

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

The Tough Winter Didn't Slow Heartland Down

The snow came by the foot or "feet" this past winter in Wisconsin's Northwoods and especially the Lakeshore experiencing the Lake Superior effect. Reports state that it was the worst winter on record since 1923 for the area.

And, of course, the word "worst" could be debatable from the standpoint of snowmobilers who saw the snowmobile trail season lengthened due to the enormous snowfall. Skiers also benefited by the heavy and unrelentless white stuff falling from the heavens. Drivers, however, found it challenging.

But the drivers, pulling snowmobile trailers, found



their way to the Northwoods which maintains the best snowmobile trails anywhere. There are hundreds of miles of them.

They were well groomed and well used.

The tough winter didn't

slow the area merchants down. Those experienced in how to market to the thousands of winter sports folks that had traveled North for snow and fun saw increased sales.

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com

AN HOUR AND A HALF WAIT?

It seems like an hour and a half wait behind five or six cars at a traffic light, but to be realistic, it can be an hour and a half wait at a popular Northwood's Supper Club on a Saturday night.

As they say at the local Chamber of Commerce, "They're back...and we love every minute of it!" The "cabin owners" and tourists are pouring into the Northwoods and Lakeshore. And with them comes a car that needs gas and maybe an oil change, a family of four that loves triple scoop ice cream cones after a Big Mac, large fries, and a Coke. And when it rains or when Moms and daughters need to spend the

money, they've been saving all year long...they head downtown thinking they'll find that one-in-a-million treasure.

With gas costing more than double what it cost a couple/three years ago, that trip to Yellowstone or Glacier National Park has been deferred. Bad news for the motels, restaurants, and gas stations along the Interstate, but great news for the amazing Wisconsin Northwoods. We're a realistic drive from places like Chicago, Milwaukee, and Minneapolis/St. Paul. With 1,600 lakes in Vilas County alone and Gitche Gumee (Lake Superior) providing numerous and larger "waterparks," it's time



to tune up your water wings and splish-splash!

Those reading this know the unparalleled pleasures the Northwoods offers. Some areas say, "We've got it all"

but, Wisconsin's Lakeshore and Northwood's proves it. You're set to enjoy a vacation for your scrapbook.

Less dough...more go!
Come and be here soon!

Pres. Release

Father's Day was June 18th this year. When my Dad was alive, my siblings and I would painstakingly ponder over what to get my Dad for his special day. There were five Coursolle kids...the Five J's. Jimmy, Judy, Jeannie, Jerry, and Jaci. I think when my parents decided to name all their kids with the first letter "J," they may have been thinking ahead to Christmas cards signing time; they used to always sign their cards "Ralph, Marie , and the Five "J's."



Jim Coursolle
President, CEO

There is no doubt in my mind that both of my parents left indelible impressions on me...and, for that matter, my brother and sisters too. But because June is Dad's month, I am going to let my mind wander with memories of my Dad.

Let me lay the ground work for you. My Dad's background was he was fair, but as the oldest kid, he was tough. Today, I don't mind that...70 years ago I probably did. Dad was an orchestra leader while he

was in college and also an intramural boxer. After graduating college and law school, he became an FBI Agent (a much more honest and respected agency in the 40's). After the bombing of Pearl Harbor, he resigned (I have letters from FBI Director, J. Edgar Hoover, to my father), and joined the Navy. During that time, he became an officer as a Lt. Commander. Immediately after the War was over, he was assigned to negotiate for US military personnel prisoner release with "bandit" war criminals who had kidnapped US military personnel for ransom money. Following his Naval service, he returned to Min-

neapolis to set up his law practice.

Because of his background, I learned much. What I learned has served me well in my radio broadcasting career.

As I write this, I look out on our lake with coffee in hand...it's a quiet Sunday morning. My wife and I went to Mass yesterday afternoon so she's enjoying a little more "snooze" time this morning. And I'm enjoying setting up the breakfast stuff and writing this reflection as well.

Having a federal cop and lawyer as a father teaches one to be honest...to tell it like it is. Over the years, I have found that to be the easiest and best way. I say "easiest" because it sure saves a lot of grief in the end. Being "honest" can sometimes cost you friends I have found out. During the COVID "plan-demic" (which our government is now carefully "tip toeing" through their "justification" explanation), many friends at first – none today – kept encouraging me to get the shots. I read some very credible (but in those days, many thought as "radical") accounts and warnings. My father taught me to research, conclude, and then make a decision.



