

*“One of America’s Finest Small Market Radio Broadcasting Companies”*

## Radio Finally On Top In Advertising Industry

Heartland CEO Jim Coursolle, who begins his 64th year as a radio broadcaster, shared the story of the way radio advertising, which financially supports the industry of radio broadcasting, was conducted in the 60’s when Coursolle transitioned from an on-air “Rock ’n Roll” DJ to advertising sales.

Coursolle said, “We used to get the left-over dollars from a merchant’s print advertising budgets. We’d sell the point of augmenting merchant’s print advertising with a schedule of radio ads. At that time, along came a radio advertising sales trainer pioneer by the name of ‘Jim Williams’ who taught some of us in the radio business to sell radio as the primary form of advertising. Many of us in those days, were surprised by the terrific results experienced by advertisers who used radio as their primary marketing approach.”

Today, the print medium is greatly dimin-

ished as indicated by the many national and local daily and weekly newspapers that have filed for bankruptcy. Electronic medium and the Internet have now taken the lead.

In March of 2024, Nielsen, the nation’s leading rating service for radio, TV, cable, streaming, etc. astonished the advertising industry with the following report and assessment that radio had now surpassed television as the nation’s “number one reach medium.”

The following is that Nielsen research report:

### Nielsen: Radio Is America’s Number One Mass Reach Medium

*By Radio Ink - March 5, 2024*

See **Nielsen**, Page 5

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

## FALL IS UPON US IN NORTHERN WISCONSIN

Anyone who has tried to make a reservation at a local Northwoods or Lakeshore Supper Club, knows exactly how busy the area has been in the summer of 2024. Forty-five-to-sixty-minute waits were commonplace. Traffic backed up at Lakeshore and Northwoods stop lights or stop signs told the story.

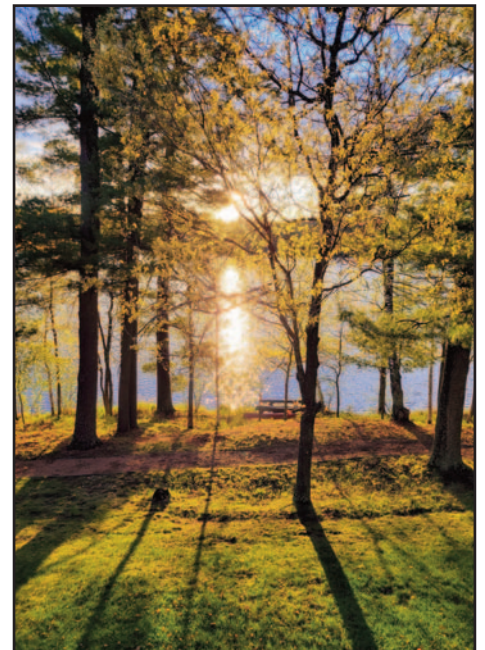
The stores were VERY busy throughout the area. Those merchants who took the opportunity to “brand” and/or “market” their products and services fared very well. These merchants knew that there was an amazing amount of tourist and cabin-owner traffic – also known as potential ‘customers’ – in the area and because these merchants extended a daily invitation over the radio to the extremely large customer base, they found their stores busy. The old adage of “You go fishing when the fish are biting” played true. The customers were here

and they were ‘biting.’

The extreme traffic might also be attributed to the fact that because the Northwoods and Lakeshore had very little snow this past winter of 2023-2024, resulting in many Northwoods and Lakeshore fans staying home unable to snowmobile or participate in other snow-related winter activities, that they came up this summer and, perhaps stayed longer.

Fall is upon us and the Lakeshore and Northwoods will see a lot of “color” tourists and photographers converging on the area. If the early-on small amount of leaves changing is any indication of the fall color to be seen this year, things should be quite beautiful.

One season at a time, but if the “Farmer’s Almanac” is an accurate assessment of the winter to come, it looks like we will have good snows for winter sports enthusiasts in the days ahead.



# Pres. Release

## Reunion Time

I love reunions!

Not just because of S'mores, but S'mores make reunions, camping trips, backyard BBQs and picnics or whatever a heck of a lot more fun. Maybe it's the good laugh of seeing sticky gooey marshmallow strings hanging from noses, mouths, and fingers.



Jim Coursolle  
President, CEO

But the main reason I like reunions is seeing everybody!

Earlier in August, my wife Diane and I traveled to Kewaunee in Eastern Wisconsin on Lake Michigan. Let me add that it is a beautiful little town, so neat and well kept up, nice people and great pizza.

We stayed in our motorhome at a Kewaunee Campground where the reunion was held. One night it rained, and I must admit the sound of the raindrops on the motorhome roof lulled me to sleep.

