

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

HEARTLAND ADDS TWO MORE FM SIGNALS

The finishing 'touches' are being completed

Heartland received construction permits for two FM stations in January of 2018. These stations, known as FM translators will provide FM coverage for the Ashland and Eagle River markets.

The Ashland FM Station simulcasting WATW-AM went on the air Friday, November 8, 2019 and simulcasts the new "Classic Country" format of WATW 1400 AM at 101.3 on the FM dial. The new FM signal is

called "Bay Country" 101.3 FM & 1400 AM.

According to John Warren, Ashland Market General Manager, the new simulcast operation will program "Classic Country" or country music hits from the 60's to the 90's. Mike Wolf, Heartland Corporate Program Director and Operations Manager said, "This format was hand-picked for the Ashland/Superior-Duluth/Ironwood, MI market. We expect

that it will reach many listeners. We have done our homework and this format is going to do well!"

The FM signal being added to the Eagle River AM station WERL, will simulcast the "Freedom Talk" format at 104.9 on the FM dial. "Freedom Talk 104.9 and 950 AM" features such iconic talk show hosts as Rush Limbaugh, Sean Hannity and Mark Levin.

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



WE LIVED AND LEARNED Mark Levy Sales Training Encore

Nationally acclaimed Dallas radio advertising sales trainer Mark Levy, returned to Heartland on September 17th and 18th to bring his sales training expertise to the Heartland sales staff.

Staffs from the Heartland Ashland market and from the Heartland Eagle River market gathered at the Cobblestone Hotel in Ashland on Tuesday, September 17th to

hear Levy discuss "Features & Benefits" and how these basic sales skills had been forgotten by many in the radio broadcast advertising sales field.

One of the main focuses of Levy's all-day training session was the sales presentation role-playing that he did with all ten

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Pres. Release

Start collecting a dollar bill for every time you hear, “Boy, the year (or 2019) sure flew by fast! Blah, blah, blah...

A little trivia... 365 days x 26 hours = 9490 hours. Wait a minute, I can hear you saying, “Hey Jim, there’s only 24 hours in a day.” My dear friend...you haven’t been in radio long enough.

9490 hours, in any case, went by quickly. Yeah, I get it. I just got the turkey roasting pan cleaned out from last Thanksgiving and here we go again.

After you’ve finally polished off a bottle of Pepto after “slivering” away over half the 20 pound bird and arguing with your relatives about whether they should impeach the Lion’s coach...it’s time to start addressing Christmas cards and wrapping that new VHS set of WKRP reruns for Buzz Bananas who still has a crush on



Jim Coursolle
President, CEO

Loni Anderson.
The fourth quarter sure has a lot of holid- days to test your self-control. Hint: Miller Lite helps.
Yes, the year went by fast. Life fits into that category as well. But, in this season of gratitude, the bottom-line is, we should be thankful for life itself. If things aren’t always going your way, then be thankful for the opportunity to bitch a little.
Recently, a broadcaster friend of mine from California sent me a video. It was about this college professor who brought some props to class to make a point. A good point.

After the nose-ring little darlings were all snug in their desks with visions of pot smoke swirling around their cute little heads, Mr. Patience (not his real name) took out a large sort of canning jar and filled it with golf balls. He then asked the class, “Is this jar full?” They replied, “Yes.”
With which he took a bunch of pebbles and poured them into the jar filling the spaces between the golf balls. He then asked the class if they thought the jar was now full. He heard a resounding, “Yes!”

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October Top Sellers



Sales Reps

Trish Keeley	\$30,358
Diane Byington	\$24,198
Tammy Hollister.....	\$18,231
Scott Larson	\$16,926
Shannon Anderson	\$11,135



BIRTHDAY “BROADCASTS”

NOVEMBER

- 6th – Shannon Anderson – *Ashland*
- 8th – Diane Byington – *Eagle River*
- 20th – John Warren – *Ashland*

DECEMBER

- 14th – Sydney Cristiano – *Ashland*
- 22nd – Carol Suriano – *Eagle River*

JANUARY

- 9th – Wendy Schulta – *Eagle River*
- 11th – Trish Keeley – *Eagle River*
- 17th – David Olson – *Ashland*
- 22nd – Jenny Schilling – *Eagle River*
- 25th – Kathy Wawiora – *Corporate*



Ashland



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjjhfm.com



Merry Christmas from Heartland Communications Group - North

By John Warren,
General Manager
WBSZ/WNXR/WJJH/WATW

Heartland Communication Group North welcomes Hans Evins, host of the Morning Show on Real Rock 96, WJJH. Heartland Communications also welcomes Big Bill Small the host of Bay Country WATW AM 1400 and the New WATW translator FM 101.3 FM.

The 9th Annual Garland City Women's Expo was held on Saturday November 2nd. The show was a huge success. Great job Tammy, Shannon and Tyler, they did a fantastic job putting this show together.

Northwestern Tigers High School Football play-by-play action with Mike Granlund, Brady Lind and Terry Hendrick finished up the Tigers season with their final game on November 8th. The Tigers went deep into the playoffs. Congrats to the Northwestern Tigers on a great season. Now on to Northwestern Tiger High School Basketball.

The Northwestern games can also be heard on the HCG Radio App and WNXRFM.com.

Speaking of basketball, Ashland Oredockers and Indianhead Conference play-by-play will be heard on WATW AM 1400 and 101.3 FM. The season kicks off on November 22nd. Games will be on most Monday, Tuesday, Thursday and Fridays along with an occasional game on Saturday. These games can be also heard on the HCG Radio App and WBSZFM.com.