See **Father's Day**, Page 5

May Top Sellers



Sales Reps

Diane Byington	\$28,706
Tammy Hollister.....	\$24,474
Scott Larson	\$22,743
Tyler Ostman	\$20,295
Shannon Anderson	\$16,213
Tim Zier	\$7,443



BIRTHDAY "BROADCASTS"

JUNE

- 18th – Larry Hodgson – *Eagle River*
- 25th – Alejandro Vidales – *Ashland*

JULY

- 31st — Tammy Hollister – *Ashland*

AUGUST

- 27th – Jim Coursolle – *Corporate*



Ashland



Ashland Market Awarded Three Awards

The Annual Wisconsin Broadcasters Association awards brought three more awards to the Ashland Market. WJH received second place awards for two commercials and a third place award for “Best Interview”. This makes the third year in a row that Ashland brought home awards for commercials that were



written and produced for clients. “Time Warp Tattoo “ received a second place award in the “Best Commercial or Underwriting Announcement” category and “Collectors Connection – Batman” also garnered a second place award in the “Best Humorous Commercial or Underwriting Announcement” category.



John Warren
Ashland
General Manager

Laundered Money?

The warmer weather means it’s time to hit the road with live remote broadcasts. The first event of the year took WJH and Steve Stone to Jesse’s Used Appliances. A clothes washer was filled with cash including denominations of \$1 to \$100 and listeners were invited to drop by, enjoy grilled hot dogs, brats, sausage and some chips and a drink, then dip into the washer and pull out a one of the bills

hidden under the cover. Whatever they pulled out they kept! In total Jesse’s gave away over \$800 in prize money. While the majority of the winners pulled out between \$1 to \$20, two lucky participants walked away with \$50. With six \$100 bills in the machine, no one was lucky enough to grab one of the big prizes. The event was a huge success for the used appliance business and Jesse plans to do it again later this year!



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



The 2023 Heartland Communications Home and Sport Show in Ashland a Hit

The 2023 Heartland Communications Home and Sport Show was held on March 24th, 25th and 26th at the Bay Area Civic Center in Ashland. The \$100 hourly cash drawings were a huge success.

The 2023 Heartland Communications Home and Sport Show featured the \$100 Hourly Drawings along with the Friday Night Whitefish Dinner provided by the Red Cliff Fish Company. Saturday’s feature was a Philly Steak Sandwich.



See **Show**, Page 6



Steve Stone
Operations
Manager and
Program Director

Eagle River



Eagle River Live Broadcasts 2023

PD NOTES...

By Mike Wolf,
Corporate Program Director

The Eagle River stations of Heartland have been and will be extremely busy this summer with live broadcasts. Whether helping out with charity organization, Chambers of Commerce, or clients; WRJO, Mix 96, and Coyote 93.7 have been and

will be heading out in force.

The month of May alone, our 3 stations combined for 16 live broadcasts.

Larry Stevens the newest member of Heartland and the afternoon guy on Coyote 93.7 was asked what it's like to have all these live broadcasts, sometimes back-to-back the same day, Larry said,

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2023 Burger Bash

WRJO along with the Eagle River VFW and Eagle River Chamber of Commerce present the 2023 Burger Bash in downtown Eagle River.

Burger Bash promises to serve up some tasty hamburgers

See **Burger Bash**, Page 5



Trish Keeley
Eagle River
General Sales
Manager

www.wrjo.com
www.mix96northwoods.com

www.coyote937.com

Shop Local 365 Winner

WRJO along with Eagle River Ford gave away \$1,000 to our winner of Shop Local 365. What was Shop Local 365? From January 19 to April 28 Listeners were able to turn into the WRJO studio their local shopping receipts for entry into our giveaway.

Each shopping receipt turned in was a separate entry into the contest and listeners were encouraged to turn in as many as possible. Each receipt was one single entry into one of our weekly drawings as well as our grand prize valued at \$1,000.

Our winner was Allison Feltes of Land O' Lakes. At first when notified that she was the winner, she thought she was being pranked but once she realized it was all true she was overwhelmed. Allison (R) is seen with Heartland Business Manager Brenda Golden (L).



Mix 96 \$1,000 Utility Giveaway

Well, we gave it away! Our lucky winner was Sabrina Hickson of Phelps. Sabrina (R) pictured with Mix 96's own Jenny (L) was very happy and plans to pay off some bills and maybe use a little to take a weekend vacation.

Mike Wolf said, "it's always so much fun to do giveaways that will directly affect the listener. Cash is such a universal prize that everyone can use".



Mike Wolf
Corporate
Program Director

Winter, from Page 1

The Heartland sales and marketing representatives were out shoveling and plowing their way to be of service to the merchants advertising on Heartland's eight radio stations serving the Northwoods and the Lakeshore. Advertising revenue hurdles were overcome by Heartland's sales teams.

