

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

Craig Whetstine Named Heartland VP & GM for Eagle River

From Westwood to the Northwoods

Veteran broadcaster Craig Whetstine has been named to lead Heartland's Eagle River stations WRJO (FM) and WERL (AM). Whetstine left his market manager position at Artistic Media Partners' South Bend, IN stations WNDV, WSMM and WSSM and joined Heartland, on Monday, November 4, 2013. He has more than 15 years of radio broadcast station management experience with respected broadcasters Fischer, Entercom and Clear Channel in Butte, MT and Portland, OR.

Whetstine also spent more than 15 years with the Westwood One Radio Networks, Washington, D.C. and Los Angeles, CA, as Vice President and Director of Affiliate Sales. His duties included Director of Broadcast Operations for the Dallas Cowboys Football Radio Network (English and Spanish), CBS Radio Network, CNN Radio Network, MarketWatch Radio Network, The



VP and GM for Heartland's Eagle River stations; Craig Whetstine, pictured with daughter Sydney and wife Beth.

Source Radio Network and 30 Westwood One Entertainment Division programs which included "Casey Kasem's Weekly Top 40," "The Beatle Years," and "The Superstar Concert Series."

Whetstine told the HCGazette, "I am excited about joining the

Heartland team. My passion is local radio that is involved in the community, and that's what Heartland is all about. I feel fortunate to join a great staff in Eagle River and to have the opportunity to grow our brand in the Northwoods. I'm looking forward to working with Jim, Dan, Darla, Scott and the entire Heartland crew."

Heartland CEO, Jim Coursolle said, "Craig has impressed me with his radio station management expertise. As a 'people-person,' he has successfully led small, medium and major-market radio stations and has the ability to take Heartland's Eagle River stations to the next level. His knowledge of radio station operations, including advertising sales, will be a welcome addition to not only our Eagle River stations, but also to the entire Heartland Communications Group; we will learn a lot from Craig!"

See **Whetstine**, Page 3

In This Issue

Page 2 . . .
Pres. Release

Page 4 . . .
Ashland News

Page 5 . . .
Eagle River News

Page 6 . . .
Iron River News

Page 7 . . .
Park Falls News

Jim Coursolle, CRMC
President and CEO

Deb Josephs, CPA
Corporate CFO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

Heartland Holiday Happenings Now in Full Swing

The ten Heartland stations are rockin' with many seasonal holiday events and promotions.

"Deer Hunter's Round-up," one of the craziest programming events will be heard in all Heartland markets. Park Falls has been voted #1 in the State with their program and contest that has spanned a broadcast period of more than 20 years. People from Europe, Florida, Green Bay, Madison and all over participate via the Internet, not to mention the 25-plus deer camps calling 98Q Country in from everywhere in the Northwoods. Other Heartland markets also cause laughter with their rendition of "Deer Hunter's Round-up."

In Ashland, the third annual "Garland City Women's Expo" was held on November 9th. The event sported 48 booths and seminars every hour including a fashion show. Also on November 9th, Ashland's Skip Hunter was broadcasting live from the "Elk's Radio Auction" from Elks Lodge #137. \$10,000 in merchandise was donated by area merchants!

The Heartland stations in Iron River, MI will be participating in "Holiday In Lights" on December 7th. A terrific Christmas Parade begins at 6 p.m. An "Arts and Craft Fair" runs all day from 9 a.m. to 3 p.m. At the WID Library, there will be a bake sale and Santa

visit with a chili feed from 4 p.m. to 6 p.m.

In Eagle River, WRJO's turkey bowling tournament was held at the Ojibwe Market in Lac du Flambeau Saturday, November 9th. There were 15 winners, each of whom rolled ten "frames" with a frozen turkey. WRJO totaled the number of pins each winner knocked down and the bowler with the highest number won the grand prize, which was a Thanksgiving dinner for their family, from soup to nuts. All of our other bowlers won a prize, ranging from a turkey to a certificate at Ojibwe Market.

