2016 Station of the Year Winners

Social and Digital Media – Television

Best Website
1st Place – WISN-TV, WISN.com
2nd Place – WLUK-TV, Fox 11 Online
3rd Place – WHA-TV, WisContext.org

Best Web Story
1st Place – WSAW-TV, WSAW-TV Employees Find Missing Woman While Covering Story
2nd Place – WDJT-TV, CBS 58 Big Road Trip
3rd Place – WHA-TV, Elizabethkingia in Wisconsin

Best Use of User-Generated Content
1st Place – WISN-TV, Teacher’s Aide Lured into Attack
2nd Place – WLUK-TV, Viral Arrest Video
3rd Place – WDJT-TV, Mom & Baby Trapped in Fire

Best Use of Social Media Live Streaming
1st Place – WDJT-TV, Horlick HS Cheer Team
2nd Place – WITI-TV, December Snow Storm
3rd Place – WBAY-TV, Daryl Holloway Released

Best Use of Social Media
1st Place – WBAY-TV, WBAY TV
2nd Place – WTMJ-TV, Digital Decision 2016
3rd Place – WISC-TV, Channel3000.com Social Media Accounts

Best Personality
1st Place – WISN-TV, Melinda Davenport
2nd Place – WITI-TV, Nicole Koglin
3rd Place – WBAY-TV, Dave Schroeder

Best Breaking News Coverage
1st Place – WKOW-TV, Fitchburg Home Explosion
2nd Place – WBAY-TV, Mine Rescue
3rd Place – WISN-TV, Violence Erupts in Milwaukee after Deadly Officer-Involved Shooting

Large Market Television

Morning Newscast
1st Place – WISN-TV, Violent Night
2nd Place – WDJT-TV, Sherman Park Unrest
3rd Place – WISN-TV, Sherman Park Unrest

Evening Newscast
1st Place – WISN-TV, Missing Boy Found
2nd Place – WTMJ-TV, Live at 10:00 – Dassey Conviction Overturned
3rd Place – WTMJ-TV, Live at 10:00 – Winter Storm

Sportscast
1st Place – WISN-TV, Dan Needles
2nd Place – WITI-TV, Tim Van Vooren Composite
3rd Place – WTMJ-TV, On the Road with the Green & Gold

Weathercast
1st Place – WISN-TV, Mark Baden
2nd Place – WITI-TV, Tom Wachs Composite
3rd Place – WISN-TV, Lindsey Slater

Spot News
1st Place – WDJT-TV, Sherman Park Unrest
2nd Place – WISN-TV, Unrest: State of Emergency
3rd Place – WISN-TV, Police Shooting Sparks Unrest

News Writing
1st Place – WISN-TV, True Love
2nd Place – WITI-TV, Fake Marine
3rd Place – WDJT-TV, Humans of Milwaukee

Hard News/Investigative
1st Place – WITI-TV, Underground and Off the Grid
2nd Place – WDJT-TV, Wedding Wrecker
3rd Place – WISN-TV, Stolen Car Epidemic

Series or Documentary
1st Place – WISN-TV, Steven Avery: Inside the Case Files
2nd Place – WITI-TV, Felons in Possession
3rd Place – WISN-TV, Heroin Crisis

Feature
1st Place – WISN-TV, Lyla’s Gift
2nd Place – WDJT-TV, Kidney Friends Forever
3rd Place – WISN-TV, Rich Holiday Spirit

Live On-Scene Reporting
1st Place – WDJT-TV, Evan Kruegel
2nd Place – WISN-TV, Ben Hutchison
3rd Place – WITI-TV, Ben Handelman: Pulse Nightclub Shooting

Best Continuing Coverage
1st Place – WISN-TV, Milwaukee Unrest
2nd Place – WISN-TV, Steven Avery: Inside the Case Files
3rd Place – WDJT-TV, Za’layia Jenkins Shooting

Best Use of News Video
1st Place – WISN-TV, Raging Fire
2nd Place – WTMJ-TV, Marquette’s Music Man
3rd Place – WISN-TV, Mr. Petries Parade

Sports Reporting
1st Place – WISN-TV, Sound of Silence
2nd Place – WITI-TV, Unforgettable Opening Days
3rd Place – WDJT-TV, J.J. Watt Gives Back

Best Use of Sports Video
1st Place – WISN-TV, Fishing and Football
2nd Place – WITI-TV, Riding to Greater Heights
3rd Place – WISN-TV, Brothers and Basketball

Significant Community Impact
1st Place – WITI-TV, Contact 6
2nd Place – WTMJ-TV, TODAY’s TMJ4 Sports Auction 4 MACC
3rd Place – WITI-TV, Dose of Reality

Specialty Programming
1st Place – WDJT-TV, Milwaukee at a Crossroads
2nd Place – WMVS-TV, Tour de Force – The Arts Page Special
3rd Place – WDJT-TV, Brett Favre: Making of a Legend

Editorial/Commentary
1st Place – WITI-TV, The Teditorial – SCOTUS Nomination Hearing
2nd Place – WITI-TV, The Teditorial – Voter ID
3rd Place – WISN-TV, Class Act
PROMOTIONAL ANNOUNCEMENT
1st Place – WITI-TV, Fox6 Investigators
2nd Place – WITI-TV, Fox6 Wakeup
3rd Place – WISN-TV, Mark Baden Testimonial Campaign

TOPICAL PROMOTION
1st Place – WDJT-TV, Milwaukee at a Crossroads
2nd Place – WTMJ-TV, Dead Voters
3rd Place – WITI-TV, Making a Murderer Detective Exclusive

PUBLIC SERVICE ANNOUNCEMENT
1st Place – WYTU-TV, American Heart Association
2nd Place – WITI-TV, Fisher House
3rd Place – WISN-TV, Wheeling for Healing

