

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

## CRAZY MADHOUSE TRAFFIC...MAYBE? Merchant's Cash Cow...Probably!

Last Friday night my wife asked me to pick up three things at Walmart. I had all three things in my shopping cart in less than 5 minutes. Then came the fun.

I stood in line waiting to check out for 25 minutes. The self-checkout, which I would have used under normal circumstances, had a line, I kid you not, of about 50 customers long blocking foot traffic in the aisles and even the store entryway.

My point is either Walmart was understaffed on a Friday night...or it was just a tourist madhouse situation. Please don't misunderstand me; tourist traffic is MOST welcome. But, I had a wife at home who just got out of the hospital a couple of hours before and quickly needed stuff from the store.

And that's just one incident.

I'm a part of a bunch of guys who have either lost their wives or their understanding wives are happy to lose them for 2 to 3 hours; mine tells me it's for a little "peace and quiet" (imagine that?). A couple of Friday's ago, we decided to converge on a very nice Supper Club with outdoor patio seating by a lake; kinda' picture-book stuff. We were told there was a two-hour wait. The owner-manager looked harried, sweeping up some junk from the floor and giving us the bad (depending how you look at it) news... a 2-hour wait. We drove around checking on 2 or 3 other places



*Downtown Minocqua shopping. Photo credit; Let's Minocqua, minocqua.org*

until we found a place with a shorter wait. That wait was good for the bar business, but not for hunger pangs.

Traffic in Minocqua or Eagle River is usually "interesting" in the summer, but this year it has been like the Chicago "Dan Ryan." In my mind, anything more than an SUV and half a car (Mazda Maita) at a traffic light or stop-sign is nerve-wracking.

My guess is that vacationers, after driving by several gas stations at home, uttered a few four-letter words noting that gas has more than doubled in the last 3 years and then decided to either explore or return to Wisconsin's Northwoods or Lakeshores. Colorado, Wyoming, and Utah are just too expensive gas-wise this summer.

Northwoods and Lakeshore merchants have been happily inundated with tourists galore as the summer of 2023 probably

### In This Issue

Page 2 . . .  
Pres. Release

Page 3 . . .  
Ashland News

Page 4 . . .  
Eagle River News

Jim Coursolle, CRMC  
President and CEO

Wendi Wollam,  
newsletter designer



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

sets records. That's the good news. The even better news is that you're invited to enjoy the last days of Summer 2023 on the Lakeshore or in the Northwoods. You have our personal invitation!

And please keep in mind, the Fall Col-orama is set to burst forth sooner than we all think.

And in case you're wondering, Heartland's WCYE 93.7 FM carries the Packers live so you can go Autumn picture-taking, shopping and not miss a Packer touchdown to boot (which would be the point-after).

## RED - ORANGE - GOLD

No one is quite ready to begin singing "Autumn Leaves." But in about a month... "the leaves will be a changin'."

Literally thousands of eye-candy seekers, photographers, and artists will converge upon Wisconsin's Northwoods and Lakeshores to view God's breath-taking handiwork. The landscaping takes on a palette of Autumn colors. The word "amazing" isn't strong enough; maybe the word is "Wow!"

In the good old days, this time of the year

meant six to ten rolls of Kodak or Fuji color film. Today, many amateurs travel Up North with their camara phones to capture and save the reds, oranges, and golds that decorate the Northwoods, Ashland, and Lake Superior landscapes.

It's a comfortable and peaceful time of year. There will be room at the inn this time of year and the area Supper Clubs will probably have your table, but call for reservations.

Everywhere you look, there's an indelible picture. Come see for yourself!



# Pres. Release

I remember turning 30. The hippies back in those days thought that anyone turning 30 had reached the god-forsaken age that was not to be trusted.

Well, I got there. 50 years ago.

I've often wondered if it was just that 30 to 40 decade that had that "not-to-be-trusted" label or designation tattooed onto one's forehead.

But today, I was told that 80 is the new 50. To hell you say! Then how come I creak when I get up in the morning? I can't remember doing that at 50... but then remembering stuff these days is not my strongest suit.

I do, however, remember my dear mother who survived five challenging kids saying to me something to the effect of, "I'm not sure you'll ever make 50 the way you are going... you're going to put your eyes out with that BB gun, blah, blah, blah... And here I am, 80 years old with both eyes and glasses. Surprise, surprise.



Jim Coursolle  
President, CEO

Funny how we got there without bicycle crash helmets and sitting in the front seat of our parent's metal dashboard cars... no seat belts. And just after we had taken a drink out of a garden hose.

My poor late mother fed us red meat-laden Sloppy Joe's and scads of real butter on our popcorn. It was all probably better than Burger King's plastic veggies booger (put your hand down...I spelled that incorrecly on purpose).

Hey everyone, I will make it... 80 that is... on August 27, 2023. What, if anything, did I learn?

Well, I am still learning.

I have learned that once-in-a-while, a thick,



juicy, medium rare steak won't kill you.

That your wife is always right.

That computers will drive you nuts.

That the music of the 60's, 70's, and 80's was real music like the "Bird Is The Word..."

That I love my American Legion membership and it is great to be a part of a real hero group.