In Park Falls, the "98Q Country



Red Higgins Christmas for the Lord's Cupboard Food Pantry will take place. This program is held at the High School Auditorium. At the end of the evening, there is a truckload filled with food to be delivered to the Lord's Cupboard Food Pantry!

See **Events**, Page 3

Pres. Release

I am sure that at one time or another most of us have heard the expression, "If it ain't broke, don't fix it."

I am writing this from my hospital bed at St. Agnes Hospital, Fond du Lac. While here, I had my broke male "plumbing"



Jim Coursolle
President, CEO

and have received the finest healthcare anyone could wish for. What this hospital has is probably what many U.S. and Wisconsin community hospitals have, and that is an extremely qualified, dedicated and caring staff of doctors, nurses and CNAs. If there is a better urologist anywhere than Dr. James Wright, I can't imagine. Dr. "Mac," my anesthesiologist, adorning a Badger surgical cap, was the epitome of expertise combined with fun, and I might add, a "car guy!" Jeff, my post-opt nurse, another "car guy" who has raced midgets, took good care of me for almost four hours as we

talked "cars." The nurses in the OR (I can only remember a lady named Stacy and then the "lights went out") and on the 4th floor: Kathy, Deb, the two or three Karens, Janet, Bonnie, Amy, Heather, Tammy, Brianna, and a young lady, who was a junior in high school and had already accomplished CNA status, plus the "room service" folks with the vanilla shakes, raised my guilt level; they were just too good to me.

I don't know if all hospitals in the U.S. are like St. Agnes, but St. Mary's in Madison was (my wife was there in the past couple of years). Yet, our government wants to make changes to this system? Who are they kidding? Haven't they ever heard the phrase, "If it ain't broke, don't fix it?"

I wish the government would focus on "fixing" themselves rather than everyone and everything else. They might consider doing that by starting to employ government people who are straightforward rather than the tax cheats, thieves and criminals working in Washington today. Maybe the government needs to recognize and embrace another old adage, "Pick the thorns off of your own bush, before you

begin picking them off someone else's bush..." You can't compare the wonderful healthcare individuals that served me to the apparent number of Washington politicians who seem to have their nose pointed toward the clouds while their brain housing is nestled in their lower GI region.

These politician "genius-types," who have more than doubled the national debt in the last five years (6 trillion to 13+ trillion), screwed up the long-standing U.S. national credit rating; completely stymied job creation (except for part-time dishwashing positions) and spent \$580,000,000.00 on a BOCare website designed by Michelle "For the First Time in My Adult Lifetime, I'm Really Proud of My Country" Obama's "Haaaa-vad" college friend (this IT disaster doesn't seem to be capable of anything, but blue screening). Perhaps some of these politicians should be enrolled in one of those remedial study courses for "Politicians That Have Been Left Behind" rather than immediately jumping into things like the work of trying to properly lead and govern the United States. With Thanksgiving upon us, maybe you and I should

be thankful that we don't get all of the government we pay for!

Folks, as broadcasters, we ought to be very concerned.

Our incapable, and less-than-honest government, that took on the banking industry (yet, the government can't even timely put in place a national budget); the automotive industry (the Government Motor's electric car, the "Jolt, with the chronic electrical short or the "Smut" car, which, as a last resort, is being marketed to first-graders who can actually fit inside them) and now, the healthcare industry (and, as we are finding out, "We have to pass the [healthcare] bill so that we can find out what's in it..." a quote from "Nancy with the Laughing (at us) Face") may soon be after our broadcast industry. "Freedom of Speech," just like the "Freedom to Bear Arms" may be next on the Washington "Control Agenda." Their thought may be that once Freedom of Speech is eradicated, the U.S. would join the ranks of other robot/lemming peoples like Communist China, Communist Cuba, Communist Venezuela and the former Communist USSR.

