

# iCC Gazette

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

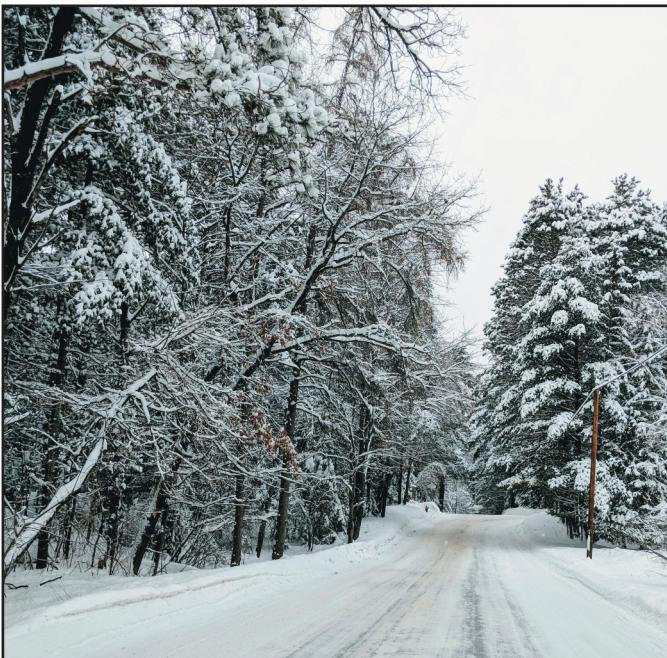
## AMAZING SNOW AMOUNTS

And, It's Not Over Yet

**I**t has been a banner year for winter sports in the Northwoods. The snowmobile trails are in better-than-excellent condition in most areas of Wisconsin's Northwoods. Just north in Michigan's Upper Peninsula, ski hills report one of the best years ever. People are pouring into Northwestern Wisconsin every weekend to enjoy Mother Nature's gift to winter sports lovers. Actually, it doesn't get much better than this...ever!

The National Weather Service is reporting 20 to 30 inches currently on the ground in most areas with some areas even reporting up to 30 to 40 inches according to the National Operational Hydrologic Remote Sensing office located in Chanhassen, Minnesota.

The highways heading north out of Chicago, Milwaukee, Madison, Wisconsin's Fox Valley, Minneapolis and other parts



of the Midwest are crowded with vehicles pulling snowmobile trailers.

According to 'Wisconsin Travel Best Bets,' "there are more than 25,000 miles of snowmobile trails in Wisconsin. The birthplace of the snowmobile is Sayner,

Wisconsin in Vilas County. Eagle River touts that it is the 'Snowmobile Capital of the World.' It has more than 500 miles of beautifully groomed trails.

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Jim Coursolle, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



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



## Business Marketing Expert Keith Fader Returns to The Lakeshore & Northwoods in March

**O**ver 100 business owners and managers are expected to attend nationally renowned marketing and advertising expert Keith Fader's 15 individual 40-minute workshops. They will be held in Ashland at the Northern Great Lakes Visitor



Keith Fader

Center, County Highway G on March 18th at 8:30 am, 10:30 am, 1:30 pm or 3:30 pm; and on March 19th at 8:30 am, 10:30 am or 1:30 pm.

On March 25th, Fader will be featured at 9:00 am, 11:00 am and 2:00 pm at the Eagle River Inn and Resort; on March 26th at 9:00

am, 11:00 am and 2:00 pm at The Waters of Minocqua and on March 27th at The Quality Inn, Rhinelander at 8:00 am and 10:00 am.

When asked about his up-and-coming workshops, Fader said, "Let's play off the '2020' theme of this year...everyone wants 20/20 perfect vision."

See **Fader**, Page 5

# Pres. Release

We are a little over two-thirds of the way through the first quarter of 2020, a year christened as, 2020 Heartland's year of "Perfect Vision for Success." Obviously a little play on the optometry term of "20/20"...not particularly clever, but as I was watching the way the exciting economy continued to set records, it seemed to me to be as good a positioning statement to kick our New Year off as any.

