

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

SNOWFLAKES FROM HEAVEN MEANS MONEY IN THE BANK

Record-Breaking Snows for the Heartland Stations' Northwoods

Snow for the Northwoods winter is a necessity. Thousands of winter-loving tourists roll into Minocqua, Eagle River, Rhinelander, Ashland, Bayfield and other popular Northwoods' winter fun spots to enjoy the serene beauty that the amazing NW Wisconsin Northwoods provides. Car after car, truck after truck are seen pulling trailers, hauling snowmobiles to participate in such events as the Eagle River Snowmobile Derby and to enjoy literally hundreds of miles of groomed snowmobile trails charted by precise recreational maps.

But wait... those of you that have been praying for our winter "life blood" snows, please change your snow request prayers to prayers of gratitude. Please. Dear Lord, we've had



Spilling off the roof in Ashland, Heartland Communications WBSZ/WNXR/WJJH Stations Building is nearly buried in records amount of snow. Where's that groundhog?

enough for a while. Thanks for your help!
The skiers, snowmobilers,

snowshoers and photographers are loving it!
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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com



2019 Heartland First Quarter Is HOT



All you have to do is add snow to the U.S. roaring economy to offset the freezing Wisconsin Northwoods temps. The rumor is true; the snowfall has broken all records for this time of year. The temperatures have dipped to -30°. We've had many days of -10 to -15° yet our Heartland salespeople are hot on the snowy trail successfully encouraging area advertisers to tell their stories to the parka-clad tourists and local

folks. In January all Heartland markets posted a 102 percent sales budget and as this goes to press, February is set to also go over the top in sales. March 2019 is even pacing at 60%.

According to Ashland GM John Warren, the record-breaking success has been due to a team effort of on-air folks and clerical folks coupled with the "dashing through the snow" efforts of our great sales team!" Only 90 more days until Spring!

Pres. Release

What did you learn on Valentine's Day?

Yup, it's come and gone. Did you take the opportunity to tell your spouse or "significant other" that they were special and that you loved them? By the way, whatever happened to "boyfriend" or "girlfriend?" What happened is called "politically correctness" and, quite frankly, I'm a bit nauseated by that whole thing.



Jim Coursolle
President, CEO

Are you ready for a little lesson in Latin and legal mumbo-jumbo? Have you ever heard someone use or mention the words: "quid pro quo?" Have you ever wondered what that phrase means? So that I would be entirely accurate, I asked Merriam Webster:

...
Life is kind of like that... I mean if you are nice to someone, they will probably be

nice to you. If you are a jerk to someone, well, you get the idea. The great Zig Ziglar taught that "You can have everything in life you want, if you will just help other people get what they want." That probably works with your spouse, boy or girl friend and all of your friends and acquaintances.

Valentine's Day was an opportunity to show your loved one(s) how very much they are loved and how very much they mean to you. And by quid pro quo, I am not suggesting that if you "buy a Valentine card or gift, you get a Valentine card or gift." No, what I am suggesting is that if you bring a little sunshine into someone's



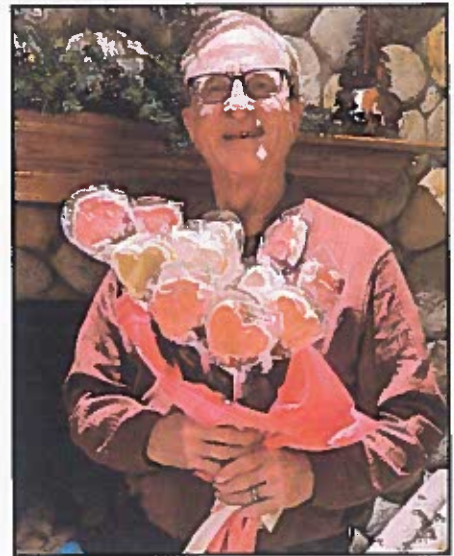
quid pro quo

noun

\ kwid- prō- kwō \

Definition of *quid pro quo*

: something given or received for something else



life, you might find a few rays coming into yours. Don't expect it, but watch and see what happens. By the way, for the record, we just finished celebrating our 50th and I am – at least I hope I am – smart enough never to forget Valentine's Day, her birthday or our Anniversary. Suicidal.

