

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

## Heartland Names Charlie Thomas as Ashland Market GM

"I get to have my cake and eat it too," Charlie Thomas recently told the HCGazette. Thomas realized his dream when he was able to return home to his NW Wisconsin childhood farm and home near South Range, WI. "It's hard to take the farm out of a guy," Thomas went on to say, "And, I get to manage some great Heartland radio stations in NW Wisconsin as well."

At an early age, Thomas fell in love with radio broadcasting and left the NW area to pursue a career as a broadcaster. But, after many years, his longing to return home drove him to attempt to purchase back the 200 acre farm in Douglas County, WI that had been in his family for 111 years. Thomas completed that purchase a couple of years ago, but also remained a broadcaster as an account executive for Townsquare Media in the Duluth/Superior market rising to the top salesperson in his company.

When former Ashland GM, Scott Jaeger, resigned in July after 11 years with Heartland,



**Charlie Thomas**  
Ashland  
General Manager

Thomas decided to contact Heartland CEO, Jim Coursolle to discuss the Ashland GM position. Coursolle said, "I knew Charlie was a terrific radio guy. When I owned WPKR, Appleton/Oshkosh, Charlie was the PD at US96 (WUSW). He was kicking our butt and when he resigned to take another position out of the market, I brought in subs and we had a small celebration! With Charlie gone, the owner of US96 then sold the station. WPKR proceeded to hire Joel Dearing, a #1 program

director from Chattanooga, TN and our numbers went way up!"

"I am thrilled to be joining Heartland Communications," Thomas said. "First, I fulfill a dream of returning to the area and purchasing the family farm I grew up on and then returning to a management position with a amazing company that shares the same philosophies of creating great local radio for the communities they serve. It's rare when you get to have your cake and eat it too." states Thomas.

Thomas has spent 30+ years in radio broadcasting; he's been an on-air personality, program director, a top salesperson and a market general manager. Charlie has extensive general manager experience, having spent 2 years as General Manager of a 4-station cluster in the Stevens Point/Wausau, Wisconsin market and 8 years as General Manager of a 6-station cluster in Shreveport, Louisiana for Clear Channel and later Townsquare

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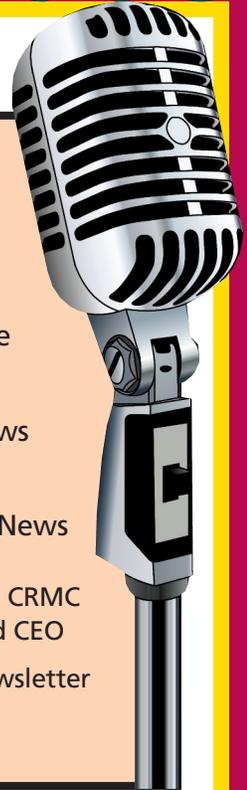
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Jim Coursolle, CRMC  
President and CEO

Wendi Ell, newsletter  
designer and  
publisher



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

Media. Before that, Charlie was Market Manager of the Clear Channel cluster in Mason City, Iowa for 4 years. He also spent 9 years as Program Director/Operations Manager/Air Talent of the Clear Channel cluster in Lincoln, Nebraska which, at that time, included KZKX, KKNB, KIBX and KTGL,

See **Thomas**, Page 3

## Thanks Scott!



**Scott Jaeger**  
Former Ashland  
General Manager

Scott Jaeger has resigned as General Manager of the Heartland Ashland cluster of stations WBSZ, WJJH, WNXR and WATW. Scott Jaeger was employed as General Manager for the Ashland broadcast cluster for 11 years.

According to Jim Coursolle, Heartland CEO, "Scott was about as good of a GM as one could ever hope to have on board. I am very

grateful for his service to Heartland — he will be greatly missed. I had the privilege to work with Scott for 6 of his 11 years at Heartland. Everyone at Heartland wishes him all the best for the future in his new endeavor."

Jaeger's last day as Ashland Heartland GM was July 20, 2016. He was succeeded by experienced broadcaster Charlie Thomas on July 25, 2016.



# Pres. Release

**O**K, I'm going to pull rank due to my age (73 on August 27th). If I can give anyone advice interested enough in reading this tome, I would shout out "'Don't collect (hoard) it!'"

My wife and I are moving from our home in Campbell-sport, WI where we have lived for the last 12 years. And, when we moved to our current home, we brought a lot of stuff with us. Yes, we certainly tossed out some (filled a full-sized dumpster), but "carried forward" a lot of "can't live without it" stuff with us. We are now confronted with "divesting" translated as "parting with" even more stuff.

Take my tie "collection" for example. It consists of more "Father's Day" ties than there are Father's Days in my lifetime. I'm going to either have to learn how to wear three or four ties at the same time or take some (many) to Goodwill SOON.



Jim Coursolle  
President, CEO

Here's the problem. They see me coming at Goodwill and the run to lock the doors. I may be the cause for paying many overtime hours???

