



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



## "RE-PEAT" in June

### Another All-Company Budget is Reached



The Heartland all-company revenue budget was exceeded once again in June. According to the final June 30, 2012 Pacer, Heartland CFO Deb Josephs reported that the entire Heartland all-company budget reached 103.3%. Heartland annual and monthly budgets are set at 7% higher than the corresponding months of 2011.

The Park Falls Isham team led the way at 114.8% followed by Jaeger's Ashland team at 110.1%. The biggest improvement was reported in Eagle River where the Hodges Eagle River team posted a 97.4% score... just 2.6% away from budget. Eagle River was up in June from 88% in May.

This makes the second consecutive month that the Heartland all-company sales budget has been accomplished and only the second time in the company's history that such a feat has been achieved. The first time two all-company budgets were reached in two consecutive months was in October and November of 2010.

Heartland president Jim Coursolle points out that Heartland is pacing at 70.2% for July on June 30, 2012. "This may very well be the highest percentage and best position we have ever entered a month with," said Coursolle. If Heartland - and Coursolle says, "Not 'if,' but 'WHEN'" - achieves a third month of sales budgets in a row, it will be the first time in the company's history that this has been accomplished. "It will be a 'Trifecta' at Heartland," said Coursolle. "And the way we are pacing for August - already at 42.6% on July 1, 2012 - we may very well see another record established at Heartland with FOUR months in a row!"

Coursolle went on to say that this accomplishment is being done in a horrible economy situation which, indeed, points out that when an individual or company sets its mind to do something, it can be done. "It's all about attitude," said Coursolle. "It's all about knowing you CAN do something. Once you know that, you find the inner strength to just go out and get it done!"

"I pray every day that our country will quit penalizing the productive people -- like those that work at Heartland -- in the United States so that those productive people and wealth creators can get on with the job of creating more jobs, sales and wealth for everyone in this country. We, at Heartland, can do our part by selling radio and web advertising and then creating a forum to distribute that advertising (our radio signals, formats and websites) which will create sales and wealth and, in turn, more jobs for the people of the Northwoods," said Coursolle.

## ASHLAND'S RENEE BASINA WINS PACKER TICKETS

Friday the 13th was Ashland's Account Executive Renee Basina's lucky day!

On Friday, July 13, 2012, Laura Boers from Northland Marine, Three Lakes, a long-time WRJO and Heartland sponsor, drew the Renee's name as the winner in the all-company June 2012 Heartland sales contest. The winner's prize is two indoor Green Bay Packer club seat tickets for the September 30, 2012 Green Bay Packer vs. New Orleans Saints game at historical Lambeau Field, Green Bay, Wisconsin.

Renee will enjoy watching a contest of quarterbacks as the New Orleans Saints \$100 million dollar man quarterback Drew Brees faces Super Bowl MVP Green Bay quarterback Aaron Rodgers in what promises to be one of the season's most interesting contests. Renee and her guest will sit in 72 degree comfort in theatre style seats with waitress service. She will also receive a check for \$300.00 to cover gas, motel room and "treats" as she cheers on the Super Bowl hopeful, the Green Bay Packers. Renee will receive Monday, November 1, 2012 off with pay and that day will not count against any vacation time accrued. The total value of this amazing prize package is over \$1000.00!



Renee Basina

Renee qualified and received two chances to participate by exceeding her June sales budget of \$10,000.00. Renee sold \$10,956.25 in June for Scott Jaeger's Ashland team.

Congratulations to Renee Basina, Ashland for a job well done. All of us at Heartland ask Renee to cheer LOUDLY and bring us all back a Packer victory!

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# "Pres. Release"

Jim Coursole



Early, before the grandkids got up and I had to pour their "Apple Jacks" and grape juice, I was sitting in my office watching some young bunnies run across our yard. The sun was about half way up and so was I. I got to thinking about the Fourth of July; not only 2012, but many Fourth of July celebrations gone by. I thought about the picnics with my late parents and family growing up; about how my dad taught me to stand and remove my hat when the flag paraded by during the annual Fourth of July parade.. I guess I got melancholy and just simply thought, it is really a day of celebrating the United States independence

from the tyranny of unbearable British taxation and control. Quite frankly, those folks that had risked their lives to come to the New World wanted to be left alone to live their lives as they saw fit.

