



WBA is proud to announce...

2013

*Awards For Excellence
Winners*



May 3, 2014

Social and Digital Media Award Winners & Television Award Winners

All Markets

BEST WEBSITE FOCUSED ON JOURNALISM

- 1st Place: WUWM FM, WUWM.COM
- 2nd Place: WTMJ TV, tmj4.com
- 3rd Place: WISN TV, WISN.Com

BEST NON-NEWS WEBSITE (MUSIC & ENTERTAINMENT)

- 1st Place: WKSZ FM, All new 95.9 KissFM - Responsive Design
- 2nd Place: WAPL FM, WAPL.com
- 3rd Place: WKZG FM, KZ Radio Website

BEST NICHE WEBSITE

- 1st Place: WISN TV, WISN 12 A-List
- 2nd Place: WKBT TV, The Compassion Project
- 3rd Place: WTMJ AM, RightWI.Com

BEST SPECIAL WEB PROJECT

- 1st Place: WISN TV, WISN 12 A-List
- 2nd Place: WEAU TV, Father Klimek
- 3rd Place: WDJT TV, March Madness on CBS58.com!

BEST USE OF USER-GENERATED CONTENT

- 1st Place: WISC TV, Health care reform forum - Audience interacts with panel via social media and Cover It Live
- 2nd Place: WISC TV, March snow storm live blog
- 3rd Place: WUWM FM, WUWM.COM

BEST INNOVATION

- 1st Place: WDJT TV, TouchVision
- 2nd Place: WISC TV, Google Hangouts
- 3rd Place: WTMJ TV, TMJ4.com weather redesign

BEST USE OF SOCIAL MEDIA

- 1st Place: WTMJ TV, TODAY'S TMJ4 Social
- 2nd Place: WISC TV, Channel3000 and WISC-TV social media accounts
- 3rd Place: WYMS FM, 88Nine's Facebook, Twitter, & Other Various Social Media Tools

BEST MULTIMEDIA AD/PROMOTIONAL CAMPAIGN

- 1st Place: WIAL FM, Cheese Shop Music Video
- 2nd Place: WISN TV, WISN 12 A-List
- 3rd Place: WKSZ FM, Diamond Dig Promotion

BEST PERSONALITY

- 1st Place: WISC TV, Jessica Arp
- 2nd Place: WISC TV, Michelle Li
- 3rd Place: WZOR FM, Cutter Andrew Puyleart

BEST LIVE ON-SITE COVERAGE

- 1st Place: WTMJ TV, Gameday: Packers vs Bears
- 2nd Place: WISN TV, Carroll University Lockdown
- 3rd Place: WISC TV, Singer arrests live from the Capitol

Large Market Television

BEST SPOT NEWS

- 1st Place: WISN TV, Children's Hospital Shooting
- 2nd Place: WISN TV, Burlington Fire
- 3rd Place: WTMJ TV, Shooting at Children's Hospital

BEST MORNING NEWSCAST

- 1st Place: WTMJ TV, Accident Aftermath
- 2nd Place: WISN TV, Winter Storm
- 3rd Place: WITI TV, FOX6 Wakeup News

BEST EVENING NEWSCAST

- 1st Place: WISN TV, Children's Hospital Shooting
- 2nd Place: WTMJ TV, Freeway Disasters
- 3rd Place: WDJT TV, Boston Marathon Bombing

BEST NEWS WRITING

- 1st Place: WITI TV, License to Kill
- 2nd Place: WITI TV, Faith on a Fault Line
- 3rd Place: WTMJ TV, The Unexpected

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WITI TV, High-Risk Rent
- 2nd Place: WITI TV, Azana Salon 911 Protocols
- 3rd Place: WTMJ TV, I-Team: Bad Bus Drivers

BEST SERIES OR DOCUMENTARY

- 1st Place: WITI TV, Dr. Ripoff
- 2nd Place: WDJT TV, Gun Control Debate
- 3rd Place: WITI TV, Backward or Skyward

