

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

Heartland Wisconsin Stations Submit 56 Entries

WBA Awards for Excellence

Radio and TV stations from all over Wisconsin will gather at the Madison Marriot West Hotel the evening of May 3, 2014, for the 2014 "Awards for Excellence Gala Dinner & Reception." Heartland's eight Wisconsin stations have submitted 56 entries in various categories to vie in this challenging statewide competition.

The annual banner event, presented by the Wisconsin Broadcaster's Association (WBA), sets the standard in many broadcast categories for on-air presentations such as newscasts, news stories, advertising spot announcements, promotions, public service announcements, announcer presentations, concerts, events and the like.

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ABC Raceway Red Clay Classic.



Ashland and Bayfield Counties Relay For Life.

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Jim Coursole, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

WCQM/WPFP Work to Save School

Park Falls Stations Help Raise \$180,000

Joel Karnick, WCQM/WPFP Program Director, learned in November 2013 that St. Anthony's Catholic School, Park Falls, was facing a \$220,000 annual shortfall; if the school did not come up with these funds, the school may face closure in the upcoming 2014 school year.

Karnick, whose son Blake attends St. Anthony's, decided to approach Heartland's Park Falls' station General Manager Darla Isham with an idea that he thought might provide financial help to the school. Isham, whose two sons also attended St. Anthony's, thought that Joel's idea had great merit; "He asked me if the stations would be willing to

lend a hand by letting St. Anthony's run a PSA program that would help their efforts in raising the funds needed to keep the school open. I didn't hesitate to answer and said, 'absolutely yes' we will help the school."

Karnick then met with St. Anthony's school board officials and offered the station's airwaves at no charge, to help raise the necessary funds to keep the school open. He took the lead and organized a gathering at the school. "We gathered the entire school and produced several public service announcements to make the public aware of the situation the school was in," said Karnick. The PSA's utilized students from 1st thru 8th

grades and also included parents and alumni.

To augment the WCQM public service announcements, the school also mailed out over 1,100 letters to school alumni, requesting financial assistance for the school. "I think the combination of these two actions got the word out, and the response has been tremendous," commented Karnick.

The school has taken in over \$180,000 so far, and the future is looking optimistic for this 90-year-old community asset. Karnick said, "This is a great example of how our local radio stations can help the Park Falls area community pull together in a time of need."

Pres. Release

The other day, Diane and I received a letter from our propane supplier. We are being asked to conserve propane because there is a serious shortage this winter. We live in a rural area where natural gas is not available. Funniest thing, I have never given much thought to “heat,” especially in my own home; it’s just something I took for granted.



Jim Coursole
President, CEO

I have learned that there were propane pipeline problems that have caused the shortage; that, along with the fact that farmers all over the Midwest had one of the wettest falls on record; they needed propane to dry their crops. The winter of 2013-2014 has already hit the history books as being one of the coldest since 1983; our furnace is running constantly. Our propane supplier will only fill our tank half full at a time. The

propane supply is dangerously low where we live and in Northern Wisconsin and many parts of the Heartland. To make matters even more interesting, prior to the pipeline problems, the wet fall and the record cold winter, the propane industry calculated that they would have a surplus and exported a significant amount of propane overseas.

Other factors contributing to heating issues may also be that the Keystone Pipeline has not been built (and 22,000 jobs lost) and, therefore, is not providing petroleum products throughout the Heartland; lots of people heat with fuel oil. And, the fact that the US government has forced over 150 U.S. coal-powered generating plants to be shut down since the beginning of 2010 exacerbates the heating and energy situation. Even though coal is not used much anymore for residential heating (it is beginning to make a come-back), coal is responsible for generating half of the electricity in the US. Each person in the US uses 3.7 tons of coal annually. Coal accounts for about 32% of the US total energy production and 23

percent of energy consumption. Since we received our letter to conserve propane, we’ve been using an electric heater around the house to take the chill out of the air.

One has to wonder if people using fuel oil, coal or electricity to heat, sensed issues with those sources and switched to what they were told was cheap and plentiful natural gas or propane; this may have further added to the supply scarcity. Our US government’s failure to build the Keystone Pipeline and then to shut down operative coal-generating power plants seems to me to be the proverbial example of “jumping off the diving board before you check to see if there is any water in the pool.”

I would guess that some of the coal-generated power plants needed to be updated to be more environmentally friendly...or, quite possibly eliminated if they could not be brought up to environmental specs. But, where is the intelligence in closing down operating energy plants before you have working replacements? They probably don’t have energy or

heating problems at the White House or in the Halls of Congress so “the powers that be” probably can’t relate. Washington seems to be more than just a little dysfunctional these days.