I'm certainly not taking credit for Heartland's success thus far during this first rather snowy first quarter by using this 20/20 phrase or designing our New Year's pace-setting poster, as the reason for our very noteworthy success. As long as we're on the subject of "phrases" let me pinpoint and describe the reason for our success with two words: "You folks." And using two more words to portray my mindset, "Very



Jim Coursolle  
President, CEO

Proud!" Yes, I am "Very Proud of You Folks!"

When determining the quality of a company or organization, I think you must begin with an assessment of the focus or objective of that company or organization. In radio broadcasting, our purpose (product) must be to entertain and inform.

We entertain by making our product (air sound) fun and compelling. Our on-air talent must "grab people by the ears" so that their listening imaginations go into high-gear and they want to listen and continue listening for 'fear' that they might miss something. They laugh...they groan (groaner jokes), they shake their heads...they shake their booties! In other words, our listeners are having FUN and they know that the person in front of the mic is also having FUN. The real sign of an A+

on-air talent is a person who can change attitudes; adjust people's attitudes from a "same crap; different day" attitude to "it's a great day to be alive!" attitude. That takes intelligence and ability on the part of the on-air talent; especially doing it day-in and day-out (try it sometime when you have a bad cold and all you want to do is put your head under the pillow and crash).

Information is also paramount in a well-balanced on-air presentation. That doesn't just mean a local "earth shaking" news story, but also weather updates (always the most important news story because usually it relates to all listeners), but LOCAL or REGIONAL points of interest covering everything from a breaking news story coming out of the sheriff's department to some local high schooler winning a local academic or athletic award. The more LOCAL and REGIONAL the information is, the better it is. Bruce Marcus is an award-winning Heartland News Director. Not only does Bruce report for Heartland, he also "strings" Wisconsin for CBS Radio.



See **Success**, Page 5

## January Top Sellers



### Sales Reps

Trish Keeley .....	\$30,121
Diane Byington .....	\$24,057
Tammy Hollister.....	\$17,596
Scott Larson .....	\$11,650
Shannon Anderson.....	\$8,997



## BIRTHDAY "BROADCASTS"

### FEBRUARY

no birthdays  
this month



### MARCH

3<sup>rd</sup> – Penny Hardy – *Ashland*  
18<sup>th</sup> – Chris Oatman – *Eagle River*  
29<sup>th</sup> – Steve Putney – *Ashland*

### APRIL

no birthdays this month

# Ashland



## Ashland Cluster Growing: Ashland's employee Parking Lot is filling up

By Steve Putney,  
Operations Manager  
and Program Director

In January Steve Putney (Steve Stone on air) joined the group as Operations Manager/Program Director. Steve started his radio career in Iowa 40 years ago and has held positions in programing, sales and management in radio and telecommunications. Steve is also handling morning drive on WJJH FM, "Real Rock J-93."

WATW, Bay Country 101.3 FM & 1400 AM welcomed a new face and voice to the morning show. Brian Wick joined the team in mid - February. Brian in focused on mixing the new Classic Country format



Brian Wick



Rachel Nowicki  
Account Executive



Brianna Frechette  
Account Executive

with a healthy dose of "Live and Local."

Joining the Sales Team are Rachel Nowicki and Brianna Frechette. Rachel will be on the road meeting with clients and helping them make the most of the marketing dollars for their business. Brianna is adding a telemarketing strategy to the team

and will also be available to cover air-shifts and create commercials, with her previous radio experience in Iowa.

We are very excited about the additions to the team and the individual talents they bring to the Ashland group of radio stations.

