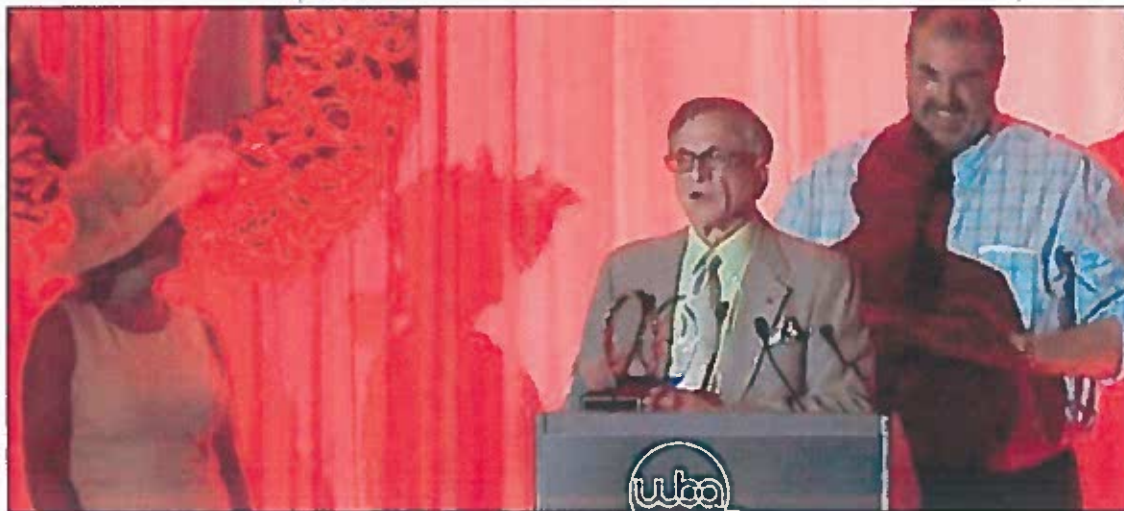


Eagle River



Jim Coursolle and Mike Wolf accepting Station of the Year Award.

Awards, from Page 1

The Heartland station received 11 first place and nine second and third place category awards which was more than any other large, medium or small market radio station in Wisconsin.

Heartland President/CEO, Jim Coursolle was on hand along with Heartland Director of Programming Mike Wolf, to accept the awards on behalf of the WRJO station team. Coursolle said, he was "Grateful to be a part of the Heartland WRJO team and congratulated everyone for their excellent work."

Coursolle, in remarks to the HCGazette said, "My wife and I want to personally thank Mike Wolf for the hard work he did in organizing and submitting the many award category entries. His leadership is exemplary. We also would like to thank Heartland News Director Bruce Marcus, and all of the WRJO team members who wrote, recorded and sold the award-winning news stories, commercials, promotional announcements, public service announcements, etc."

In attendance at the 2018 Awards Gala for Heartland were Coursolle, Mike Wolf and his wife Wendi, Trish Keeley, Wendy Fisher and her husband Luke, and Diane Byington.



At left: 2017 and 2013 WBA Small Market Station of the Year and Small Market News Operation of the Year Awards proudly displayed at the Eagle River office. At right: Mike Wolf and wife Wendi Ell at the WBA.



Heartland Ladies; Wendy Fisher, Diane Byington and Trish Keeley at the Heartland Table.



Jim Coursolle
Eagle River
General Manager

www.wrjo.com



Mike Wolf
Corporate
Program Director

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

HEARTLAND STATION WRJO NAMED WISCONSIN BROADCASTER STATION OF THE YEAR AND NEWS OPERATION OF THE YEAR

Hearland Communications Group's WRJO 94.5 FM was named Wisconsin Broadcaster Association (WBA) "Small Market Station of the Year" and also "Small Market News Operation of the Year." The WBA "Awards Gala" was held at the Madison Marriott Hotel on May 5th. This was the second time in five years Heartland's WRJO received these awards.

350 top Wisconsin broadcasters were in attendance to receive state-wide broadcast industry awards for excellence in news reporting, commercial production, event production, public service announcements, etc.

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Jim Coursole, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

*Station of
the Year*

WRJO Awards L to R Wendy Fisher,
Diane Byington, Mike Wolf, Trish
Keeley, and Jim Coursole.

Another Successful Advantage Systems Seminar in Ashland and Eagle River

Approximately 100 local business executives from the Ashland and Eagle River marketing areas gathered to hear Advantage Systems marketing expert Keith Fader talk about 'Brand Building' this past March.