BEST FEATURE

- 1st Place: WITI TV, First-Grade Crush
- 2nd Place: WITI TV, A Legion of Followers
- 3rd Place: WISN TV, Cancer Photographer

BEST LIVE ON-SCENE REPORTING

- 1st Place: WITI TV, Brad Hicks
- 2nd Place: WISN TV, Colleen Henry
- 3rd Place: WTMJ TV, Cody Holyoke

BEST CONTINUING COVERAGE

- 1st Place: WITI TV, "Smack" of Reality: Heroin's Deadly Resurgence
- 2nd Place: WISN TV, Children Die In House Fire
- 3rd Place: WTMJ TV, Kenosha Casino Controversy

BEST USE OF NEWS VIDEO

- 1st Place: WITI TV, The Million-Mile Man
- 2nd Place: WDJT TV, Ice Diving: Thrills and Chills
- 3rd Place: WISN TV, Brady Street Crossing

BEST SPORTS REPORTING

- 1st Place: WITI TV, Circling Back Around
- 2nd Place: WTMJ TV, Badger Stampede: 10 Years Later
- 3rd Place: WITI TV, Seeing and Hitting - Doubles

Television Award Winners *(continued)*

BEST SPORTSCAST

- 1st Place: WITI TV, Tim Van Vooren
- 2nd Place: WTMJ TV, Donald Driver Day, Marquette Madness, Aaron Rodgers Injured
- 3rd Place: WITI TV, Tom Pipines

BEST USE OF SPORTS VIDEO

- 1st Place: WITI TV, Sisters in the Saddle
- 2nd Place: WISN TV, Packers Vs. Bears Rivalry
- 3rd Place: WISN TV, Bringing Polo Back

BEST WEATHERCAST

- 1st Place: WITI TV, Vince Condella
- 2nd Place: WITI TV, Rob Haswell
- 3rd Place: WTMJ TV, Brian Gotter

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WISN TV, Milk Plant Shutdown
- 2nd Place: WITI TV, Contact 6
- 3rd Place: WDJT TV, Hunger Task Force

BEST SPECIALTY PROGRAMMING

- 1st Place: WDJT TV, Building the Brew Crew
- 2nd Place: WITI TV, Packers Family Night Pregame Special
- 3rd Place: WDJT TV, Behind the Chrome

BEST EDITORIAL/COMMENTARY

- 1st Place: WITI TV, "The Teditorial" - December 10, 2013
- 2nd Place: WITI TV, "The Teditorial" - August 26, 2013
- 3rd Place: WTMJ TV, Sound Off: Ryan Braun Suspension

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WDJT TV, Lombardi Super Bowl Campaign
- 2nd Place: WISN TV, AM Image "Hello" Campaign
- 3rd Place: WYTU TV, Telemundo News Promo

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WDJT TV, UPAF Ride for the Arts
- 2nd Place: WISN TV, Wheeling For Healing 2013
- 3rd Place: WISN TV, Briggs & Al's Run 2013

BEST COMMERCIAL

- 1st Place: WTMJ TV, Wisconsin's Radio Station
- 2nd Place: WITI TV, Milwaukee PC
- 3rd Place: WYTU TV, Pete's Fruit Market

Medium Market Television

BEST SPOT NEWS

- 1st Place: WBAY TV, Leo Frigo Bridge Sinks
- 2nd Place: WISC TV, Four-County Crime Spree
- 3rd Place: WBAY TV, August 7th Tornadoes

BEST MORNING NEWSCAST

- 1st Place: WKOW TV, Wake Up Wisconsin Live at Badger Bash
- 2nd Place: WBAY TV, August 7th, 2013
- 3rd Place: WLUK TV, Good Day Wisconsin Aug. 7, 2013

BEST EVENING NEWSCAST

- 1st Place: WKOW TV, WKOW 6:00 p.m. Newscast - 11/21/13
- 2nd Place: WLUK TV, FOX 11 News at 5: Sept. 25, 2013
- 3rd Place: WFRV TV, Leo Frigo Sinks

