

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

## HEARTLAND REVENUES ON TRACK

The combined revenue of all Heartland markets is on track to accomplish a 7% increase over 2011 revenues according to Heartland CFO and CPA Deb Josephs. "As a matter of fact, we are \$169,958 or 8.72% ahead of 2011 at the end of October 2012," said Josephs.

Heartland continues to outperform the industry because, according to Heartland CEO, Jim Coursolle, "We are better trained and of a higher caliber than most small market radio companies." Coursolle said he intends on continuing Heartland's investment in it's great people.

Coursolle pointed to a November 5, 2012 *Inside Radio* article that stated that BIA/Kelsey, a leading industry forecaster, had downgraded their 2012 revenue outlook to +1.5% increase over 2011. "This prediction takes into consideration all sized radio markets: large, medium and small," said Coursolle. "Our Heartland small market stations will not be as greatly affected since we don't depend upon ad agency business like large and medium-sized markets do for our revenues. Only about 10 to 11% of our business is agency-driven and any down turn in

agency business can usually be made up with local business."

BIA/Kelsey is predicting stagnant growth of 0.7% for local radio – all sized markets – for 2013. Again, Coursolle said that small market radio stations will be less affected. "Like BIA/Kelsey, who is predicting a compound annual growth rate of just 2.1% for local media, I predict slow economic growth nationally for the next four years. There will be continued extensive grid-lock in Washington, tax breaks may end causing a new and worse recession, a probable Israeli/Iran military conflict and some pundits are predicting another market crash similar to October 2008. Again, small market radio will be less affected."

Coursolle said he will be calling a fourth quarter management meeting with all Heartland GMs to discuss ways to maintain revenues and control costs. "Everyone in Heartland will be asked to be cognizant of the fact that the worst economy since the Great Depression is not going away and that we will all have to work even harder to succeed. I wish this was just rhetoric, but I, along with most economists, see it as the truth."

## MINING IS VERY LIKELY TO COME TO NW WISCONSIN

All of Wisconsin, but especially our Heartland markets, have cause for celebration!

According to information from the "Wisconsin Club For Growth," In January 2011, the GOP held majorities of 19-14 in the state senate and 60-39 in the state assembly. Special and recall elections in 2011 and 2012 cost the GOP a net of one seat in the assembly and three in the senate.

This month, republicans flipped the state senate and grew their majority in the state assembly. The final score for the GOP is 18-15 in the state senate and 60-39 in the assembly.

That means Governor Walker and the legislature have a voter mandate to pass pro-growth and job creating policies, like iron mining legislation, tax cuts, regulatory relief, and education reform.

Gov. Walker was interviewed on

Milwaukee radio and said that when the Wisconsin State legislature reconvenes in January 2013, he will immediately go to work to prepare mining legislation that will benefit all parties concerned.

The application, due diligence and construction of the GTAC Mine in NW Wisconsin is likely to take two to three years, but there will be significant employment associated with the construction process before min-

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Jim Coursolle, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
editor and publisher



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ing operations begin.

The Copperwood Mine near Ironwood, MI, located about 40 miles from Ashland, WI, is already under construction at this time. The combination of these two mines will bring significant employment opportunity to the Heartland broadcasting area.

## Collections break another Heartland record

The collection of outstanding accounts receivable set an all-time Heartland record in October. The efforts of the Heartland sales team and management team resulted in a 91.5% collection of all outstanding accounts receivable. "This is outstanding progress," according to

CEO Jim Coursolle.

Coursolle recalls collections being in the 40 to 45% range when he entered into a consulting agreement in 2009 (LMA) in preparation for the purchase of Heartland in 2010. "It was probably the worst collection situation at a

broadcasting company I had ever been involved with. But through the relentless and outstanding efforts of the Heartland GMs, Lynn Weiland, Deb Hytry and Deb Josephs at corporate, we are right in sync with national averages."

Coursolle said that he believed

Heartland would finish the year with an average of 80 to 85% of all outstanding accounts receivable collected each month and on an annual basis. "I am very proud of what our sales, management and corporate team have accomplished!"

# Pres. Release

**A** lesson that I learned many years ago was verified again on November 6th. The voters of Wisconsin have once again taught me what Benjamin Franklin said so many years ago, “He that can have patience; can have what he will.”

