

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

## The Answer is: Yes, Hopefully Someday Soon!

### The Question is: Will Winter Ever End?

Somebody stood up and said, "Spring is Here!" Then, everyone immediately bombarded the guy with about a dozen snowballs!

On April 3, 2014, the Lakeshore, Northwoods and UP were reminded once again that those rascals "Punxsutawney Phil" and "Jimmy-the Groundhog" from Sun Prairie, WI, saw their shadows on February 2nd, Groundhog Day. "Scientifically," that guaranteed that winter weather would be exercising area snow shovels for about six more weeks. As of this writing, we're about ten weeks past Groundhog Day, "And I want my money back," said Heartland Corporate Program Director Mike Wolf. For years Wolf and his wife Wendi, have been making their way to Sun Prairie to broadcast the famous Groundhog Day event. Mike and Wendi missed attending this event this year, and therein lies the whole problem. This prolonged winter is not Bush's fault, it's Mike Wolf's fault. Jimmy was a bit upset; you see, Mike always brought him a "Hot Toddy!"

Recently, Heartland CEO Jim Coursolle said he just received an insert with his home WE Energy heating bill. Coursolle said he wanted to quote from that bill insert:

"It's been a long cold winter. How cold?"

• January 2014 was the 16th



*Scott Jaeger's Backyard.*

coldest month on record since 1891 and coldest January in more than 30 years.

• January 2014 was 25 percent colder than January 2013.

• November to January was the coldest start to a heating season since 1976-77 and the sixth coldest since 1891-92."

On top of the cold, the recent April 3rd snow storm and the snow storm just before Easter dumped a couple of feet of snow on the Ashland/Ironwood Heartland markets and almost as much to the Heartland Park Falls market as exemplified by a couple of photos snapped before the camera shutter froze.

See **Spring**, Page 3



*The Station Sign at Park Falls.*

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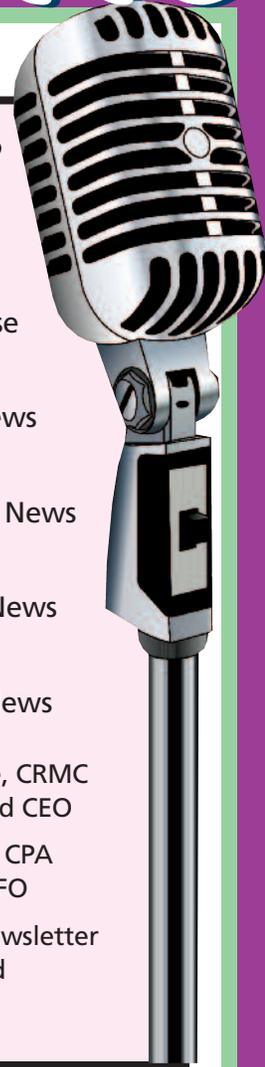
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Park Falls News

Jim Coursolle, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
designer and  
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[www.heartlandcomm.com](http://www.heartlandcomm.com)



# Pres. Release

**A**re you serious?  
Come on already...

I'm writing this on Thursday, April 3rd and I just went on-line to check the Weather Channel for tonight's weather in our Heartland markets:



**Jim Coursolle**  
President, CEO

**Ashland:**  
Windy with snow, heavy at times. Low 27°F. Winds NE at 20 to 30 mph. Snow accumulating 6 to 10 inches.

**Park Falls:** Snow, heavy at times, will become mixed with sleet or freezing rain late. Low 27°F. Winds NE at 10 to 15 mph. 5 to 8 inches of snow expected

**Eagle River:** Snow this evening will become a mix of wintry precipitation late. Some rain may mix in early. Low 27°F. Winds ENE at 10 to 15

mph. Snow accumulating 3 to 5 inches.

**Iron River, MI:** Periods of snow this evening will transition to a wintry mix overnight. Some rain may mix in early. Low 26°F. Winds ENE at 10 to 15 mph. Snow accumulating 4 to 6 inches.

