ready for a test. For some reason she keeps yelling, "Captain, we need more power!"

Jeff Bonno, Heartland engineer, although buried in wiring, circuit boards, and electrical components, is definitely up to the challenge and making short work of the tasks at hand.

See **Construction**, Page 5



Jim Coursolle
Eagle River
General Manager

www.wrjo.com



Mike Wolf
Corporate
Program Director

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Mix96, from Page 1

Besides many of these people having part-time and summer jobs, anyone who has a teenager or young adult in their household knows that parents also help teens with their needs and wants.

Jeff Wagner, who oversees Heartland advertising sales for the Northwood's Vacation Triangle market (Minocqua - Eagle River - Rhinelander) said, "We are delighted to be able to reach this vibrant young market with WNWX 'Mix 96,' a locally-owned radio station. It will be a whole new market for merchants to cultivate."

Mix 96 offers 24 hours of Top 40 Hot AC music. Beginning May 20, Brewer baseball broadcasts will be switched from Mix 96 to 94.5 WRJO, the iconic heritage full-service Heartland station. This will allow Mix 96 to program music 24/7.

Memories, from Page 2

I remember the times Dad and Mom got dressed up to go dancing with their Winter-set Dance Club or the times he came home in his Minneapolis Aquatennial (big Twin Cities summer celebration) uniform.

I am sure everyone reading this has similar memories of growing up in their family home. It's really fun to look back on the pictures of the days living under my parent's roof and also the later memories of Diane and our little girls at home.

All of us are making memories that will last a lifetime right now. We are doing it for our spouses, kids, grandkids and for ourselves. The good news is that for the most part, we humans mostly remember the good times. The picnics, Christmases, trips to the Dells, camping trips with campfire songs and S'Mores, Brewer games, whatever they are.

As we move into summer...make some memories that last a lifetime. Burgers and fries and cherry pies... as Charlie Pride used to sing. Take some pictures, but the indelible pictures in your mind are the most vivid.

We live in the amazing Wisconsin Northwoods...200 to 300 foot pines, thousands of lakes, the sound of loons calling, boating, fishing, golf, hiking, camping; these — with you and your family on the set — are some of the ways we will all make lots of memories this summer.

Get ready... 2019 is going to be a terrific summer filled with so many of your family's most exciting memories!



Eagle River Sales Team (L to R) Scott Larson, Diane Byington, Jeff Wagner, Trish Keeley, Keith Fader, Jessica Svoke, Jim Coursolle.

Advantage, from Page 1

According to Heartland CEO Jim Coursolle, "The ASI programs have been terrific!" Coursolle said that not only are revenues increased by the ASI program itself, but that there was a residual benefit from the merchant seminar programs. The professionalism of ASI seminars given by ASI's Keith Fader has had lasting benefits throughout each year. Merchants have told us

how much they appreciate the information conveyed during the presentations."

At the end of the final 2019 Eagle River Advantage Systems' merchant seminar, an Eagle River Heartland sales team group picture was taken with Eagle River sales leader Trish Keeley holding a sign with the Eagle River goal of \$200,000. Eagle River Sales Manager Jeff Wagner noted how important goal-setting is; the Eagle River team accomplished \$205,585 for 2019.

Studio, from Page 3

The show has seen steady downloads/listens since it debuted the week of fishing opener and hopefully a good summer of fishing will increase weekly downloads.

From the Z93 studio,
Rick St. Nick

New kid here on the block at Heartland's Ashland cluster.

Moving here by way of Michigan's

U.P., I didn't think winter could be any more brutal. Boy, was I ever wrong. The good news though, is that I can build a decent snowman.

Still get a few butterflies when I first crack the mic at 6:01 in the morning. Could be nervousness, or the fact that I take a laxative, 30 minutes prior to show time.

Gotta run now, but thanks for inviting me into the Heartland family.

**Construction**, from Page 4

Although if you listen carefully you can hear a voice coming from the basement that keeps asking, "where is that dam beeping coming from?"

To get that signal beamed across the Northwoods, it takes the steady hand and nerves of steel of a tower climber. Jason is ascending into the sky to start the process of aiming one of our many STL dishes. I wonder how far he will get up the tower before he realizes his tools are still on the ground?

So there is still quite a bit of work to do, but a great staff is on hand to get it all done. We will not be installing any in-studio cameras to track the progress of the Heartland build, but building tours are given on a bi-daily, by appointment only basis from 3:17am – 3:53am. There is a snack served with the tour but you must provide your own beverage. Also, all tour takers will receive a commemorative piece of drywall from the construction to take home.

Check back in the next HCGazette for updates.