



Heartland Communications Group - "One of America's Finest Small Market Radio Broadcasting Companies"

## \$ Over The Top \$ *In May*

Heartland had its best month in the history of the company in May 2012. Certainly part of the reason was the added political revenue, but it was not the only reason.

"It was sort of a 'Double Whammy' month," according to Heartland CEO Jim Coursolle. "Not only did we exceed the all-company team goal at 100.4%, but we moved our collection of accounts receivable into the 'norm' column."

"I decided to do a little research on both historical revenue and collections. Some time ago, I asked Deb Josephs, our CFO, to give me some history on Heartland performance. It became time-consuming and so we decided to go back only as far as January 2008. But I asked long-time Heartland Ashland market manager Scott Jaeger, long-time Park Falls market manager Darla Isham and Heartland CFO Deb Josephs if they could recall any month prior to January 2008 where the combined market revenue budgets were accomplished. They could not. And it seems to me that something as notable and satisfying as 'making budget' would surely be remembered by someone."

According to Josephs, the only other time of record that all-company Heartland budgets were reached before May 2012 was in November and December, 2011. The Coursolles purchased Heartland in May 2010.

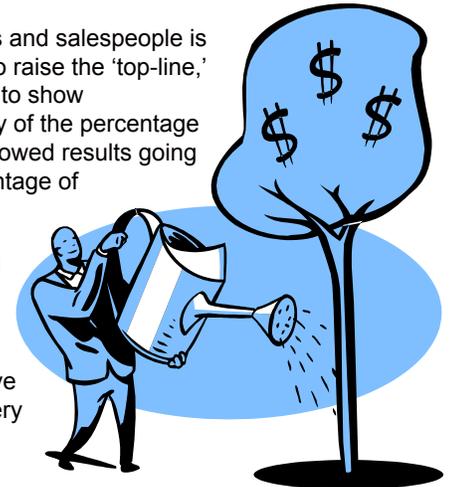
Coursolle went on to say, "One of the things I am most proud of for our Heartland market managers and salespeople is our vastly improved collection of accounts receivable. "After our first year of ownership and effort to raise the 'top-line,' my intent was to begin to 'fine-tune' certain operational components so that the 'bottom-line' began to show improvement," said Coursolle. "I asked Deb J - as she is known in these parts - to give me a study of the percentage of accounts receivable collected each month and each year. When that study was completed, it showed results going back to 2009 which pretty much covered anything pertinent to our new ownership. The total percentage of collected accounts receivable was just 52.3%. I would be less than honest if I didn't say 'I was shocked,'" Coursolle said. "I asked our market managers if any of them could live on just 52.3% of their salary. I knew the answer. It also became extremely clear to me why the previous owner sold the company."

In May 2012, the Heartland team of sales reps collected 81.2% of outstanding accounts receivable. "This is an unbelievable turn-around and definitely shows that our sales reps now believe enough in their efforts and our products to ask to be paid for our services," said Coursolle. "I am very impressed with everyone's effort to make Heartland a very successful small market radio company."

In May, not only was the revenue goal met and exceeded, but the accounts receivable collection goal was also met and exceeded as well. "This is a great accomplishment and I am so proud of the Heartland team. The ladies in corporate have played a BIG part in improving our collections. They are 'relentless' in their efforts to have people pay Heartland for our hard work. "May was an excellent month," said Coursolle.

In This Issue	
Pres. Release	Page 2
Ashland News	Page 3
Eagle River News	Page 4
Iron River News	Page 5
Park Falls News	Page 6

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## Heartland GMs Meet in Park Falls

The Heartland market managers met in Park Falls at the Northwood's Community Credit Union meeting facilities on Thursday, May 31, 2012. Headlining the meeting was Jeff Davidson and Bill Schwartz of Inter-Quest, Beaver Dam. The topic of their presentation was increasing sales of digital products. A new pricing strategy was introduced by Schwartz that would involve more revenue and profits for Heartland. The new pricing will be introduced to all of the markets very shortly.



Other topics on the meeting agenda included "The Heartland Shopping Show," Non-profit Advertising, Political Advertising and Making Advertising Presentations.

# "Pres. Release"

Jim Coursolle



We are making progress.

A couple of years ago, I asked Heartland CFO Deb Josephs to go back as far as 2008 and let me know – month-by-month – how we did revenue-wise compared to budget. It was a time consuming, and therefore, expensive project, but well worth it. She has kept that updated each month so we have current information. That's

the good news; the bad news is that we have only sketchy info earlier than January 2008.