The Republicans have taken back control of the Wisconsin State Senate with even an extra vote to spare just in case Dale Schultz, Richland Center, decides to vote with Democrats once again.



**Jim Coursolle**  
President, CEO

With Republican control of the governor’s office, the state assembly and, now the state senate, Governor Walker will most assuredly begin working with current Republican legislators to put together a draft of acceptable mining legislation for consideration by legislators when the Wisconsin State Legislature reconvenes in January 2013. Wisconsin voters on November 6th, voted for MORE JOBS for Wisconsin. The Wisconsin voters – even though they voted for Obama and Baldwin – when it

came down to more jobs for Wisconsin, voters voted “yes” for more jobs!

My congratulations to GTAC President Bill Williams and to the Cline Group CEO, John Dickinson, for exercising patience throughout this long, drawn-out attempt to bring very worthwhile employment to an area that desperately needs jobs for its people. Not only did Bill and John exercise patience, but they have spent literally millions of dollars in their attempt to bring the GTAC Mine and employment to Northwestern Wisconsin. They are the unsung heroes.

It isn’t over yet, however. In a conversation I had with Bill Williams early in November, he reiterated to me that the mining application and due diligence process with many state and federal government agencies will take another three to four years. But once the Wisconsin State legislature passes acceptable and realistic mining legislation (similar to the Minnesota and Michigan laws that allow mining operations), my opinion is that GTAC will follow all regulation to the letter of the law respecting the concern for the environment of our beautiful state. Bill Williams was born and raised in Wyoming (my second favorite state) and worked as a college student near The Grand Teton National Park. Bill is a practical and realistic environmentalist

with a healthy respect for nature and it’s beauty.

It is also possible that Obama will roadblock the GTAC Mine as he did with the Keystone Pipeline denying 22 thousand jobs (probably many with Michel’s Pipeline, Brownsville, WI). The Obama Administration’s actions speak louder than words and their actions to date have been adverse to employment and to most business in general.

A HUGE step was taken on November 6th. The REAL possibility of getting Wisconsin mining legislation that will be acceptable to GTAC is definitely possible. As in the oil boom in North Dakota, the GTAC Mine will operate on private land rather than government-owned land (probably the main reason the oil boom in North Dakota has taken

place).

Northwestern Wisconsin will become as vibrant –and maybe even more so – than what is often referred to as the “oil boom in North Dakota.” It is quite possible that Northwestern Wisconsin will become THE most economically vibrant area in the United States of America providing good-paying jobs to eventually over 5,500 people.

It doesn’t take much of an imagination to figure out what thousands of jobs will mean to our ten Heartland radio stations and to our hundreds of Heartland advertisers. While other parts of our country will struggle with high unemployment, Northwestern Wisconsin will be buzzing with growth and prosperity!



## October Top Sellers



### Market Managers

Dan Wheeler.....	\$26,523
Darla Isham .....	\$21,187
Jim Hodges .....	\$12,852

### Sales Reps

John Warren .....	\$25,634
Amber Sarafiny.....	\$17,050
Trish Keeley .....	\$16,972
Tim Zier .....	\$13,629
Sandy Berg.....	\$10,955

## BIRTHDAY “BROADCASTS”

### NOVEMBER

- 5<sup>th</sup> – Ray Poetzl – Park Falls
- 8<sup>th</sup> – Deb Hytry – Corporate
- 8<sup>th</sup> – Ralph Faucher – Eagle River
- 20<sup>th</sup> – John Warren – Ashland

### DECEMBER

- 12<sup>th</sup> – Dana Bloomer – Park Falls
- 20<sup>th</sup> – Mark Miller – Ashland



## HEARTLAND FIRST AMENDMENT RIGHTS THREATENED

On October 31, 2012, Heartland President and CEO, Jim Coursolle received an email and letter from Rebecca Mason, an attorney representing Janet Bewley, Democrat Wisconsin State Assemblywoman “demanding that you cease and desist broadcasting a false and defamatory statement about her.” Mason’s letter made several demands including the removal of an editorial being broadcast on Heartland and Park Falls stations. Mason’s contention was that the editorial contained incorrect and defamatory information about Bewley’s Public sector employment history.