It's Spring!?! I believe that, I just checked a calendar. Then I started to laugh. I have this college broadcaster friend, actually my mentor, who signs off his emails with, "A day without laughter is a day wasted." At first, I thought, "Gee, that's a nice way to sign off emails," but then it hit me... Jerry – his name is Jerry – is right. With all that is going on in the world like airplanes disappearing into thin air; more mass shootings at un-armed Fort Hood; healthcare run-amuck (someone just mentioned that getting results from tech support in India is easier to do than getting results from healthcare.gov) and now, a half a foot of snow (or more) when

the desire and use for snow in the UP and Northwoods "left town" about a month or so ago...

Yup, we all need to find something to laugh about, so how about ourselves? Certainly, there is something in our lives that will get a giggle out of us.

I guess it really all comes down to "Attitude." How do we feel about ourselves and the

other people we know and associate with? I have little doubt that everyone, just about everywhere in the US this year is getting weary of winter; it's been too long. But, the fact is, there isn't much any of us can do about it except change our "Attitude" and find something to laugh about that brings joy into our lives.

See **Attitude**, Page 3



## March Top Sellers



### Market Managers

Scott Jaeger .....	\$15,291
Craig Whetstine.....	\$13,632
Dan Wheeler .....	\$13,209

### Sales Reps

John Warren.....	\$25,437
Amber Sarafiny .....	\$13,885
Trish Keeley .....	\$13,557
Sandy Berg .....	\$11,889
Rob Zimbler .....	\$11,189

## BIRTHDAY "BROADCASTS"

### APRIL

- 9<sup>th</sup> – Tom Johnson – Park Falls
- 12<sup>th</sup> – John Berg – Ashland
- 15<sup>th</sup> – Lynn O'Shasky – Corporate
- 20<sup>th</sup> – Maggy Isham – Park Falls
- 23<sup>rd</sup> – Joel Karnick – Park Falls
- 25<sup>th</sup> – Rob Zimbler – Eagle River
- 29<sup>th</sup> – Lori Mahnke – Ashland

### MAY

- 24<sup>th</sup> – Bruce Marcus – Eagle River



# Corporate Address

## Heartland Wisconsin Stations are Finalists for 20 WBA Awards

Eagle River station WRJO leads all Heartland stations as a finalist for Wisconsin Broadcaster Association's (WBA) "Awards For Excellence." WRJO General Manager Craig Whetstine has been notified by the WBA that 16 award entries reached the finalist category. Eagle River entered the categories "Spot News" for their story on the "Eagle River Robbery;" in "Hard News/Investigate" for the "Rhineland Shooting;" for "Continuing Coverage" for the "Northwoods GTAC Mine;" for the "Best Use of Audio in Radio News" for the

"Syria Conflict Tea Party Rally" and several other news categories. WRJO also entered in the "Significant Community Impact" category with "30-Hour Pledge-A-Thon;" "Best Commercial" for the Allied Health Hal-loween;" "Best Humorous Commercial" for "Where Ya Takin' Yer Deer" – Prime Choice and "Best Interview" category "Northland Pines Basketball Coach," plus others.

Ashland GM Scott Jaeger was notified by the WBA that his Heartland Ashland stations are also finalists for "Awards For Excellence" in the "Best

Commercial" category - Star Liquor; for the "Best Humorous Commercial" - The Little Pizza Shop and for the "Best Live On-Site Broadcast Remote" - ABC Raceway.

Also being notified as a finalist in the "Significant Community Impact" category was Park Falls GM Darla for WCQM's entry "98Q Helps School Stay Open" detailing the station's efforts in raising over \$190,000 to assist St. Anthony's Elementary School, Park Falls.

The WBA Awards Gala takes place on May 3, 2014 at the Madison Marriott West, Madison, WI.

## Iron River Four-Peat

Heartland's Iron River stations WIKB, "99.1 The Bull," and WFER "Freedom Talk 1230," have not only "hit," but exceeded their monthly sales budget for four months in a row. The Heartland Iron River team comprised of GM Dan Wheeler and salespeople Amber Sarafiny and Troy Margoni are to be commended for their efforts.

In December 2013, Iron River reached 101.7% of budget. In January 2014, they accomplished 101% of their goal; in February 2014 they reached 104.9 (105%) budget and in March of 2014, they posted a 107.7% (108%) total. In each of those months, they surpassed their 2013 sales budget.

"I am proud of Dan and his team for their excellent progress and growth," stated Heartland CEO Jim Coursolle. "We look forward to a great 2014 and believe they have a very good chance of making all monthly budgets this year."