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place – WDJT-TV, Big Road Trip
2nd Place – WITI-TV, Kenosha Subaru
3rd Place – WYTVU, WE Energies Lighting Tips

BEST ELECTION COVERAGE
1st Place – WTMJ-TV, Decision 2016: Focus on Voters
2nd Place – WISN-TV, Commitment 2016: Candidates Debate
3rd Place – WISN-TV, Countdown to Election 2016

MEDIUM MARKET TELEVISION
MORNING NEWSCAST
1st Place – WKOW-TV, Wake Up Wisconsin – October 21
2nd Place – WBAY-TV, Action 2 News This Morning – Clintonville Fire, Snow
3rd Place – WBAY-TV, Action 2 News This Morning – FDL Tavern Fire

EVENING NEWSCAST
1st Place – WISC-TV, News 3 at Six
2nd Place – WKOW-TV, May 10
3rd Place – WLUK-TV, Fox 11 News at 5 – October 18, 2016

SPORTSCAST
1st Place – WKOW-TV, Featuring Cealey Godwin
2nd Place – WKOW-TV, Featuring Lance Veeser
3rd Place – WBAY-TV, Chris Roth

WEATHERCASET
1st Place – WLUK-TV, Patrick Powell
2nd Place – WKOW-TV, Brian Olson
3rd Place – WGBA-TV, Cameron Moorland Composite

SPOT NEWS
1st Place – WISC-TV, Interstate Shooting
2nd Place – WKOW-TV, Fitchburg House Explosion
3rd Place – WISC-TV, House Explosion

NEWS WRITING
1st Place – WISC-TV, The Wedding
2nd Place – WHA-TV, Ben’s Grandpa
3rd Place – WBAY-TV, Turn of the Century

HARD NEWS/INVESTIGATIVE
1st Place – WBAY-TV, Disappearing OWI Charges
2nd Place – WKOW-TV, Soldier’s Unheard Plea
3rd Place – WISC-TV, News 3 Investigates: Ignition Interlocks Ignored by Drunken Drivers

FEATURE
1st Place – WISC-TV, A New Normal
2nd Place – WHA-TV, Rube Goldberg
3rd Place – WMTV-TV, Love of Flags

LIVE ON-SCENE REPORTING
1st Place – WKOW-TV, Gordon Severson
2nd Place – WMTV-TV, Amy Pflugshaupt
3rd Place – WKOW-TV, Caroline Bach

BEST CONTINUING COVERAGE
1st Place – WKOW-TV, Misty the Dog
2nd Place – WLUK-TV, Fox 11 Investigates: Prison Staff Shortage
3rd Place – WLUK-TV, Mayor Schmitt Campaign Finance Violations

BEST USE OF NEWS VIDEO
1st Place – WISC-TV, Home for a Helicopter
2nd Place – WGBA-TV, Door County Fish Boil
3rd Place – WMTV-TV, Portage Skate Park

SPORTS REPORTING
1st Place – WBAY-TV, HOF Game Field Conditions
2nd Place – WISC-TV, Erickson Motivates Future Darlington Generations
3rd Place – WISC-TV, Seven Yards for Jared

SIGNIFICANT COMMUNITY IMPACT
1st Place – WMTV-TV, Share Your Holidays
2nd Place – WBA-TV, Toys for Tots
3rd Place – WFRV-TV, WFRV Volunteers – Founders Day 2016

SPECIALTY PROGRAMMING
1st Place – WHA-TV, Wisconsin’s Homegrown Farmer
2nd Place – WKOW-TV, WKOW Badgers Sports Special – Northwestern Game
3rd Place – WLUK-TV, Fox 11 Packers Family Night 2016

EDITORIAL/COMMENTARY
1st Place – WISC-TV, Reductions in Water Testing
2nd Place – WFRV-TV, Tired of Campaign Ads?
3rd Place – WISC-TV, UW System’s Self-Inflicted Wounds

PROMOTIONAL ANNOUNCEMENT
1st Place – WMTV-TV, Building for You
2nd Place – WISC-TV, NEWS 3 – “Do Something Good”
3rd Place – WKOW-TV, WKOW Weather Image

TOPICAL PROMOTION
1st Place – WMTV-TV, Heart Transplant Tonight
2nd Place – WFRV-TV, Power Out Weather POP
3rd Place – WKOW-TV, WKOW Mental Health

PUBLIC SERVICE ANNOUNCEMENT
1st Place – WFRV-TV, Neville Public Museum – Ice Age Imperials :30
2nd Place – WGBA-TV, Caring and Connected
3rd Place – WLUK-TV, Runway for Life

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place – WMTV-TV, Eddie’s Alehouse and Eatery Save A Beer
2nd Place – WMTV-TV, Action Plumbing Problems Plunged 2016
3rd Place – WISC-TV, Circus World – “Go to the Circus”

BEST ELECTION COVERAGE
1st Place – WLUK-TV, WLUK Election Coverage
2nd Place – WMTV-TV, Election 2016
3rd Place – WKOW-TV, WKOW Election Coverage
**Television Continued**

**Small Market Television**

**MORNING NEWSCAST**
1st Place – WSAW-TV, Sunrise 7 Sunday – April 24, 2016
2nd Place – WKBT-TV, News 8 This Morning – Severe Flooding
3rd Place – WSAW-TV, Sunrise 7 – February 3, 2016

**EVENING NEWSCAST**
1st Place – WAOW-TV, WAOW 10pm Newscast – Antigo
2nd Place – WKBT-TV, News 8 at Six – Donald Trump Visits La Crosse
3rd Place – KBJR-TV, KBJR 6 News at 5pm

**SPORTSCAST**
1st Place – WSAW-TV, Newschannel 7 Sports with Chris Williamson
2nd Place – WJFW-TV, Mark Spillane Sportscast
3rd Place – WZAW-TV, WZAW Sports with Chris Williamson