In a response letter to Attorney Mason, Coursolle stated that the information provided in the broadcast editorial was taken from Bewley’s own website and other public websites. Coursolle then asked Bewley’s attorney to provide him with a “complete chronology of Ms. Bewley’s employment history...” He asked for “written and signed verification from each employer” or “beginning and ending paycheck stubs.” According to Coursolle, Mason responded with an employment chronology but not the complete information he requested.

On November 5, 2012, Heartland Attorney Daniel Van deZande responded to Attorney Mason stating, “In your October 31st correspondence you claim Ms. Bewley readily acknowledges my clients’ First Amendment rights to broadcast editorial

opinions, but then demands that Heartland ‘immediately remove the editorial,’ and broadcast the retraction statement you provided, “without comment” notwithstanding your assurances to the contrary, we believe that this demand is nothing more than a thinly veiled attempt to quell opinions in opposition to Ms. Bewley’s current bid for public office. We therefore refuse to take any such action, and dispute the implication that your demands were not instigated to suppress my clients’ First Amendment rights.”

Once Coursolle received the incomplete Bewley employment information from Bewley Attorney Mason, he broadcast a clarification of his earlier remarks but further stated that, “her tenure to date as a state assemblyperson, in my opinion, is most noted for her opposition to the GTAC Mine and Bewley’s rejection of 2,800 jobs for the area.” He further stated, “When it comes to having the experience and knowledge of how to create jobs and wealth, in my opinion, Janet Bewley does not qualify as someone who knows how to produce wealth-creating jobs.”

Coursolle told the HCGazette that he was considering taking Bewley’s attorney’s letters and the November 2, 2012 Ashland Daily Press front page headline story to certain authorities in Madison for further investigation into the threats to Heartland made by Bewley and her attorney.

# Tech Talk

## “ONCE AGAIN A BUSY MONTH FOR ENGINEERING AND I.T.”...

Land and I have been busy with transmitter and tower repairs this past month and have had great success in Park Falls, Ashland and Iron River.



**Skip Hunter**  
Corporate IT,  
Engineer

The biggest success was Iron River, Michigan. WFER was barely working, major problems with modulation modules blowing transistors. We spent an entire day replacing 5 transistors on each of the 13 modules as well as re-tuning the ATU (antenna tuning unit) at the base of the tower. And to use an NFL phrase... “after further review,” WFER is now back to full operation and you can actually pick it up cleanly about 20 miles out, during daylight hours.

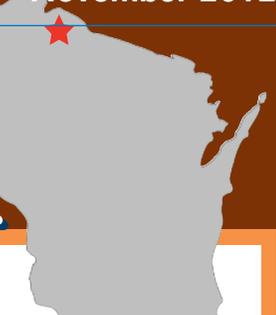
That was on a Wednesday we completed the project. That same week Friday we had a tower crew come in for WIKB. WIKB was showing some bad RF radiation at the base of the tower and seems to be the only transmitter in the company that burns tubes the fastest. We repaired a ground issue inside the building, identified a blower problem and had the tower crew ground the lighting conduit on the tower as well as remove an antenna that was too close to our antenna and possibly causing some loss to the WIKB signal.

After about 8 hours off air we re-fired WIKB back to full power. When we traveled back west to go home we listened to WIKB all the way to the Wisconsin border without any noticeable dropouts! That is about a 20% gain in coverage.

Park Falls and Ashland had other issues that I’ll have to save for another day as I am writing this many days past the deadline. Maybe next month I can tell you about things coming in the near future concerning I.T. but for now my cell is ringing and I am pretty sure I’ll be off to extinguish another small fire. (and poof he was gone)...



# Ashland



## “By The Big Bay”

### GM NOTES...

By Scott Jaeger, GM WBSZ/WN XR/WJH

The election is over and we are into November. The challenge is to switch gears mentally from all of the Political hype and Halloween, to the season of comfort and joy!! Oh... wait... there's deer season!

I cannot believe there are only a few weeks left in 2012! Or maybe less according to the Mayan Calendar which says the world will end on 12/21/12. Does that mean we don't have to do budgets?

It's no secret, Ashland struggled in October... but it's in the rear-view mirror. November and December will be strong. On November 4th, Heartland Communications, along with JET Travel and Tours took a bus to the Packer game against the Cardinals! We had a blast. A lot of people on the bus were thrilled as it was their first time to Lambeau Field. They could now check it off their bucket list!! It was a great ride home as the Packers



won the game!!