See **Industry**, Page 3

October Top Sellers



Market Managers

Dan Wheeler	\$15,481
Scott Jaeger	\$13,345
Darla Isham	\$12,269

Sales Reps

John Warren	\$27,763
Trish Keeley	\$16,643
Amber Sarafiny	\$14,114
Sandy Berg	\$13,869
Rob Zimbler	\$11,923

BIRTHDAY "BROADCASTS"

NOVEMBER

- 8th – Deb Hytry – Corporate
- 8th – Ralph Faucher – Eagle River
- 20th – John Warren – Ashland
- 28th – Kevin Koski – Park Falls

DECEMBER

- 14th – Philip Kolenda – Iron River
- 20th – Mark Miller – Ashland
- 22nd – Carol Suriano – Eagle River



Industry, from Page 2

Impossible you say? Really? What's your guarantee and rationale? Would you rather have freedom or free stuff? Already over 50% of this country votes for free stuff; they are the "forever needy," read that: they "need" to redistribute your hard-earned paycheck in their direction (you earn – they take).

If the United States continues down the path that we're currently heading, free over-the-air radio stations such as the ones operated by Heartland Communications Group, could very well be silenced. If world history teaches us anything, high-power national government-owned and controlled radio and TV stations could go on the air. You won't need the "scan-button" on your radio anymore; one size (station) will fit all (might be called "Control-span 24/7").

Are we next? If government can control the banking industry, the automotive industry and, now, the healthcare industry, might it not attempt to control the broadcasting industry in the future? The axiom "If it ain't broke, don't fix it," is being revised by the U.S. Government to "fix" things by adding their control element. Rather than voters being in control, the government wants vot-

ers to be in "remote control" with the government clicking off the channels (agenda).

Our U.S. healthcare system's results or productivity has never been the issue. We enjoy (except for the needles ☹) the finest and most capable healthcare system the world has ever known. What's in question, really, is healthcare costs and health insurance costs. I wonder if the cost-question is most generally being asked by people who say they can't afford healthcare; then, I sometimes wonder if that's really true? Maybe those who holler the loudest are the same folks heading down the highway with two financed snowmobiles on an expensive financed trailer being towed behind a financed \$50,000 F-250. Rather than prioritizing their own health needs or the health needs of their families, these folks have decided it is more important for them to spend their hard-earned money on depreciating toys, which, in the end, may not increase their quality of life to any degree. These folks believe that you and I should be responsible for paying for their fam-

ily's healthcare so that they can "afford" their toys. Ask them and they may tell you that they have the "constitutional right" to such healthcare. The last time many of these folks read the U.S. Constitution was in the seventh grade (maybe). By the way, no one in the U.S. has ever really been denied necessary healthcare...ask any ER doctor.

Many believe in "free" or low-cost healthcare (but, the cost of healthcare under BOCare is estimated to increase for a family of four: Forbes Magazine- (<http://www.forbes.com/sites/theapotheary/2013/09/23/its-official-obamacare-will-increase-health-spending-by-7450-for-a-typical-family-of-four/>) because that's what they were sold by the less-than-honest BO Administration which figured that we're all just too stupid to figure out their rubbish rhetoric ("If you like your doctor, you get to keep your doctor" and "your insurance costs will be reduced by \$2,500"). I. K. R.

My stay in the hospital has taught me a lot. My doctors and nurses were highly qualified, very kind and

encouraging. They are capable of offering the best healthcare available. But, the healthcare industry's marketing of themselves came up short in convincing voters and some politicians of the amazing value our healthcare system offers.

In my opinion, the over-the-air and free broadcasting system in this country is somewhat like the healthcare industry, i.e., the best the world has ever known. If you, as a broadcaster, feel that what you do every day has value to our listeners, advertisers, communities, the states of Wisconsin and Michigan and the U.S., I will ask you to join with me in the future by asserting and writing to your ELECTED officials, your thoughts on our broadcasting industry's service to the people who value what we do every day. Pick up the phone, your mouse or pen and politely, but firmly, assert your feelings.