**WEATHERCAST**
1st Place – WSAW-TV, Meteorologist Chris Nelson
2nd Place – WJFW-TV, Geoff Weller Weathercast
3rd Place – WEAU-TV, SkyWarn 13 Weather

**SPOT NEWS**
1st Place – WSAW-TV, Antigo Prom Shooting
2nd Place – WKBT-TV, Severe Flooding
3rd Place – WAOW-TV, Active Shooter Scare at Hospital

**NEWS WRITING**
1st Place – WKBT-TV, Pen Pals
2nd Place – WJFW-TV, Veterans Fly-In
3rd Place – WEAU-TV, Adeline’s Gift

**HARD NEWS/INVESTIGATIVE**
1st Place – WAOW-TV, Port Edwards Investigation
2nd Place – WJFW-TV, EpiPen Price Increase
3rd Place – WKBT-TV, Wrongly Convicted: Life after Prison

**SERIES OR DOCUMENTARY**
1st Place – WSAW-TV, Opiate Oppression
2nd Place – WSAW-TV, Veterans Emergency Care
3rd Place – WAOW-TV, Where the Locals Eat

**FEATURE**
1st Place – KBJR-TV, That’s So McTavish
2nd Place – WKBT-TV, Sunflowers for Haley
3rd Place – WEAU-TV, Nolan’s Rally

**LIVE ON-SCENE REPORTING**
1st Place – WAOW-TV, Rebecca Ribley Compilation
2nd Place – WKBT-TV, Nick Ragner – Live Shot Compilation
3rd Place – WSAW-TV, Rebecca Cardenas Live Reporting

**BEST USE OF SPORTS VIDEO**
1st Place – WKBT-TV, News 8 Eye Piece – ‘Spring’ Training
2nd Place – WKBT-TV, News 8 Eye Piece – Bold Strategy
3rd Place – WEAU-TV, Top Football Plays of 216

**SIGNIFICANT COMMUNITY IMPACT**
1st Place – WSAW-TV, Share Your Holidays
2nd Place – WAOW-TV, Warm Up WI
3rd Place – WKBT-TV, Top Notch Teacher

**SPECIALTY PROGRAMMING**
1st Place – WKBT-TV, News 8 Highlight Zone High School Football Preview Show
2nd Place – WAOW-TV, Jefferson Award Special
3rd Place – WKBT-TV, Oktoberfest Maple Leaf Parade

**EDITORIAL/COMMENTARY**
1st Place – WKBT-TV, Mental Health – My Story
2nd Place – WAOW-TV, The Night Before the Election
3rd Place – WEAU-TV, Solving the Mystery of Tyler’s Desk

**PROMOTIONAL ANNOUNCEMENT**
1st Place – WJFW-TV, Superhero School Closing
2nd Place – WAOW-TV, New Weather App
3rd Place – WJFW-TV, 50th Anniversary Promo Series

**BEST TOPICAL PROMOTION**
1st Place – WAOW-TV, Jordon on the Job Fire
2nd Place – WSAW-TV, The Game of Life: Defining Moments
3rd Place – WEAU-TV, SWEEPS: Drowning Family

**PUBLIC SERVICE ANNOUNCEMENT**
1st Place – WSAW-TV, Keep the Bells Ringing
2nd Place – WKBT-TV, Steppin’ Out in Pink
3rd Place – WKBT-TV, iFeed

**BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT**
1st Place – WEAU-TV, Aerco Collision
2nd Place – WSAW-TV, Thorogood Weinbrenner
3rd Place – WKBT-TV, Gundersen Health System: Role Models

**BEST ELECTION COVERAGE**
1st Place – WKBT-TV, News 8 Election Coverage
2nd Place – WSAW-TV, Newschannel 7 – Your Election Authority
3rd Place – WEAU-TV, WEAU 13 News at 10 – Election Special

**Radio – News & Talk**

**BEST WEBSITE**
1st Place – WI Public Radio, WPR.org
2nd Place – WCLQ-AM, WCLQ.com
3rd Place – WTMJ-AM, WTMJ.com

**BEST USE OF SOCIAL MEDIA**
1st Place – WI Public Radio, WPR Facebook Strategy
2nd Place – WTMJ-AM, WTMJ on Social Media
3rd Place – WISN-AM, NewsTalk 1130 WISN

**BEST USE OF SOCIAL MEDIA LIVE STREAMING**
1st Place – WCLQ-AM, Your Talk Show at the Trump Rally
2nd Place – WTMJ-AM, Community Conversation: Milwaukee Riots
3rd Place – WHBY-AM, WHBY Facebook Live: Fox River Mall Threat

**BEST PERSONALITY**
1st Place – WHBY-AM, WHBY’s Good Neighbor, Kathy Keene
2nd Place – WTAQ-AM, Melissa Barclay
3rd Place – WI Public Radio, Laurel White - Twitter
### Radio - News & Talk Continued