Heartland began in 2002 when former owner Tom Bookey purchased stations in Hibbing, Minnesota (hometown of Bob Dylan and birthplace of Greyhound Bus company). I know the area well as Diane and I cut our "ownership teeth" in Aitkin, MN, not too far from Hibbing. We know Northern Minnesota and The Minnesota Iron Range very well.

Interestingly enough, my mentor at St. Mary's College, Winona, Minnesota, was a guy by the name of Jerry Collins. Jerry taught me broadcasting early on. Jerry sold me my first radio stations in Waupun, Wisconsin. He also built the stations in Hibbing, Minnesota that became the first stations Heartland ever owned. Another small piece of trivia is that my wife Diane and I met in St. Cloud, MN at KFAM (now KCLD). I was her boss then, now I am often times reminded that she is mine. She and I purchased Heartland Communications Group LLC from Granite Equity Partners also located in St. Cloud, MN. Yes, it is a very small world indeed!

Deb Josephs joined Heartland in 2004 (Park Falls and Hibbing were the only properties at that time) and with the exception of a short period during the ownership transition from Granite Equity to Diane and me, Deb has been the Heartland CFO, and I might add, THANK GOD! If there are any better CFOs out there, I wouldn't know who they might be.

Eagle River was the last Heartland market to be purchased in 2005. Hibbing was sold in June, 2004. Ashland was purchased in June, 2004, Iron River was purchased in December, 2004 and Houghton in January, 2005. Houghton was the only market Diane and I did not purchase with Heartland.

So why all this stuff? Well, simply, the Heartland vets, Deb, Scott and Darla and I were trying to determine when the last time, and how many times, the entire Heartland Company made and/or exceeded budget. Outside of the definitive info going back to 2008, it is going to have to be pretty much from memory. Scott mentioned that Heartland had a great year in 2007 but couldn't remember if budgets were met with regularity; he remembers the company did well. Economic times were great! No one can seem to remember making budget as a company prior to January 2008 so maybe it is correct to assume that it didn't happen or didn't happen often. People seem to remember things like that. Budgets were met in November and December of 2010 and under our ownership.

The exciting news is that we just reached (and exceeded budget -- company-wide by a hair -- last month in May 2012.

We accomplished 100.4% of goal! There are no other months going back to January 2008 (and Deb's accurate information) where budgets were accomplished company-wide. I think May 2012's performance deserves a "pat on the back" to everyone at Heartland and especially Scott and Darla who greatly exceeded their budgets (Scott and his Ashland team at 111% and Park Falls and Darla's team at 113%).

Our next sales/revenue plateau is for all four Heartland markets to accomplish their budgets in the same month and then to continue to do that with regularity. We are on the right track.

Under 26 year veteran GM Jim Hodges direction, Eagle River has been showing significant gains month to month. Iron River is definitely on the right track under veteran sales whiz and GM Dan Wheeler's leadership and is showing steady gains as well. Both Jim and Dan have told me that they see better performance ahead. My 52 years experience in the radio broadcasting business has taught me that in good times and times that are less than "good," it's all about ATTITUDE and PEOPLE with the proper attitude. Why is it that some people always seem to succeed as sales reps and others just never quite get there? Attitude coupled with perseverance is the only answer that makes any sense. People with a "can do" attitude, people who "give a damn" are the ones that land the bigger pay checks. It always amazes me that other reps might conjecture that those successful people are "just lucky." If they are lucky, they are lucky only because they have the discipline to "kick" themselves to the next level. Heartland's leading salesperson John Warren is lucky because John creates his own luck. He's up and on the street often times at 7:00 AM. Iron River's Amber Sarafiny, who just suffered a horrible personal tragedy losing an 18 year old daughter, has made budget consistently through that tragedy. Why, my guess is because Amber works hard at it. She's disciplined. She's simply a pro.

Are John and Amber "genius-types?" Maybe, but they would tell you "no." They just work differently. What can we learn from John and Amber? Look no further than their "can do" attitude and discipline. There isn't anyone on any of Heartland's sales teams that can't successfully do the job; the fact is that some just want to do it more than others. And, therein, is the underlying foundation for all success.

