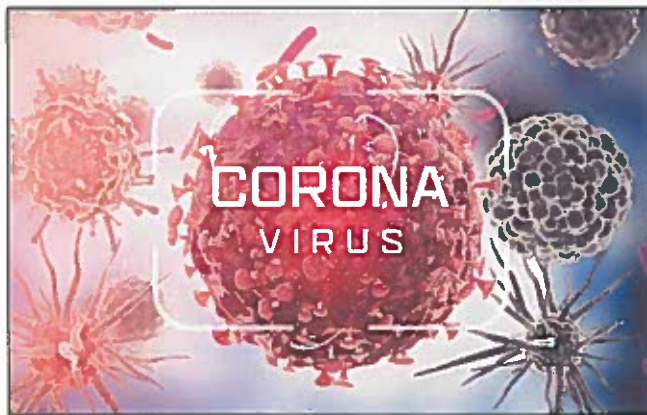


*"One of America's Finest Small Market Radio Broadcasting Companies"*

## FRONT LINE COVID-19 INFO Heartland Stations Work Overtime

March 16, 2020, somewhat like 911, will become a day that most of us at Heartland Communications Group (HCG) will never forget. The English word "normalcy," which we were all familiar with, almost became archaic. These are crazy times.

March 16, 2020, was the day the citizens of the State of Wisconsin began to get glimpses of what Martial Law was all about. Constitutional freedoms were thrown to the wind under the auspices of health protection. COVID-19, which was once relegated to



Wuhan, China, was now a major US and worldwide concern. Mixed warnings came from the World Health Organization (WHO). Respected federal COVID-19

task force doctors made predictions that have now been proven to be a bit exaggerated.

See **Pandemic**, Page 5

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Eagle River News

Jim Coursole, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



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

## WRJO TEAMS UP WITH F.O.R.K. To Stick A Fork In Hunger

Most think of a fork as just a utensil, but "F.O.R.K." stands for much more. F.O.R.K. or "Feed Our Rural Kids" is a 501(c)3 nonprofit organization created to raise money to provide nutritional support to school-aged children from food insecure homes within the Northland Pines School District.

To help this wonderful charity, WRJO joined forces with several Northwoods music artists to put on a concert that aired live on WRJO Saturday, May 23rd. This concert was put on to have a fun time as well as raise money for F.O.R.K. programs. The artists who performed were Bret and

Frisk Miller, Scott Kirby, Michael Saint, Pete Stoltman, Chris McFarland, Mark and Michelle Zaroni, Mark Wayne, Gerry Plank, and Taylor Rae Bolte.

To accomplish the mission to feed hungry kids, F.O.R.K. works with people, businesses, and organizations within the greater Northland Pines community to ensure that all children who need this kind of help are identified and provided with nutritional support, leaving no child left behind. Once the children's specific needs are determined, F.O.R.K. Board of Directors will work with the community to facilitate the additional financial support our current



*Perry Pokrandt, founder, talks with Mike Wolf about F.O.R.K.*

local food support programs will need.

Along with the concert, Mike Wolf, Heartland's Director of Programming, interviewed several of the FORK Board of Directors members including, Perry Pokrandt

(founder of F.O.R.K.), Dan Biehoff (owner Eagle River Roasters), Rick Miech (Deacon at St. Peter the Fisherman), Scott Foster (Northland Pines District Administrator), Jackie Coghlan (Director

See **FORK**, Page 7

# Pres. Release

The year was 1933...about 87 years ago. Our country was amid The Great Depression. Unemployment was at 25%. Things were extremely difficult.

The "Roaring 20's" had come to an abrupt halt. The Stock Market had crashed in October of '29 sending millions of people into destitution. Food lines at soup kitchens were blocks long. People were starving to death. They were even jumping out of skyscrapers to avoid their pain; seemingly all good was lost.

Franklin Delano Roosevelt had just beaten Herbert Hoover to become the 32nd President of the United States. On March 4, 1933, the world waited with great hope and expectation to hear what President Roosevelt would say in his first inaugural address broadcast on several radio networks and thousands of radio stations here and abroad.



Jim Coursolle  
President, CEO

His speech lasted about 20 minutes. Its impression will last forever.

President Roosevelt began, "So first of all, let me assert my firm belief that the only thing we have to fear is fear itself – nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance. In every dark hour of our national life, a leadership of frankness and of vigor has met with that understanding and support of the people themselves which is essential to victory, and I am convinced that you will again give that support to leadership in these critical days. ...the withered leaves of industrial enterprise lie on every side; Farmers find no markets for their produce; the savings of many years of thousands of families are gone.

