

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

LET IT SNOW!

A couple of weeks ago, the area woke up to "white stuff" covering the yard. In our Ashland market, with the Lake Superior effect, there was 4 to 5 inches on the ground...sort of a "winter is here to stay" deal. I think the thought that crossed my mind was, quote "What the 'blankety blank'?"

But, we folks in the Northwoods and Lakeshore have come to understand that these little white flakes dropping from the heavens are really "white gold."

When significant snow is on the ground, the area merchants and peddlers of fun toys start hearing their cash registers ring. Up come the SUVs and Pick-ups pulling snowmobile trailers. Up come the winter-lovers with smiles on their faces ready to hit the hundreds if not thousands of miles of freshly-groomed trails throughout Northern Wisconsin and the UP.

Many of the folks visiting the area are returning. They



are returning to their year-round lake homes, checking on things and readying their sleds for months of adventure. They frequent local merchants for snowmobile service.

Many people arriving are from all over God's creation... Chicago, Milwaukee, Minneapolis, Des Moines, St. Louis...you name it. They need boots, gloves, hotel rooms, meals, and just about anything you can imagine.

The revenues brought to the Northwoods and Lakeshore keep our much-needed and valuable merchants (employers) going throughout the winter months.

So the only conclusion one can draw is SNOW is FANTASTIC! So as Dean Martin sings at about this time every year, "Let it Snow, Let it Snow, Let it Snow!"

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
and publisher



www.heartlandcomm.com

Let it Snow!

'Tis the Season

"What the heck, it isn't even Thanksgiving yet and the stores are already putting out Christmas merchandise," said Heartland CEO, Jim Coursolle.

And somewhere, some town has even put up their annual Christmas lights display. In the Northwoods and Lakeshore, the municipalities will be doing that very soon before the weather and temperature makes it difficult.

It 'tis the season...and in Northwestern Wisconsin and the UP, merchants are preparing for the biggest shopping time of the year. Even in spite of wartime fears, rampant inflation, and a general worrisome environment, Northwestern merchants un-

derstand that they must create a "Peace On Earth; Goodwill Toward Men" atmosphere to encourage area shoppers to set aside their fears and celebrate the age-old tradition of Christmas and the Christ child.

Yes, merchants seem to be starting earlier this year. Maybe the reason is that merchants may feel it will take a little more time in 2023 to get Christmas shoppers to find the joyful Christmas spirit.

Soon, the airwaves will be filled with great memories...Bing will be singing "White Christmas," and Brenda Lee will be rockin' us around the Christmas tree.

See **Season**, Page 3



Pres. Release

The smells coming out of the kitchen is what gets to me. It is such a welcoming aroma. My thoughts go back to a time so many years ago. We didn't go through the woods, but we did go over the icy snow-covered roads. Heading from St. Louis Park, MN to North Minneapolis. It was before Eisenhower's freeway system. We traveled through many neighborhoods and stop signs until we finally arrived at Grandma Anne's for an amazing Thanksgiving feast.



Jim Coursolle
President, CEO

I sort of remember the unloading of the car. There were eventually five Coursolle kids so playpens, bags of baby stuff and my mother's contribution to the Thanksgiving fare (in several pots and pans) all came out of a blackish 1940's Chevrolet, up the relatively steep steps and into Grandma and Grandpa's house...there were no woods in North Minneapolis to

trot through. But what made an indelible memory of many Thanksgivings so long ago was the smells...turkey, mashed potatoes, sweet potatoes, cranberries, and the most amazing stuffing or dressing ever. The kids — that be me then — ate at a nearby card table while the grown-ups sat at the main dining room table. I don't recall the age I "graduated" to the adult table, but I do recall how special that event was. I also remember that the conversation at the adult table wasn't as interesting as the conversation at the kids' table in my mind. But I had "made it" and I was grateful for that. Thanksgiving, in my mind, is the time when we can look back on our lives so many years ago and in the present too. There is really so much to be grateful for.

The amazing Thanksgiving food would be a starter. And everybody gets a bit dressed up so clothing would be another item to be thankful for. And in Minnesota and Wisconsin, at Thanksgiving time it is a bit brisk outside so I am grateful for the warmth inside offered by the utility people and the furnace. It's an amazing country we live in. Our country, throughout the ages, has provided its people with the necessities of life, the freedoms guaranteed by the Bill of Rights, and then some. I think about all of the advancements; the advancement in transportation; and the advancement of a comfortable home environment. Dishwashers make cleaning the many dishes after the amazing Thanksgiving dinner much easier. Vacuum cleaners also add to the cleaning up of the floor (around the kid's table) much easier too. I remember sitting with the adults in the living room after the Thanksgiving meal watching the Green Bay Packers and the Detroit Lions on a very primitive black and white TV. I think I recall that the



See **Thankful**, Page 3

October Top Sellers



Sales Reps

Tammy Hollister.....	\$30,457
Diane Byington	\$29,140
Tyler Ostman	\$14,857
Shannon Anderson	\$12,881
Tim Zier	\$9,843
Ashley Krusick	\$2,097



BIRTHDAY "BROADCASTS"

NOVEMBER

- 1st – Kathleen Vadnais – Peckman – Ashland
- 6th – Shannon Anderson – Ashland
- 8th – Diane Byington – Eagle River
- 20th – John Warren – Ashland

DECEMBER

- 8th – Brenda Golden – Corporate

JANUARY

- 1st – Bill Schmelfeldt – Ashland
- 11th – Trish Keeley – Eagle River
- 17th – David Olson – Ashland
- 22nd – Jenny Schilling – Eagle River



Ashland



Happy Thanksgiving!