Heartland Communications and its Ashland radio stations WBSZ, WJJH, WNXR and WATW and Eagle River stations WRJO and WERL have been presenting

marketing seminars for over a thousand area business men and women since 2010. Business leaders from the Eagle River, Minocqua, Rhinelander, Ashland, and Ironwood areas gathered at several motel meeting places to hear Fader discuss the many ways radio can build a Business Brand and therefore increase sales for local businesses throughout the Wisconsin Northwoods and Lakeshore areas.



Pres. Release

After a very long winter in the Northwoods, and for that matter, in many parts of the United States, Memorial Day is upon us. Moving to the Northwoods a couple of years ago, I came to find out that Spring is usually a one or two day season. You wake up one morning and it's Memorial Day and summer. We're at that point.



Jim Coursolle
President, CEO

I like Memorial Day for many reasons. It is the 'official' beginning of summer, but it is also a time for get-togethers with family and friends. It's a three-day weekend affording some of us time off from our busy work schedule. It's picnics, a first boating adventure, maybe some fishing or going to a local garden or hardware store to pickup plants and other yard needs. Whatever it is, most of us look forward to Memorial Day.

For some, however, it is a time for re-

membering family members or friends who have passed away. Many attend a Memorial Day service at their church or at a local cemetery. Some visit the gravesite of a deceased family member or a friend.

For all of us, it should be a time to remember those men and women who no longer are living because they sacrificed their very existence for our freedoms as outlined in the United States Constitution,



especially the Bill of Rights. You probably have family members who served in our Armed Forces or you know someone who did. Memorial Day and really the entire weekend and beginning of summer is a time to remember with gratitude these people and their contributions to the 242 years of freedom we have enjoyed as U.S. citizens.

A simple prayer of thanksgiving to our Creator; something like "God, I just wanted to stop for a moment today to say 'Thank you' to You and to the men and women and their families who gave their all for my freedoms and for this country." That works. It's a simple prayer, but goes a long way to expressing our gratitude for our service men and women.

There are thousands of U.S. military people today all over the world assuring, protecting and guarding freedom. Please remember them as well.

So as you do what you want to do this Memorial Day season with your family and friends, my wish for you and yours is a simple, but important one, "Have fun, but REMEMBER." And be safe and find peace.

April Top Sellers



Management

| | |
|--------------------|----------|
| John Warren | \$36,345 |
| Trish Keeley | \$25,727 |

Sales Reps

| | |
|----------------------|----------|
| Tammy Hollister..... | \$21,121 |
| Rob Zimble | \$17,451 |
| Diane Byington | \$15,952 |
| Tricia Benton | \$6,060 |



BIRTHDAY "BROADCASTS"

MAY

- 18th – Trevor Semann – *Ashland*
- 24th – Bruce Marcus – *Eagle River*
- 26th – Deb Hunt – *Eagle River*

JUNE

No Employee Birthdays

JULY

- 18th – Carson Klar – *Ashland*
- 31st – Tammy Hollister – *Ashland*



Ashland



A couple of Home & Sport Shows and a Marketing Work Shop

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

Our Marketing Work Shop was held the week of March 12th at the great Lakes Visitor Center just west of Ashland this year. Congratulations to Tammy Holister and Tricia Benton for a successful event. All in all, the attendance was great. And our numbers were up! Again, congratulations to the entire sales staff.

The Heartland Communications Home and Sport Show in Ashland was held on March 23rd, 24th and 25th at the Bay Area Civic Center. The Heartland Communications Sport and Recreation show in Ironwood was held on April 13th, 14th and 15th. Both shows featured a Friday fresh white fish dinner with potato salad and roll.

Added to the menu at the Ashland Show was the prime rib sandwich on Saturday. The dinners were provided by Legendary Waters Resort and Casino. Both the white fish and prime rib were excellent. Proceeds went to the



Prentice House. The attendance for both shows were great with the exception of the Sunday show in Ironwood because of the snow storm that came in early Sunday morning.



The Plans for Man Cave V are underway. The promotion is starting on June 15th with the drawing to be held on Friday, August 10th. Last year there were over \$5,000.00 in prizes. The only way to win is by attending one or more of the Remote Broadcasts that will be held throughout our listening area.

A Fun Packed Summer

The 9th Annual Bay Area Battle of the Bands will be held on Friday, July 20th. There will be 4 regional bands competing for thousands of dollars in prize money.

It is consistently one of the

biggest events to hit the Ashland area. Chequamegon Bay gets Rockin' during the Bay Days Festival with thousands of people attending this event! Each year this event gets bigger and bigger! Don't miss it!



On August 22nd the 55 Plus Health Expo will be held at the Bay Area Civic Center and the Brettings Center in Ashland. If you're 55 years young or more, there'll be a free lunch, free health care screenings, free Bingo, free seminars and music along with approximately 60 booths with a variety of vendors.



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjihfm.com

