

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

It Was a Very Good Year! 2015 now in the record books

Even though the "final" numbers are not quite in, the preliminary numbers report some notable accomplishments took place at Heartland in 2015.

Heartland's four stations serving the Ashland, WI and Ironwood, MI markets set a new record for revenue. For the first time under the Heartland label – and for the first time ever – Heartland's "Z93 Country" – WBSZ; "J-96 Real Rock" – WJJH; "Classic Hits" – WNXR and "Freedom Talk 1400" topped the One Million Dollar mark in radio advertising revenue. According to Jim Coursolle, Heartland CEO, this was quite an accomplishment and success story; the economic conditions in Ashland and surrounding counties are not opportune. Ashland County, according to a story published



in the USAToday on January 10, 2015, was reported to be the poorest county in the State of Wisconsin.

Coursolle went on to say he

expected the growth to continue under Scott Jaeger's leadership. "Scott has done an excellent job in leading his sales team to new heights. Even though ill-informed politics prevented the Ashland GTAC Mine – an expected area job and economic enrichment – from becoming a reality in early 2015, we have learned to re-focus our endeavors looking for additional revenue opportunity in neighboring communities and the Superior/Duluth area. Company growth is oftentimes accomplished with a positive mental attitude and does happen in spite of a community's economic temperament. I am very proud of Scott, John, Sandy, Marge, Tammy and Sally." Ashland begins 2016 by hitting their January sales budget at 101%.

See 2015, Page 3

In This Issue

Page 2 . . .
Pres. Release

Page 4 . . .
Ashland News

Page 5 . . .
Eagle River News

Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher

www.heartlandcomm.com



RADIO STILL OUT IN FRONT AFTER ALL THESE YEARS

Radio is, once again, the nation's top reach medium. But, the real story is that's only part of the bigger overall takeaway. The introduction of Nielsen's second-ever Comparable Metrics report may help radio in the battle for a bigger slice of the ad pie.

That finding was reported by Nielsen in its new Comparable Metrics Report using the same "apples to apples" metrics to measure TV, radio, TV-connected devices, PCs, Smartphones and tablets. That infor-

mation should go down as the bigger headline.

First, the numbers: AM/FM radio reached over 90% of all adults in a given week during third-quarter 2015, a percentage that is consistent across demos—92% among 18-34-year-olds, 95% for 35-49-year-olds and 91% for persons 50+. TV is a close second, reaching 85% of all adults. Smartphones reach 74% of all adults—86% of persons 35-49. But, after that, there is a steep drop-off. PCs reach half of

all adults, followed by TV-connected devices (40%) and tablets (29%).

"Radio is the only media platform that's consistently delivering more than 90% of every adult demographic on a weekly basis. Not even TV is able to do that," says Stacey Schulman, executive VP, strategy & analytics, Katz Media Group. "That's phenomenal in a world where we're constantly fighting for our fair share of dollars."

(Nielsen, 2016)

Pres. Release

Ever since I saw the movie “13 Hours,” I’ve been trying to describe my reaction to that movie to friends who have asked, “So, how was it?” It was simply, “horrificing.”

I have vowed to catch myself complaining about any faction of my job at Heartland and then shut up. After realizing the dreadful elements of the job description of those men and women involved in that modern day “Alamo” at Benghazi, Libya, I hope I am always able to realize how incredibly lucky I am to have the job that I have.

Since, I will probably never be confronted with such an atrocity (unless we are all called upon to defend our families from the threat of Muslims and other terrorists coming into our country disguised as refugees or across our borders); I want to, during this Valentine’s season, express



Jim Coursolle
President, CEO

my appreciation and love for the men and the women of our United States Armed Forces.

Before you shrug you shoulders and blow off what you may feel is an exaggeration of any Muslim terrorist or border threat, please consider this: The misleading press likes to use the term “radical Islam” or “radical Muslims” frequently.

Muslims who aim to kill us (radical Muslims) it has been statistically reported (Google it), comprise about 25% of the Muslim population. There are approximately 1.6 billion Muslims in the world so that 25% equals 400,000,000 or about 50 million more people than the entire US population. We need to start realizing that pretty quickly, before that 25% devours us and a good share of the rest of the world as well. Muslims see us as “infidels” and, according to their Quran, we must be converted to Islam or eliminated. They also see us as an easy target because we are so naïve to their intentions and so politically correct that they have to date, been able to “Walk Right In, Sit Right Down...and BLOW US UP” (911, Boston Marathon, Chattanooga, San

Bernardino, Fort Hood and other examples).

The movie “13 Hours” has been described on national TV and radio as an “extremely accurate” depiction of the events leading up to and surrounding the attack on the U.S. Consulate in Benghazi by a U.S. Marine and two Navy Seals who were there the day Ambassador Chris Stevens and three other Americans were murdered. I have also read statements made by the U.S. government concerning Benghazi and I must confess I have a very hard time believing any information from the US government. In a Rasmussen Poll conducted between January 28 and 31, 2016, “81% of likely voters believe the U.S. government is corrupt.”