On Saturday of that week, Diane's gal pal, her husband, her three daughters, their husbands, with each family having three young kids, joined us in a reunion of families and friends forever!

It was really fun seeing the kids which many of them we had only seen in pictures and videos online. Needless to say there was a lot of "busyness," but the kids were so well mannered...little ladies and gentlemen!

My wife bought a whole load of "Tootsie Pops" which gave me an opportunity to

play hero or Santa Claus. I asked the Mom's if it was OK for their kids to have suckers and there was a resounding "Yes!" So I began what I am labeling as the high-point of my camping reunion experience. I wish I had the ability to put into words the little facial expressions and the squeaky little "thank yous" as I passed out red, orange, purple, brown and blue "treasures" to nine excited kids and a few adults as well. I didn't even need a red suit.

I hope your summer included a family or neighborly reunion. It does one's soul good to see everyone and all the joy of watching kids and Moms and Dads who were kids themselves not so long ago.

So go camping and then, turn the camping trip into a reunion. Bring on the burgers, brats and dogs and don't forget the marshmallows, Hershey bars and graham crackers...and if you really want a huge success and to be a hero, buy a BIG bag of "Tootsie Pops" and be loved forever!



## July Top Sellers



### Sales Reps

Diane Byington .....	\$33,202
Tammy Hollister.....	\$32,156
Ashley Krusick.....	\$25,322
Tyler Ostman .....	\$18,504
Shannon Anderson .....	\$18,356



## BIRTHDAY "BROADCASTS"

### AUGUST

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

### SEPTEMBER

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

### OCTOBER

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

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



# Ashland



## Ashland Hits Its Sales Goal 16 Months Straight

The last time the Ashland Sales Team had missed a goal was in April of 2023 and that month we were 97%. Congratulations to the Ashland Sales team consisting of Tammy Hollister, Tyler Ostman, Shannon Anderson and yours truly John Warren. For 2024 Ashland is currently at 107% of goal

for the year. On August 15th the Ashland Team is currently pacing at over 75% of goal for September. Thank You to Marion Warren for keeping all the orders and copy changes straight and to the On Air staff, for producing all those commercials and providing the great programming to help keep the wheels turning.

## Sports on WATW and WNXR are a Hot Topic

The 1st Place Milwaukee Brewers and the Green Bay Packers are being aired on WATW AM 1400 and translator 101.3 FM and WNXR 107.3FM. Northwestern High School Football can be heard on WNXR 107.3 FM and the Wisconsin Badgers Football are aired on WATW AM 1400 and 101.3 FM are still a hot topic in the Ashland market. Wisconsin Badgers and local High School sports can be heard on the Heartland Radio App as well.



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)



## Pastor Rides Heartland's Donkey to First Place

Heartland Communications sponsored Mason Days Donkey Baseball and the local Pastor took 1st place riding the Heartland Communications Sponsored Donkey.



## Bay Area Battle of the Bands In Ashland

The Bay Area Battle of the Bands was held at the Bay Area Civic Center in Ashland as part of Bay Days on July 19th.

For the first time the event was held indoors and also for the first time last year's Champion returned to defend their title. The event featured three bands and a unique mix of Rock, Classic Rock and Country music. Last year's Champion successfully defended the title, The West Avenue Band was a clear winner of the cash prize.



Steve Stone  
Operations  
Manager and  
Program Director

# Eagle River



## WERL Announces Big Winter Sports Change

### PD NOTES...

By Mike Wolf,  
Corporate Program Director

**W**RJO, WERL and Coyote 93.7 are gearing up for another fall and winter season of sports and looking for big things.

WERL 101.7FM and 950AM has been the Northwoods home

for Badger Football and basketball for the last several years. In 2024 WERL is once again covering Badger football, but new for 2024 WERL will be covering Men's Hockey instead of basketball. Program Director Mike Wolf said, "Badger hockey will be such a better fit for sports in the Northwoods and through pre-promotion, have received many positive

reactions."

WRJO is home to Northland Pines football that is going on now. Basketball and hockey games will be starting up by late fall and early winter. Mike Wolf is the play-by-play voice for football and basketball, and Chris Oatman is the WRJO voice for Pines

See **Winter Sports**, Page 5



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)

## Heartland Backpack Giveaway

**9**4.5 WRJO, Mix 96, and Coyote 93.7 once again gave away our Back-to-Class radio station backpacks.

Along with our many sponsors we want the kids in the Northwoods to go back to class with a great new backpack and the school supplies to go with it.

This was the 5th year of the promotion with over 70 sponsors from the Northwoods community. Business owners are proud to be a partner of this promotion, buying multiple packages.

We had lots of happy faces show up to pick up their backpacks and claim the prizes that came with.

We can't wait to do it again next year. So much fun, the Back-to-Class backpack giveaway.



