

The long-time voice of Midwest Family Radio in La Crosse is getting a major honor in the community...

Retired Midwest Family president Dick Record is one of four people named this year to receive the Pope John the 23rd Award from Viterbo University. Record came to La Crosse in 1971 to head WIZM-AM. Under Record, the company has expanded to own six radio stations in the La Crosse area. This year's other Pope John winners include Western Tech president Lee Rasch, and supermarket owners Phil and Barbara Quillin. The awards will be presented at Viterbo on May 29th.