<table>
<thead>
<tr>
<th>Category</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BEST BREAKING NEWS COVERAGE</strong></td>
<td>1st Place – WTMJ-AM, Election Night 2016</td>
<td>2nd Place – WUWM-FM, Milwaukee Unrest</td>
<td>3rd Place – WI Public Radio, Milwaukee Unrest</td>
</tr>
<tr>
<td><strong>BEST WEB STORY</strong></td>
<td>1st Place – WISN-AM, The Illegal American</td>
<td>2nd Place – WIZM-AM, You May Be Shocked to See What’s in a Downtown La Crosse Needle-Exchange Bag</td>
<td>3rd Place – WKTY-AM, After 68 Years, Kearns Retires Lead Balloon Show</td>
</tr>
<tr>
<td><strong>LARGE MARKET Radio - News and Talk</strong></td>
<td><strong>BEST MORNING RADIO SHOW</strong></td>
<td><strong>BEST RADIO SHOW</strong></td>
<td><strong>BEST NEWSCAST</strong></td>
</tr>
<tr>
<td>1st Place – WTMJ-AM, Wisconsin's Morning Show with Gene Mueller</td>
<td>2nd Place - WISN-AM, The Jay Weber Show</td>
<td>3rd Place - WSSP-AM, Chuck and Winkler on the FAN</td>
<td></td>
</tr>
<tr>
<td>1st Place – WTMJ-AM, Midday with Charlie Sykes</td>
<td>2nd Place - WUWM-FM, Lake Effect - Bubbler Talk Mixtape</td>
<td>3rd Place - WISN-AM, The Vicki McKenna Show</td>
<td></td>
</tr>
<tr>
<td>1st Place – WTMJ-AM, WTMJ Newscast - November 1, 2016</td>
<td>2nd Place - WTMJ-AM, Election Day</td>
<td>3rd Place - WISN-AM, The WISN Morning Briefing</td>
<td></td>
</tr>
<tr>
<td><strong>BEST SPORTSCAST</strong></td>
<td>1st Place - WTMJ-AM, Doug Russell Sportscast</td>
<td>2nd Place - WSSP-AM, Chuck Freimund Sportscast</td>
<td>3rd Place - WTMJ-AM, Greg Matzak Sportscast</td>
</tr>
<tr>
<td><strong>SPOT NEWS</strong></td>
<td>1st Place - WTMJ-AM, Milwaukee Riots</td>
<td>2nd Place - WORT-FM, Thousands Attend Day Without Latinos Rally</td>
<td>3rd Place - WTMJ-AM, Debate Sparks Protests at UWM</td>
</tr>
<tr>
<td><strong>NEWS WRITING</strong></td>
<td>1st Place - WTMJ-AM, Inside a Bar Shooting</td>
<td>2nd Place - WISN-AM, Life, Death,God and Words with Friends</td>
<td>3rd Place - WUWM-FM, Parents Juggle to Buy EpiPens</td>
</tr>
<tr>
<td><strong>HARD NEWS/INVESTIGATIVE</strong></td>
<td>1st Place - WISN-AM, Blood on the Blackboard</td>
<td>2nd Place - WTMJ-AM, Child Marriages in Wisconsin</td>
<td>3rd Place - WTMJ-AM, Wisconsin Vets Coming Home</td>
</tr>
<tr>
<td><strong>ORIGINAL FEATURE</strong></td>
<td>1st Place - WTMJ-AM, A Tradition of Hunting</td>
<td>2nd Place - WOZN-FM, Ted is Not the Father</td>
<td>3rd Place - WORT-FM, Campus Report: Slang of Today</td>
</tr>
<tr>
<td><strong>BEST USE OF AUDIO IN RADIO NEWS</strong></td>
<td>1st Place - WI Public Radio, All Present and Accounted for at the High-ground</td>
<td>2nd Place - WISN-AM, The Unnoticed Miracle in the Milwaukee Riots</td>
<td>3rd Place - WTMJ-AM, Flying with the 128th Air Refueling Wing</td>
</tr>
<tr>
<td><strong>LIVE ON-SCENE REPORTING</strong></td>
<td>1st Place – WTMJ-AM, Red Arrow Park Protests</td>
<td>2nd Place - WTMJ-AM, Election Night in Wisconsin</td>
<td></td>
</tr>
<tr>
<td><strong>BEST CONTINUING COVERAGE</strong></td>
<td>1st Place - WISN-AM, The Milwaukee Riot</td>
<td>2nd Place - WUWM-FM, Sherman Park Unrest</td>
<td>3rd Place - WTMJ-AM, Milwaukee Riots</td>
</tr>
<tr>
<td><strong>BEST INTERVIEW</strong></td>
<td>1st Place - WTMJ-AM, Donald Trump on the Wisconsin Primary</td>
<td>2nd Place - WISN-AM, Justice for Chris</td>
<td>3rd Place - WUWM-FM, We Gotta Get out of This Place</td>
</tr>
<tr>
<td><strong>BEST SPORTS PLAY-BY-PLAY</strong> – only 2 entries</td>
<td>1st Place - WTSO-AM, Wisconsin Volleyball’s Sweet 16 Win over Ohio State</td>
<td>2nd Place - WTMJ-AM, Division 1 State Football Championship</td>
<td>3rd Place - WSSP-AM, WBY Shootout</td>
</tr>
<tr>
<td><strong>SIGNIFICANT COMMUNITY IMPACT</strong></td>
<td>1st Place - WI Public Radio, Wisconsin Life: Literacy Series</td>
<td>2nd Place - WTMJ-AM, WTMJ's Week of Hope</td>
<td>3rd Place - WTMJ-AM, Treyton’s Field of Dreams</td>
</tr>
<tr>
<td><strong>SPECIALTY PROGRAMMING</strong></td>
<td>1st Place - WSSP-AM, Green and Gold Post Game Show - Packers Loss</td>
<td>2nd Place - WOZN-FM, The Wisconsin Basketball Preview Show</td>
<td>3rd Place - WUWM-FM, Project Milwaukee Innovation Forum: Excerpts</td>
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<td><strong>EDITORIAL/COMMENTARY</strong></td>
<td>1st Place - WUWM-FM, Immigrants and Food</td>
<td>2nd Place - WUWM-FM, In Praise of Small Towns</td>
<td>3rd Place - WORT-FM, Democracy Checkup</td>
</tr>
<tr>
<td><strong>PROMOTIONAL ANNOUNCEMENT</strong> – no entries</td>
<td></td>
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<td><strong>BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT</strong></td>
<td>1st Place - WSSP-AM, John Paul’s Automotive: “The Kids Table”</td>
<td>2nd Place - WTMJ-AM, You’ve Heard it All Before</td>
<td>3rd Place - WSSP-AM, Milwaukee Bucks: “Sounds of Excitement”</td>
</tr>
<tr>
<td><strong>BEST HUMOROUS COMMERCIAL</strong></td>
<td>1st Place - WSSP-AM, John Paul’s Automotive: “Paws Event”</td>
<td>2nd Place - WSSP-AM, Philly’s Premium Beverages: “Premium Police”</td>
<td>3rd Place - WTMJ-AM, Meet the Family - Timeless Yellow</td>
</tr>
<tr>
<td><strong>MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL</strong> – only 1 entry</td>
<td>1st Place - WSSP-AM, Nice Ash Cigar Bar: Pappy’s in the House</td>
<td></td>
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</tr>
<tr>
<td><strong>BEST ELECTION COVERAGE</strong></td>
<td>1st Place - WUWM-FM, WUWM 2016 Election Coverage</td>
<td>2nd Place - WISN-AM, Decision 2016</td>
<td>3rd Place - WTMJ-AM, Decision 2016 Coverage</td>
</tr>
<tr>
<td><strong>MEDIUM MARKET Radio - News and Talk</strong></td>
<td><strong>BEST MORNING RADIO SHOW</strong></td>
<td><strong>BEST RADIO SHOW</strong></td>
<td><strong>BEST NEWSCAST</strong></td>
</tr>
<tr>
<td>1st Place – WCLO-AM, Southern Wisconsin’s Morning News - 6/14/16</td>
<td>2nd Place - WHBY-AM, WHBY Morning Show: Election Day 11/8/16</td>
<td>3rd Place - WSAU-FM, Wisconsin Morning News</td>
<td></td>
</tr>
<tr>
<td>1st Place – WHBY-AM, In the Huddle with Jared Cook and Trevor Davis</td>
<td>2nd Place - WIZM-AM, The Phone Book Show</td>
<td>3rd Place - WCLO-AM, Your Talk Show - “Napkins”</td>
<td></td>
</tr>
<tr>
<td><strong>BEST NEWSCAST</strong></td>
<td>1st Place – WHBY-AM, July 7, 5 a.m.</td>
<td>2nd Place - WTAQ-AM, WTAQ’s Morning News</td>
<td>3rd Place - WSAU-FM, November 17, 2016</td>
</tr>
<tr>
<td><strong>BEST SPORTSCAST</strong></td>
<td>1st Place – WCLO-AM, WCLO’s Sports with Josh</td>
<td>2nd Place - WHBY-AM, WHBY Sports with Justin Hull</td>
<td>3rd Place - WHBY-AM, Joey D with WHBY Sports</td>
</tr>
</tbody>
</table>
SPOT NEWS
1st Place – WCLO-AM, Shooting Standoff
2nd Place - WRJN-AM, Lincoln Returns
3rd Place - KFIZ-AM, Fond du Lac Plane Crash