BEST NEWS WRITING

- 1st Place: WISC TV, Don Fine's Milestone
- 2nd Place: WKOW TV, PTSD Bullying
- 3rd Place: WBAY TV, Green Bay Rat Problem

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WLUK TV, State pays high rent for sex offenders
- 2nd Place: WLUK TV, FOX 11 Investigates: Welfare Cheat
- 3rd Place: WKOW TV, New WEDC Hire Resigns Following 27 News Investigation

BEST SERIES OR DOCUMENTARY

- 1st Place: WHA TV, A Farm Winter with Jerry Apps
- 2nd Place: WGBA TV, Veteran's Day (local only) Stories to Honor Those Who Served
- 3rd Place: WISC TV, Cold Case Wisconsin

BEST FEATURE

- 1st Place: WMTV TV, Dog Saves Farmer
- 2nd Place: WISC TV, Photographing "That Tree"
- 3rd Place: WLUK TV, Donald Driver surprises longtime fan

BEST LIVE ON-SCENE REPORTING

- 1st Place: WBAY TV, Jennifer Ann Wilson Composite
- 2nd Place: WISC TV, WISC-TV's Dannika Lewis Reports
- 3rd Place: WLUK TV, Duplex fire in Ashwaubenon

BEST CONTINUING COVERAGE

- 1st Place: WLUK TV, State pays high rent for sex offenders
- 2nd Place: WMTV TV, Human Trafficking
- 3rd Place: WISC TV, Investigating Brayden Turnbull's Death

BEST USE OF NEWS VIDEO

- 1st Place: WISC TV, I'm a Skier
- 2nd Place: WGBA TV, What was it like to play in the NFL after JFK was shot?
- 3rd Place: WKOW TV, Controversial Colors in Your Food

BEST SPORTS REPORTING

- 1st Place: WGBA TV, New Packers: Getting to Know You
- 2nd Place: WLUK TV, Challenges, hopes of gay area athlete
- 3rd Place: WMTV TV, Shattering Bat Stats

BEST SPORTSCAST

- 1st Place: WKOW TV, WKOW Sports Director Lance Veaser
- 2nd Place: WMTV TV, NBC 15 Sports
- 3rd Place: WMTV TV, NBC 15 Weekend Sports

Television Award Winners *(continued)*

BEST USE OF SPORTS VIDEO

- 1st Place: WISC TV, Ice Boating
- 2nd Place: WLUK TV, All Access: Appleton North game
- 3rd Place: WBAY TV, Truck Racing Royalty

BEST WEATHERCAST

- 1st Place: WBAY TV, Rebecca Schuld Composite
- 2nd Place: WMTV TV, Carlos Tucker Weather
- 3rd Place: WFRV TV, Chief Meteorologist Luke Sampe

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WLUK TV, Suicide Prevention
- 2nd Place: WKOW TV, 27 Kids Who Matter
- 3rd Place: WISC TV, Build A Better Community Day

BEST SPECIALTY PROGRAMMING

- 1st Place: WISC TV, Inside The Pitch
- 2nd Place: WHA TV, Live at Overture: The Naughtons
- 3rd Place: WFRV TV, A Farewell To Tom Mahoney

BEST EDITORIAL/COMMENTARY

- 1st Place: WISC TV, Mental Health and Guns
- 2nd Place: WLUK TV, Sitamminute

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WGBA TV, NBC26 Packers Community Weather
- 2nd Place: WLUK TV, Report It feature allows community to share news
- 3rd Place: WKOW TV, Greg Jeschke: A Life in Wisconsin

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WLUK TV, American Heart Association
- 2nd Place: WLUK TV, Suicide prevention
- 3rd Place: WKOW TV, Art Fair on the Square

BEST COMMERCIAL

- 1st Place: WGBA TV, Powers Comics: Bigger & Better
- 2nd Place: WBUW TV, SLS Cellular - Dump Your Contract
- 3rd Place: WMTV TV, Magic Wash 2013