## 2024 Pizza Tour is Underway on WRJO

**L**isteners are encouraged to join WRJO every Thursday night September 12th through December 13th. Many items are given away as listeners attend to win the coveted Tour T-shirt, food, and prizes. They are also able to sign up to win the Tour Grand Prize; one pizza from every location on the tour and \$250 cash at the end of the tour.

New for 2024, collect 6 of 12 different Pizza Tour keychains and earn an entry to win a brand-new recliner from Murphy's Furniture and Bedding of Arbor Vitae.

Listeners must stop by the live broadcast to sign up and spin the wheel. Listeners will also be able to win extra entries on the Wheel O' Pizza for our grand prize. 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.



Mike Wolf  
Corporate  
Program Director

**U.S. AM/FM radio's average 18-49 audience has pulled away from television with a +12% advantage**

Nielsen Total Audience Report: Persons 18-49 average audience of AM/FM radio as a % of live + time-shifted TV



How to read: In 2018, AM/FM radio's 18-49 average audience was 63% of TV's. In Q3 2023, AM/FM radio's audience was 112% larger than TV's.

\*Q2 2020 was the COVID lockdown which saw lower AM/FM radio listening and higher time spent with TV.

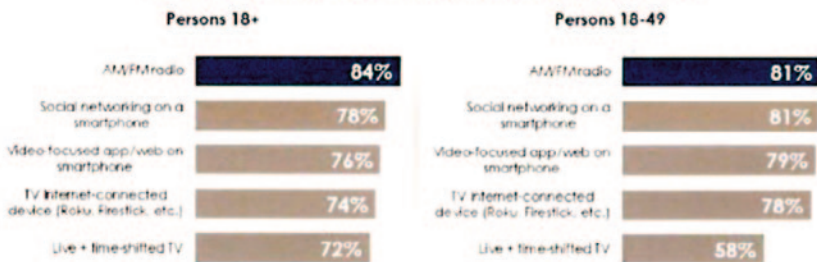
Source: Nielsen Total Audience Report, Q2 2018, Q2 2019, Q2 2020, Q3 2021, Q3 2022, Q3 2023. Persons 18-49. Average audience determined by multiplying weekly reach of users by weekly time spent among users of each medium. Nielsen AudioActive Group

(Nielsen/Cumulus Media Audio Active Group)

Nielsen's Q3 2023 Total Audience Report confirms over-the-air radio remains the most widespread media in America, surpassing social media, online video, TV/internet-connected devices, and traditional TV among adults 18 and older. Particularly among the 18-49 demographic, AM/FM shares the top spot with social media for weekly reach, edging out online video and connected TV devices, with traditional TV ranking fifth.

**Nielsen: AM/FM radio is America's number one mass reach media**

% of U.S. population reached - Nielsen Total Audience Report Q3 2023



Source: Nielsen Total Audience Report Q3 2023 % of U.S. population reached. Nielsen AudioActive Group

(Nielsen/Cumulus Media Audio Active Group)

World Advertising Research Center emphasizes the importance of reach for media effectiveness, noting growth typically stems from attracting light or infrequent buyers. This underscores the effectiveness of wide-reaching media like AM/FM in driving sales and profits, contrary to the limitations of narrow targeting.

The common misconceptions, AM/FM radio listening extends beyond typical "drive times" with 59% occurring outside these periods. Midday hours attract the most listeners, debunking the myth that drive times dominate radio engagement. Weekend listening also proves more substantial than many advertisers assume, equaling the reach of morning and afternoon drives.

**Nielsen, from Page 1**

In 2023, Nielsen dropped the blockbuster news that AM/FM radio's total audience overtook television for the first time in history. Days short of the first anniversary of that study, Nielsen now reveals that the three percent advantage has soared as TV gets left behind.

Radio now boasts a 12% larger average audience than TV among 18-49-year olds.

This growth reflects radio's expanding influence, reaching 40% more individuals in this age group than TV. Daily engagement with both TV and radio is nearly identical, averaging just over an hour as shown by the Cumulus Media/Westwood One Audio Active Group blog.

TV's appeal among the 18-49 demographic has significantly declined, with a 29% drop in weekly reach and a 62% decrease in daily viewing time since 2018. Conversely, half of TV's ad impressions now target individuals aged 65+, highlighting a mismatch with advertisers aiming for a younger audience. In contrast, AM/FM radio presents a more balanced demographic distribution, with 40% aged 18-49.



**Winter Sports, from Page 4**  
Hockey. WRJO also carries the Milwaukee Brewers and look forward to seeing continued success in 2024.

Coyote 93.7 is the home of the Green

Bay Packers and is looking forward to year number two of the Jordan Love era.

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

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

All schedules to all Heartland sports can be found on station websites.