Most important, a host of unemployed citizens face the grim problem of existence, and an equally great number toil with little return. Only a foolish optimist can deny the dark realities of the moment.

**Our greatest primary task is to put people to work. This is no unsolvable problem if we face it wisely and courageously.**

There are many ways in which it can be helped, but it can never be helped merely

by talking about it. We must act and act quickly."

On March 4, 1933, the day that speech was given, US unemployment was recorded at 25%. Today, as I write this on May 17, 2020, the US unemployment rate is at over 15%. At the end of 2019, bankrupt and desperate Venezuela reported an unemployment rate of 9.2% (which has probably increased due to COVID-19). And again today, the US unemployment rate is at 15%.

The FEAR in 1933 was somewhat different than it is today. In 1933 they FEARED starving to death. Today many FEAR predictions of death by COVID-19. For others it's not having enough money to buy food, among other things.

The FEAR during their time and ours was perceived as real. Different circumstances, but with the same FEARFUL outcome.

Throughout this time of FEAR during COVID-19 pandemic, we have been bombarded with media reports of death; some of it exaggerated and now being called back and properly reduced such as in Colorado.

See Fear, Page 6

## April Top Sellers



### Sales Reps

Diane Byington .....	\$24,309
Trish Keeley .....	\$17,320
Tammy Hollister.....	\$14,323
Scott Larson.....	\$8,381
Rachel Nowicki.....	\$4,980



## BIRTHDAY "BROADCASTS"

### MAY

24<sup>th</sup> – Bruce Marcus – *Eagle River*

26<sup>th</sup> – Deb Hunt – *Eagle River*

### JUNE

12<sup>th</sup> – Richard Feld – *Ashland*

### JULY

22<sup>nd</sup> – Scott Larson – *Eagle River*

23<sup>rd</sup> – Rachel Nowicki – *Ashland*

31<sup>st</sup> – Tammy Hollister – *Ashland*



# Ashland



## These Are the Strangest Times I've Ever Experienced

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

The start of 2020 was going very well reaching our sales goals in the first two months of the year and March was looking great. Then in a blink of an eye, our Marketing Work Shop scheduled for the week March 16th was postponed. Our Spring Home and Sport Shows were postponed. All due to COVID 19. Area businesses went from one day we can't find enough employees to the next day layoff everyone, we're closing our doors and we don't know when we will re-open. We are hoping to have the Heartland Communications Home and Sport show in September 2020 and the Marketing Work Shop has been rescheduled for the week of November 9th, 2020.

Have you heard about the Murder Hornets? I hope they aren't as bad as they sound. What's next? Have you seen the Poisonous Chameleon Flying Spiders? I haven't either, Thank the Lord! LOL...

See Ashland, Page 5



Winner of the Man Cave VI, from left, Heather Gilbertson, Dave Olson, Trevor Ray, Rick St. Nick and the winner's children also pictured.

The Plans for Man Cave VII are underway. We're planning to kick off the promotion on June 12th with the drawing to be held on Friday, August 14th. Last year we had over \$25,000.00 in prizes to be given away, plus the Man Cave Prize package valued at approximately \$5,000.00. Man Cave VI Prizes included 65-inch 4K Ultra HD TV from Northstar Electronics Ironwood, one year supply of pizza from Little Caesars Ashland, Flex Steel Hercules Big Man's Recliner, framed

Green Bay Packers memorabilia from Hitts Fine Furniture, one year supply of Trinko's products, plus Man Cave décor from Home Expressions, along with a 27-quart DeWalt cooler and a DeWalt bluetooth radio with charger from McRae True Value and it's topped off with a year's supply of Miller Lite.

The only way to win is by attending one or more of the Remote Broadcasts that will be held throughout our listening area. Come on by, Spin the Wheel and WIN!!!

From the WNXR studio, Q-ball

Fair amount of new and existing technology is being used for home broadcast during this pandemic at WNXR. We used Skype audio to broadcast my voice back to Ashland. Steve and I figured out how to do a phone conversation, and that was quite simple using my cell phone and plugging in to the headphone portion of the phone into the pot on the mini board. Now we will be working with the Brewer organization to start baseball with a regular season perhaps in July. Baseball will definitely go well into the football season this year. We will cross that bridge when fall arrives. I did not get sick. I think it's ok to resume my regular life. Stay well my friends.