## THE COURSOLLES "THANK YOU"



"Thank you for holding down the fort" while Diane and I were vacationing in the Grand Teton Mountains," said Jim Coursolle, Heartland president. "Everything ran like clockwork while we were out in Jackson Hole; we really appreciate it!"

The Coursolles drove out to Jackson and the Grand Teton National Park for a June vacation. They've been going to the Tetons for many years. "Being able to see the mountains together again was a much needed 'treat'," according to Coursolle.



# Ashland, Wisconsin

## "By The Big Bay"



Scott Jaeger  
Market Manager

June. Here we go head long into summer. Our calendar in Ashland is getting pretty full. We just came off the American Cancer Relay for Life event on June 9th and 10th. I will have a total for everyone next month on the fundraising effort. When we tied into the Relay For Life 7 years ago, they were raising around \$40,000. Last Year, Heartland Communications helped them raise over \$143,000!! Incredible!

I always enjoy Fathers Day weekend. I take a couple of days off and head to Little Girls Point State Park on Lake Superior and camp for a couple of days. The family comes up, Good food, nice weather and some R&R. Ah, yes...I can't wait.

We are putting the finishing touches on the Bay Area Battle of the Bands in Ashland. The Battle of the Bands will be held on Saturday July 14th at Bay View Park in Ashland as part of the Bay Days Celebration! We will have 5 great bands rockin' Chequamegon Bay. The 5 bands are SZYNCHER, CWN ANNWN(COON A NOON), ROK, THE DECADES, AND STIFFLERS MOM!

Heartland Communications is also working in tandem with Memorial Medical Center, Ashland Health and Rehab and UCARE to host our annual Senior Expo coming up Wednesday August 22nd . We are almost sold out on booth space and are currently working on the entertainment. We have a polka band slated from Noon to 1pm followed by our "SENIORS GOT TALENT" show where local senior citizens show off their talents. Hopefully anyway.

November 4th! WHAT...NOVEMBER!! Yes, we are taking a party bus to Lambeau Field to see the Pack take on the Arizona Cardinals. We have teamed up with Ticket King and J.E.T Travel in Ashland. That should be a blast, and the bus should fill quickly.

In closing, I hope everyone had a great Fathers Day weekend, and please enjoy your 4th of July safely. Have a great time with family and friends.

Editor's Note: Just prior to publication, Ashland got completely pummeled with a huge torrential rainstorm. The Duluth area was hit the hardest with almost 10 inches of rain in less than 4 hours. Ashland and Ironwood received about 4 to 5 inches over a 3 hour period. The Miller Hill Mall was shut down, plus hundreds of businesses. The Zoo was completely flooded out, with 8 animals being killed. A seal was found swimming down Grand Avenue and a Polar Bear was rescued from deep water. This was by far one of the worst rain storms the area has ever seen.





# Eagle River, WI



Jim Hodges  
Market Manager

Have you ever been in a fast sports car, stomped on the gas and gone from zero to 60 in five seconds? That's kind of what it's like at WRJO and WERL Radio now that school is out. While we weren't standing still before, our team has accelerated into summer with on air promotions, live remote broadcasts, appearances at festivals, civic celebrations, street dances and more! The two hardest working people in Northern Wisconsin radio show business are Amy Linnett and Mike Wolf. They've broadcasted from the Northwoods Children's Museum Birthday Bash, the Eagle River Airport Fly-In, the Three Lakes Fire Department Radar Run Shootout events, plus live remotes at retail stores including The Choo Choo Store, Fudd's Big Dipper Ice Cream Shoppe, Papa Murphy's Pizza and the Ojibwa Market. And they are just getting started, because there's more to come in July and August as our dynamic duo super serve listeners, our valued clients and tourists. A BIG THANK YOU to Amy and Mike for their great work and incredible dedication to our radio stations.

One of the most fun promotions I've been at to date was our "Party With the Pack" event June 7th. Six 1996 Super Bowl Champions, including Gilbert Brown, William Henderson, Marco Rivera, Santana Dotson, Craig Newsome and Dorsey Levens, came to town to raise money for "Angel On My Shoulder", an Eagle River charitable organization fighting cancer. The players were the featured attraction during a parade through Eagle River aboard a green and gold painted pontoon towed by the WRJO/WERL radio station truck, piloted by Jim Hodges and Amy Linnett. The event culminated in a big party at a bar where the players graciously signed autographs and helped auction off signed Packer items like framed pictures, jerseys, helmets and footballs.

