

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

## What Winter Weather? SPRING IS UPON US

Those who are somewhat newcomers to the Northwoods and Lakeshore have been more than just a little surprised about the "winter" weather this year. What winter weather?

Well, if you're not into snowmobiling, skiing or slipping on the ice and busting your keister, you are probably pleasantly surprised at the "winter" weather thus far. Ah, but some locals have taken it upon themselves to remind us that it ain't over until Frosty says it's over. March is upon us and it came in like a "lamb." Will it go out like a "lion?" If that's the case, the "blizzard wizard," much like a Darth Vader, may prolong the wish for tulips, daffodils, hyacinths to color the landscape. Those that have lived in this area for some time will offer their suggestion not to put away your ice scrapers or snow shovels. I really didn't need to hear that.

All of us have heard that it has snowed here in early May. Actually, I have seen it on May 3rd. And then there's the Junior Prognosticator Club that wants to assign blame for this to global warming. But, in the last week of February we had 60 degrees one day and then zero temperatures the next. So maybe, their blame



should be re-assigned to global cooling? Or the assignment of blame should be placed squarely on the latest label "climate change." And it certainly does change up here; we've just experienced the work of the Howdy Doody Show's Princess Summer, Fall, Winter, Spring all in one week, the last week of February. Heck, we all know that there is climate change...I mean when winter finally ends in

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Jim Coursolle, CRMC  
President and CEO

Wendi Wollam,  
newsletter designer  
and publisher



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

Happy  
Spring

## BUDGET GOALS REACHED PROMISE A SOLID YEAR

"Will you let me brag a little?" said Jim Coursolle, Heartland CEO? As this article is being written on the first day of March 2024, Ashland General Manager John Warren reported that the Ashland sales team is at 99.4%. Coursolle said he told Warren to "go back and re-do the math; certainly, you might be able to find one-tenth of one percent some place and you'll be at 100% goal for March 2024!"

The Eagle River market enters March at 74% of their March Budget. As we enter March, Heartland is at 85% of their March 2024 budget. Both Ashland and Eagle

River have made their January 2024 and February 2024 budgets in spite of the extremely weak economy and the almost total lack of snow and winter tourism in the Northwoods and Lakeshore.

2024 promises to be a solid year. It's an election year - probably like no other - and will definitely add to Heartland's revenue picture. Coursolle added, "Because there was little tourism spending this winter, there is a good chance that tourists will take that unspent entertainment portion of their budgets and spend it in the Northwoods and Lakeshore this coming summer."

Barring any international conflicts, wars, or national political disruptions that could hinder normalcy, all sources point to a very vibrant tourism summer in the Lakeshore and Northwoods.



# Pres. Release

It's about this time of year that winter really gets long, but with this so-called winter, I feel like Spring has come and gone several times. It was just 51° and then it's below zero, but our station's forecaster is predicting more days in the late 40's or early 50's.

Winter has not been long this year; as a matter of fact, one could beg the question, "What winter?" Is it global cooling like in the 70s. Nope. Is it global warming like in the 90s. Is it climate change in the 2000s? None of the above. Weather dudes who are usually right under 50% of the time, tell me it's "El Niño" which happens about every four or five years.

Well Mr. "El Niño" has raised a little havoc with winter sports stuff in the Northwoods and



Jim Coursolle  
President, CEO

Lakeshore. The thousands of cars pulling snowmobile trailers didn't show up. No snow. The U.P. ski hills turned to mush...the man-made snow melted and turned the slopes into mud.

Northwood's and Lakeshore businesses just recovering from the Wisconsin mandated COVID shutdowns have now been tested again. Many are in the survival mode rather than the success mode.

If there is a lesson to be learned by all in business in the Northwoods and Lakeshore, it has to be that every business desiring to weather the "non-storm," must have an alternative plan. That alternative plan has to include local residents rather than the tourist trade. Everything that tourists use can also be used by our local residents.

For example, restaurants need to have "local yokel" specials. Encourage local

folks to come in and try your menu. Car garages, because of much higher gas prices, can advertise to local folks to "fine tune" your engines for optimum gas mileage. There are so many twists a merchant can use to market to people living in the Northwoods and the Lakeshore.