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The 9th Annual Garland City Women's Expo was held on Saturday November 2nd.



Hans Evins



Big Bill Small



Eagle River



PD NOTES...

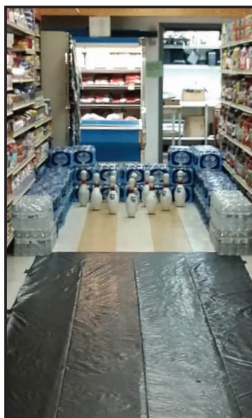
By Mike Wolf,
Corporate Program
Director

This time of year, can only mean one thing, WRJO's Turkey Bowling Extravaganza at the LDF Country Market in Lac du Flambeau. WRJO was joined by a crazy bowling team made up of listeners from around the

Northwoods and the U.P. of Michigan. 27 bowlers hurled 13 pound frozen turkeys down the market's isle 3 at regulation bowling pins.

Our farthest traveling bowler came from 80 miles away to take part in the event.

First place received a complete Thanksgiving dinner provided by the Market. There were also turkeys, pies, and other Thanksgiving treats given away that day.



Jim Coursole
Eagle River
General Manager

www.wrjo.com

WCYE (Coyote 93.7) and WNWX (Mix 96) are fully moved in and broadcasting out of the Heartland Communications 909 N. Railroad Street studios in Eagle River.

Jim Franklin is the morning voice of Coyote playing all of your Country music favorites and Mix 96 has a growing listenership with it's Hot A/C format.



Jim Franklin



20th Annual Northwoods Original Polar Bear Plunge

Now on the ground and a chill in the air means WRJO's largest event of the year is on the way. The 20th Annual Northwoods Original Polar Bear Plunge.

WRJO is getting ready for what

we hope is our biggest fundraising year ever at Bonnie's Lakeside in Three Lakes.

This event has raised more than \$500,000 over the past 19 years for Angel On My Shoulder, a non-profit organization based in St.

Germain Wisconsin that helps the cancer-affected community.

The plunge takes place January 4th at 1pm followed by a huge raffle.

All event information can be found at www.wrjo.com.



Mike Wolf
Corporate
Program Director

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

Basketball, from Page 1

The 2019 Heartland Communications Deer Hunter's Round Up airs November 22nd through November 30th on WJJH 96.7 FM and WNXR 107.3 FM starting at 4:30 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 WJJH and WNXR Facebook pages.

And a huge thank you to Marion Warren for getting all those orders in and keeping it all straight and getting the billing out.

Heartland Communications - North sales staff is currently accepting reservations for booth space for the Heartland Communications 2020 Home and Sport Show in Ashland. The show in Ashland will be held at the Bay Area Civic Center on March 27th, 28th and 29th. We look forward to a show full of vendors and potential customers. To reserve booth space contact Tammy, Shannon or Tyler at 715-682-2727.

**Golf Balls,** from Page 2

He shook his head and grabbed a bag of sand and poured it into the jar over the pebbles and the golf balls. Again, he asked the students, "Do you think this jar is really full (because it sure looks like it)." You guessed it...to a kid, they all shouted "Yes."

Next, out came a bottle of beer causing quite a bit of laughter, but all the attention anyone could ask for. Mr. Patience poured the beer into the jar containing the golf balls, pebbles and sand. Finally, the jar was full.

The class appeared to be amazed.

Then came the teaching moment. Prof. Patience said that he wanted everyone to recognize that "This jar represents your life. The golf balls are the important things like your family, your friends, your health and your passions. The pebbles are the other important things...your car, your job, your home. The sand is everything else, it's just the small stuff.

Now if you put the sand in first, you won't have room for the pebbles or the golf balls. The same is true in life. If you spend all your energy and time on the small stuff, you won't have time for all of the important things that matter to you.

Pay attention to the things that are critical to your happiness and well-being; take care of the golf balls first or the important things in your life. Set your priorities because everything else is just sand.

Then a student asked, "So Professor, what does the beer represent?" To which the professor replied, "I am glad you asked...it just goes to show that no matter how busy or how full your life may be, there should always be room for a beer with a friend."

Happy Thanksgiving and Merry Christmas to you and may your "golf balls" have the most prosperous, blessed, and HAPPY NEW YEAR in 2020 that the Good Lord can possibly bless you with!



Mark Levy and the Heartland Sales Team.

Signals, from Page 1

"Freedom Talk" has been on the air on WERL-AM for almost ten years now reaching thousands of listeners in Vilas County, which has a conservative history.

Jim Coursolle, Heartland CEO, said, "My wife Diane and I dedicated this "Freedom Talk" format to saving helpless babies from abortion. It was our promise, as our prayers were answered, when we were blessed with the responsibility of owning Heartland in May of 2010."

Engineers, Erick Burnstad, Jon Zecherle and Consulting Engineer Jeremy Ruck have stated that the new FM signals will provide service to an area about 28 miles in diameter from the transmission antenna in the Ashland and Eagle River, WI markets.

Training, from Page 1

salespeople including Ashland Market Manager John Warren and Eagle River Sales Manager Jeff Wagner. Heartland salespeople were paired up and then made their sales presentation to Levy.

Following the Tuesday training session, Heartland managers John Warren, Jeff Wagner and CEO Jim Coursolle joined Levy for a review of the previous day's session and suggestions for how to implement Levy's materials into weekly Heartland sales meetings.