As the owner of this company of ten excellent Heartland Communications Group radio stations, I want to thank you for your service. Diane and I are grateful to you and for what you do every day; we are proud of being a part of such a terrific team!

Happy Thanksgiving everyone from Diane and myself!

Happy Thanksgiving!

Whetstine, from Page 1

Craig is married to Beth Whetstine and they have a 9-year-old daughter, Sydney. Beth is also a broadcaster; she works out of offices in their family home as National Sales Manager for Verstandig Broadcasting, a radio group headquartered in Greencastle, PA, that serves a four-state area from Washington, DC to Baltimore, MD; from Harrisburg, PA to Winchester, VA.



Craig Whetstine
VP and General Manager
WRJOWERL

Among the many outdoor activities Craig enjoys, he is a United States Soccer Federation grade 7 referee and grade 9 instructor as well as a qualified high school soccer referee. Craig also likes to cross-country ski with Beth and Sydney and to spend time in the outdoors with his family. Beth is an accomplished downhill skier; she is looking forward to hitting the Northwoods slopes at places like Ski Brule, Indianhead, Blackjack, Whitecap, Big Powderhorn, Rib Mountain, etc.

Craig received his Bachelor of Arts degree in Journalism and English from San Diego State University, San Diego, CA.



The Polar Bear Plunge takes place each year on the first Saturday after New Year's at high noon on the shore of Big St. Germain Lake.

Events, from Page 1

In Eagle River, the annual "WRJO Polar Bear Plunge" takes place again this year as area "cold-blooded" listeners jump into frigid lake water, all in the name of fun and charity. This program raises thousands in donations for Angel On My Shoulder.

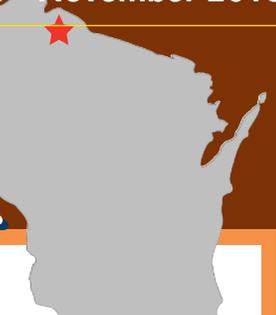
For 27 years, and again in 2014, Heartland's Park Falls 98Q Country will broad-

cast their "Annual Radio Trivia" in January. From the entry fees collected, 98Q Country gives away cash and sponsor-provided prizes.

The Northwoods and Heartland Communications Group celebrates the holidays with excitement and charity. Log on to our Heartland website and select any Heartland market for dates, times and information; come and be a part of the Heartland holiday fun this year!



Ashland



"By The Big Bay"

GM NOTES...

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

BRRRRR! The Gales of November are blowing! So far we have seen the white stuff coming down, but after all, it is November.

We now have October in the books. I would like to thank my entire staff as we were able to knock out our budget for October! I know everyone worked extremely hard all month long.

As we head into November, our plates are as full as a Thanksgiving table. We just wrapped up our 3rd Annual Garland City Women's Expo on Saturday November 9th. We had 48 booths this year as opposed to 31 last year. We had 20-minute seminars on the hour, every hour, including a fashion show! We added the Garland City Cafe this year that went over very well, serving decadent desserts, healthy sandwiches and soups, cookies, pulled pork and more! Overall, we had more than 1,200 women attend this one day show! I would like to thank the sales staff for a great job on selling this event and also Mark Dixon and Lori for their help!

On the same day, Skip Hunter was broadcasting live from the Elk's Lodge #137 for the annual Elks Radio Auction. This auction is hosted by the Elks and all proceeds go to the Elks youth programs and specifically Special Olympics for the area. There was almost \$10,000 in merchandise donated from area businesses. Skip broadcasts this event for 5 hours straight encouraging people to call in and bid on items. Skip always does a super job on this event for the Elks!