*The Ashland Team has been busy in January and February. In late January Steve Stone was honored to be a judge at the 4th Annual Taste of the Bay event held at Northland College. The Culinary Competition featured top dishes from many of Ashland's well-known restaurants. The event also served as the backdrop for the presentation of a check for \$2,035.88 to The Brick Ministries from the December Magic Stocking Promotion.*

*WNXR's Q-Ball and J-96's Steve Stone were in Duluth for the Annual Duluth Boat, Sports, Travel and RV Show, which ran from February 12th through the 16th. The live remotes put a spotlight on the huge number of displays and vendors that were attending this year's event. Listeners of the Ashland stations were also given free tickets on air. Z-93's Rick St. Nick spent some time in the great outdoors on Feb-*



*ruary 25th, broadcasting live from The Memorial Medical Centers Annual Moonlight Ski and Snowshoe Extravaganza.*



*After making the change from "Freedom Talk" to "Classic Country," adding an FM Translator and a new morning personality, the WATW studio got a major facelift as well. The studio was designed, rewired and is nearing completion to welcome guests to talk about the events and organizations that will help shape the "live and local" morning show on WATW.*



John Warren  
Ashland  
General Manager

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

**Z93**  
TODAY'S COUNTRY·WBSZ

**CLASSIC HITS 107.3 WNXR**  
**J96 REAL ROCK**

**Bay Country 101.3 FM**  
WATW 1400AM



Steve Stone  
Operations  
Manager and  
Program Director

# Eagle River

By Mike Wolf,  
Corporate Program Director

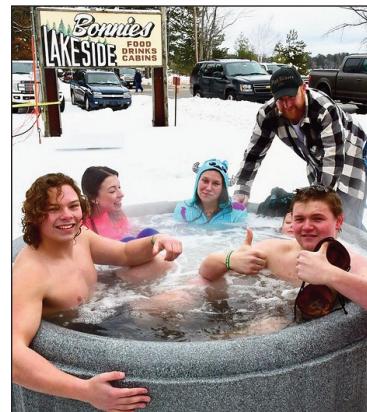
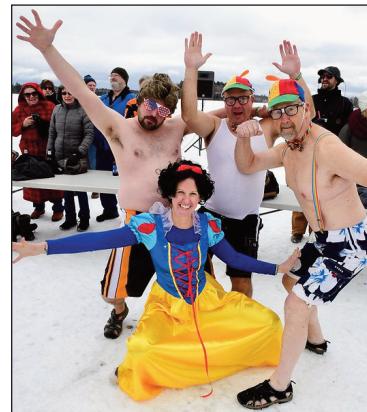
The 2020 Northwoods Original Polar Bear Plunge to benefit Angel On My Shoulder, led by WRJO, was another success.

Angel On My Shoulder's mission is to further the well-being of those affected by cancer through enhancement of their quality of life, and the creation of hope to provide a life of rich quality and endless possibilities, generating awareness of the plight of those affected by cancer through advocacy.

This year we had 60 plungers who raised over \$34,000 for Angel On My Shoulder, ([www.angelonmyshoulder.org](http://www.angelonmyshoulder.org)). 25 of those crazy plungers were new to the plunge. Also, plungers came from as far away as Arizona and Texas to support Angel and take the plunge.

Mike Wolf, Morning Guy on WRJO, was also seen celebrating year number 20 with a cool dip in the water.

Including the 2020 plunge, all efforts have seen over \$555,000 raised for Angel On My Shoulder over the past 20 years.



Jeff Wagner  
Eagle River  
General  
Sales Manager

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

**WRJO.com**  
fm 94.5

**Freedom**  
104.9 FM / 950 AM  
**TALK**

**Coyote**  
93.7  
Continuous Hit Country

The Northwoods Best Mix  
**MIX96.5**



Mike Wolf  
Corporate  
Program Director

**Snowmobile**, from Page 1

The home of the ‘Snowmobile Hall of Fame’ is St. Germain. Don’t miss this museum of historic and famous snowmobiles.

In Oneida County near Minocqua, there is a network of over 1,600 miles of trails winding through the Northern Highland-American Legion State Forest or ride the famous Bearskin Trail over 13 railroad trestles and across lakes and streams.

If you’re a “winter person” who enjoys the incredible beauty of the 200-ft+ tall pines and amazing snow-covered Northwestern Wisconsin forests, then this is your year. We have it all just a few hours north of where you may be...a true winter haven of unsurpassed beauty for you and your family to enjoy!