The cold winter, and the challenges it has brought with it, have taught me to appreciate the little things we take for granted such as heat. However, when it’s 57 degrees in your own living room, heat takes on more significance; it’s no longer a “little thing.” I have learned how to “layer,” as my wife puts it. I now wear a T-shirt, a shirt, a sweatshirt, a vest and on occasion, a jacket. At night, while checking out a BB game on TV, I grab a quilt (it’s quite a picture).

The bitter cold is being dealt with in our markets by our DJs getting up in the middle of a frigid night to sign on their station so that they are able to alert people of dangers and challenges. Our salespeople have battled the cold and snowdrifts to service their clients. People throughout the Northwoods and UP are dealing with it; some are even getting used to it.

See **Cold**, Page 3

January Top Sellers



Market Managers

Craig Whetstine.....	\$14,822
Scott Jaeger	\$12,905
Dan Wheeler	\$10,664

Sales Reps

John Warren.....	\$28,331
Amber Sarafiny	\$13,006
Trish Keeley	\$12,983
Bob Michaels	\$12,210
Tammy Hollister	\$11,637

BIRTHDAY “BROADCASTS”

FEBRUARY

- 11th – Bob Michaels – Ashland
- 18th – Jim Slagle – Eagle River
- 19th – Preston Vaughn – Park Falls
- 22nd – Rick Frischmann – Park Falls

MARCH

- 7th – Scott Jaeger – Ashland
- 14th – Nancy Johnson – Park Falls
- 18th – Chris Oatman – Eagle River
- 24th – Renee Poetzl – Park Falls





Heartland Pace Car.

Entries, from Page 1

Ashland has submitted 13 entries and among them, the “Best Live On-Site Broadcast – ABC Race Night” featuring Ashland Program Director Skip Hunter and the “American Cancer Society’s Relay for Life for Ashland and Bayfield Counties.” This event began eight years ago when Heartland’s country station Z93, WBSZ, partnered up with the American Cancer Society’s Relay for Life for Ashland and Bayfield Counties. Prior to the partnership, this event had eight teams and raised \$24,000 for cancer research. Last year, with Heartland’s Z93 involved, the event featured 24 teams, placed in the top 10% nationwide in raising money per capita and raised \$127,000 for cancer research.

Park Falls’ 16 entries will feature, among others, a unique spot ad, “Butternut Feed Store Animals Talk.” Also “The DJ Rick Show (which placed second in last year’s competition), “Pass The Gas Giveaway,” “Halloween Dollars,” “The Tam and Dish Pod-cast for the Price County Animal Shelter), and “98Q Helps St. Anthony’s,” a community fund-raising campaign that successfully raised over \$180,000 (at the writing of this article) allowing the 90-year-old



Heartland WRJO News Director Bruce Marcus.

K-8 Catholic school to continue operation. There are 27 entries from Eagle River, most of which came from news. Bruce Marcus, WRJO News Director and the voice of the Northwoods and UP’s Heartland Radio News Network is featured in all of the news cate-



L to R 98Q PD Joel Karnick, Ken Dischler, Dir. of Stewardship & Development, St. Anthony’s, 98Q VP & GM Darla Isham.



Pod-Cast with TAM & DISH.

gory entries. Some of the news entries include “Eagle River Robbery,” “Rhinelander Shooting,” “Mining Bill,” “LDF Child Abuse” and the “Best Newscast” category.

In last year’s “Awards for Excellence” competition, Heartland Wisconsin stations received a total of 16 WBA “Awards for Excellence.”



DJ Rick.

Cold, from Page 2

But, I think most of us would agree, that, even though the cold winter has been quite challenging, it has also developed a sense of gratitude. Gratitude for heat; gratitude for having a job which allows us to be able to pay three to four times more for that heat and gratitude for, and camaraderie of our fellow team members, family and friends who help us get through these bone-chilling days.

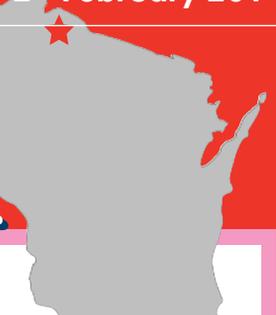
Each day that the temperature climbs above 0° in the Northwoods and UP, brings

hope and anticipation for spring which begins March 20th (figuratively speaking – we had a snow storm on May 3rd last year).

The winter of 2013-2014 may be looked upon in a few years as an “adventure,” so stay warm now, smile often, make some popcorn and heat up some apple cider (or other tasty beverages) and imagine you are Admiral Byrd exploring Antarctica. Getting the job done – producing great shows and reaching sales budgets – is the new Heartland Communication’s version of Jack London’s “Call of the Wild.”