We have our Deer Hunter's Round up coming up beginning on Saturday, November 23rd. This year, our new morning show host, Rudy Allen will be hosting the show along with Skip Hunter live from the Valhalla View



Pub! We will have some crazy music, a ton of deer kill, and of course, we will be giving away a full shoulder mount for the biggest buck, a black powder rifle and 18 limited edition long sleeve hunting shirts from the Whitetails Unlimited! It should be another fun year of deer hunting.

I also want to recognize Dave Olson, a/k/a Q Ball In the Morning this month. As I am writing this article, it is Veteran's Day, Monday, November 11th. Thank You Dave for your service to our country. It's no small task to make a 20-year commitment to your country, and for that, myself and everyone else would like to salute you!

Our stations have jumped on board for Shop Small Business Saturday on November 30th!

We are selling sponsorships. All the businesses that sign up will receive an ad campaign and registration box. We put the registration boxes out on Saturday, November 30th only. We then promote those businesses on air and drive our listeners in to win Chamber Bucks from the Ashland Chamber of Commerce!



SMALL BUSINESS
SATURDAY
NOV 30



Scott Jaeger
Ashland
VP and General
Manager

www.wbszfm.com
www.wnxfm.com
www.wjhf.com



Skip Hunter
Ashland
Program Director

This is the time of year we also start our budgeting process! Yippee! We are heading into 2014 with 2 new sales reps that are doing very well right now. I look forward to better things in 2014.

In closing, I want to wish everyone a very Happy Thanksgiving. I know I am extremely thankful for my entire family! My wife Kim and the kids, Stefanie, Stacie, Bryan and Alyssa, and of course, Myles, our grandson! They truly are a blessing every day (well, some days are better than others, lol)! I hope everyone had some quality time with your loved ones over Thanksgiving, and please whatever you do...OVER EAT! It's the only day that it's legal.

Eagle River



PD NOTES...

By Mike Wolf, PD
WJRO/WERL

Once again, WRJO joined with the Ojibwe Market in Lac du Flambeau on November 9th for Thanksgiving Turkey Bowling. This event attracts many participants from all over the Northwoods and western U.P. Michigan. The furthest distance a contestant traveled to the event was a tie at about an hour and a half. One contestant was from Hiles and the second from Elcho.

Contestants bowled the 7th through 10th frames of a standard bowling game. The men and women both used

the same 10 pound frozen turkey to knock down as many standard bowling pins as they could.

Trivia: How many frozen turkeys will 15 people use to complete a total of 60 frames of bowling? 6. By the time the bird is retired it is missing a good deal of it's wrapper and is missing a few chunks here and there.

15 contestants participated in the event this year. The highest score was from Linda Beck of Hurley. Linda bowled an impressive 42 with a spare in the 9th frame and a strike in the 10th to seal the victory.

The Ojibwe Market served many delicious goodies for the contestants to enjoy. Plans are already in the works for the 3rd Annual Turkey Bowl at the Ojibwe Market.

What the contestants were bowlin' for...

1st Place - Complete Thanksgiving dinner with all the fixings.

2nd Place - Turkey, apple pie, pumpkin pie and dinner rolls.

3rd Place - Turkey and apple pie

4th Place - Frozen turkey dinner

5th Place to Last - \$10 off of \$30 purchase or more



First-time hunter

Lynn Weiland recently proved herself to be more than a corporate office pencil pusher. Not only did she harvest her first buck, this nice 6-pointer was taken down with a bow and arrow. Congratulations Lynn on this great accomplishment, getting out there to experience new things and enjoying life!