Hats off to Trish Keeley who has done a marvelous job of again setting up the WRJO Street Dances, which began June 21st. Hundreds of people, turn out for these Thursday night events each year. It's an Eagle River downtown tradition that people look forward to year after year. Trish sold the majority of the clients, got the signage made, lined up the bands and arranged the promotion details. Nice job, Trish!

The "Summer of Winning" promotion kicks into another phase with a registration contest at 14 area retailers now through early September. Aimed at driving consumers into stores, contestants must re-register weekly to win a wide variety of prizes, including dinner certificates, gift certificates, jewelry, clothing, home décor, a paddle board river trip, Noah's Ark and Milwaukee Zoo tickets, In total, nearly \$3,000 in prizes will be given away!. The contest generated over \$17,000 in revenue. Tim Zier sold eight packages or 57% of the total. Ashley Krusick sold 29% of the plans. Congratulations and thanks to the sales staff for making it happen.

All Wisconsin radio stations are in the Federal Communications Commission license renewal year. Pre-filing license announcements aired June 1st and June 16th and air again July 1st and 16th. Radio is one of the few businesses where the government controls its destiny. Can you think of another business that would be shut down if the government decided to pull its operating permit? There aren't many that I know of, but since WRJO and WERL do an outstanding job of serving the public interest, we fully expect our license to be renewed. Once our application is submitted, post-filing announcements will air on both radio stations in August, September and October. If not, you'll see me on the street corner with a sign that says "Will do voiceovers for food!" Hey! It worked for the homeless guy in Ohio .



(picture above and right)  
William Henderson, Former Green Bay Packer running back, signing autographs



(left to right) Todd Keeley, Trish Keely (WRJO/WERL Sales Executive), and Suzanne Hodges, wife of Jim Hodges, VP & GM of WRJO/WERL during "Party with Pack" event



# Iron River, MI



Dan Wheeler  
Market Manager

Summer is heating up in Iron County. If you have never visited maybe this is the summer to stop by and see what Iron County Michigan has to offer. Once you get here there is plenty to do and see. There are museums, horse-back riding, fishing, camping, and boating of all kinds. You will find a wonderful variety of events and celebrations throughout the summer from festivals, fairs, and the granddaddy of them all, the 45th annual U.P. Rodeo to be held in Iron River August 3rd, 4th and 5th. For most of you reading this article Iron River Michigan is just a short drive away. Come for the weekend or for one of our special events, we welcome you to our home town. And when you're here stop by our station located one block off US 2 at 809 Genesee Street.

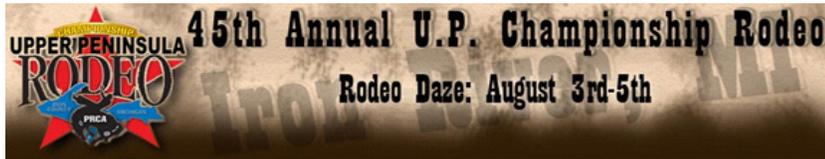


The Iron River RV Park is open and ready to entertain. This beautiful RV park is located right downtown Iron River, and has water, sewer, electricity, and cable. The Iron River RV Park is located next to the beautiful Iron River and the Apple Blossom Trail. Shopping, recreation, and restaurants are all within short walking distance from the park. Located on the grounds is the Iron County Chamber of Commerce. 50 E. Genesee Street, Iron River, MI 49935, Phone: (906) 265-3822



The best place to start is the Iron county Historical Museum. They have activities all summer long and a special treat for art fans is the Lee LeBlanc wildlife art Gallery located at the museum.

Rum Rebellion Days are July 14th – 17th in Iron River. Why a special celebration centered around prohibition of the 1920's? What happened in Iron River Michigan in February of 1920 might surprise some, but the event was so big the story ended up in the New York Times of February 24th 1920. Google Rum Rebellion iron River Michigan for all details.



**Birthday "Broadcast"**

June

- 6th - Marian Volek - Iron River
- 12th - Ashley Krusick - Eagle River
- 13th - Amber Sarafiny - Iron River
- 15th - Jeremy Johnson - Iron River
- 23rd - Amy Hopper - Eagle River
- 23rd - Darla Isham - Park Falls

July

- 2nd - Dan Wheeler - Iron River
- 12th - Cory Marincel - Ashland
- 22nd - Don Slapelis - Eagle River
- 25th - Deb Josephs - Corporate





# Park Falls, WI



**Darla Isham**  
Market Manager

As summer starts to unfold, Park Falls is busy with road construction, but the world keeps twirling and the Heartland Park Falls market is busy with summer life. As you'll see I got a good snapshot of the construction crew removing a light pole in front of the station's drive way. It's very interesting how they took this big piece of machinery and grabbed the pole mid center then just continued to rock it back and forth until the ground gave way and just like magic the pole released itself and the pole was put to bed on a big flat truck.