NEWS WRITING
1st Place – WCLO-AM, Wreck the Deck
2nd Place - WCLO-AM, Proud Parade
3rd Place - WTAQ-AM, Clown Craze

BEST HARD NEWS/INVESTIGATIVE
1st Place – WCLO-AM, Candidate Visit Series
2nd Place - WFDL-AM, A Community Opposed
3rd Place - WHBY-AM, Mayor Schmitt Charges

ORIGINAL FEATURE
1st Place – WRST-FM, Karl Schmidt Remembrance
2nd Place - WIZM-AM, What’s Buried on Brad’s Desk
3rd Place - WTAQ-AM, The Only One in the Room

BEST USE OF AUDIO IN RADIO NEWS
1st Place – WTAQ-AM, Bonnie the Bus Driver
2nd Place - WFDL-AM, IRS Scam
3rd Place - WTAQ-AM, Active Shooter Training

BEST LIVE ON-SCENE REPORTING
1st Place – WHBY-AM, Fox River Mall Threat
2nd Place - WCLO-AM, Neighborhood Nightmare
3rd Place - WTAQ-AM, Hazmat Call to Green Bay School

BEST CONTINUING COVERAGE
1st Place - WFDL-AM, Saving a Park
2nd Place - WHLA-FM, Aging in the Coulee Region
3rd Place - WCLO-AM, Ticket to Trump

BEST INTERVIEW
1st Place – WHWC-FM, Al Ross with Nobu Yasuda
2nd Place - WRJN-AM, Alex Hart Upendo
3rd Place - WHBY-AM, Haley Schonter

BEST SPORTS PLAY-BY-PLAY
1st Place – WMEQ-AM, Eau Claire Express at St. Cloud Rox - NWL Playoffs - Pete Knutson
2nd Place - WHBY-AM, Playoff Football: Kimberly vs. Fond du Lac - Level 3
3rd Place - WCLO-AM, Janesville Craig Girls Basketball

SIGNIFICANT COMMUNITY IMPACT
1st Place – WCLO-AM, Bike Rodeo
2nd Place - WHBY-AM, The PhilCast Kids and Christmas
3rd Place - WOTM-AM, #LOVEMANITOWOC

SPECIALTY PROGRAMMING
1st Place – WHLA-FM, A “Big River Radio Wave” Christmas
2nd Place - WCLO-AM, Christmas Story
3rd Place - WCLO-AM, Solen-Breu Debate

EDITORIAL/COMMENTARY
1st Place – WCLO-AM, Josh’s Sports Commentary - Slow Pitch Season
2nd Place - WOSH-AM, My Two Cents
3rd Place - WLIP-AM, WLIP on Redistricting

PROMOTIONAL ANNOUNCEMENT
1st Place – WSCO-AM, Community Foundation
2nd Place - WHBY-AM, Nami Fox Valley Mental
3rd Place - WCLO-AM, United Way - “Campaign”

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place – WCLO-AM, Jackson Monument
2nd Place - WHBY-AM, Road America - Indy Car Kohler
3rd Place - WIZM-AM, 1st C.C.U. Dating Profile

BEST HUMOROUS COMMERCIAL
1st Place - WSCO-AM, Papa Murphy’s - A Few Good Pizza’s
2nd Place - WCLO-AM, Glitz N’ Go
3rd Place - WSCO-AM, Zarcom - Midevil

