

## FOR IMMEDIATE RELEASE

**DeGroot promoted to Market Manager and Radandt to fully transition to Director of Broadcast of Woodward Community Media's broadcast group.**

**Dubuque, IA – June 10, 2025** – Woodward Communications, Inc. (WCI) today announced leadership appointments within its broadcast division, Woodward Community Media, aimed at strengthening its operations and market presence in Northeast Wisconsin and Springfield, Illinois.

**B.J. DeGroot** has been promoted to **Market Manager** for Woodward Community Media's Northeast Wisconsin stations. DeGroot, who was Brand Manager for WHBY and The Score, will now manage all six radio brands in Northeast Wisconsin: 105.7 WAPL, 95.9 KISS FM, WHBY, Razor 94.7 | 104.7, 104.3 The Fuse, and 95.3 | 99.1 The Score. DeGroot's understanding of the local market and his success in brand management has prepared him to lead this diverse group of stations.

"Leading the entire portfolio of Woodward Community Media stations in Northeast Wisconsin is a significant honor," said DeGroot. "I'm committed to working with our talented local teams to continue delivering relevant content and strengthening our connection with the community."

**Kelly Radandt** was named **Director of Broadcast** in November 2024, a newly created role within Woodward Community Media after completing the acquisition of Neuhoff broadcast and upon the announcement of acquiring Mid-West Family broadcast, which subsequently closed on April 1, 2025, both of which are based in Springfield, IL. In this expanded capacity, Radandt will oversee broadcast brands across both Northeast Wisconsin and Springfield, Illinois. Radandt previously served as General Manager of Woodward Community Media in the Oshkosh, Appleton and Green Bay, WI markets. Her leadership and strategic approach will be key in aligning broadcast initiatives and fostering growth in both markets. DeGroot and Kevin O'Dea, Market Manager of Springfield, IL, will both report to Radandt.

"This expanded role presents a unique opportunity to unify our broadcast efforts and innovate across markets," Radandt commented. "I am eager to contribute to Woodward Community Media's continued success and evolution. Onward!"

Tom Woodward, WCI CEO & President, stated, "These promotions reflect our commitment to developing strong leadership within Woodward Community Media. Kelly and B.J. have consistently

shown strong leadership and dedication. We expect their new roles to drive continued success for our broadcast divisions and reinforce our standing as a leading media organization in the communities we serve."

DeGroot's promotion and Radandt's transition are effective July 1, 2025.

### **About Woodward Communications, Inc. (WCI)**

WCI is based in Dubuque, IA and owns and operates community media businesses, including: print and digital community newspapers; radio; lifestyle publications; events; business-to-business publications; custom publishing, and commercial printing. WCI is a locally owned and operated employee-owned company.

### **About Woodward Community Media (WCM)**

As a division of WCI, WCM informs, entertains and connects our communities through audio, print, video, digital and event content for our audiences and customers. WCM marketplaces include: The greater Dubuque, IA and tri-state area; The Fox Cities, including Green Bay and Oshkosh, in Northeast Wisconsin; Madison, WI; Springfield, IL; and Providence, Rhode Island.

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