Saturday November 10th, our 2nd Annual Garland City Womens Expo took place sponsored by Heartland Communications, JET Travel and Tours, Memorial Medical Center and Ashland Yoga Studio. It was a day of shopping, pampering, keynote speakers, food and fun for women! Over 1,000 women attended. Coupled with that, The Ashland Chamber of Commerce fell in love with our event last year, so they created a 5K and 10K run and walk called the “CHICK-UAMEGON RUN” (take-off on Chequamegon). I could not believe it... November 10th on Lake Superior in Ashland... guess how many? Over 200 runners and walkers!!!! What a huge success!

We are now on to our Deer Hunters Round Up November 17th to the 25th. Our title sponsors are Valhalla View Pub and Grub and Tillamook Beef Jerky. Skip Hunter does the show live from the Valhalla view Pub each night from 5:30 to 7 p.m. You can listen live on our stream at [www.wbszfm.com](http://www.wbszfm.com)! Thanks for doing that Skip... I know it's a lot of work... like he doesn't have enough on his plate!!

We will be starting our Magic Stocking promotion. It's a fundraiser for BRICK, our local food pantry. Each business that signs up gets a “MAGIC STOCKING.” Shoppers donate money into the stocking while Christmas Shopping, then Ashland Holiday East and Lakeshore Holiday West, match dollar for dollar, up to \$1,000!! All proceeds go to the BRICK Food Shelter. Last year we raised over \$2,800!!

I would like to personally thank my entire staff in Ashland for all of their hard work this year. It had it's ups and downs as I am sure everyone has. We have a pretty darn good team. I also want to thank Leland. I met Leland last year at a job fair. He is a crazy-smart engineer that was looking for something to do. I introduced him to Skip. He has been a very big help to Skip not only in Ashland, but all of the markets! Thanks Leland!



I want to wish everyone a happy thanksgiving. Take a breath over those few days and realize budgets, numbers, traffic, commercials, transmitters and whatever the heck else we deal with, always come 2nd after family...



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 Jim Hodges, GM WRJO/WERL

Maybe Heartland Communications should change its name to "Helping" Communications. Given the "helping" WRJO and WERL radio has been doing lately, it seems appropriate. Last month, we "helped" one lucky listener with his transportation needs by giving away a \$1,000 gas card. Now, we're going to give another listener help with their utility bills by paying up to \$1,000 towards heat, electric, water and telephone bills in our Helping Hands contest. This is all part of our mission of helping our friends, neighbors, listeners and advertisers with a wide range of services that only a radio station can provide.

That's why I have nominated our radio stations for the upcoming Eagle River Chamber of Commerce Business of the Year award. From Public Service Announcements that provide

nearly \$50,000 a year in free airtime to non-profit organizations to assistance with fundraisers like "Angel On My Shoulder", which has raised over \$250,000 through WRJO thanks to the dedication of Mike Wolf and Amy Linnett, we touch people's lives in a myriad of ways. We support our public schools, the Eagle River Business Association, the Eagle River Revitalization organization, the Eagle River Chamber of Commerce with our free, no charge, "Business Spotlight" weekly interviews, the summertime downtown Eagle River street dances, Paul Bunyan Fest, Minocqua's Beef-O-Rama and many more groups too numerous to mention in this limited space. On top of that, our news department, staffed by Bruce Marcus, keeps listeners up-to-date with police, fire, court, government, political news and more every day. WRJO/WERL radio no doubt faces stiff competition for the Chamber's first ever Business of the Year award, but we certainly should be in the conversation and a

strong contender, all thanks to the dedication and talents of our wonderful staff.

And speaking of our News Department, kudos to Mike Wolf, Bruce Marcus and Carol Suriano for their great work on election night providing up-to-the-minute reports from the local, state and national scene. A big "thank you" to our AEs, Trish Keeley, Tim Zier, Julie Anderson and Kris Gaffny, for their efforts in staging a successful "Health and Wealth Expo" last month. And I don't know where I'd be without Peggy Kaczowski, better known as "Krack-O-Witz" (Mike Wolf's name for her!), for her expert touch greeting clients, listeners and handling the phones each day. I'd be remiss in not mentioning our part timers, too, Jim, Don, Luann, Carol and Ralph who help keep our station running smoothly. In short, as I near the nine month mark in my position, I'm truly impressed and thankful to be surrounded by outstanding people.