As I was thinking, I wondered if our people today have the resolve that my parents did just coming back from WW II and re-building their lives. I was young, about ten years old, but I can remember how proud my parents and our neighbors were about the USA! We were taught to be proud. We were taught to love and be passionate about the United States; right after our love for God and family, the USA was "number one!"

My dad was a Navy officer and an attorney. I remember him showing me his sort of "flash cards" of enemy aircraft that he trained with. He told me they were "top secret" and then he built me a secret hiding place in my bedroom. I was about six or seven years old at the time. I learned to respect our military and it's accomplishments and successes. He taught me about the "rule of law" and how the respect for law was for everyone including leaders in our government.

After sipping a bit of dark coffee, I continued to wonder if the United States was ever placed in a situation of war again, would we have enough resolve to defend the freedoms that our parents fought to preserve. Are we too dependent today to return to a time of self-independence? Have we placed ourselves in a situation where we are in need of government assistance and intervention from sun-up to sun-down in our lives? Will the cost of government services burden our country to such a point that the media will one day switch its attention from Greece, Spain, Italy and Europe and begin talking about the United States? Something like this can't happen here you say. If you get the opportunity to talk to a Greek citizen that has just recently come to this country, you might have a clearer picture.

The key to success in the United States has always been personal independence described as self reliance and self-responsibility

Speaking of self-responsibility and self reliance... Every Heartland team member began their Fourth of July celebration knowing that we accomplished 100%+ of budget in May and again in June and... that we are pacing to do the same for July. When July's revenue budgets are met, it will be the first time in the entire history of Heartland that three all-company budgets were met in a row. Talk about shooting off some fireworks; it's an exciting time for everyone at Heartland because of YOUR self-reliance and self-responsibility! Congratulations to everyone for your personal and team accomplishments!

Diane and I hope you and your family had the best Fourth of July ever! Let Freedom and Independence ring!

## FREEDOM TALK

### Changing it Up and Going Local

Heartland Communications Group's Freedom Talk Network of stations are always looking to stay on the leading edge of conservative talk radio. One of the ways to do that is to stay relevant and local.

On July 2nd, 2012 WERL - Eagle River Wisconsin, WFPF - Park Falls Wisconsin, WATW - Ashland Wisconsin, and WFER - Iron River Michigan made some changes to their daily program line-up. Did it shake things up? Sure. But you should never be afraid to make changes to programming for the betterment of sound and consistency.

WERL, WFER, WATW, and WFPF from 5am-8am are now airing The Wall Street Journal This Morning. The show is hosted by Gordon Deal and news anchor Gina Cervetti. The Team go beyond the headlines with the day's first look at news and business news from the U.S. and around the world; bringing a lively blend of intelligent information, humor, and expert analysis to morning radio.

WERL, WATW, and WFPF are now airing Wisconsin's own Vicki McKenna from 5pm-8pm. Vicki's show is aired out of Madison Wisconsin and really ties together Wisconsin and the national news scene. Vicki is a huge conservative voice in Wisconsin.

WERL, WATW, and WFPF from 8pm-11pm and WFER from 5pm-8pm are the newest Mark Levin affiliates. Mark Levin has become one of the hottest properties in Talk radio. When he is endorsed by Rush Limbaugh and Sean Hannity, you know you have a winner on your hands. In a short period of time, Mark has become one of the most listened to local radio Talk show hosts in the nation.

WFER from 8pm-11pm is airing America Now with Andy Dean. Andy Dean, is known as "The King of New Content". Andy's hit program features a fresh take on conservative political commentary and news analysis. Before the radio business, Andy Dean was the President of Donald Trump's television and media company, Trump Productions LLC.

