

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

WAS 2022 A GRAND SLAM? HAT TRICK? FINAL FOUR? LOMBARDI TROPHY?

Well not exactly but considering the trying U.S. financial situation that any Wisconsin and U.S. small businessman had to circumvent, 2022 was a Heartland "Steak & Lobster" year!

In-house financials, prior to CPA adjustments, indicated that Heartland's two markets of Ashland, Washburn, Bayfield, Iron River, Superior, WI and Ironwood, MI and to the South and West; Rhinelander, Eagle River, Minocqua, Three Lakes, Boulder Junction, Manitowish Waters, WI and Iron River and Watersmeet, MI exceeded 2019, which was the best year in the history of the company.

The 2022 year-end financial accomplishments exceeded budget by ten percent, according to Heartland CEO Jim Coursolle. "If this kind of performance had taken place in a year where inflation wasn't rampant, where gas prices hadn't more than doubled, where families had to spend over \$5,200 just to break even according to Bloomberg and so many other concerns causing Americans and advertisers to hold back on spending, Coursolle said Heartland could have seen a 15 to 20 percent over budget performance. "We did well, and the reason was the outstanding performance of



Heartland Communications introduces the Bobby Bones Show to two of its country stations.

our sales team, our on-air team, and gracious office staff of Jenny, Marion, Brenda and Kathy. They all worked three times harder than in the past."

Heartland also saw improvements in our on-air sound and product. Several new shows were added including the award-winning "Bobby Bones Show" broadcast live from Nashville, the home of country music. Bobby Bones is heard in over 180+ markets in the U.S. and Canada and is rated number one in dozens of those markets. The Bobby Bones Show is

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com



2022 YEAR-END FINANCIAL DOCUMENTATION

The 2022 wrap-up and year-end financials are about completed and have been sent off to Heartland's CPA for any required adjustments prior to receiving approval by Heartland's CFO Frank Coan and CEO Jim Coursolle. Once these statements are approved by Heartland's officers, the Heartland CPA will sign off on the year-end statements and complete the 2022 IRS tax filing. When filing is completed, CFO Coan will forward the tax return and year end statements to the Heartland lender. It's a process that requires much careful tabulation and assembly.

Going over every vendor statement received, and every check written in 2022 is a time-consuming process which involved former Heartland Business Manager Kathy Wawioroka, Heartland's new Business Manager Brendan Golden, Heartland's CFO Frank Coan and Heartland's CEO Jim Coursolle.

The final 2022 Financial Statements and Tax Return must be accurate for Heartland's executive team to be able to review, assess, make operational adjustments, and plan for the Heartland operations in 2023.



Pres. Release

I just picked up a dozen multi-colored roses, and a couple of weeks ago a heart-shaped box of chocolates and a very nice Valentine’s Day card with a wonderful message...so I am all set. I like to do this a little early, but then once done, I sometimes wish I had waited because it was done; I’ve even thought about doing it again!



Jim Coursolle
President, CEO

Years ago, after the “swinging chandelier” syndrome had worn off a bit, Valentine’s Day shopping was a bit of a task, men reading this know what I mean. But today, after 54 years of marriage, I look forward to it.

My wife has certainly been a supportive partner through thick and thin. I am quite sure being married to an entrepreneur (like she is) will test one’s stamina over the years; risk-taking is not for the faint of heart. And when I consider my wife’s bout with cancer, living in that world of always wondering about the next quarterly, or

now, annual check-up and what type of news it will bring, adds to the ambiguity of being married to a risk-taker. I was recently thinking, that’s a “double whammy” of uncertainty. Does she have a cast-iron stomach? Not really, but what she does have is tremendous faith in God and His immeasurable gift of calmness gained by my wife’s complete trust in God’s care.

As the years flew by, I have learned to stop sometimes and look into my wife’s face; I do it now with experience and maturity knowing that for whatever God’s reason, my risk-taking in selecting a mar-

riage partner, was minimal. But it is said that “love is blind” and if that’s so, I can’t take any credit for completely knowing 54 years ago that I had made the right decision; but God can.

So where does the word “Love” come in? That’s easy, and then again, it get’s even easier with the years.

At first, there were just two of us. Then three. Then four. Then grade school. Then middle and high school (for one daughter, her professional ballet high school was hundreds of miles away). Then college. Then weddings. Then two new husband members of the family. Then grandkids. And during what seems like just a few days ago, there was a seriously difficult economy, COVID, and war-filled times. Our family’s small-market radio broadcasting business “quivered” a bit. Risk-taking intensified. Through all these stages and times, my wife not only hung in there, but she was also encouraging. Her love for me and her family was evident. And, being realistic, I am sure it wasn’t easy.