Heartland advertising and marketing revenues as of May 31, 2023, compared to the end of May 2022, have increased 9 percent (8.97%) year over year. Like most businesses, the first quarter of the year is always demanding; and as mentioned, Q1 2023 demanded snow shovels and snowplows as well as sales expertise.

The monthly budget accomplishment average thus far for Heartland is 101% of the budget.

According to Heartland CEO Jim Coursolle, "This accomplishment by the Heartland salespeople has been excellent when

one considers the challenges our people faced in traveling to their clients. I am very proud of our salespeople, our on-air people and office folks who also had to trudge their way to work on many days... sometimes, even before the plows were out in the case of our morning air personalities."

But now, it's been sunny all week and in the 80's here in the Northwoods and Lakeshore. The beautiful hot summer weather is bringing up thousands of folks, but now they are pulling boats and camping trailers. The fun always continues here in Northern Wisconsin, and you are always welcome and invited to join us!

According to Coursolle, it keeps all of us in the know and focused.

At the end of April 2022, Heartland was at 139% of revenue budget for the year. The percentage of change from 2021 to 2022 at the end of April (keeping in mind that the first quarter is always the lowest revenue quarter) was a +13.17%.

The key to our revenue success and solid comeback is the fact that John Warren in Ashland and Trish Keeley in Eagle River, have led their sales teams to enter each month at well over 75%.

In the case of June, Ashland entered the month at 94.3% and Eagle River at 91.1% with Heartland as an entire company at 92.6%. Heartland finished May 2022 at 105.6%. Program Directors Mike Wolf and Jim Franklin in Eagle River and Program Director Steve Stone in Ashland make selling easier since the products their teams produce are number one.

When asked why he thought Heartland was doing so well despite the incredible inflation and gas costs, Coursolle said, "It is simply because of our market teams. Our products (station sound) are award-winning, and our marketing efforts are more than amazing. We have the best people, and they have immense pride in their work because for one reason, they see so much client marketing success!"

Eagle River, from Page 4

"It was fun getting out and interacting with clients and listeners. I love getting to know the folks here in the Northwoods, great people".

Larry, along with the Minocqua

Chamber of Commerce, will be doing bi-weekly Farmers Market reports in downtown Minocqua this year. This is something new to Mix 96 and we are looking forward to being in Minocqua for the summer.

Father's Day, from Page 2

Lawyers have to do that hourly every day of their careers; many folks just go along. As I read today's statistics and accounts from morticians, I am grateful to my Dad for his decision-making training. Granted, I haven't always made the best decisions, but I made decisions and I learned from my Dad indecisiveness usually wins last place.

Another most notable lesson my Dad taught me was independence. And by "independence" I mean depending upon God, but not on government, other entities, and sometimes not depending on other people. You have to always love and respect, but also discern... knowing when you can exercise dependence or independence.

My Dad taught me how to read and understand legal documents and contracts.

According to The National Fatherhood Initiative, "children raised without fathers are at a higher risk of having behavioral problems; are four times more likely to live in poverty, twice as likely to not graduate from high school, twice as likely to have drug and alcohol problems, and more likely to be incarcerated in their lifetime.

Fathers, like mothers, are important to a kid's upbringing. Kids with fathers and mothers, on an average, just do better in life.

So on this Father's Day 2023, if your Dad is around, tell him how much you appreciate him; maybe mention an example of how his help meant so much to you. And if your Dad is gone, how about reminiscing on the wonderful times you had with the guy you called "Dad" or "Daddy?" It will do your heart good!

Happy Father's Day to all of our Heartland Dads!

**Burger Bash**, from Page 4

and happy family memories in downtown Eagle River, on Saturday, July 15 from 10 a.m. to 4 p.m. This event boasts family fun for all - music, arts and crafts show, sidewalk sales, great home grilled burgers to eat and beverages to enjoy. In addition, there will be a variety of backyard games to play, such as

cornhole, giant Jenga, and more. For participants interested in doing something a little different, go to new heights by scaling a rock-climbing wall to see the Eagle River downtown square from a new perspective.

So, bring the family and join us on the Square in Downtown Eagle River for a genuine backyard experience - Burger Bash.

The Bay Area Battle of the Band is Back to Being a Live Show on Ashland's Main Street

The Bay Area Battle of the Bands has been 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! The past couple of years due to COVID we have done an online Bay Area Battle of the Bands. This year will

be Live and on Main Street in Ashland. Prize money is awarded to the top three bands.

Show, from Page 3

Food was served by the Bay Area Civic Center. All proceeds from the meals were donated to the Bay Area Civic Center.

