



The Mid-West Family Group is made up of several associated radio companies that have always embodied localism and service to the communities in which their radio stations operate. Since the 1950s, the Group's companies have been employee owned as the Group believes that when stations are owned by people who have a direct stake in their success, these stations will go out of their way to stay in close touch with the needs of their community.

Serving their community has become more challenging in recent years, as the local media competition has changed dramatically in the last two decades. In radio, in particular, current rules must be changed to allow local radio to compete with all of new participants in the audio marketplace. Change in the radio rules cannot wait, as each day the digital media conglomerates take more advertising from local markets and take more listeners from local radio companies. These digital giants are not subject to the limits on growth that restrain broadcasters, nor are they subject to the same content regulations. Radio broadcasters need to be able to strengthen their local presence to have a hope of continuing to provide the strong local service that has been their hallmark. The FCC needs to move now to make these needed changes to allow broadcasters to stay relevant in today's market.

Mid-West Family is happy that the FCC has recognized this change in the media landscape, and that its ownership rules need to be changed to reflect the new environment. Thus, it salutes the FCC for its decision to seek a rehearing from the Third Circuit Court of Appeals of the decision by a panel of its Judges to throw out the modifications to its the ownership rules adopted by the FCC back in 2017. We hope that the other Judges on the Third Circuit will agree with the FCC's petition, reverse the decision of its panel, and let the FCC go on with its modernization of media ownership regulation.

The panel's decision, if not revisited by the full court, will halt the efforts of the FCC to adopt ownership rules that reflect the modern media marketplace. The panel's decision forces the FCC to look backward at what was done in the past, when it needs to look forward at the current and future media environment. We applaud and support the FCC's request for rehearing, and its continued efforts to help local broadcasters develop the scale to compete and serve their local communities well into the future.

About Us: The Mid-West Family Group operates in 8 radio markets, all locally owned by shareholder employees. Separate companies operate in most markets, enabling each to best serve its individual communities through local decision making. We operate in the following radio markets: Madison, WI; Eau Claire, WI; St. Joseph, MI; South Bend, IN; La Crosse, WI; Rockford, IL; Springfield, IL; Springfield, MO.

We connect listeners to the music, personalities and community information they crave and local businesses to their customers.