As we continue with summer activities, I dragged a very long mic cord across the street from the station for a Customer appreciation day live remote at Northwood's Community Credit Union. Just kidding about dragging the mic across the street, but it was close enough to do. The grills were smoking and their volunteer crew was grilling up a great lunch, as you see me interviewing Paul Ryback the marketing director for the Credit Union. 98Q Country is also a partner and sponsor for the annual Northwood's Community Credit Unions annual Golf Classic coming up mid July. This will be the 11th annual, where the focus is always raising money for a community organization.



Paul Ryback and Darla Isham

Everyone gets a big laugh out of the annual AC Carpet Plus "Grin Bin" promotion. Listeners are asked to submit a joke, DJ Rick reads selected "clean family jokes" every afternoon during his show. At the end of 30 days...all qualifying jokes are gathered and the station staff awards points for their favorite. The person who submits the winning joke earning the most points wins a very cool summer prize package. A cooler filled with all the fixings for a picnic, a portable gas grill, lawn chairs, and the station throws in a couple of Brewer tickets. The business pays to have this promotion in their name and provides the prizes along with our station prize. Just another great idea anyone can create for an individual business promotion.



AC Carpet Plus "Grin Bin" winner, Robin Wirsing, DJ Rick, and Dan Seifert

A couple of weeks ago I received a phone call from a lady named Brenda Weber, whose husband is working on the road construction crew. She and her husband, actually camp at a park here in Park Falls so he doesn't have to travel home every weekend to Wausau. Anyway as I was saying I got a phone call from her asking me if the station would put a few psa's on for a presentation she was going to be giving at the Park Falls public library at the end of June. As I was asking questions and getting the particulars about the presentation I became overwhelmed with emotion as she was telling me the story about POW (prisoner of war) SGT. BOWE BERGD AHL, who was captured by the Taliban in Afghanistan and has been held since June 30, 2009. The Weber family is not related to Sgt. Bowe Bergdahl nor did they ever meet. But upon learning about the situation the Weber family took a stand to do something about it, so the journey began in Wausau Wisconsin with an initial goal of trying to collect 30,000 signatures on a petition that will be taken directly to the President of the United States to bring awareness for Sgt, Bowe Bergdahl safe and honorable release. Folks the petition has reached an amazing 155,511 signatures since its inception just 3 months ago.



(L to R) Ray Poetzl, Brenda Weber, and Preston Vaughn

I immediately invited Brenda Weber into the station to be a guest on our Realty Radio show held Wednesday mornings. I knew that every Heartland Communications family member and our owners Jim and Diane Coursolle would want to take a patriotic stand and do our part for Sgt. Bowe Bergdahl and his family. Since 98Q Country interviewed Brenda Weber, the venue has had to be changed from the Public Library to the American Legion Hall because phone calls and e-mails have been coming at a steady stream for information and it is expected to have folks coming from all over our listening area. Brenda tells me that they have already made a formal scheduling request to meet with president Obama. I believe that if we all together take action a difference could be made in the safe release of POW Sgt. Bowe Bergdahl. The presentation and all signed petitions can be brought to the American Legion Post # 182 June 29th from 1pm to 2pm and 6pm to 7pm. Visit the web site at [www.dosalute.net](http://www.dosalute.net) if you would like more information. Brenda's e-mail [weber@dosalute.net](mailto:weber@dosalute.net)

In ending while we will soon celebrate Independence Day on the 4th of July and we picnic with family and friends, watch a parade, and watch an amazing fireworks display at dusk, lets remember in our prayers all men and women who are serving, have served, and for Sgt. Bowe Bergdahl and his family.



Road Construction

## May's Top Sellers

### Market Managers

Scott Jaeger	\$24,428
Darla Isham	\$21,184
Dan Wheeler	\$11,256

### Sales Reps

John Warren	\$36,224
Amber Sarafiny	\$18,189
Trish Keeley	\$17,645
Sandy Berg	\$14,521