### Spring, from Page 1

The good news is, we all made it through the sub-zero, arctic-circle facsimile of a winter here in the UP and Northwoods. Outside of a little frostbite, ice dams, skating rink driveways and one sore tongue (someone always has to try that frozen metal pole-tongue thing), we're anxiously awaiting the arrival of robins and tulips.

But hold on, not so fast. Scott Jaeger and Darla Isham, Heartland GMs in Ashland and Park Falls respectively, just reminded HCGazette readers that on May 3, 2013, all the Heartland GMs were in a Management Meeting in Eagle River when the meeting was called early due to a winter storm causing hazardous driving conditions.



### Attitude, from Page 2

I think that it's the way we approach things that makes a big difference... and our "Attitude" will determine the way we approach things.

Probably one of the best things ever written on "Attitude" is by Chuck Swindoll, who is a Christian pastor, author and radio speaker. I certainly am not going to infer that if you read this, your winter-weariness will suddenly disappear, but I will chance this: you'll give changing your "Attitude" some thought and maybe you'll crack a smile, which goes a long way toward making things a whole lot better.

*Happy Easter everyone!*

## Attitude

*By Charles Swindoll*

The longer I live, the more I realize the impact of attitude on life.

Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company ... a church ... a home.

The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past. We cannot change the fact that people will act in a certain way. We cannot change the inevitable.

The only thing we can do is play on the one string we have, and that is our attitude ... I am convinced that life is 10% what happens to me, and 90% how I react to it.

And so it is with you ... we are in charge of our Attitudes.

*From: "Strengthening Your Grip" by Charles Swindoll. 1982*

# Ashland

*"By The Big Bay"*



## GM NOTES...

By Scott Jaeger, GM  
WBSZ/WN XR/WJH/WATW

**W**OW! Will winter ever give it up? I am writing this newsletter on April 4th in the middle of getting blasted with snow in Ironwood. I couldn't make it to Ashland today. We have received in excess of 12 more inches of snow and it's still snowing! As Cris Carter says on ESPN...C'MON MAN!

Well in Ashland, we polished off the 1st quarter. It was a pretty busy quarter with everything going on. Beginning on March 10th, Frank Kulbertis came to town with the Advantage Plan Marketing Workshops. This is always an intense week of setting appointments and closing the annuals. In Ashland, we did OK. We will be down a touch from last year. 2 years ago, we did almost \$61,000 in Annuals. Last year, we bolted all the way to \$111,000. Massive increase. This year after the dust settles, we will be in around \$106,000. We did have two new sales reps that hadn't been through the ASI experience before, so I think that had a little to do with it, although Bob and Tammy both closed plans.

We were also selling both the Ironwood, MI and Ashland, WI

Spring Home, Yard and Sport Shows. Ironwood's show took place March 21st-23rd. The number of people coming through the show was down a bit due to bad winter weather, imagine that, but the exhibitors that were there did very well. I got a chance to talk to almost all of the exhibitors on Sunday before tear down and they were all very pleased! We had the civic center sold out and we generated about \$1,100 more in booth sales than last year. Thank you to the sales staff for a great job on selling and also to Skip and Mark for coming over and doing a super job on the Live Broadcasts from the show. We get a 3 week hiatus and head into the Ashland Home Show April 11th-13th. That show is also sold out with a waiting list of around 7 businesses. We generated about \$2,200 more in sales than last year. Again, hats off to the sales staff!

The weather definitely has taken its toll in the first quarter, but we bounced back in March by surpassing our budget. With everything going on, that was a definite plus! Thank you to the entire staff.

We are now trying to switch gears into spring mode, if winter will ever let go. We are working on our Spring Fling listen-to-win contests on WN XR and WBSZ. These are always fun and easy

contests. We are also in the beginning stages of a bigger contest. We are going to be giving away a "MANCAVE." We are going to completely furnish someone's Mancave with a ton of very cool prizes!

The Senior Expo we are involved with may be getting a facelift. Our committee is taking a look at changing it, instead of just Senior citizens, we may transition into an overall Health Expo for everyone. By the time the Gazette comes out, we should have a final decision and we can start selling it! I will have more details in the next Gazette.