John Warren  
Ashland  
General Manager

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



From the Z93 studio, Rick St. Nick

Rick St. Nick here. Morning cowboy on "Today's Country, Z-93," where we've been having our hoedowns for 18 months now. Thus far, it has been an amazing journey, with an incredibly talented group of pros at Heartland Communications. Haven't had many visitors since moving to the Northwoods though. Friends citing it's too cold, but my cousin promised a visit during summer, so I bought her an airline ticket for July 17-18, a.k.a. summer in Ashland. With John Warren leading the wagon train, along with the addition of our lead scout,



Steve Stone  
Operations  
Manager and  
Program Director

See Studio, Page 5

# Eagle River



## PD NOTES...

By Mike Wolf,  
Corporate Program Director

**C**ongratulation to our 2020 Shop Local 365 winners, Dave and Marilyn Lange of Eagle River. Our incredibly happy winners won a new mountain bike from Forever Young Bike and Ski in Eagle River, a very cool vacuum with a ton of attachments, and according to Marilyn the best of all the prizes, a new Brothers sewing machine. She said she has many plans for it and guaranteed as she said, "I'm going to run the needle right off this thing!" Congratulations to the happy couple and enjoy all the prizes! Hopefully Marilyn will take some time from sewing and ride the bike a little?

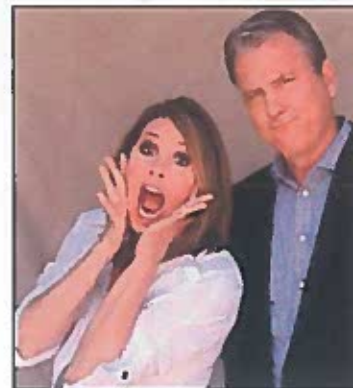
Mix 96 is getting a new morning show. The Ashley and Brad show is slated to start on May 18th. Ashley & Brad will bring upbeat fun and laughs, and the best in pop culture to listeners every weekday. The show features funny bits, "The Fun Fact," "Whose Got Birthdays?," trivia, popular guest interviews, along with humorous conversation, and the latest in entertainment and music in "The News Roundup." Together Ashley



2020 Shop Local 365 winners, Marilyn and Dave Lange of Eagle River pictured with Mike Wolf and Wendy Fisher.

& Brad deliver laughs and entertainment, safe for all to listen to, while sharing their life with the listeners. Mix 96 is extremely excited to kick off the show and add another element to the Northwoods Best Mix, Mix 96.

WRJO is looking forward to getting back to normal, and with that is looking forward to the Milwaukee Brewers being back on the air. WRJO is a proud Brewers affiliate and we are keeping our fingers crossed for a potential start of the 2020 baseball season in July. Baseball is the American pastime that our listeners are looking forward to.



Ashley and Brad Show, Mix 96.

The return of normalcy in their lives. We have a lot of listeners that listen in their boat, by the campfire, while they are doing yard work, or just driving down the road. Let's bring on baseball — Go Crew!



Jeff Wagner  
Eagle River  
General  
Sales Manager

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



Mike Wolf  
Corporate  
Program Director



**Pandemic, from Page 1**

The country was in a LOCK down, the likes it had never seen before. Wisconsin followed suit.

On March 17, 2020, St. Patrick's Day, just as the Northwoods was beginning to think about celebrating; without warning... bars, taverns restaurants and resorts were phone-called with a Martial Law type warning: "Close up or be locked up." Millions of dollars in food in various stages of preparation went to total waste.

FEAR was rampant and the national radio and TV networks blasted death warnings to all parts of our land. It was a scary time!

The HCG stations went into high gear broadcasting hygiene warnings and lockdown announcements. HCG stations, broadcast hundreds of free announcements asking listeners to patronize restaurants offering pickup – curbside service. Event cancellations were rampant and HCG stations reported long-lists of those cancellations. People were so fearful; HCG stations were even asked to broadcast cancellations for events scheduled months in advance. HCG's Brewer broadcasts were kaput with the hope that baseball would be played someday, somehow in the future, but no one knew when that would be.

Our Ashland/Superior/Ironwood stations established a "Pet Food Pantry," because humans weren't the only living beings effected. The Pet Pantry was a huge success and tails began to wag again!

"COVID-19 Update" reports were broadcast on all HCG stations serving approximately 330,000 people throughout the Northwoods and Lakeshore. These reports continue day and night with regularity even as this article is being written.

In Ashland, Dr. John White, head of medicine at Memorial Medical Center, gave live reports throughout the declared National Emergency. In Minocqua, Eagle River and Rhinelander, award-winning Heartland News Director Bruce Marcus interviewed several County Health Directors who reported each county's coronavirus status.

"The key for the Ashland station was to balance being informative with being entertaining from day one," said Ashland cluster Operations Manager Steve Stone. Our on-air talent, with one – Q-Ball - broadcasting remotely from home, has been the best local small market programming imaginable; it was truly professional!"