All Freedom Talk stations will continue to air Glenn Beck, Rush Limbaugh, as well as Sean Hannity Monday through Friday. As well as a great mix of local and conservative weekend programming to create Northern Wisconsin and the Western U.P.'s most sought after group of conservative talk stations.

## Corporate IT / Engineering News



Skip Hunter  
Corporate IT/Engineer

It's been a few months since I have had time to write the column so "here we go".

Plenty of irons in the fire for I.T... Our site host for the FM web sites has updated the CMS tools and made it a little easier to navigate and post. Abacast is in the process of updating our back end of the streamer to a more user friendly platform with more bells and whistles. Our shopping show site is looking pretty good. Remember to get a logo from the business to put on the site and print on the certificates. If the business doesn't have a logo, have the person that takes care of your websites make a small banner to put in its place. Also there is a place on the description pages for photos from the business. The

more information you add to the pages about the business the better and it might help generate a few more sales.

Engineering.... all I can say is proper maintenance and ventilation does wonders. Jeff has the STL issues under control in Iron River MI. and Eagle River WI. Leland and I have been working on and off in Park Falls on transmitter issues since late December and those are almost wrapped up. There have been a few issues in Ashland and Iron River WI transmitter sites dealing with aging parts in transmitters and ventilation. I hope we have all the gremlins rounded up after this last round. Programming made changes to Freedom Talk and that required new equipment to be installed and current receivers and AM automations to be re-programmed and through it all the engineering department of HCG made it all run and sound pretty darn good.

Tech / Engineering tip of the month.... Each market is keeping a daily log of transmitter status, tower light observation and EAS sent and received. You don't need to take transmitter readings daily but note the status on or off, although a set of readings daily is a good way to make sure you are running at peak efficiency. Tower lights need to be observed once per day either by remote control or visual observation. It should be noted by the time of day and status of lights. If an EAS is received or you do the weekly and or monthly test, this is the log to keep track on. The little slips of paper that come out of the EAS decoder are the information you enter on the log and then sign the log.

Testing is almost complete on doing a remote / sports event using the internet and a computer to run audio to the studio and also run the studio. (no board op at the studio) I have been doing the weekly race program from the ABC Raceway all season and have worked out almost all the glitches. Hopefully we can get everyone setup and trained before high school basketball season.





## Ashland, Wisconsin

*"By the Big Bay"*



Scott Jaeger  
Market Manager

The 4th of July has now come and gone. Wow! I don't know if it's just me, but man is time flying by Fast. I can't believe we are staring August in the face!! I hope everyone had a great 4th of July. I know we did.

We were a title sponsor of the American Cancer Society Relay for Life in June. As far as I can tell (no official numbers yet), we helped raise over \$125,000 in the Ashland area! That's amazing!

At the end of June, we set up a quick promotion and gave away 8 tickets to see .38 Special in Duluth! Wish I could have won!

Our Bay Days Festival in Ashland was a big success even with the heat. Maxwell Street Sidewalk sales were very strong with the retailers. Our Bay Area Battle of the Bands came off without a hitch! We had 5 incredible bands battling it out in about 90 degree weather! Here are how the Bands finished. 1st Place was SZYNCHER from Butternut, 2nd place went to CWN ANNWN from St Paul, and 3rd Place was taken by the Decades of Ashland. Stifler's Mom from Bessemer took 4th place and 5th place went to ROK of Ironwood. We had a huge crowd for the event which really helped bands rock it out!

We are now moving on to the Senior Expo in August, and we are now officially sold out on booth space. We even opened up six more booths than last year! The sales staff did a great Job. The Senior Expo is slated for Wednesday August 22, 2012. Jim, don't come that day!

The next big event after that would be our Battle of the Bands in Ironwood, MI! Yes we are doing it again! We will now start soliciting bands for that one! The sales staff has already cranked out a few thousand in sponsorship.