Jim Hodges  
Eagle River  
VP and General  
Manager

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



## WRJO 1ST ANNUAL TURKEY BOWL...

By Mike Wolf, PD WRJO/WERL

On November 10th WRJO held its 1st Annual Turkey Bowl at the Ojibwe Market in Lac du Flambeau.

It was a fun day with four participating contestants competing for prizes, all with a Thanksgiving theme.

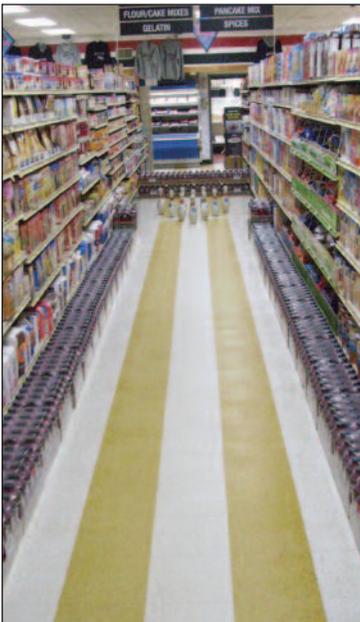
Participants bowled in aisle #4, converted that day to lane #4. The pins were regulation bowling pins, the ball was just that, a Butter "Ball," that weighed 15 pounds, and the bumpers were cases of Powerade.

Contestants were given 4 regulation bowling frames, scored the same as you would at any bowling establishment, to amass the highest score. The winner of the day was Wanda LaBarge with a score of 55. Wanda received a turkey, not used in the contest, mashed potatoes, stuffing, cranberry sauce, rolls, and pumpkin pie.

When asked in an interview, after the event, how she prepared for the event, LaBarge said, "My husband and I just came from breakfast and I had a Bloody Mary." Cheers Wanda!

Fun was had by all, and to see a short video of the event visit [WRJO.com](http://WRJO.com) and view the video towards the bottom of the web page.

The Ojibwe Market in Lac du Flambeau is already planning for next year's event with even more contestants and more prizes.



Mike Wolf  
Corporate  
Program Director

# Iron River



## Iron River Heartland Communications Group Stations break sales record

Earlier this year, Iron River's market had the second highest month of sales since owned by Heartland Communications Group. But records are

made to fall and they did in a big way in October! With help from the election, WIKB/WFER had its biggest month as part of Heartland Communi-

cations Group. We are excited and looking forward to the potential for growth here in Iron County!



Dan Wheeler  
Iron River  
VP and General  
Manager

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



### GM NOTES...

By Dan Wheeler, GM WIKB/WFER

More than the seasons have changed here in the U.P. WIKB has seen one of the biggest changes since it's been part of Heartland Communications Group; and, in this case, change is good! We were saddened to see our News Director, Marian Volek leave, but she did come back to help us with our election coverage, which was greatly appreciated. Jennifer Miller is our new News Director. She has done a great job, is eager to learn and we are glad to have her on our team.

Our biggest change came November 7th and it had nothing to do with the election. Brad Zima joined our staff as Telephone Time host and Program Director. His first Telephone Time was just one day later and the community welcomed him with open arms. I want to personally thank our entire staff, for not only welcoming and assisting our new team members, but for how well they all pitched in to get us through this difficult transition. We have a wonderful staff here in Iron River and once everyone gets comfortable in their new positions, we will be well positioned for

growth.

Brad grew up and went to school in Oconto, WI. After high school, he decided to hit the big city, and moved to Milwaukee to attend college. After obtaining a degree in marketing, he got his first radio internship with ESPN radio in Milwaukee and hasn't left the radio industry since. After another internship with WMIL, he landed a job doing weekend work, and eventually an afternoon show with WBWI and WBKV in West Bend, WI. In his downtime away from radio, you will find him fishing, hunting, playing guitar, or watching sports.



Brad Zima

We were also saddened to hear that our very own Amber Sarafiny will be leaving WIKB as she heads back to California to join one of her daughters and family. What an excellent employee and sales person Amber has been! For me, as a new General Manager, she has been a huge part of our success here in Iron River. Amber has been through a great deal this year and

we wish her nothing but the best! The move is temporary and we look forward to her return to Iron County next summer.