News Director Bruce Marcus interviewed Wisconsin Gov. Tony Evers who thanked Wisconsinites for his "Safer at Home" orders and for social distancing.

See **Pandemic, Page 7**

**Ashland, from Page 3**

So on with our summer fun. We're still planning the 11th Annual Bay Area Battle of the Bands to be held Friday July 17th in Ashland. This is always a huge event for the Ashland Area. Hopefully it doesn't get shut down.



1st Place: Hot Pink Hangover \$1,200.00 Winner 2019



2nd Place: The Most Wanted \$750.00 Winner 2019



3rd Place: Cheap Trixx \$500.00 Winner 2019

**Studio, from Page 3**

OM Steve Stone, we're working hand-in-hand to continually make Z-93 a listening experience powerhouse across all digital platforms. Makes you want to jump in the air and shout, "ye-haw." Thank you, Heartland Communications, for the opportunity to saddle up and take the ride with you.

From the J96 studio, Steve Stone



I am Steve Stone, HCG Radio – Ashland Operations Manager and Morning Drive Personality on WJH/J-96 FM. The past few months have been pretty wild, to say the least. J-96 has been both a source of information and an escape for our listeners. Classic Rock takes the listener back to less hectic times and the mix of humor and information is just what the doctors should be ordering for everyone. The Northwoods is tuning in, we will continue to do everything in our

power to keep the music going, put a smile on faces and maybe cause some laughter in the day. J-96 prides itself on being the Northwoods Classic Rock choice! We will keep it rocking in classic style.

From the Bay Country studio, Brian Wick



Hello, My name is Brian Wick and I am the host of Bay Country Sunrise on WATW in Ashland. Our goal at WATW is to provide the Chequamegon Bay Area listeners with all of the local news, sports, events and happenings that are going on in the area. We strive to be as "Local" as we possibly can by having guests on the show talk about events, fundraisers, etc. in the immediate area. We want our listeners to be able to tune in and be made aware of all local events. WATW is a staple in the Ashland community as it has been around for 80 years and we will continue to be the "Voice of Ashland."

## Fear, from Page 2

We have heard predictions that 2.2 million people in this country would die...our medical facilities would be overwhelmed to the point of collapse. To alleviate or mitigate those FEARS, hundreds of millions of dollars were spent to build portable field hospitals; to move into place 1,000 bed hospital ships to New York City and Los Angeles. Mainstream media news reports quoting respected scientists caused a great deal of FEAR throughout this nation and the world. Death would be rampant, they reported.

We were mandated to stay home in a lockdown situation. People were being arrested and even jailed if they violated lockdown orders. Millions of businesses shut down, some forever, and over 34 million people at this writing filed for unemployment. It was an unheard-of circumstance that only one's imagination could fantasize. But this time it was for real.

Then came the recognition of reality. And many times reality is hard to digest. It's even denied.

The hundreds of hospitals throughout the nation that were mandated to prepare for COVID-19 patients and to discontinue, what politicians and scientists determined as non-essential surgeries and procedures, stood practically empty. The 1,000 bed hospital ships that were practically empty were moved back to their harbors at a cost of hundreds of millions of dollars. The just-constructed field hospitals in Central Park and other locations throughout the nation, stood practically empty and were being dismantled. The politicians and the scientists who had caused an immense amount of FEAR were wrong...dead wrong. The scientific model projections for the COVID-19 pandemic were wrong, to the point of absurdity. The World Health Organization (WHO) which early-on had stated that the coronavirus pandemic would not affect the United States and that masks were not necessary, missed the mark. Yes, "Dr Seuss" of "WHOVille" was totally wrong. He is now suspected as being a slanted



arm of Communist China.

FEAR is debilitating. It can cause intelligent people to make unintelligent decisions. It can knock the blocks right out from underneath you.

The people at Heartland are wise people or they would not be here. Please use your wisdom to discern what reality is. If you are among the population that is considered vulnerable meaning 65 years of age or older, or if your immune system is compromised by other maladies such as diabetes, cancer, obesity, etc., you need to be very vigilant. The best thing to do is to trust your own wisdom and judgment. At this point, it would be hard to trust the judgment of these scientists who have so greatly missed the mark that even a junior high school kid should be able to realize that the information causing FEAR throughout this country has been totally inaccurate.

The real FEAR is that our country's economy, which was at a 50-year high at the end of February or 90 days ago, may be approaching disaster. If that should happen, hundreds of millions of people will not have the wherewithal to support or to take care of themselves or their families. Our money will have little value as inflation to cover the trillions of dollars in coronavirus relief funding will become rampant. What could follow might make

The Great Depression look like a small recession. THESE ARE THE REAL THINGS TO FEAR.