In Ashland, we have tied in with J.E.T Travel and Ticket King for a trip to Lambeau Field to see the Green Bay Packers take on the Arizona Cardinals on Sunday November 4th! That will be a blast, as it always is at Lambeau Field!

The week of July 23rd, I will be spending with my best friend..my wife! We will be celebrating 12 years of Marriage on Sunday, July 22nd! Hats off to my wife for hanging in there! She keeps telling people "With Scott, it's one big journey. I need to hang on long enough to see how it ends!" Thanks Hun! We will be heading to Mackinaw Island..I have never been there. One more thing off the ol' bucket list.

I want to thank the entire staff! Over the last few months we have been crazy busy...and I know that takes a toll after awhile. Thanks guys and gals for everything you do! It's one big team effort and don't ever forget it!



Ashland's Battle of the Bands  
(left and middle photo) First place winner, SZYNCHER  
(right photo) Second place winner, CWN ANNWN



Eagle River, WI



Jim Hodges  
Market Manager

Ever heard this phrase? "Sales Solves Everything!" You have if you've spent any time with me.

While every aspect of a radio station's operations is important, without sales neither WRJOWERL, nor Heartland Communications can fulfill its mission, reach its objectives or goals. Our valued employees and their families depend on our sales professionals to make everything possible that we wish to accomplish at each of the HCG properties. And that starts with the retail communities we serve. Yet, it always mystifies me when one of our AE's comes back and reports a prospect says advertising doesn't work or they can't afford to advertise.

The following is interesting. I'm not sure where I got this, but it's something every advertiser should hear.

"We Ask You....Why is it a business owner wakes up in the morning after sleeping under advertised sheets and pillows, on an advertised mattress nestled inside an advertised bed, removes advertised pajamas, cleans up in an advertised shower, towels off with advertised towels, washes with advertised soap, shaves with advertised shaving cream and razor, slips into advertised clothes, sits down to a breakfast of advertised coffee and cereal, brushes their teeth with an advertised toothbrush and toothpaste, puts on an advertised coat, drives to work in an advertised car, sits in an advertised chair at an advertised desk, writes with an advertised pen and then refuses to advertise, saying advertising doesn't work? And then, when the business isn't good enough to advertise, the person advertises the business for sale? If you believe in your business and want to realize your hopes and dreams as a business owner....then....ADVERTISE!

When you think about it, we're all in sales. When customers call or stop at the station, our front desk professionals are "selling" our radio station. When the announcers are on remotes, they are "selling" our product. When the billing goes out correctly, the accounting staff is "selling" our services. Remember, we have three sets of customers that we are "selling" all the time; our advertisers, our listeners and each other. Let's never forget that it takes every Heartland Communications Group station to "sell" our company and move us forward.

And as a broadcast friend of mine used to say...."If you help me pull the wagon up the hill, I'll let you ride down the other side!" Let's plan on a fun wagon ride at the end of the year!



Jim Hodges' "Other Customers", his dogs, "Quincy", a Shih Tzu, left and "Chopper", a blue Pomeranian, right. Jim's the one in the middle.





# Iron River, MI



Dan Wheeler  
Market Manager

Summer is sizzling in Iron County and so is the action at the radio station. We gave away some goodies this week for WIKB's Summer of Fun Give-a-way. Winners received tickets to local and regional events including Fantastic Damage Extreme Bull Riding, and Sick Air coming to the Fair grounds this weekend, all compliments of WIKB/WFER.

The biggest event in Iron River comes August 3rd through the 5th with the 45th Annual U.P. Championship Rodeo. WIKB and its staff will be welcoming visitors and promoting this annual event. Look for ticket contests and give-a-ways leading up to the rodeo on the Mo Show and during Telephone Time. Look for WIKB's own Mo Michael as he plays host at the 4th annual U.P. Rodeo Concert featuring Clay Walker. Opening for Clay Walker is Jason Jones, Next Myle, and Iron River's own Jesse McPherson.