The Heartland stations are broadcasting "Keep it Local" announcements to keep shopping local at the top of listener's minds.

Businesses can and do prosper during down economic times, but those that do prosper, do so because they redirect their marketing efforts to take advantage of local folks that live in the Northwoods or near the Lakeshore.

I believe people want to buy locally if given an optimum chance to do so. The old adage "Ask and you shall Receive" still holds true. Your Heartland stations can help Northwoods and Lakeshore businesses extend a daily invitation to visit your store.

Wasn't it the famous NHL star, Wayne Gretzky, who said, "You miss all the shots you never take?"

**"You miss all the shots you never take?"**

– Wayne Gretzky

## February Top Sellers



### Sales Reps

Diane Byington .....	\$25,625
Tammy Hollister.....	\$24,493
Tim Zier.....	\$11,408
Shannon Anderson.....	\$9,416
Tyler Ostman .....	\$7,328
Ashley Krusick .....	\$3,633



## BIRTHDAY "BROADCASTS"

### FEBRUARY

5<sup>th</sup> – Tim Zier – *Eagle River*

### MARCH

18<sup>th</sup> – Chris Oatman – *Eagle River*

29<sup>th</sup> – Steve Putney – *Ashland*

### APRIL



# Ashland



## Magic Stocking Supports The BRICK Ministries

By John Warren,  
Ashland  
General Manager

Over the holiday season Moore's on Main and the Valhalla View Pub N Grub 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 and Valhalla View Pub N Grub each matches the donations dollar for dollar up to \$1,000 with proceeds going to The BRICK. This initia-



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

tive 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. 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.

See **Magic Stocking**, Page 5

## The Heartland Communications Group Spring Home & Sport Show

The Heartland Communications Group Spring Home & Sport Show is set and ready to go on March 22, 23, and 24 at the Bay Area Civic Center in Ashland. We expect a very busy show as Heartland Communications Group – North will have

hourly cash giveaways. Just stop by the Heartland Communications booth and sign up for your chance to win. This year's show will feature boats, ATVs and side-by-sides, autos, lawn

See **Show**, Page 5



## Heartland Communications Group North Sales Team Knocks It Out of the Park in 2023

Congratulations to Tammy Hollister, Shannon Anderson and Tyler Ostman on reaching the Annual Sales Goal for

2023. At the end of the year the Ashland Sales Team was 105.84 % over our Annual Sales Goal. The Ashland Sales team has kicked off

January 2024 with 101% of goal and February were currently 108% of goal. It's a great way to end 2023 and fantastic start to 2024.



John Warren  
Ashland  
General Manager

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



Steve Stone  
Operations  
Manager and  
Program Director

# Eagle River



## Fish Fry Tour

Back by popular demand, it's the WRJO Fish Fry Tour. This year's tour runs from March 8th to May 24th. The tour this year will run for 12 weeks and stop at the following locations... Ye Olde Shillelagh in Manitowish Waters, Sheri's Pub 'n Grub in Minocqua, SpiritView Lakeside of Three Lakes, The Heid Out Bar & Grill in Eagle River, The Last Cast Bar & Grill of Eagle River, Buckshot's Saloon & Eatery in Eagle River, Sayner Pub in Sayner, Greenhill's Log Cabin of Conover, Outback 51 in Woodruff, MACKZ Hideaway of Lake Tomahawk, The Chanticleer Inn of Eagle River, and Sweetwater Spirits & Resort in Eagle River. Listeners are encouraged to show up at the tour stop location between 5 and 7pm Friday nights to spin the Wheel O' Fish to win tour T-shirts, tour merchandise, food certificates, even entries into our Grand Prize Giveaway at the end of the tour. The Fish Fry Tour is back and the dates and locations can be viewed at [www.wrjo.com](http://www.wrjo.com).

