



Dick Record Retires



After 38 years as President and General Manager of Mid-West Family Broadcasting in La Crosse, Dick Record is retiring on his 70th birthday, November 9. The local radio legend will remain with the company in a yet to be determined capacity. After serving as News Director of WISM in Madison, Dick moved to La Crosse in 1971 to assume the GM position of what was then WKBH. Since then MWF broadcasting has grown to six stations, WIZM (formerly WKBH), WIZM-FM, WKTY-AM, WRQT-FM, KCLHFM and KQYB-FM. Known for his distinctive delivery and unique features such as “Yesterday in La Crosse” and “As...uh, I See It,” his daily commentary, Dick has served as the voice of La Crosse radio for decades. He has been a tireless supporter of openness in government, serving on Wisconsin’s Freedom of Information Council. Dick is a member of the WBA Hall of Fame, and past chair of the WBA Foundation. He has been active in many La Crosse area civic organizations, including Viterbo University and ORC. Dick’s current and past employees would like to wish him well as he moves into the next phase of his career, but know that he likely will still be found in his office every day.