Ashland



"By The Big Bay"

GM NOTES...

By Scott Jaeger, GM
WBSZ/WNXR/WJJH/WATW

The month of February seemed a little livelier than the brutal cold of January. We had a little fun in Ashland with Valentine's Day. On 96.7 WJJH, Rudy had some fun on his morning show with our Valentine's Emergency Love Kits!! We sold sponsors and they gave away a lot of cool prizes. Our listeners had to listen for the Valentine's sounder in the morning and be the correct caller. On 93.3 WBSZ, we tied in with the Ashland chamber for their annual Diamond Detective promotion. The Ashland Chamber hides a certificate somewhere in the area good for a diamond ring valued at about \$600.00! Each day there is a different clue as to where to find the certificate. The only place people can get the clues are at the businesses who were our customers. Mark Dixon read the locations each morning on the morning show! Each day a different business has the clues!

Then on 107.3 WNXR, Q Ball got a little Flirty! Our FEELIN' FLIRTY CONTEST took place the week of Valentine's Day. Q Ball set it up on Facebook. The idea was to Flirt with Q Ball...the best flirt won the prize from the business of that day.

The same weekend, was the Drummond Bar Stool Races in Drummond Wisconsin. Skip Hunter broadcasts live every year from this event. Basically, if you can put ski's on it and ride it down the hill...you are in! Here are a few pictures from the event!

I do want to put a plug in for the ice caves up on Lake Superior. If you haven't heard about the ice caves, you are probably under a rock somewhere. This year, it was one of the most beautiful spectacles you will ever see. Gorgeous! These caves in Cornucopia, have made National News and



Programs and will be featured in National Geographic from My understanding. Pictures have been all over Facebook! The estimate so far is that over 12,000 people have visited the ice caves! That's amazing!

I guess it's time now to start focusing in on The Advantage Plan coming to our markets.

This marketing workshop will take place March 10th through the 14th in our markets here in Ashland. The presentations will be Thursday, March 13th in Ashland and the 14th in Ironwood, MI. Ashland has done extremely well over the years, and looking to do even better this year. We look forward to working with Frank Kulbertis once again to put some big moola on our books!

Right around the corner are the Heartland Communications annual Spring Home Yard and Sport Shows! March 21st to the 23rd will be at the Pat O'Donnell Civic Center in Ironwood followed up on April 11th to 13th at the Bay Area Civic Center in Ashland!

There will be tons of exhibitors, boats, pontoons, ATV's, lawn and garden, home décor, food, fun and a whole lot more!

I am really hoping all the snow will come to a stop. It has been an ex-

tremely long winter so far. We need a little reprieve. Hopefully the month of March will be a little milder!!



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com

www.wnxfm.com

www.wjjhfm.com



Skip Hunter
Ashland
Program Director

Eagle River



GM NOTES...

By Craig Whetstine,
VP and
General Manager
WJRO/WERL

We always hear the buildup to promotions and the on-air execution of promotions. Here's a look at the end result of one of WRJO's major on-air promotions.



Craig Whetstine
Eagle River
VP and General
Manger

www.wrjo.com



Camp Angel is held at Camp Manitowish in Boulder Junction, Wisconsin. WRJO's Amy Linnett and her husband, Dick, are the camp directors of Camp Angel. Amy is pictured above, receiving the "An Angel You Should Know" award from Lolly Rose, the founder of Angel On My Shoulder (left) and Donna Stone, a Board of Directors member for Angel On My Shoulder.

Our January newsletter mentioned the fact WRJO raised over \$12,000.00 to send 34 kids to Camp Angel, a camp for kids who are either living with or affected by cancer. Camp Angel is made possible by Angel On My Shoulder, a cancer support foundation.

WRJOldies
94.5 fm



Mike Wolf
Corporate
Program Director



Dick Lemke, Amy Linnett's husband, (4th from right) led a snowmobile run at Camp Angel.

Snowmobiling is a big part of life in the Northwoods as well as at Camp Angel. WRJO and The Ojibwe Market (located in the Ojibwe Nation) have teamed up to give-away an \$8,000 sled as part of our TAKE PRIDE AND RIDE promotion. This promotion ties in with over 25 snowmobile clubs in the Northwoods who receive all profits from TAKE PRIDE AND RIDE in order to maintain their trails on a year-round basis. WRJO, The Ojibwe Nation and all of the snowmobile clubs in the Northwoods realize the positive impact snowmobiling has on our tourism business. We've seen more snowmobilers in the Northwoods in 2014 than we've seen in years. We're expecting the snowmobile season to continue to be strong deep into March.