## Win Your Easter Ham

It's time to win your Easter ham from WRJO 94.5FM and Coyote 93.7. This is a fun and interactive contest for listeners. Listeners are asked to listen for the Easter Rabbit call in and then be the correct caller on the studio line. They play our little game, and all the winners receive a free Easter ham. This is one of those fun, quick-hit contests that we like to do to keep listeners listening throughout the day and reward them for doing so.



See **Eagle River**, Page 5



## Valentines 2024

Congratulations to Heather Anthony of Sayner as well as Ashley Smiley of Rhinelander. Both ladies are the Grand Prize winners of our WRJO and Coyote 93.7 Valentines Giveaways. Both winners are pictured with Coyote's afternoon DJ Larry Stevens.



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)



Mike Wolf  
Corporate  
Program Director

**Show,** from Page 3

and garden, furniture, home improvement specialists, building contractors, heating and AC specialists, financial advisors, realtors and much more all under one roof. A new feature this year is Forever Lawn Furniture that will last you a lifetime.

**Winter,** from Page 1

the Northwoods and Lakeshore, the climate changes to Spring (for one or two days) and then summer is upon us. The area marinas know that all too well as everyone shouts, “Where the heck is my boat, get the \$\$\$@# thing in the water now or I’ll sic my kid on you!”

The advice from the old-timers is, don’t get your winter coat drycleaned just yet. Don’t move your sweaters to the back of your dresser draws just yet. The “Last Hurrah” is yet to come!

The almost non-apparent winter situation has raised quite a bit of havoc with a great deal of area merchants who depend upon winter sports tourists to converge upon our area in great numbers to enjoy our winter wonderland. Actually, it’s an economic “must” that didn’t happen this year. The lack of snow has even caused the State of Wisconsin to offer economic injury low interest loans to area business people. It’s an “El Niño” winter that was a bit more apparent than previous El Niño winters. Yes, the climate in the Northwoods and Lakeshore does change... we used to call this climate change “the four seasons.” My opinion is that we used up all the snow in the previous winter and that next winter will be a normal and a great one. Looking for the silver lining, there won’t be many floods this Spring nor will there be snow shoveling bad backs resulting in chiropractic visits. And maybe, just maybe, there will be some good deals on snowmobiles and skiing equipment in the next couple of months.

Grease up your umbrellas and pray for a little Spring rain. March Madness is on the way followed by the crack of the bat, BBQs, boating, picnicking, slicing down the fairway, and sorry... lots of lawn mowing. Ugh.

**Magic Stocking,** from Page 3

Valhalla View Pub N Grub, owned by Doug Summers, is a dining facility and sports bar located in the heart of the snowmobile, ATV & UTV trail system in Bayfield County between Washburn and Cornucopia, WI. 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.

**Eagle River,** from Page 4**Keep It Local 2024**

WRJO, Mix 96, and Coyote 93.7 are giving a chance to win one of three Grand Prizes and all you have to do is, Eat. Drink. Shop. Local! From February 12 to March 22, 2024 listener’s local shopping receipts are entry tickets to win one of three Grand Prizes in our “Keep It Local” contest. The Grand Prizes will be given away on March 25. Local shopping/purchase receipts are listeners entry tickets to win our Grand Prize. Every receipt received after a purchase at a “Local Independent Business,” not a corporate-owned chain or store, is an entry into our drawings. There is no limit on how many receipts listeners can turn in. Once listeners receive their purchase receipt, all you have to do is get it to us one of three ways: #1 - Drop it/them off at our studio, see location, page 4; #2 - Mail them to us with the address provided, page 4; #3 - Text us the receipt. All entries will go into a general drawing with prizes such as a signed Lukas Van Ness Packers Helmet. Tickets to a 2024 Brewers vs. Cub Game, tickets to a 2024 Brewers game, stays at Chula Vista in Wisconsin Dells including water park passes, \$100 Eagle River Chamber of Commerce Chamber Bucks, \$100 Three Lakes Visitors Bureau Three Lakes Bucks, \$100 Presque Isle Chamber of Commerce Chamber Bucks, \$50 Rhinelander Chamber of Commerce Chamber Bucks and more.

It’s been a hard winter for the Northwoods and we just want to get as many people as we can to “Keep It Local” and continue to shop locally.