The Seals and that Marine have verified that the “Stand Down” order portrayed in the movie was actually given and that it was a betrayal of US military personnel and their safety. The movie never made it clear where those “Stand Down” betrayal orders came from. Hint: it was probably not the local DMV.

See **Movie**, Page 3

January Top Sellers



Market Managers

Scott Jaeger\$16,200

Craig Whetstine\$14,534

Sales Reps

John Warren\$28,811

Trish Keeley\$21,966

Sally North.....\$14,359

Sandy Berg\$13,400



BIRTHDAY “BROADCASTS”

FEBRUARY

18th – Jim Slagle – *Eagle River*

MARCH

7th – Scott Jaeger – *Ashland*

18th – Chris Oatman – *Eagle River*

APRIL

12th – John “Sandy” Berg
– *Ashland*

25th – Rob Zimble
– *Eagle River*



Merchant Radio Marketing Seminars Set

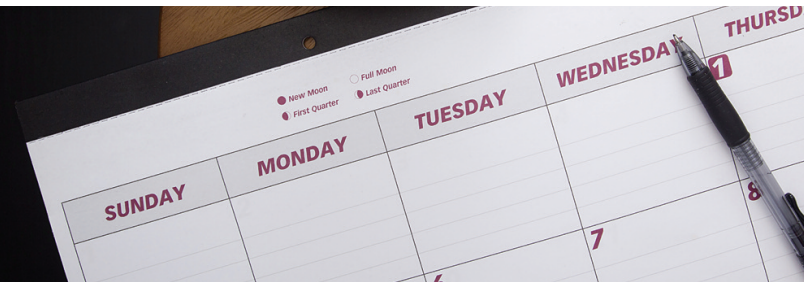
In 2016, Heartland begins the 7th year of Advantage System's merchant radio marketing seminars. Literally thousands of area merchants since 2011 have – by invitation only – listened to a compelling and hard-hitting seminar on successful marketing by using local radio and now, in conjunction with local radio, digital and social media advertising. The fact that these seminars are approaching their 7th consecutive year says much about the success and benefits realized by hundreds of Northwoods merchants using radio as their major marketing tool.

In Eagle River, Heartland radio stations WRJO (FM) and WERL (AM) and in Ashland, Heartland radio stations WBSZ (FM), WJJH (FM), WNXR (FM) and WATW (AM) are the sponsors of these marketing seminars.

Marketing seminar times will be announced on the Heartland station's websites and on the air by each station. Admission to these marketing seminars is free to invited merchants. Interested merchants are asked to call (715) 682-2727 in Ashland and (715) 479-4451 in Eagle River for information and/or reservations.

The schedule for the marketing seminar programs for 2016 is:

- March 2nd: Riverstone Restaurant, Eagle River**
- March 3rd: The Waters, Minocqua**
- March 9th: Great Lakes Visitor Center, Ashland**
- March 10th: Gogebic Community College, Ironwood, MI**
- March 11th: Great Lakes Visitor Center, Ashland**



Movie, from Page 1

No one in the U.S. government even admits that “Stand Down” orders were ever given much less from how high-up in the government those “Stand Down” orders originated.

The men and women in the United States Armed Forces deserve the best we can afford to give them. See “13 Hours” if you think for one minute that they haven't earned our very best. Yet, as a country, we find more money to help illegal immigrants and Muslim refugees than we do for our own military personnel and veterans. Please study the story about how Sen. Ron Johnson (R-WI) pointed out the horrible conditions at the Tomah U.S. Veteran's Hospital in our own State of Wisconsin after they had been swept under the rug for years by predecessor politicians.

So with LOVE and with the utmost respect for every man and every woman who has ever put on a uniform in defense of this wonderful county (the military; national, state and local law enforcement officers and all fire fighters), we salute you during this Valentine's season. We want you to know that we honor you; we appreciate what you have done for us and we are extremely grateful for your efforts and are very proud of you.

THANK YOU!



2015, from Page 1

In the Heartland Eagle River/Minocqua/Rhineland market, Heartland's stations “WRJOldies” and “Freedom Talk 950” sales team under the leadership of GM Craig Whetstine, accomplished their 2015 annual revenue budget with some extra dollars to spare. Craig's sales team of Trish, Wendy, Rob and Diane have also accomplished their January 2016 sales revenue goal at 105% and February is close to 60% on the first day of the month.

The Northwoods' Eagle River Heartland stations are well managed and in 2013 were named Wisconsin Broadcaster's Association “Small Market Station of the

Year” and “Small Market News Operation of the Year.” Mike Wolf, Heartland's Corporate Program Director, told the HCGazette that WRJO has entered the awards competition again this year and that he is optimistic about a good outcome.

“Craig Whetstine's years of experience with Westwood One Radio Networks, the Dallas Cowboys Radio Network and as a market manager for Entercom and Clear Channel (now iHeart Media) have provided the leadership to direct our stations into a position of dominance in the Northwoods' area marketplace,” said Coursolle.