I used to like watches. You have to admit there are some pretty cool watches out there. I must have admitted that to myself at one time. I have a watch with a black band and one with a brown band... both need batteries. It's a fulltime job just keeping the darn things in batteries. Who's got any time left to wear them? I finally



bought a watch with a titanium band...it goes with everything. I have three or four "dead" watches that need to find their way to Goodwill... or maybe St. Vincent De-Paul (they won't recognize me so they'll let me in).

I just found a sweater that I didn't know I owned; it must have been from the 70s. I am disowning it.

We're moving into a condo which is quite a bit smaller than our current home. Where am I going to hang all of these pictures we have "collected." What do you do with them? Do I sort of change out pictures every two weeks...giving the condo a whole new look? Yup...maybe picture rotation is the way to go? Or do I take down the pictures and hang up one of 5000 Christmas ornaments on each one of the picture hangers on the wall?

DVDs, CDs, cassettes, VHS, Beta, (I did get rid of all of the 8 tracks before the last move). Good Lord, there isn't enough time in 50 years to watch all these movies and what to do with the CDs.... I'm supposed to be listening to our radio stations; who needs CDs?

See **Moving**, Page 3

## July Top Sellers



### Market Managers

Scott Jaeger .....\$11,662

Craig Whetstine .....\$10,098

### Sales Reps

John Warren .....\$27,739

Rob Zimble .....\$19,302

Sally North.....\$18,541

Trish Keeley .....\$17,120



## BIRTHDAY "BROADCASTS"

### AUGUST

12<sup>th</sup> – Sally North – *Ashland*

27<sup>th</sup> – Jim Coursolle – *Corporate*

### SEPTEMBER

14<sup>th</sup> – Jim Hedican – *Ashland*

14<sup>th</sup> – Wendi Ell – *Corporate*

### OCTOBER

3<sup>rd</sup> – Marion Warren – *Ashland*

5<sup>th</sup> – Craig Whetstine – *Eagle River*

25<sup>th</sup> – Mike "Wolf" Ell – *Eagle River*

28<sup>th</sup> – "Skip" Hedican – *Ashland*



**Moving**, from Page 1

Glasses, towels, sheets, pillow cases, cans of soup and tuna fish... H E L P !!! I think we've gone over the packing tape and cardboard box budget limit. I keep hearing that packing-tape sound as I pull the packing tape dispenser over another box top. I dreamt I took a part-time job with Mayflower Moving and woke up wearing a Pilgrim hat eating a turkey leg from the freezer we're trying to clean out.

Here's the good news though...I found a couple of pairs of socks — without holes in them — that I can actually put to good use.

Because I have been in radio broadcasting since around the time Marconi got out of his early pizza business and began inventing radio transmission, I can NEVER downplay spending money in local stores. We need to sell ads to merchants so they can sell stuff to you. It keeps the economy going. But, I have learned...use the stuff, then make a trip to St. Vincent DePaul or Goodwill and then go out and buy more. Consume stuff...don't collect stuff.

If you don't pay attention to that detail, you will find yourself hauling and packing and hauling and packing and begging your kids to take your fourth set of BBQ tools or a Tony Mandarich Sports Illustrated cover (isn't 'Mandarich' something like 'Sloppy Joes' that you put in a bun?) or an old pair of hiking boots that you wore once and then spent the next three months making some podiatrist rich fixing your blisters.

I am going to buy one of those books on "Simplifying" right after I get rid of a gazillion books (I may have a "Windows 95 for Dummies" book that may bring a little money...).

You realize how fortunate we are to live in America where we have problems like doing away with years of "affluence" and pants with 30 inch waists (I'm up to a 36 inch waist now).

Save your kids some grief...take a box of stuff every quarter to Goodwill or St. Vincent DePaul. If you haven't worn it in six months...let someone else wear it. Clear your conscience and your closets...buy new stuff and keep our merchants smiling and alive.

Please keep this in mind, there are better ways to build up your muscles and stay in shape than to haul heavy boxes by the dozens when you move or downsize. Moving or changing a residence can be fun... but usually only for someone else.

**Thomas**, from Page 1

and as Operations Manager/Air Talent for WUSW and WNAM in the Appleton/Oshkosh market where he and Jim Coursolle first met and competed against each other.

Besides harvesting the annual hay crop on his 200 acre farm in Douglas County, Wisconsin, Charlie enjoys what the northern part of the state has to offer. He fishes, hunts, raises quarter horses, rides in rodeos and collects and restores antique tractors. His family is from the South Range, Wisconsin area; he attended college at the University of Wisconsin-Superior and the University of Wisconsin at Madison. He has been involved with the Chamber, Rotary, BBB, Historical Society, Community Foundation and FFA alumni in the communities he's resided in.

Jim Coursolle, President and CEO, states "We are very excited to welcome Charlie to our team at Heartland Communications, not only will he bring a focus on customer relationships and quality to our sales team, but also the experience to improve our product through working with our already quality staff. He understands great radio and shares our commitment to the communities we serve."

Thomas began his duties with the Heartland Communications Ashland team on July 25, 2016.

# Ashland



## “By The Big Bay”

### Jaeger Moves On! When it Rains it Pours!

By John Warren,  
Account Executive  
WBSZ/WNXR/WJH/WATW



Well after 11 plus years Scott Jaeger has decided to move on with a new career. I'll be the first to say, its going to be very strange not having him here. His timing is impeccable. He leaves us the week of Ashland's Maxwell Street Sales, Bay Days along with the Battle of the Bands this Friday evening and to top it off the 55+ Health Expo in August. Thanks Scott. LOL!