Scott Murray  
Sick Air FMX



To end the summer and start a new celebration WIKB is teaming up with the Iron County Chamber of Commerce, and the Alpha General Store to bring the 1st Annual "End of Summer Blues Fest" August 25th. The event will include a Veterans Freedom Memorial Ride/Poker Run for motorcycles and cars starting at 11am in Alpha and returning at 1pm when the music and events start. We have a lineup of bands, kid's events, 'Blues-berry' pie eating contest, 50/50 raffles, food vendors and more. Refreshments will be provided by the Alpha Fire department.



Clay Walker



Jason Jones



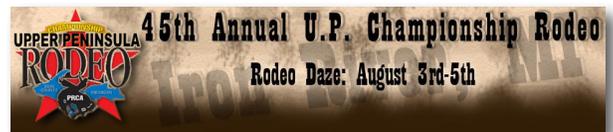
Jesse McPherson



Action from the 44th Annual U.P. Championship Rodeo



Next Myle



## June's Top Sellers

Market Managers	
Scott Jaeger	\$21,051
Darla Isham	\$17,071
Dan Wheeler	\$14,473
Sales Reps	
John Warren	\$38,697
Trish Keeley	\$19,140
Amber Sarafiny	\$18,348
Tim Zier	\$17,447
Sandy Berg	\$14,765

### Birthday "Broadcast"

**July**

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

**August**

- 2nd - Kam Zinnecker - Ashland
- 27th - Jim Coursolle - Corporate



# Park Falls, WI

## The Value of Community Leadership and Stewardship



**Darla Isham**  
Market Manager

Stewardship and Leadership is not just a matter of what gets done, but how people grow and develop in the process. Several characteristics that define the servant leader and a good Community Steward is someone who is good at listening, empathy, awareness, persuasion, visioning, foresight, stewardship, commitment to people's growth, and building community. As you look around your own station market you may find several Heartland Communications staff members who are good Community Leaders and practice being great stewards in their communities.

As you view the photo taken on Memorial Day you'll see a group of Boy Scouts raising the flag to half-mast during the Memorial Day festivities at Nola Cemetery here in Park Falls. What makes this photo so special is you'll see standing in the background, Dana Bloomer this troop's leader, and Heartland Communications group employee on the sales team.



The Boy Scouts, Dana Bloomer Scout leader in far left corner of photo.



Ray Poetzl speaking for Do Salute

Another photo taken recently at a ceremony for "Do Salute", bringing awareness to the plight of POW Sgt. Bowe Bergdahl. Our very own Ray Poetzl (Veteran) gave a heart-warming speech to our community about caring and doing what is right as a community to bring awareness about this young man who is being held in Afghanistan.

The list goes on with Preston Vaughn our community events telemarketer and Pastor of Faith Apostolic Church here in Park Falls. Joel Karnick our program director, coach, school board, business owner, chamber of commerce, time out family abuse shelter board member, and Corner Rock Youth outreach center board member. Nancy Johnson, Office Manager, and Rick Frishman, afternoon DJ, both always volunteer their time helping with community fund raising for our chamber events, Time Out Family abuse Shelter, Corner Rock youth outreach, Lords Cupboard, Salvation Army and more. All of these individuals step up to the plate not only in the community but here at Heartland as well, pitching in at station functions and promotions outside of the work day. And if you would ask any one of these individuals what their job title is, you would get answers that would far extend past job expectations.



Dana Bloomer at remote for Old Minocqua Boardwalk Shoppes

I'm so very proud to have a team of outstanding Community leaders and good stewards in our Community.



The ladies of the Old Minocqua Boardwalk Shoppes, day of remote.

Other photos are of a recent live remote in Minocqua Wisconsin for the Olde Minocqua Boardwalk shoppes. It was a great event lots of folks stopped by for wine, ice cream, fudge, cheese, and scent sampling. I love it when we are out at a remote and folks come up to our radio table and say they have been listening....traveling through, from the campground, another business in the area, or from their home in the area...Love it, just love it! Radio does get results.