Craig Whetstine
Eagle River
VP and General
Manger

www.wrjo.com

WRJoldies
94.5 fm



Mike Wolf
Corporate
Program Director

Iron River



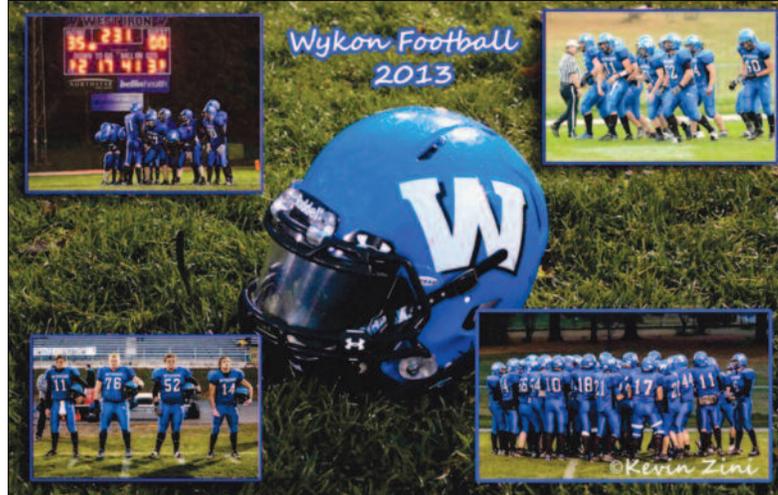
GM NOTES...

By Dan Wheeler, GM
WIKB/WFER

You would think the football might have been the only news coming out of Iron County with both Crystal Falls, Forest Park Trojans and Iron Rivers West Iron County Wykon's entering the district finals undefeated, but that was not the case. Forest Park Trojans girls' volleyball team has moved on to the district finals again this year, and for the first time in WIKB history, the playoff games have been broadcasted live on WIKB 99.1 "The Bull."

High school sports lead the way, but lots of other events took place in Iron County including the harvesting of the 2013 State Capital Christmas tree right here in Iron River.

Ishpeming ends West Iron county's best year – Alec Schmelebeck's running play was over almost before it started, as an Ishpeming defender tackled him in the back field. The photos show one of four interceptions the Wkyons had earlier this year when they defeated Eagle River's Northland Pines Eagles.



The West Iron County Wykon Football Season came to an end during the District 7 finals at Nelson Field in Iron River. Their 10 and 0 season, the best ever for the Wykon's, was stopped by undefeated 2012 District 7 State Champions from Ishpeming, the Ishpeming Briones.



Dan Wheeler
Iron River
VP and General
Manager

www.wikb.com



Hundreds of people gathered to see this 71-foot blue spruce tree harvested from the backyard of John and Barbara Waara, who donated the tree to the state. This is the 19th state Christmas tree to be selected from the UP. The tree will be lit during the 29th annual Silver Bells in the City on November 22 in Lansing, MI.



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... Kentucky, Pennsylvania, Missouri, Las Vegas, just to name a few!!
The following is just a sampling of what we "get" to hear every day:
...Ice cream truck for sale.

...Caller looking for a cider press.
...Kansas City letter in the mailbag looking for tickets to the Green Bay vs. Kansas City game.
...Need a ride to Georgia from the U.P...will pay for gas.
...Looking for a ride to Green Bay.
...Looking for live reindeer!



Brad Zima
Iron River
Program Director

Park Falls



GM NOTES...

By Darla Isham, GM WCQM/WPFP

November is the month that always reminds me about being thankful! Though we are busy with contests, promotions, budgets, and getting ready for Santa we have to take a step back and give thanks to the folks that help run things smoothly and who are always giving of themselves day in and day out.

Let's start with Nancy Johnson our office manager: She is the bright smiley face that greets callers on the phone and visitors at the front door. She is all about service to her fellow co workers, Heartland Communications and her community. She takes care of managing the shopping show and assisting all of us in our daily tasks. Her commitment to community is something quite rare because you never have to ask her twice to take part. She's ready with her Snoopy bells on to help with our Domestic Family Abuse Shelter fund raiser, volunteering at our Corner Rock youth center, and helping with community holiday dinners, the list goes on and on. I want to give thanks for Nancy and let her know how much we appreciate her.