That life is serious, not a dress rehearsal. But I should not take myself too seriously... especially when looking in the mirror.

That my chosen field of broadcasting needs to go back to the way it was in the 50's, 60's, 70's, etc. Today's controlling bean-counters and agenda-driven mucky-mucks need to take a long vacation. The Heartland team are some of the hardest workers I have ever seen and my great friends.

That my kids and grandkids are wonders of the world.

That God is way better than just "good." He's the Alpha/Omega and the real meaning of L O V E.

That 80 years is very short, so I need to end this, get the lead out, and get back to work.

## July Top Sellers



### Sales Reps

- Diane Byington .....\$24,261
- Tammy Hollister.....\$20,458
- Tyler Ostman .....\$13,083
- Shannon Anderson .....\$12,592
- Tim Zier.....\$10,178



## BIRTHDAY "BROADCASTS"

### AUGUST

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

### SEPTEMBER

1<sup>st</sup> – Tyler Ostman – *Ashland*

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

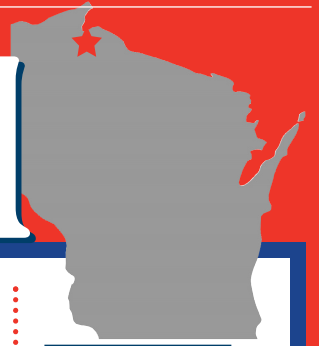
### OCTOBER

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

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



# Ashland



## Ashland Market 2023 Radio Sales

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

After the first seven months of 2023, the Ashland Sales team consisting of Tammy Hollister, Tyler Ostman, Shannon Anderson and yours truly John Warren is at 102% of goal for the year. We have a huge number to reach in August but we're up to the challenge. A huge Thank You to Marion Warren for keeping all the orders and copy changes straight and the On Air staff, Q Ball, Steve Stone and AJ for producing all those commercials and providing the great programming to help keep the wheels turning.

### Sports on WATW and WNXR continue to sell

We still have a couple of availabilities left to sell for the 2023-24 Green Bay Packer football season. Although, we do expect to be sold out by the first preseason game.

Northwestern High School Sports can be heard on WNXR and the Chequamegon Area Sports can be heard on WATW. The sponsorships are filling up fast and we hope to have these programs sold out for the 2023-24 season by mid-August.

### Heartland Communications Bay Area Battle of the Bands returns to Main Street in Ashland

For the first time since 2018 The Heartland Communications Bay Area Battle of the Bands was back to a live event on Main Street in Ashland. On Friday July 14th during Bay Days, three bands competed for the money. The crowd was awesome and it looked like they really enjoyed the entertainment.



#### Bay Area Battle of the Bands;

- (Above) 1st Place - The West Avenue Band
- (At right) 2nd Place - Top Secret
- (Below) 3rd Place - Reverb



John Warren  
Ashland  
General Manager

[www.wbszfm.com](http://www.wbszfm.com)  
[www.wnxfm.com](http://www.wnxfm.com)  
[www.wjhf.com](http://www.wjhf.com)  
[www.watwbaycountry.com](http://www.watwbaycountry.com)



Steve Stone  
Operations  
Manager and  
Program Director

# Eagle River



## PD NOTES...

By Mike Wolf,  
Corporate Program Director

### 2023 Backpacks

The 2023 backpack giveaway on WRJO, Coyote 93.7 and Mix 96 was another huge hit. Listeners were encouraged to listen daily for the Back to Class backpack and call in to win their station backpack. All backpacks included school supplies to get the school year started off properly. Local businesses sponsored each backpack and each one was emblazoned with station logos. Listeners that picked up the backpacks were very excited. Pictured is Mike Wolf from WRJO and 6 year old Aubrey Olson of St. Germain. Aubrey went with purple because as she said, "It's the coolest."



Trish Keeley  
Eagle River  
General Sales  
Manager

[www.wrjo.com](http://www.wrjo.com)  
[www.mix96northwoods.com](http://www.mix96northwoods.com)  
[www.coyote937.com](http://www.coyote937.com)



### 2023 WRJO Pizza Tour

WRJO is setting out on the 2023 Pizza Tour. This year's tour runs from September 7th through November 30th. This weekly event takes listeners to different locations in the Northwoods to enjoy pizza from locations that are familiar, to new pizza restaurants. Listeners are also able to win weekly prizes, tour T-shirts, and even sign up to win a large grand prize that includes pizza from each location on the tour. All the tour information and stops are provided on [www.wrjo.com](http://www.wrjo.com). This weekly event has become a listener favorite and the DJs also like the weekly free supper. Grab your family and come on out!



### 2023 Packers and Badgers

The 2023 fall sports season is under way. Once again Coyote 93.7 is the Northwoods home for the Green Bay Packers. Wayne and Larry are in year 25 of their broadcasts and are sounding as good as ever. The Wisconsin Badgers will once again be carried on WERL at 101.7 FM and 950 AM. Matt Lepay has the Badgers call, and we are looking forward to seeing what the new head coach of the Badgers, Luke Fickell, has planned for 2023. Both teams are the pride of the state and 2023 looks to be a great year.



Mike Wolf  
Corporate  
Program Director