**Fader**, from Page 1

So, Fader asked, “What is your perfect vision for your business this year? Let Heartland Communications help you achieve this through mass, social, interactive and digital media.”

Merchants receiving a personal invite will hear Fader discuss how to “rise above your competitors” and “create awareness of your business with new customers” among other topics designed to help

cut through the advertising clutter and reach more potential customers. They will have the opportunity to purchase area marketing programs at special annual rates.

According to Fader, he expects to see Advantage System’s sales increase by 7 to 10 percent over 2019.

To reserve your seat for these workshops, Call John in Ashland at (715) 682-2727 or Jeff in Eagle River at (715) 479-4451.

## **Success**, from Page 2

We do well with entertaining and informing; as you folks know. Can we do better? You folks prove that every day, because every day seems to sound just a bit better (more FUN with more local and regional information). You all deserve a big “THANK YOU!” I want to especially point out our product leadership. Our two Operations and Program Directors, Award-winning Mike Wolf and Ashland’s experienced and extremely professional new guy, Steve Putney, are our quarterbacks. Jim, Bruce, Wendy and Carol in Eagle River and Q-Ball, Rick and Brian in Ashland carry the ball. We should be Very Proud of what we have accomplished working with them.

Because we are a for-profit business (profit guarantees existence and longevity and is described by the four-letter word ‘LOVE’), at Heartland, we must market or sell our product of entertainment and information leading to an accumulation (bunch of) listeners. Those extremely important listeners are what our individual salespeople take to LOCAL and REGIONAL businesses (retail stores, service providers, etc.) to assist those businesses in marketing their goods and services. We invite area businesses to tell their unique story (their reason for being in business) to our bunch

of listeners. A percentage of those listeners — if they find the businesses’ on-air story compelling — will trust what they have heard and spend their hard-earned money with a Heartland message-presenter (advertiser).

I believe, because of the teaching efforts of Ashland’s General Manager John Warren and Eagle River’s General Sales Manager Jeff Wagner, that Heartland has well-trained marketing experts who present to hundreds of businesses, the marketing expertise Heartland offers. I believe we have the best trained marketers or salespeople in NW Wisconsin.

Just recently, I was in a local restaurant (customer) and in conversation with the owner, I heard her say, Eagle River salesperson “Diane Byington is wonderful.” A resort in the Ashland coverage area responded to our corporate website looking for some basketball tournament advertising. The lady I talked with said “Tammy Hollister is a ‘Rockstar’” (and I didn’t even know Tammy could sing). I have heard plenty of those stories over the years about Trish, Tyler, Scott, Deb; the two new Ashland salespeople Rachel and Brianna are amongst good company. I am Very Proud of our marketing and sales teams.

On February 28, 2020, Heartland’s eight radio stations, were ahead of 2019 by 4.44% and ahead of the 2020 budget by

3.12%. The first quarter is always challenging for any business (except snow plowing in the Northwoods) and we have met the challenge head on and exceeded it! This is something to be Very Proud of.

Our office staff Marion and Jenny and company business manager Kathy continue their great “first impression” efforts to direct listeners, customers and vendors to where they need to be, to best serve their needs.

Our product (station’s sound) is the best it has ever been (thanks Mike and Steve and your teams) and our marketing efforts (thanks John and Jeff and their teams) have “Perfect Vision for Success.” We have combined the product-producing efforts with the marketing efforts in a successful way to accomplish professionalism all around.

Our contract engineering people, Erick Burnstad, Jon Zecherle and consulting engineer Jeremy Ruck along with our corporate attorney Dan Vande Zande, FCC attorney John Trent, CPA John VanderBloemen, Newsletter Editor and Publisher Wendi Ell, sales consultants Mark Levy and Keith Fader, partner Frank Coan add great value to our Heartland team.

Heartland’s Year of “Perfect Vison for Success” is 20/20. As the CEO of Heartland, I couldn’t be any more PROUD. Thank you! Onward and Upward!