Skip is gearing up for another year of the ABC Race Night live from the ABC Raceway every Saturday night. It is now the AWARD-WINNING RACE NIGHT as we submitted it to the WBA AWARDS FOR EXCELLENCE and it has been chosen a winner!! Not sure if we got 1st, 2nd or 3rd...we find out on May 3rd in Madison. Race Night begins on May 10th.

I am now starting to get into beast mode and get ready for vacation. My wife and I will be heading to the Dominican Republic, Punta Cana the end of the month. I really can't wait after this winter. Hopefully I will have a picture or two for the Gazette in May.



Scott Jaeger  
Ashland  
VP and General  
Manager

[www.wbszfm.com](http://www.wbszfm.com)

[www.wnxfm.com](http://www.wnxfm.com)

[www.wjhf.com](http://www.wjhf.com)



Skip Hunter  
Ashland  
Program Director

# Eagle River



## GM NOTES...

By Craig Whetstine, VP and General Manager WJRO/WERL

**W**ERL & WRJO held their annual Northwoods Home Show March 29th. We decided to change things up in 2014 and, for the first time in four years, held the Home Show in Minocqua at Lakeland Union High School. The show was held in conjunction with the Minocqua Area Chamber of Commerce, who asked us to allow them to co-sponsor our show.

The move to Minocqua brought in many new exhibitors and the show featured 56 area businesses. There was a wide variety of exhibitors, ranging from Northwoods Zip Line, where you can ride zip lines through trees and over water on a two and one-half hour course, to The Minocqua Popcorn Company, easily the most-popular booth at the show. In between we featured an array of home improvement and self-improvement exhibitors. We were fortunate to have great weather for the show (this year, great weather = no snow in the Northwoods). We had 1,586 visitors and listeners attend the show, a sizable crowd for Minocqua's first home show in four years.



Craig Whetstine  
Eagle River  
VP and General Manger

[www.wrjo.com](http://www.wrjo.com)

**WRJ**oldies  
94.5 fm

**FREEDOM TALK 950**  
WERL



Mike Wolf  
Corporate Program Director

# Iron River



## Exhibit Hall at the Great Lakes Broadcasting Conference

### GM NOTES...

By Dan Wheeler, GM WIKB/WFER

I had the privilege of attending the Growing Media, Great Lakes Broadcasting Conference put on by the Michigan Broadcast Association held in Lansing last month. Because Heartland Communications is part of the Wisconsin Broadcast Association we have never attended a MBA event. It was exciting to be part of the conference and to meet and socialize with other broad-



cast personnel from Michigan. The Keynote speaker for the breakfast session was Chuck Meffod, and NAB's Kevin Gage was the lunch speaker. Of the many sessions that were available to attend I chose P1 learning seasons,



“Back to the basics” presented by Speed Marriott. P1 learning is a training course that is available to members of the MAB. Speed is also a member of the Advantage Systems sales team.



Dan Wheeler  
Iron River  
VP and General  
Manager

[www.wikb.com](http://www.wikb.com)



The Iron County Home, Rec, and Outdoor Show that was held April 12 in Iron River. The event is sponsored by WIKB and attended by many of our clients including Silver Moon, at left. At right is Brad Zima broadcasting live and getting ready to interview Bob Black



who is the Director of the Iron County Chamber. The bottom left photo includes Brad Zima broadcasting live and getting ready to interview Bob Black who is the Director of the Iron County Chamber. The bottom left photo includes Ed Lindwall from Lindwall Motors who is waiting to talk with Brad. The Home Show was one of three events in the area including a cart show held at the Windsor Center and a Family Fun Day at the Centurial Middle School.



Marketing 101: In this ever complex world of marketing opportunities, small Market radio stations can stand out when they create the right relationships with local businesses. Case in point is the ever growing relationship between Dr. Larry, as his patients know him and WIKB. With the use of WIKB's Telephone Time program we were able to create a segment that Dr. Larry could use to reach listeners and communicate how he is different from other chiropractors. The idea was simple, talk about health issues in a light-hearted way that would keep people interested and looking for more. And it worked, yes it has grown Larry's

business, Crystal Chiropractic, but it has also changed his brand and WIKB is now a part of that brand. From his business cards, appointment cards, to his billboard, even products that are available at the local grocery store that are discussed in his segments WIKB is part of his brand. The brand is “Did You Know” as heard on WIKB's Telephone Time. You too can see what makes this relationship work by tuning in to Telephone Time every Thursday morning when Crystal Chiropractic brings us another segment of “Did You Know” with Dr. Larry. Listen live at WIKB.com or on the Heartland Radio App available for both Android and iPhone.