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place - WTAQ-AM, Floor Crafters - Transition
2nd Place - WSCO-AM, FNB Fox Valley - Drew First Time Home Buyer
3rd Place - WSCO-AM, Tusler Law - Wills

BEST ELECTION COVERAGE
1st Place - WTAQ-AM, WTAQ’s Election 2016
2nd Place - WSAT-FM, Rep. Sean Duffy and Prof. Mary Hoeft Debate
3rd Place - WHBY-AM, 2016 Election Year

SMALL MARKET RADIO – NEWS AND TALK

BEST MORNING RADIO SHOW
1st Place - WBEV-AM, After 53 Years, “Uncle” Bill McCollum Leaves WBEV Morning Show
2nd Place - WWIS-FM, Buyline 4/2/16
3rd Place - WHYB-FM, Chuck and Jim Veterans Day Show 2016

BEST RADIO SHOW
1st Place - WBEV-AM, Idea Exchange with Brenda Murphy ft. “Nobody’s Hero”
2nd Place - WHYB-FM, Hometown Pros
No 3rd Place

BEST NEWSCAST
1st Place - WWIS-FM, Newscast 8/26/16
2nd Place - WBEV-AM, November 16 Newscast
3rd Place - WTCH-AM, The WTCH Local Newscast

BEST SPORTSCAST
1st Place - WTCH-AM, WTCH Local Sportscast
2nd Place - WBEV-AM, Green & Gold Fix
3rd Place - WHBY-AM, Friday Night High School Round-Up

SPOT NEWS
1st Place - WBEV-AM, Missing Teens Rescued from Bat Cave
2nd Place - WRJO-FM, Antigo High School Shooting
3rd Place - WTCH-AM, Milk Spill Mess

NEWS WRITING
1st Place - WTCH-AM, Special Delivery from Dispatch
2nd Place - WHYB-FM, Save a Heart
3rd Place - WBEV-AM, John Muir Script

BEST HARD NEWS/INVESTIGATIVE
1st Place - WWIS-FM, Fall Flooding Rips Gate from Black River Dam
2nd Place - WHYB-FM, McClintock Park Murders 40th Anniversary
3rd Place - WBEV-AM, Officials Scramble to Place Sex Offenders

ORIGINAL FEATURE
1st Place - WXPR-FM, Lemonade for Love
2nd Place - WBEV-AM, Drunk Driving Awareness Advocate Passes
3rd Place - WTCH-AM, E-VOC Training
BEST USE OF AUDIO IN RADIO NEWS
1st Place - WTCH-AM, Behind the Scenes of Charlie Brown
2nd Place - WRJO-FM, 2016 Lumberjack World Championships
3rd Place - WTCH-AM, Touch a Truck Fun

BEST LIVE ON-SCENE REPORTING
1st Place - WBEV-AM, Million Dollar Mayor
2nd Place - WTCH-AM, Water Shutoff in Shawano
3rd Place - WBEV-AM, Internet Crimes Against Children Task Force

BEST CONTINUING COVERAGE
1st Place - WHYB-FM, Lead in Local Water
2nd Place - WHYB-FM, Bandshell Nativity Scene
3rd Place - WBEV-AM, Sports Buzz - Jimmy Nelson of the Milwaukee Brewers

BEST INTERVIEW
1st Place - WTCH-AM, Johnny Lee Interview
2nd Place - WRJO-FM, UFFDA - Disabled Hunters
3rd Place - WMAM-AM, Sports Buzz - Jimmy Nelson of the Milwaukee Brewers

BEST SPORTS PLAY-BY-PLAY
1st Place - WHYB-FM, Adam Nolde Scores One Thousandth Point
2nd Place - WMAM-AM, Marinette vs Menominee Basketball
3rd Place - WTCH-AM, WIAA State Wrestling Semi-Final

SIGNIFICANT COMMUNITY IMPACT
1st Place - WBEV-AM, 2016 Children’s Radiothon Raises over $106,000
2nd Place - WHYB-FM, Brats for Breakfast and Shop with a Cop Program
3rd Place - WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon

SPECIALTY PROGRAMMING
1st Place - WBEV-AM, BDACT Radio Play “A Christmas Carol”
2nd Place - WWIS-FM, Remember Pearl Harbor
3rd Place - WBEV-AM, Tribute to Veterans

EDITORIAL/COMMENTARY – only 2 entries
1st Place - WHYB-FM, Chuck and Jim Show State of the Cities Address
2nd Place - WTCH-AM, To Catch a Pokemon

PROMOTIONAL ANNOUNCEMENT
1st Place - WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon
2nd Place - WRJO-FM, WRJO Shopping Show
3rd Place - WWIS-FM, The Boys of Fall - Football Promo

PUBLIC SERVICE ANNOUNCEMENT
1st Place - WBEV-AM, YMCA Wild, Wild West Fundraiser
2nd Place - WRJO-FM, Gyro’s for Hero’s
3rd Place - WHYB-FM, Pro-School, Anti-Drugs

BEST PERSONALITY
1st Place - WYMS-FM, Tarik Moody
2nd Place - WZOR-FM, Cutter
3rd Place - WLKG-FM, Melody Judge

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place - WBEV-AM, Surefire & Santa
2nd Place - WRJO-FM, Farmers Feed Store
3rd Place - WBEV-AM, Back to the…175th Anniversary!