One life is precious and is of great concern. I am certainly not condoning a lackadaisical attitude regarding COVID-19 dangers. What I am condoning is the dealing with reality and the fact that millions of people will be greatly affected if this country does not return to work very soon. What I am not condoning is the lack of common-sense measures being taken such as washing your hands and staying away from people that appear to be ill, etc. We all know most of these precautions because we have heard them a thousand times in the last 90 days. What I am condoning is for people to reason with logic not with FEAR.

If you must have FEAR, be FEARFUL of those around you who rant and rave about continuing to keep the United States in a mandated lockdown – almost imprisoned – environment. These are what I perceive to be emotionally and intellectually imbalanced control freaks with little, if any, facts to validate their perceived FEARS. Be FEARFUL about anyone who would sidestep our Constitutional freedoms, they may be dangerous.

President Roosevelt was right...FEAR is what we need to FEAR. And if you seem to be more comfortable in a FEARING type manner, I will ask you to consider FEARING a total collapse of The United States and our economy.

It is time for this country to get back to work so that we can dig out from under the mess that we are currently in and eliminate, not only the COVID-19 health risks that we FEAR, but also the much greater risk of losing what we now have, love and cherish.

*We are strong*  
**TOGETHER!**

**Pandemic, from Page 5**

Marcus also interviewed Wisconsin Health Services Secretary Andrea Palm regarding the "Safer at Home" order; that order eventually being over-turned by the State of Wisconsin Supreme Court.

The Ashland stations are working with nine area schools to produce and air graduation ceremonies on Heartland's Ashland stations.

Many Chambers of Commerce including Ashland, Minocqua, Eagle River, Rhinelander, Phelps, and Iron River, MI were interviewed on the HCG stations airwaves with their advice about shopping in their respective cities and getting take-outs with their area restaurants.

News reports and interview were broadcast with newly elected US Congressman Tom Tiffany, State Rep. Rob Swearingen and State Sen. Janet Bewley. HCG also

had many other political and legal officials on the air with their version of COVID-19 information.

Mike Wolf, Heartland Operations and Program Manager, put together a live WRJO 94.5 Concert broadcast on Saturday evening, May 23rd featuring local singers and talent. The proceeds for that fundraiser broadcast went to F.O.R.K. (Feed Our Rural Kids). HCG President & CEO, Jim Coursolle, said, "This was perhaps one of the finest LIVE broadcasts I have ever been associated with in my 59 years in broadcasting. It was amazingly well-done."

During this time of National Emergency, like most radio stations throughout the US, HCG has lost significant advertising revenue. "Even with SBA PPP assistance, we have had to tighten our belts. I am proud of the fact that HCG has not had to lay-off or reduce the salaries of any employees at this writing.

Our salespeople have done an outstanding job in assisting advertisers with marketing their goods and services during this pandemic. Our Ashland and Eagle River cluster sales/marketing teams must be commended on keeping enough revenue coming in to provide our employees, advertisers and listeners with subsistence and important COVID-19 emergency information," said Coursolle.

Coursolle went on to say that our HCG stations have put in hours of overtime to assure our vast NW Wisconsin listening areas that they would be and are receiving the highest quality of small market radio broadcasting services available anywhere. "I couldn't be prouder of our on-air team lead by Mike Wolf and Steve Stone and including News Director Bruce Marcus, Q-Ball, Rick, Wendy, Brian, our sports guys and part-timers...Heartland is a great company because of its terrific people!"

**FORK, from Page 1**

Vilas County Food Pantry, and Pastor Andrea Fluegel (Pastor Prince of Peace Evangelical Free Church).

The night's event was held at Eagle Waters Resort in Eagle River by host Laura Koranda. Video was captured by Tomasoski Photography of Eagle River and a video playback of that night can be viewed by visiting [www.wrjo.com](http://www.wrjo.com), or [www.feedourruralkids.org](http://www.feedourruralkids.org).

F.O.R.K. was offered a \$20,000 match for the night through a grant by Margaret Baack and Mike McAdams of Land 'O Lakes. The \$20,000 match total was attained and raised over \$40,000 for F.O.R.K.

"The night was a complete success, and everyone involved is looking forward to another concert next year" Wolf said. He pointed out that "with all the audio and video working as well as it did, we have a great blueprint for next year; these professionals were amazing to work with."

To make a donation at any time to F.O.R.K., whether money, or your time, visit [www.feedourruralkids.org](http://www.feedourruralkids.org).



**F  
O  
R  
K**