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January Top Sellers



Market Managers

John Warren\$33,937
Jeff Wagner\$9,557

Sales Reps

Trish Keeley\$27,483
Diane Byington\$20,981
Tammy Hollister.....\$19,989
Scott Larson\$10,119



BIRTHDAY "BROADCASTS"

FEBRUARY

no birthdays
this month



MARCH

18th – Chris Oatman – *Eagle River*
30th – Nick Justice – *Eagle River*

APRIL

15th – Mark Hagen – *Ashland*

Ashland



Magic Stocking Supports The BRICK Ministries

By John Warren,
General Manager
WBSZ/WNXR/WJJH/WATW

Ashland, WI — January 21, 2019 — Over the holiday season Coffey Oil teamed up with Heartland Communications Group to sponsor the Magic Stocking, an annual initiative that supports the work of The BRICK Ministries. Magic Stockings are placed in select area businesses before Thanksgiving and are in place through New Year's Day. Holiday shoppers are encouraged to drop their change, checks, or cash in the Magic Stocking. Coffey Oil matches the donations dollar for dollar up to \$1,000 with proceeds going to The BRICK. This initiative is an im-



(At left) Liz Seefeldt, Executive Director of The BRICK Ministries (center) accepts donations from (L to R) Jim Coffey, Co-Owner of Coffey Oil and John Warren, General Manager - Ashland, Heartland Communications Group, LLC.



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjjhfm.com

portant way to ensure that The BRICK is able to provide services throughout the year.

Heartland Communications is a small market radio group serving north-central and northwestern Wisconsin with eight AM and FM radio stations. Coffey Oil is co-owned by brothers Jim and John Coffey and is the parent

company of Lakeshore Holiday West fuel and convenience store. Both the Coffey's and Heartland Communication have been supporting The BRICK Ministries with the Magic Stocking every year, ensuring that The BRICK continues to serve the low income residents of Ashland and Bayfield Counties.



This Year's Valentines Day Contest



(At left) Q Ball and the WNXR winner Betsy Arnson of Washburn. (Below middle) Rick St. Nick and the WBSZ winner Bruce Kleinsteiber of High Bridge. (Bottom right) The WJJH winner Dan Kucinski of Ashland and Trevor Ray.

WBSZ, WJJH and WNXR each gave away a night stay at the all new Cobblestone Inn & Suites of Ashland, dining for 2 at the Bayfield Inn, chocolates from Harbor Suites in Washburn, a bottle of 19 Crimes Wine from Super H Foods and a bouquet of flowers from Country Buds Flower Shop in Ashland.



See Ashland, Page 5

The Dates are Set for the Annual Spring Home and Sport Shows

Heartland Communications Group North Annual Spring Home and Sport Show will be held at the Bay Area Civic Center on March 29, 30 and 31. The show in Ironwood at the Pat O'Donnell Civic Center will be held on April 12, 13 and 14. There's a wide variety of vendors to speak to along with merchandise to view. Boats, Campers, Home Décor, Building Supplies, Contractors, great food and more.

Eagle River



By Mike Wolf,
Corporate Program Director

An entire community and beyond comes together to raise funds for locally based Angel On My Shoulder, a cancer support organization committed to improving the quality of life of those living with or affected by cancer.

The plunge took place at 1pm with the sun shining and a temperature of 37 degrees on Spirit Lake in Three Lakes. 66 Plungers were on hand to thrill a large crowd of spectators. 20 plungers were first timers to the event. The youngest plunger was 8 years old, and the oldest was 87. A sampling of those waiting in line identified plungers from Illinois, Minnesota, Arizona, North Carolina and Texas, with the majority from Wisconsin. WRJO's Wendy Fisher even took the plunge this year (at far right).

Over the past 19 years this WRJO event has raised just over \$539,400 for Angel On My Shoulder. Mike Wolf said "An amazing team of plungers and spectators raised a grand total of \$33,559, with donations still accumulating.