BEST HUMOROUS COMMERCIAL
1st Place - WRJO-FM, Dublins Colin Kaepernick
2nd Place - WHYB-FM, Cowpie Bingo
3rd Place - WTCH-AM, Mountain Bay Outfitters - Cousins

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BEST ELECTION COVERAGE
1st Place - WRJO-FM, WRJO Election Coverage 2016
2nd Place - WTCH-AM, Your Vote Matters
3rd Place - WHYB-FM, 2016 Election Coverage

BEST USE OF SOCIAL MEDIA
1st Place - WYMS-FM, National & North
2nd Place - WAPL-FM, 105.7 WAPL
3rd Place - WNCY-FM, #Y100SelfieSummer Hashtag Promotion

BEST USE OF SOCIAL MEDIA LIVE STREAMING
1st Place - WAPL-FM, Rick and Len KISS OFF
2nd Place - WLDB-FM, CV & Van McNeil in the Morning – 2016 Facebook Live!
3rd Place - WYMS-FM, Radio Milwaukee Music Awards

BEST USE OF AUDIO (NON-NEWS)
1st Place - WXSS-FM, Owen Reads Kanye Tweets
2nd Place - WYMS-FM, Landmark Lane’s “Rockin’ Roy”
3rd Place - WVMO-FM, Listening to Records Club - Halloween Show

Radio - News & Talk Continued

Radio - Music Format

Social and Digital Media – Music

BEST WEBSITE
1st Place – WZOR-FM, Razor947.com
2nd Place – WAPL-FM, WAPL.com
3rd Place – WKZG-FM, KZ 104.3 Website

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BEST RADIO SHOW
1st Place – WKTi-FM, New Country Nites with Jillene
2nd Place – WMIL-FM, Ridder Radio Show
3rd Place – WRIT-FM, The Eric Paulsen Show

BEST NEWSCAST
1st Place – WLDB-FM, CV & Van McNeil in the Morning - Feel Good Stories of the Day
2nd Place – WRIT-FM, 95.7 Big FM News
3rd Place – WYMS-FM, 88Nine’s Daily Music News

BEST INTERVIEW
1st Place – WKTi-FM, Josh Thompson on New Country Nites with Jillene
2nd Place – WLDB-FM, CV & Van McNeil in the Morning - 2016 Interviews
3rd Place – WCCX-FM, A Woman of Courage

ORIGINAL FEATURE
1st Place – WYMS-FM, Neighborly Love Wins Presidential Volunteer Service Award
2nd Place – WYMS-FM, Milwaukee Bus Driver Saves Girl from a Harmful Situation
3rd Place – WVMO-FM, Monona History Mom

LARGE MARKET RADIO – MUSIC FORMAT

BEST MORNING SHOW
1ST Place – WXSS-FM, Riggs & Alley (with producer Gibbons)
2nd Place – WRIT-FM, Murphy & Meg
3rd Place – WJQM-FM, Marco and Krista

BEST RADIO SHOW
1ST Place – WKTi-FM, New Country Nites with Jillene
2nd Place – WMIL-FM, Ridder Radio Show
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BEST LIVE ON-SITE BROADCAST REMOTE
1ST Place – WKTi-FM, Summerfest from the Sky Glider with Jillene
2nd Place – WMIL-FM, Ridder Live from Kenny Chesney
3rd Place – WWQM-FM, Hole in the Wall Tour

BEST USE OF AUDIO (NON-NEWS)
1ST Place – WXSS-FM, Owen Reads Kanye Tweets
2nd Place – WYMS-FM, Landmark Lane’s “Rockin’ Roy”
3rd Place – WVMO-FM, Listening to Records Club - Halloween Show
BEST SPORTS COVERAGE
1st Place - WTCX-FM, The Voice of the Packers with Jeff Janis, Geronimo Allison, Gregg Owens & Keith Heisler
2nd Place - WOZZ-FM, Mark Daniels Training Camp Report
3rd Place - WTCX-FM, St. Mary Springs Sportscast

BEST SIGNIFICANT COMMUNITY IMPACT
1st Place - WIXX-FM, WIXX Christmas Wish
2nd Place - WAPL-FM, International Incident Baseball Project
3rd Place - WJVL-FM, Mothers Day Promotion

BEST SPECIALTY PROGRAMMING
1st Place - WKSZ-FM, Top 95.9 of 2016 on KISS FM
2nd Place - WAPL-FM, Home Brewed
3rd Place - WNCY-FM, St. Jude Radiothon 2016

BEST PROMOTIONAL ANNOUNCEMENT
1st Place - WZOR-FM, Steel Panther Giveaways
2nd Place - WOZZ-FM, Rock 94.7 Says “Goodbye”
3rd Place - WAPL-FM, Free Bird Giveaway

BEST SPORTS COVERAGE
1st Place - WIXX-FM, 92oh! Night Show with Chuck Charles
2nd Place - WIXX-FM, Jayson Slade Night Show

BEST NEWSCAST
1st Place - WECL-FM, Morning NewsCast
2nd Place - WAPL-FM, Rick & Len: News with Carol Patrizi
3rd Place - WJVL-FM, News with Stan Stricker

BEST INTERVIEW
1st Place - WKSZ-FM, Kevin Costner with Doug & Mary
2nd Place - WAPL-FM, John Cleese
3rd Place - WAPL-FM, Tom Kiefer of Cinderella

ORIGINAL FEATURE
1st Place - WJVL-FM, The Great Outdoors
2nd Place - WGTD-FM, WGTD Radio Theater: “The Kane Show - A REAR WINDOW Murder”
3rd Place - WZOR-FM, Cutter’s Guitar Shop

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place - WMYX-FM, Family Care Dental: “Don’t Talk with Your Mouth Full”
2nd Place - WXSS-FM, Gene Wagner Plumbing: Here to Help
3rd Place - WKTIFM, Huckstorf Diesel - Diesel Dabbling?