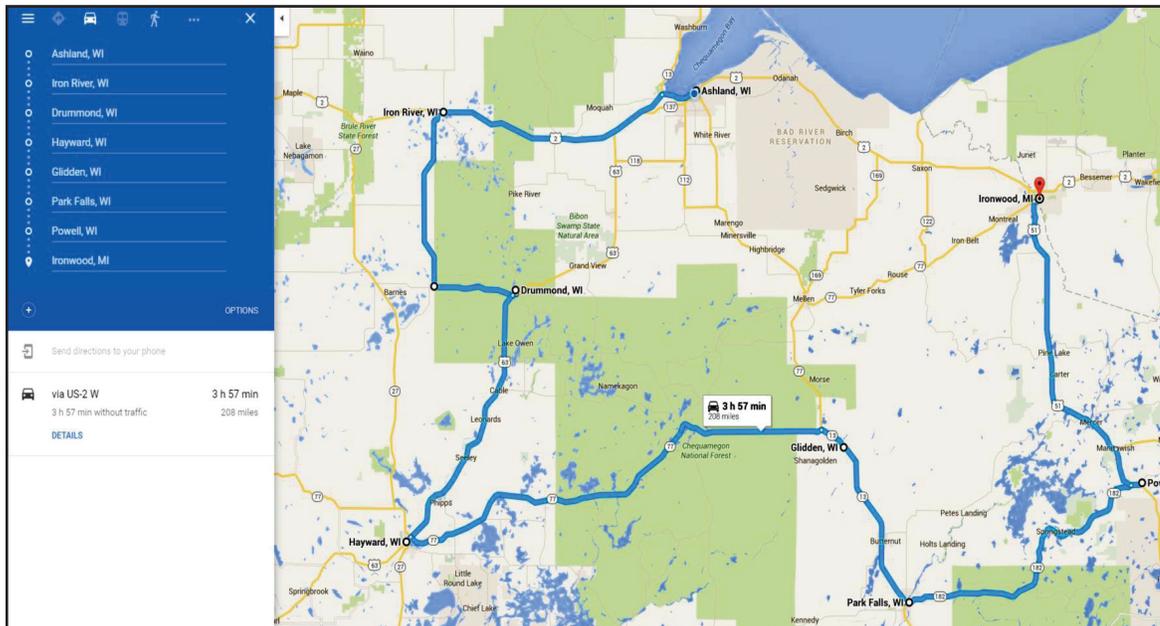
It's has been a little bit of a challenge trying to take care of

my normal business as well as getting his account list divided between Sally, Tammy, Sandy, Marge and myself, plus keeping the sales staff motivated and working on new ways to create additional sales. I thank all of you for your efforts.

**When it Rains it Pours. On**

Monday evening July 11th we received a lot of rain. I've heard some reports of up to 11 inches, yes 11 inches of rain. Almost every major Hwy. had washouts. US Hwy. 2 Ironwood to Ashland is closed. State Hwy. 13 Mellen to Ashland is closed. Hwy. 63 Grandview to Ashland is closed. County Hwy. GG from Clam Lake to Mellen is closed. County C in Ashland County is closed just to mention a few.

Here's an example of how this has affected getting around in our area. Normally it's 36 miles from Ashland to Ironwood. The Detour is 208 miles and you should expect it to take nearly 4 hours. We're discovering short cuts.



Most of area highway detours look like this.



Charlie Thomas  
Ashland  
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,  
General Manager WRJO/WERL

We've had a busy summer at WRJO! The Eagle River Street Dances kicked off for the 15th straight year. This event is attended by locals and tourists alike and is supported by downtown Eagle River merchants.

WRJO's Mike Wolf and Stephanie Griffin MC'd the JOE BUCHER BLUESFEST in St. Germain on July 30th. This annual event raises some \$30,000 for youth sports at Northland Pines High School. The event features the best blues in the Northwoods along with the best barbeque in the Northwoods!

WRJO is also continuing its NORTHWOODS HEROES campaign, sponsored by Waterworks Specialists. We ask our listeners to nominate family, friends or an acquaintance as a Northwoods Hero. The Hero can be from the military, law enforcement or a first responder. Pictured below are two listeners picking up awards for their respective Hero.



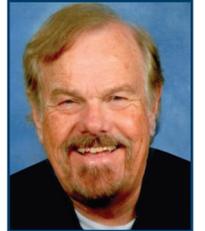
WRJO's Mike Wolf met an amazing 6-year-old artist while broadcasting from EARTH GOODS in Minocqua. BTW, that's not Mike in the photo, it's the artist's Dad.



2 Miles South is one of nine bands who rocked WRJO's 15th Annual Street Dance series.



Famed blues guitarist (and fisherman) Joe Bucher held his annual BluesFest in St. Germain July 30th.



Craig Whetstine  
Eagle River  
General Manger

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



Mike Wolf  
Corporate  
Program Director