I don’t think my wife would mind if I shared this story with you. Once, and I



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January Top Sellers



Sales Reps

Diane Byington	\$25,228
Scott Larson	\$15,908
Tammy Hollister.....	\$12,879
Shannon Anderson	\$12,140
Tyler Ostman	\$11,093
Tim Zier	\$5,275



BIRTHDAY “BROADCASTS”

FEBRUARY

5th – Tim Zier – *Eagle River*

MARCH

18th – Chris Oatman – *Eagle River*

29th – Steve Putney – *Ashland*

APRIL

20th – Audrey Long – *Ashland*



Ashland



Magic Stocking Supports The BRICK Ministries

By John Warren,
Ashland
General Manager

Over the holiday season Moore's on Main 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. Moore's on Main matches the donations dollar for dollar up to \$1,000 with proceeds going to The BRICK. This initiative is an important 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 ten AM and FM radio frequencies.



Heartland Communications Group Magic Stocking raised \$2,185.00 for the Brick Ministries the local area Food Shelf.

Moore's on Main is owned by Steve and Wendy Moore. Moore's on Main is a clothing and Shoe store on Main Street in Ashland. Heartland Communication has been supporting The BRICK Ministries with the Magic Stocking for years, ensuring that The BRICK continues to serve the low income residents of Ashland and Bayfield Counties.



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjhf.com
www.watwbaycountry.com



CONTINUOUS HIT COUNTRY • WBSZ



Steve Stone
Operations
Manager and
Program Director

Heartland Communications Group Spring Home & Sport Show

The Heartland Communications Group Spring Home & Sport Show is set and ready to go on March 24-26 at the Bay Area Civic Center in Ashland. We expect a very busy show as Heartland Communications Group – North will have \$100 hourly cash giveaways. Our listeners will have a chance to stop by our booth and register to win. Participants can register hourly. We will draw the qualifiers name at the top of the hour and redraw every five minutes until we have our hourly winner.

This years show will feature Boats, ATVs and Side-by-Sides, RVs, Autos, Lawn and Garden, Furniture, Home Improvement Specialist, Building Contractors, Heating and AC Specialist, Financial Advisors, Realtors and much more all under one roof.



High School tournament games will be heard around the globe via live stream on wnxfm.com & watwbaycountry.com.

High School Basketball Tournaments will soon be underway

Play-by-play action of High School Basketball will soon be underway. The regular season games and the tournaments will be aired on

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Eagle River



By Mike Wolf,
Corporate Program Director

Larry Stevens Joins Heartland

Born and raised in Central Wisconsin, Larry grew up with a passion for music, thanks to his dad and older sister. His parents were avid country music fans, with a nice collection of albums from country legends like Johnny Cash, Jim Reeves, “Whisperin” Bill Anderson, Buck Owens and Hank Williams.



Larry Stevens
Program Director

In his 35-plus-year broadcast career, Larry has had the opportunity to interview some country stars including Marty Stuart, Lorrie Morgan, Jeanie Sealy and Rudy Gatlin.

In his spare time, Larry loves to travel, go to concerts and attend old car shows.

WRJO Fish Fry Tour

It’s the Fish Fry Tour Time with 94.5 WRJO. Listeners are encouraged to join WRJO every Friday night March 3rd through May 26th to win the coveted tour T-shirt, food and prizes. They are also able to sign up to win the tour grand prize and this year we will be giving away \$94.50 every Friday night. Listeners just have to stop by the live broadcast and sign up for a chance to win. Listeners will also be able to win extra entries on the Wheel O’ Fish. Our entire tour schedule is available on our website wrjo.com. This is a huge multi-week event that WRJO has been doing for several years that our listeners make plans to attend. The 2023 Fish Fry tour, is our ushering out of the winter and welcoming in the spring and summer season in the Northwoods.

WRJO/Ojibwe Market \$1,000 Grocery Giveaway

WRJO along with the Ojibwe Market in Lac du Flambeau are giving listeners a chance to win \$1,000 in groceries. This giveaway will consist of on-air qualifying as well as a series of live broadcasts at participating sponsors. With the cost of everything in our society going up more and more every day, we were looking for a way to take some of the burden off something that is essential for all families. Initially we looked at several different possibilities of giveaways like a generator, 4 wheeler, boat, paddle boards, kayaks, etc. But we then settled on what families need and with the backing of the Ojibwe market, we feel that \$1,000 in groceries would fit perfectly. This is the perfect time for a contest like this.