BEST HUMOROUS COMMERCIAL
1st Place - WMYX-FM, Dickenshauff H-VAC: “An Easy Name”
2nd Place - WXSS-FM, Golden Chicken
3rd Place - WMGN-FM, Madison Children’s Museum Summer Palooza

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place - WOLX-FM, Hashieder Roofing: “Brad & Kevin”
2nd Place - WMMFM, Jeweler’s Workshop: “Uniquely You”
3rd Place - WKLH-FM, All Occasions Catering

BEST ELECTION COVERAGE
1st Place - WOZZ-FM, Top 94 of 2016 Countdown
2nd Place - WOZZ-FM, Electric Lunch
3rd Place - WOZZ-FM, AM Show

BEST STATION EVENT PROMO
1st Place - WZOR-FM, One-Club Golf Outing
2nd Place - WKSZ-FM, Mini Golf on the Town
3rd Place - WJVL-FM, Mother’s Day Promotion

BEST CLIENT EVENT PROMO
1st Place - WOZZ-FM, Central Wisconsin State Fair Cowbells
2nd Place - WAPL-FM, Marvel Universe Live
3rd Place - WBCV-FM, Fireworks Country Extravaganza

BEST PUBLIC SERVICE ANNOUNCEMENT
1st Place - WHQL-FM, American Red Cross - Support Your Local Chapter Helping Victims of Matthew
2nd Place - WMGN-FM, Down with the Dealer - Traveling Dealer
3rd Place - WMGN-FM, Down with the Dealer - Teaser

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2nd Place - WXSS-FM, Alex & Cora
3rd Place - WIZM-FM, Brittany and Tracy Morning Buzz
BEST PUBLIC SERVICE ANNOUNCEMENT
1st Place - WBCV-FM, Big Brothers Big Sisters
2nd Place - WVTY-FM, St. Monica - Memory Care Unit
3rd Place - WFON-FM, 107.1 The Bull Charity

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place - WZOR-FM, The Sandlot/Watering Hole: Shaman’s Harvest
2nd Place - WKSZ-FM, The Morgue 2016 Tag 1-2
3rd Place - WSJY-FM, Ketterhagen Motors - Back in the Day

BEST HUMOROUS COMMERCIAL
1st Place - WAPL-FM, Black and Tan: Phone Call
2nd Place - WJVL-FM, Kobs & Roberts
3rd Place - WGLX-FM, Manke Automotive

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place - WIZM-FM, Itsy Bitsy Spider
2nd Place - WIFC-FM, JD Byrider Dave
3rd Place - WJVL-FM, E & D Waterworks

BEST ELECTION COVERAGE
1st Place - WKSZ-FM, Pick Your President
2nd Place - WAPL-FM, Rick & Len’s Campaign Cash Quiz
3rd Place - WFDL-FM, Election Coverage 2016

BEST SIGNIFICANT COMMUNITY IMPACT
1st Place – WCOW-FM, Dream Christmas
2nd Place - WLKG-FM, Feeding Walworth County
3rd Place - WCOW-FM, Greenlight a Vet

BEST SPECIALTY PROGRAMMING
1st Place – WRJC-FM, Local Frequencies - Dixie Duncan
2nd Place - WCQM-FM, Deer Hunter’s Take Over the Radio!
3rd Place - WCOW-FM, Country Fest Lineup Reveal

BEST PROMOTIONAL ANNOUNCEMENT
1st Place – WCOW-FM, Ben & Arnie
2nd Place - WCOW-FM, Best of Ben & Arnie
3rd Place - WLKG-FM, Robyn’s Retro Cafe

BEST STATION PROMO
1st Place – WCOW-FM, COW97’s 2016
2nd Place - WLKG-FM, More of Your Favorite Music
3rd Place - WLKG-FM, Come On Turn It Up!

BEST STATION EVENT PROMO
1st Place – WLKG-FM, That’s What She Shed
2nd Place - WCOW-FM, Bags to Cash 2016
3rd Place - WCOW-FM, St. Jude 2016

BEST CLIENT EVENT PROMO
1st Place – WAQE-FM, 12 Days of Christmas
2nd Place - WJMC-FM, Leinie’s at the Lake
3rd Place - WCOW-FM, Justin Moore - Crystal Grand Theatre

BEST PUBLIC SERVICE ANNOUNCEMENT
1st Place – WRDN-AM, Parents Who Host, Lose the Most
2nd Place - WCOW-FM, COW Calendar
3rd Place - WCOW-FM, Game On - Riverfront 2016

BEST COMMERCIAL
1st Place – WCOW-FM, Sparks Auto Body - Cool Buttons
2nd Place - WDUX-FM, East Side Mobil Cold Case
3rd Place - WRJC-FM, Shopping Show Pirate Ad

BEST HUMOROUS COMMERCIAL
1st Place – WCOW-FM, Wehers Truck & Auto - Ole and Sven
2nd Place - WCQM-FM, Redneck Christmas Story
3rd Place - WDUX-FM, Cheesie Bob Polka

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place – WCQM-FM, Far Out Heating and Cooling
2nd Place - WXYM-FM, Mauston Furniture & Appliance
3rd Place - WLKG-FM, Lake Geneva Regional News - Taste of the Lake

BEST ELECTION COVERAGE - only 1 entry
1st Place - WCOW-FM, COW97 Election Coverage 2016
Station of the Year
Music Radio
- Large Market – WKTI-FM
- Medium Market – WAPL-FM
- Small Market – WCOW-FM

News/Talk Radio
- Large Market – WTMJ-AM
- Medium Market – WCLO-AM
- Small Market – WBEV-AM

Television
- Large Market – WISN-TV
- Medium Market – WISC-TV
- Small Market – WKBT-TV

News Operation of the Year
Television
- Large Market – WISN-TV
- Medium Market – WISC-TV
- Small Market – WKBT-TV

News/Talk Radio
- Large Market – WTMJ-AM
- Medium Market – WCLO-AM
- Small Market – WTCH-AM

Social & Digital Media Station of the Year
Television
- WISN-TV

News/Talk Radio
- WI Public Radio

Music Radio
- WYMS-FM

Best of the Best
Social & Digital Media
Station of the Year
- WYMS-FM

Congratulations to all of the 2016 WBA Awards For Excellence Winners!