WATW Mornings

Bill Schmalfeldt has joined the Ashland Programming team. Bill is the morning host of the “Bay Country Morning Show” and is also doing local news features for all four of the Ashland Stations. With 47 years of experience in broadcasting, news and programming, his focus is on making WATW the “Ashland Radio Station,” with interviews, events and even school lunch menus.



John Warren
Ashland
General Manager

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

Heartland Radio App

With more and more people depending on smart devices, Radio Stations are creating ways to keep listeners engaged when they do not have access to a radio. Heartland music stations have offered streaming from our websites for years, and now we have a smart device

app available on Google Play and the iTunes store. The App features all seven of Heartlands music stations and also has the “CarPlay” feature that allows people traveling out of signal range to continue to listen anywhere in the continental United States. Coming soon Heartland stations will also add “smart-speaker” technology as an added way to keep the listener engaged with our radio stations.



Thankful, from Page 2

Packer/Lions game was an annual Thanksgiving event for years. In those days in Minneapolis prior to 1961 when the Minnesota Vikings NFL football team was founded, everyone was a Green Bay Packer fan. Now, living in Wisconsin, I find that interesting... I'm still cheering for the Packers! I remember that before I had an interest in watching football, the adults, with my mom as a chaperone, shuffled the kids to the local theatre. I remember seeing “Treasure’s Island.” I don’t think I liked Long John Silver, thy guy with the peg leg.

Thanksgiving is a time to just say “thanks” with family, friends to our creator for all the blessings that we have received throughout our life and in the past year. The wish of my wife Diane and I is that you enjoy the “smells” of Thanksgiving and the “tastes” as well when you get together for this year’s Thanksgiving meal.

Happy Thanksgiving everyone and God bless.

Season, from Page 1

Christmas music on the radio is always inviting. Smile and sing along!

For hundreds, and actually, thousands of years, people have willingly pushed aside the fears of current and, perhaps, up-and-coming wars and tragedies to put smiles on the faces of their loved ones with gifts from the heart. This year will be no exception. Be listening for wonderful Christmas ideas on your favorite Heartland stations; there will be plenty to choose from as merchants invite you into their Christmas adorned stores.

It is Christmas time and also, for our Jewish friends, Hanukkah time. It is time for Peace on Earth.

Have a peaceful and very Merry Christmas and Happy Hanukkah from all of your friends at Heartland Communications Group!



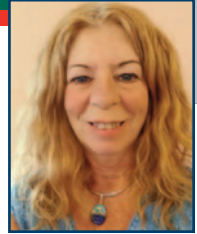
Steve Stone
Operations
Manager and
Program Director

Eagle River



WRJO Turkey Shoot

WRJO is once again giving away Thanksgiving turkeys. The Turkey Shoot is back and it's a fun, interactive contest for listeners. Listeners are asked to listen for the Turkey Shoot sounder and be the correct caller. They play our little game, and all winners receive a free Thanksgiving turkey as a reward. If you didn't know, turkeys can fly, and it is proven during the Turkey Shoot.



Trish Keeley
Eagle River
General Sales
Manager

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

Coyote 93.7 Hunting for Bucks

Coyote 93.7 is giving listeners a chance to win a \$50 gift card at Prime Choice Meat Market of Eagle River. It's just some fun we have that is based around deer hunting in the Northwoods. Our hunting blind is filled with sponsor businesses and if you can identify who is in the blind at the time of the contest you win. Prime Choice has "everything meat" you could ever want, and \$50 of it is yours, if you guess correctly.

their schedule to attend, and man, a booth at a business expo, so we are heading out on the road and taking the business expo to them. Most live broadcasts at a business are to get foot traffic, but this series of live broadcasts on a business promotion level are going to include businesses who may have never thought of hosting a live broadcast. For example, a welding shop, or boat restoration shop may not want customers rolling into their location, but they do want exposure, like they would receive at a live on-site expo. Hence, the Business Expo...On

The Go...taking the Expo on the road to promote non-traditional and traditional live businesses with live broadcasts.

Bringing Business Expo To You

Heartland Communications Eagle River stations WRJO and Coyote 93.7 understand it is hard for area businesses that may be understaffed or just don't have time in

Winter Sports Return

WRJO, WERL and Coyote 93.7 are all set for a winter season of sports.

WRJO is home to the Northland Pines basketball and hockey teams. WERL is home for Wisconsin Badgers football and basketball, and Coyote 93.7 is the home of the Green Bay Packers.

Local and statewide sports covered across these Heartland stations is a popular addition to the winter programming line-up.

Local sports on WRJO are not only aired on terrestrial radio but streamed worldwide for all Eagles fans to enjoy.

All the schedules for all Heartland sports can be found on each station's website.



Mike Wolf
Corporate
Program Director