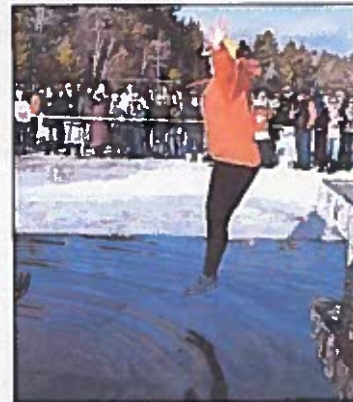
Russ "Moses" Huizinga (bottom photo) with a total of \$6225 has now raised more than \$51,676 for Angel over the 19 years.

The Best Costume category was won by Snow White and her Dorks!

For a minimum of \$35 in pledges, plungers received a T-shirt and towel, along with a commemorative wrist bracelet.

We hope to see you Saturday, January 4th, 2020 for the 20th Annual Northwoods Original Polar Bear Plunge to benefit Angel On My Shoulder.

The entire series of plunge event pictures can be seen at WRJO.com



Jim Coursolle
Eagle River
General Manager

www.wrjo.com



Mike Wolf
Corporate
Program Director

Ashland, from Page 3



High School Basketball Tournaments play-by-play action is underway with Girls and Boys Basketball airing on Heartland Communications Group North stations with Sports Announcers Trevor Ray, Clarence Campbell, Nick Gima, Chris Beeksm, Mike Granlund and Terry Hendrick.. Games can be heard around the globe via live stream on the HCG Radio App.
A huge Thank you to our Front Office Manager, Marion Warren for her best efforts in keeping all these games straight. Phewwww!!!



Snow, from Page 1

The Northwoods offers the most winter anyone could ever imagine. Icicles reflect the midday sun with multi-colors; they hang everywhere.

The snow plows plowing the parking lots can't find places to pile the stuff anymore. Before you know it, there won't be any room for cars to park. I didn't believe this, but an ice fishing friend of mine said he had to hire a well-drilling company to replace his auger; the snow was so deep, he said he didn't have to set up his tent windbreak, he just built an igloo in the snow. Maybe?

According to Weather-Street.com, as of February 25th, the current on the ground recorded snow depth is approximately 41 inches in Eagle River, 33 inches in Minocqua, 38 inches in Rhinelander and about 31 inches in Ashland. The February 2019 snowfall has broken all records beating the 1965 record of just 12 inches.

Schools cancelled classes, most meetings were cancelled and our Heartland cancellation broadcasts went on for over a half an hour or more reporting cancellations of events, games, business closings, church services and many meetings cancellations. Bruce



Record amounts of snow pile up in front of Heartland Communications' WRJO/WERL Stations Building in Eagle River.

Marcus, Heartland Network News Director said he has been reciting cancellations in his sleep.

The 2019 winter in the Wisconsin Northwoods may be one for the record books, but the scribes keeping those books are making it clear that they may have to add many more pages just to document the whole story.

Oh, it has also been requested of Mike Wolf, Heartland Corporate Director of Programming to turn off that blankety-blank song "Let It Snow, Let It Snow, Let It Snow." The snowfall records have been broken and so have the backs and snow shovels.

Valentine's, from Page 2

But I did give my wife some Valentine's Day candy, a card and her favorite, a dozen roses. My longtime best friend and wife, gave me a bouquet of a dozen "rose cookies!" How's that for being loved?!

OK, Valentine's Day comes once a year, but you can stretch the fun of Valentine's Day wherever you go. Since you probably spend more time working with your fellow Heartland radio family, how about stretching goodwill to your Heartland family with your smile

and attitude. And while your at it, spread some Valentine's Day cheer to your listeners and advertisers. It's easy and it's free. Compliment someone on something they did. Maybe a new display at their store? Tell your listeners that you really appreciate them and want to meet them at the next "Fish Fry Tour" stop or whatever. The idea is to find something to be nice about. Then, bring that attitude home with you and share it with your wife, husband, boyfriend, girlfriend, kids, dogs, cats and everybody.

Make someone's day. It will make yours!

make
Someone's
Day