Iron River



GM NOTES...

By Dan Wheeler, GM
WIKB/WFER

Tribute was given to WIKB's friend Bob Black due to his efforts to build the Chamber organization and enhance Iron County's profile as Iron County Chamber of Commerce Executive director.

His availability to local business owners and residents was specially noted. "His weekly radio spot on WIKB informs residents on the Chamber's activities and notable events around the county," the award stated. This State of Michigan Special Tribute to Robert "Buckskin Bob" Black was signed by Scott Dianda, Tom Casperson, and Governor Rick Snyder.



Bob Black at his booth during the Iron Line.



Dan Wheeler
Iron River
VP and General
Manager

www.wikb.com



Pictured is State Representative Scott Dianda presenting a Special Tribute to Bob Black, who we now call "Buckskin Bob."



Iron River native and snowboard celebrity Nick Baumgartner made his way to the Sochi Olympics. It was a very big event around town and he was interviewed by Heartland's Bruce Marcus before he left for Russia.

Pictured is Nick with his son Landon.



Brad Zima
Iron River
Program Director

WIKB and WFER's banner hangs over the back entrance to the Iron County Chamber office at this year's Iron Line sled dog races. Fans found comfort and warmth at the Musher's Village by gathering together in the large heated tent, where they could enjoy warm coffee and cider or warm up by huddling around the fire outside, near the starting line.



GOOD MORNING, TELEPHONE TIME

As the old saying goes, "Home is where the heart is," and, with Telephone Time, the longest running radio talk show in Upper Michigan, it is only a telephone call (or Internet



stream) away!! Calls from all around the country... Texas, Pennsylvania, Missouri, Las Vegas, just to name a few!! The following is just a sampling of what we "get" to hear every day:
...Free food from Angeli's grocery store...freezers broke!
...Two cemetery lots for sale, \$300.00

a piece.
...Eight chickens and two ducks for sale, \$4.00 a piece, must take all ten!
...Gun lost, called back, found it!
...Mini donkey for sale.
...Need goat milk for 1-year-old girl.
...Lady called from Texas, it was 34 degrees on February 12, 2014. Called to wish her mother and father a happy 59 year wedding anniversary.

Park Falls



Attitude is Everything

GM NOTES...

By Darla Isham, GM WCQM/WPFP

Sometimes it's really tough out there in the sales trenches like when Mother Nature and Ol' Man Winter decide to throw complete havoc all over our great state. If you are like me, you sort of feel that you have no control over it, so what do you do? Businesses closed, furnaces broke, water pipes froze, schools canceled and the client says to us "you my trusty sales rep friend are operating business as usual" with dismay in their voices!

Our Park Falls staff, everyone of them, made it in to work on the actual minus 34 days; it's not like they live 10 minutes away from the station like I do. A few staff members have 20 to 45 minute drives one way. We were not going to let the weather prevent us from doing business as usual but our business community had different thoughts as we found out in short order. How silly it sounds to blame a bad month or two on the weather. This is when "ATTITUDE IS EVERYTHING." Attitude dictates the way you think. Your attitude is something other people can actually see, they can hear it in your voice, see it in the way you move, and feel it when they are with you. Your attitude expresses itself in everything you do, all the time, wherever you are. Anything that you do with a positive attitude will work for you. If you have a positive attitude, you are looking for ways to solve the problems that you can solve and you are letting go of things over which you have no control. Maybe we had twenty five percent in lost sales due to the unfortunate weather but keeping a positive attitude for the sake of the client who has been facing operating conditions they were not prepared for. Lending a helping hand and being a good neighbor, will at the end of the day pay off because having a negative at-



titude is not good business practice. You can develop a positive attitude by emphasizing the good, by being tough minded and by refusing defeat.

I asked Paul Dischler from my sales team to write a line or two about a success story or something that would be of interest for our entire group. I asked him to write from the heart and tell me what he's really thinking!

Success Story by Paul Dischler:

So you want a success story, huh? Well, I can't say that I have a lot to 'brag' about this past month; I won't lie. December was the most difficult month of my time here at WCQM.

Who would have thought that what should be the busiest month for advertising was my slowest?? However, it was extremely successful in one major regard. I am so proud of the team we have here at WCQM and WPFP. When things were tough and I was getting a little down, everyone in the office kept supporting me and pushing me in a positive way to keep my head up and keep going. I love the staff here and I know that I would not have succeeded without them. So, to wrap it up, my success story for the month is that I have an extremely successful team around me. God bless you all in 2014!!



Darla Isham
Park Falls
VP and General
Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director