DJ Rick Frischmann, our afternoon guy: Rick juggles a full time job at the paper mill then comes to the station to do a show... wait, an award-winning show as the plaque reads from the Wisconsin Broadcasters Association. He also does production in the afternoon for our sales reps and live remotes. When I'm not looking, in the fall, he comes to the station on a weekend off to restrain our front deck (I just wish I could get him to pull all of the weeds in the front flower bed as well)! LOL. Rick is very giving of his time and loves serving in the community by participating in the Time Out Family Abuse Shelter fundraiser, holiday dinners, food cupboard, is a certified ref for our high school athletics, and if you saw him with his grandson Ethan, you would know how much of a loving grandpa he is as well. I want to give thanks for DJ Rick and let him

know how much we appreciate him and all that he does.

Joel Karnick, morning guy and Program Director, he is our rock: Easy-going, but keeps us in ship-shape! The first one to arrive in the morning, gets the coffee going, turns the heat up in winter, air on in the summer! Then it's like Santa and his naughty-and-nice list all year long...checking logs, making lists, checking it twice, prepping for the day and by the time we all get to the studio, he almost has a half day's work in. I'm tired just thinking about it! But he is always here for us. He is pro-sales, and comes up with some pretty awesome ad production and sales promotions too! The love for service to the communities is very special; who else would sit on the front lawn and do a live remote for 24 hours in rain, sleet or snow with no sleep, raising thousands and thousands of dollars for our Time Out Family Abuse Shelter? He also serves on the board for our Corner Rock youth center, coaches St. Anthony's basketball, helps with community holiday dinners and Lord's Food Pantry; it really is a never-ending list for Joel when it comes to community. I want to give thanks for Joel and let him know how much he is appreciated in all that he does.

Preston Vaughn, community events coordinator/sales: He is suppose to be in semi-retirement but he's one tough cookie because the adrenalin of a sale, assisting our reps, production pieces, and serving his clients keeps him young and thriving in this business. The first telemarketer in our company to ever bill over \$10,000 plus in one month for various promotions like school sports, a community function, Christmas programs, back to school, Halloween safety; basically if we can dream it he can sell it. Preston is a retired pastor and continues to volunteer for programs and services in his church community. I want to give thanks for Preston and all that he does and let him know how much we do appreciate him.

Paul Dischler on our sales team, the tie guy: A different knot everyday, really how many knots can you make on a tie, that's what I want to know... does anybody know? I love having

Paul on our team he is very talented, selling, writing commercials, production and even live remotes. He has great sales ideas for annual proposals, promotions and contests which is all part of what makes him a true gem to his clients. He is always willing to take part in station functions, and fundraising events and holds a great love and respect for his community. He does volunteer church work, and has participated as an actor in our local community Northwood's Players organization. Paul is a daddy again, as well. I know Paul does many good things in his community that folks don't hear about. That's the kind of guy he is...good deeds without having to be recognized so I want to give thanks for Paul and all that he does and let him know he is very much appreciated.

Tammy Upson Phillips on our sales team: Tammy is a master mind when it comes to on air, production and the quality of commercials going out on the air waves. That's a key asset understanding that piece of our business and how well it plays into her daily sales tasks. Tammy has such a warm heart and passion for radio and how it affects the success of businesses that she literally climbs her way inside the clients business world and imagines herself as the owner and walks in their shoes. She is an amazingly strong woman and wonderful mother. I want to give thanks for Tammy and let her know that she is dearly appreciated in everything she does.

We have an amazing team from everyone I've just mentioned to our sports announcers, our part-time board operators, our entire Heartland group and the support and great leadership we get from our owners, Jim and Diane Coursolle. It's people like them who continue to make us shine on air and in our communities. This is the chemistry of what makes Heartland the best darn small market radio group in the Northwoods.

I am thankful and hold great respect for all of these amazing folks, their friendship and commitment. May the grace of God always shine upon you and especially during this time of season as Thanksgiving approaches us.



Darla Isham
Park Falls
VP and General
Manager

www.wcqm.com



Joel Karnick
Park Falls
Program Director