Amber Sarafiny

With the transition we have experienced, we have had some difficult days. In the middle of one of those days, we received these flowers from Bonnie and the First Lutheran Church of Iron River. When placing the flowers on our counter, she told Starr, "we just thought you deserved these." What a pick-me-up they were!



### 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...  
Brighton, MI... Bolingbrook, IL...  
Hazelhurst, IL... Elkhorn, WI...



Cedar River, MI... Milwaukee, WI...  
Green Bay, WI... even famous people call us!! Country singer, Tay Humphrey called from Nashville, Tennessee!! The following is just a sampling of what we "get" to hear every day:  
... Teepees for sale!  
... Free geese to give away??!!  
... A man called and said he had found a tackle box.  
... A lady called and said they had lost one and sure enough, it was the one!  
... A man called saying that his daughter was in need of a spiral

staircase.  
... A gentlemen called the next day saying that he had got in touch with them and was delivering one he had purchased but couldn't use because the opening was the wrong way!!  
... Pigeons and giant Canada geese for sale.  
... Free rocks??!!  
... We received a press release from the local sheriff's department about a local teenage runaway...  
... Happy to report that he was found 3 days later!!



Brad Zima  
Iron River  
Program Director

# Park Falls



## GM NOTES...

By Darla Isham,  
GM WCQM/WPFP

Is it Santa, and his elves on our roof measuring our chimney?

Not quite... but a much needed gift, indeed, as the Park Falls studios get new roof shingles before winter arrives and we're very happy about that! Two local advertisers, Park Falls Builders and Al Schlitz Builders provided the labor and materials giving us a brand new layer of shingles that should now last another 20 years!

In October 98Q Country featured its first Haunted Halloween costume parade, tying it into the Park Falls Chamber of Commerce's retail promotion "Haunted Halloween in Park Falls." Several businesses partnered in staying open with extended hours and the city was very helpful blocking off a section of city roads so more than 60 youth, teens and adults could participate in the parade. It was amazing for our first year, businesses gave cash and prizes away for the best costumes featured in our parade in all age categories.

It was strange actually, having the folks watching the parade throw candy at the people in the parade! Everyone really enjoyed it... and leading the parade, of course, our 98Q Country rig with Joel and Rick, I walked in my Packer Fan costume so I could capture photos. At the end of the parade route the Chamber served hot chili and prizes were awarded. Enjoy the photos!

From Halloween to the Election, I don't know what was scarier! The election is over. Whew! It was a long stretch. Now we can move on and get our focus back on a few other things.



Just for the heck of it I went to Google and put in "post election depression" can this be real? I was just amusing myself and wanted to see if there really is such a thing... REALLY folks, a ton of pages and too many to count with remedies and self check questions to see if you are experiencing "post election depression."

Are you feeling lost, because all you talked about over dinner the last 6 months was politics, are you feeling anger because the votes didn't go the way you wanted them to go? Are you finding that you don't know what to talk about around the water cooler at work... because the only gossip has been about politics? Or now you don't know what to debate about on Facebook? YE GADS (Jim H. is that proper grammar?)

I must not be normal because I'm jumping for joy it's over, dinner can now be about the recent parent teacher conferences, and curfew times for my daughter going out with her boyfriend and monitoring her Facebook page, relieved I can get back to planning my 2013 budget, (oh wait I do feel a twinge of depression on that one) just kidding!

And why are we standing around the water cooler anyway....what time is it? Isn't there a client somewhere we need to be seeing? But if you must and you do have "post election depression" some remedies you can try, courtesy of this internet posting - "Do something fun, drink a glass of wine, go to a movie, or go for a walk on the beach, life is still worth living."

Here's what really matters in the big picture, we woke up this morning, and we have jobs, and family and friends that love us. If you haven't read the book "After Shock" by David Wiedemer, PhD, Robert A. Wiedemer and Cindy Spitzer, read it. And if you have read it, read it again. Stay focused on the things you have control of and remember attitude is everything.

So if I made you grin just a little with my ranting then my work is done here. Have a great Thanksgiving and a successful hunt!



Darla Isham  
Park Falls  
VP and General  
Manager

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



Joel Karnick  
Park Falls  
Program Director