At Heartland headquarters, the company signed-on finance expert Frank Coan from

Sarasota, FL. Coan successfully consulted Coursolle and Heartland through a re-capitalization effort with local Wisconsin Ridgestone Bank providing better all-around terms and a future growth relationship. Heartland HQ also updated its traffic and billing software choosing “Radio Traffic,” and its bookkeeping software selecting the popular Intuit QuickBooks.

In June 2015, Heartland engaged broker Tom McKinley, Media Service Group, and successfully sold four of its stations – with six remaining – to pay down debt and to strengthen and realign its company balance sheet in preparation for growth in the years that lie ahead.

Ashland



“By the Big Bay”

GM NOTES...

By Scott Jaeger, GM
WBSZ/WN XR/WJ JH/WATW

Man, I am soooo glad January is in the books! January is my least favorite month of the year. Although this year wasn't as brutal as last January. Temperatures were a lot milder, thank goodness!

Well, we finished off the year with a bang. The Magic Stocking, fundraiser for the BRICK Food Shelf in Ashland, raised over \$2,700 this year. That's up from last year, and the BRICK was extremely thankful!

We finished off our Digital Shop Local program by giving away a weekend at the Chula Vista Resort in Wisconsin Dells and \$500 in spending cash!! We generated over \$13,000 in sales over 4 months!!

Our 12 REMOTES OF CHRISTMAS went over very well. We were doing live remotes from Ashland to Ironwood. We qualified listeners at every remote and in the end, gave away a \$500 gift card! We had a blast with that!

On January 1st and 2nd, Heartland Communications tied in with the Ironwood Snowmobile Olympus as the official Radio Station of the Olympus. We broadcasted live from the event itself both Friday and Saturday. There were top racers from across the country!! This was a very important points race for the TLR Cup and some pretty big prize money, too!

On WJ JH, we had a cool



Scott Jaeger (Left), General Manager at Heartland Communications and Jim Coffey, owner of Coffey Oil present Liz Seefeldt, Director of the B.R.I.C.K. food shelf with checks totaling \$2,758 to help restock the Food shelf!

Valentine's Day Giveaway. Our listeners are registering to win a one night stay at the all new Blue Wave in Ashland, dinner for two at Link's Family Smokehouse, a dozen roses from Ashland Floral, chocolates from Gabrielle's German Cookies and Chocolates, and massages from Main Street Massage!! We will be giving the package away on Monday, February 15th!!

On 107.3 WN XR, we have tied in with the DECC in Duluth for a fun giveaway. I was able to get 8 tickets to "THE BUDDY HOLLY STORY" coming up February 20th! We have set up a promotion with Buddies Restaurant (A 50s style diner) in downtown Ashland to give away 4 pairs of ticket!! It's Buddy Holly time at Buddies Restaurant!!

We are now in the process of getting ready for the Advantage Plan coming the week of March 7th to both Ashland and Iron-



wood. Also the Heartland Communications Spring Home Yard and Sport Shows!! The Ironwood show is scheduled for March 18th, 19th and 20th and the Ashland Show is April 15th, 16th and 17th!!

As usual, we are super busy in Ashland. I would like to personally thank the entire staff for the past year. We accomplished something the Ashland Market has never done. We went over \$1,000,000 in sales!! I still owe the staff a party!!!



Scott Jaeger
Ashland
General Manager

www.wbszfm.com
www.wnxrfm.com
www.wjjhfm.com



Skip Hunter
Ashland
Program Director

Eagle River



WRJO Polar Bear Plunge – another successful fundraiser for 2016



GM NOTES...

By Craig Whetstine,
General Manager WJRO/WERL

WRJO kicked off 2016 with its' annual Polar Bear Plunge. The Plunge, our 16th, was a benefit for ANGEL ON MY SHOULDER, a Northwoods charity that offers support to kids touched by cancer. WRJO Program Director Mike Wolf created the original Northwoods Polar Bear Plunge in 2000. This year's event, held on January 2, was held for the second year on Spirit Lake in Three Lakes. Bonnie's Lakeside was again our primary sponsor. The Three Lakes Fire and Police Departments deserve a big thanks for their help in making the Plunge a success.

The Plunge, along with WRJO's annual 30-Hour Broadcast held in December, raised over \$40,000 for ANGEL ON MY SHOULDER. We had 103 Plungers this year and thousands of spectators.

WRJO is now turning its attention to April 1, the date for the inaugural MAN SHOW.



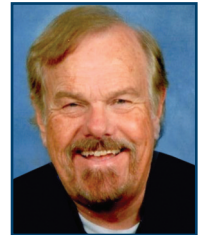
The Famous Racing Sausages made the trip north from the Brewers' Miller Park to participate at the Plunge. From left to right, you've got Brat, Chorizo, Hot Dog and Polish Sausage. Italian Sausage was there but didn't make the picture. He was busy avoiding the hot tubs.



The crowd gathered along the shore of Spirit Lake. We usually have the crowd right on the Plunge site, but couldn't this year because of issues with the quality of the ice.



WRJO Program Director Mike Wolf is checking out the Plunge site prior to the start.



Craig Whetstine
Eagle River
General Manger

www.wrjo.com



Mike Wolf
Corporate
Program Director