Mix 96 Utility Payoff

Mix 96 is giving listeners a chance to win their utility bills, up to \$1,000 paid off. This latest contest from Mix 96 is just what the doctor ordered considering that winter came to the Northwoods in October of 2022. Every home-

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Trish Keeley
Eagle River
General Sales
Manager

www.wrjo.com
www.mix96northwoods.com
www.coyote937.com



Mike Wolf
Corporate
Program Director



Love, from Page 2

can't remember when or why, but she said to me, "My number one job is to make sure that you, the kids and their families get to heaven someday." That one sentence has played repeatedly in my mind. Trust me when I say that I am sure I don't deserve that kind of real love, but hey, at my young age of 79, I'll take it!

My love has grown over the years — it gets larger after each shared experience. And because of that, I believe I can share that love with other family members, friends, and our broadcast family of some of the best small market broadcasters ever.

So, Valentine's Day, with each year that passes, becomes better...more meaningful.

And, then of course, with Valentine's Day, there is the chocolates...and WE WILL go, into that!

Improvements, from Page 1

now heard in the mornings from 5 am 'til 10 am on WBSZ (Z93 – Today's Hit Country), 93.3 FM, Ashland, and WCYE (Coyote Continuous Hit Country) 93.7, Rhinelander/Three Lakes.

Improvements were also made in afternoon drive on WCYE as Larry Stevens was added to our on-air team. Larry comes to Heartland from the Wausau/Stevens Point market and brings with him lots of excitement and a personable major market sound.

In 2022 the Q-Ball mornings on WNXR continues to be iconic and WJJH, Classic Rock 96.7 FM is led in the mornings by Steve Stone, a terrific major market personality.

Mike Wolf, for many years has been the voice of WRJO, Classic Hits 94.5 FM. Mike's philosophy of meeting and getting to know his audience takes him all over the Northwoods

with on-location broadcasts many times a month. Mike and News Director Bruce Marcus and their daily morning spats have become famous. Some listeners have wondered when the two are going to put on the boxing gloves on the air.

Looking ahead in 2023, Coursolle said he didn't see the economic situation improving, however the Northwoods has been extremely busy; the Lakeshore area has worked very hard to hold its own but has felt the economic downturn more than the Northwoods. Coursolle said he hoped that the deliberate economic situation didn't continue to deteriorate. "Whatever they throw at us," said Coursolle, "we are not only aware of what to do because we have been through this type of economic situation before – most recently the pandemic – and Heartland and our great people are proficient at, as they say, 'learning to dance in the rain.' We will succeed!"

Utility, from Page 4

owner or renter has some type of utility bill that has cost them extra this year cutting deep into their monthly budget and with the help of Mix 96 and our sponsors, we just want to ease that burden. Mix 96 will, with the use of our texting platform, give listeners a chance to qualify multiple times for a drawing that will take place in grand fashion. Wanna know what that is? Guess you will just have to play along.

Battle of the Bands

Finally! The 2023 Battle of the Bands return to a "LIVE" venue this year. The Battle begins with the search for bands in February. Local bands will submit videos featuring their music. Those videos will go to a panel of judges including Congressman Tom Tiffany that will select the top four bands to compete live on Main Street in Ashland during Bay Days in July.

The winner of the competition will perform a concert Saturday Night starting at 5pm. All four bands will enjoy a cash prize as well. The Battle of the Bands will be a feature of the Bay Day activities on Main Street in Ashland for the Annual Summer celebration.

Heartland Communications Group North Sales Team Knocks It Out of the Park in 2022

Congratulations to Tammy Hollister, Shannon Anderson and Tyler Ostman on reaching the Annual Sales Goal for 2022. At the end of the year the Ashland Sales Team was 14.42% over our Annual Sales Goal. Thank you for your hard work! It was a great way to end 2022! I'm looking forward to a fantastic 2023.

Play-by-play, from Page 3

Heartland Communications Group North stations WNXR 107.3 FM & WATW AM 1400 and translator 101.3 FM. Sports Announcers are Nick Gima, Chris Beeksmas and Mike Granlund. Games will be heard around the globe via live stream on wnxrfm.com & watwbaycountry.com. A huge Thank you to our Front Office Manager, Marion Warren and Operations Manager Steve Stone for their best efforts in keeping all these games straight with expected snow storms, ice storms and the rescheduling of numerous games. I'm sure it'll be a real challenge to say the least.