Brad Zima above talking with Crystal Chiropractic's Dr. Larry Loewen during Telephone Time. Dr. Larry is introducing Kombucha a probiotic to the area. Brad is drinking it live on Telephone Time.



Brad Zima  
Iron River  
Program Director

# Park Falls



## GM NOTES...

By Darla Isham, GM WCQM/WPFP

**W**ow is it April already? I was beginning to think by our most recent snow storm on April 3rd, we would just have to go about our business and have our picnics regardless of how much snow we get. As you can see Paul Dischler from our sales team decided he's not going to let Mother Nature spoil his Spring thoughts!



On April 2nd I was honored to meet Ken Beno, WBA (Wisconsin Broadcasters Association) Education Committee Chair and Instructor. Last fall, I acted on an e-mail that was sent out to members, asking if anyone would have information on schools and students, who may have an interest in learning about a career in Broadcasting and share information on the WBA Student Seminar program.

Through several attempts this last winter, finally, we made it work. Ken was invited to come and speak at the Phillips High School to about 25 students. The Phillips High School enrollment is only about 260 students and is one of our local schools that WCQM and WPFP radio stations have partnered with for school functions and sporting events.

It was such a great experience for me as well as the students. Ken walked the students through a slide show and explained all the areas of which a Broadcasting Career in Radio and TV can take you. From anchor positions, programming, management, sales, engineering, and being a reporter for news or sports; the list just has no end. It made for a very interactive, informative and educational 45 minutes. As the students

asked questions, it made it very real for them when I could share actual information about a radio career and my background in the industry.

This is such a great way to introduce a career in Broadcasting to our younger generation and through this one meeting I was so honored to have had a high school junior girl ask if she could do a work study program next year at our stations. I was also asked if I would help a group of high school students in college AP English with guidance in how to write and produce radio commercials.

The students were glued to Ken's presentation and so was I. I learned a thing or two myself...you CAN teach an old dog new tricks! Folks, we have such a great resource and wealth of professional people leading and educating at our Wisconsin Broadcasters Association, being a member has its benefits and I could go on and on about the Association and how hard they work for its members. Check them out for yourself, you'll see!

Just in the nick of time the snow stopped, the sun came out and the 98Q Country Home and Recreation Show took place on April 5th and 6th at the Chequamegon High School in Park Falls. We are growing as this is the 2nd year that the Park Falls Chamber of Commerce handed it off to us to rejuvenate and keep it going. Consistent traffic and support from the community made for some great



highlights of the show. 98Q Country helped Wheel Way Chevy Buick in their success with the "Test a Chevy" program to benefit our local youth baseball and softball programs. Chevy donated \$500.00 and Wheel Way Chevy Buick, donated \$500.00. Together they donated shirts, and equipment along with cash. All folks had to do is come out and take a test drive, and they did it with a huge success. We also invited Kountry Kafe, a local restaurant, to handle the concessions. They donated their sales to the Saint Anthony's school 7th grade class.

Some success stories directly related the Home and Recreation Show was Severson's Power Equipment. In the beginning, he told us he really didn't feel it was a benefit to move his store to a different location for 2 days. During the show he was so busy with customers he could hardly keep up. A sale of 2 riding lawn mowers and people brought in their equipment for repair who didn't even know where he was located. Martin since has retracted his comments. And then Price County Radio Shack said by Monday morning, the manager of the store was overwhelmed with five installs of DirectTV and Dish Network systems, and the residual continued throughout the week with three more installs.

You have to know how great this makes me feel that our vendors are receiving this kind of response after the 98Q and WPFP Home and Recreation Show.

I also want to thank my team here at our stations for, putting in the extra hard work; this is what really makes an event successful. Good job gang and thank you!

Happy Easter everyone.



**Darla Isham**  
Park Falls  
VP and General  
Manager

[www.wcqm.com](http://www.wcqm.com)



**Joel Karnick**  
Park Falls  
Program Director