Small Market Television

BEST SPOT NEWS

- 1st Place: WKBT TV, Winona Fire
- 2nd Place: WEAU TV, Snow Plow Fire
- 3rd Place: WKBT TV, La Crosse Fires

BEST MORNING NEWSCAST

- 1st Place: WKBT TV, News 8 This Morning: July 23, 2013
- 2nd Place: WAOW TV, Wake Up Wisconsin
- 3rd Place: WEAU TV, WEAU 13 NEWS Sunrise - September 27, 2013

BEST EVENING NEWSCAST

- 1st Place: WKBT TV, News 8 at 6: Downtown Winona Fire
- 2nd Place: WEAU TV, WEAU 13 NEWS at Six - May 2, 2013
- 3rd Place: WSAW TV, NewsChannel 7 at 6 - July 9th

BEST NEWS WRITING

- 1st Place: WKBT TV, In Search Of: Choosing Hope
- 2nd Place: WKBT TV, Unusual Catch
- 3rd Place: WAOW TV, Wandering Wisconsin: Tiny Trains

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WSAW TV, Sex Trafficking
- 2nd Place: WEAU TV, The Fight Against Domestic Violence
- 3rd Place: WKBT TV, A Family's Fight

BEST SERIES OR DOCUMENTARY

- 1st Place: WKBT TV, Beyond Bullying: Life Gets Better
- 2nd Place: WEAU TV, Bullying: Where Does the Buck Stop?
- 3rd Place: WSAW TV, Hooked

BEST FEATURE

- 1st Place: WKBT TV, In Sickness and in Health
- 2nd Place: WAOW TV, Caught on Camera
- 3rd Place: WEAU TV, The Monarch

BEST LIVE ON-SCENE REPORTING

- 1st Place: WSAW TV, Amy Pflugshaupt
- 2nd Place: WEAU TV, Kevin Hurd
- 3rd Place: WKBT TV, Pauleen Le Compilation

BEST CONTINUING COVERAGE

- 1st Place: WSAW TV, Anita Bucki Murdered
- 2nd Place: WAOW TV, Baby Treyden
- 3rd Place: WKBT TV, 45-15

BEST USE OF NEWS VIDEO

- 1st Place: WKBT TV, Rodeo Queen
- 2nd Place: WEAU TV, Field of Dreams
- 3rd Place: WAOW TV, The Art of Fire and Glass

BEST SPORTS REPORTING

- 1st Place: WKBT TV, Pool Sharks
- 2nd Place: WEAU TV, SportScene 13: Brock Holman
- 3rd Place: WAOW TV, Mac's Tragedy

BEST SPORTSCAST

- 1st Place: WEAU TV, SportScene 13
- 2nd Place: WAOW TV, Lauren Magiera
- 3rd Place: WKBT TV, News 8 Sports: Highlight Zone

BEST USE OF SPORTS VIDEO

- 1st Place: WEAU TV, Derby Girls
- 2nd Place: WAOW TV, Primetime Lights
- 3rd Place: WEAU TV, 127th Silver Mine Invitational

BEST WEATHERCAST

- 1st Place: WSAW TV, Mike Breuling
- 2nd Place: WKBT TV, StormTeam 8 Meteorologist Michelle Poedel Compilation
- 3rd Place: WEAU TV, Matt Hoffman

Television Award Winners (continued) & Radio News and Talk Award Winners

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WKBT TV, News 8's Compassion Project
- 2nd Place: WEAU TV, Biggest Loser Run/Walk
- 3rd Place: WKBT TV, Steppin' Out in Pink

BEST SPECIALTY PROGRAMMING

- 1st Place: WKBT TV, From Cruelty to Compassion
- 2nd Place: WEAU TV, WEAU 13 NEWS - Remembering Father Klimick
- 3rd Place: WSAW TV, 2013 NewsChannel 7 Golf Classic Highlight Show

BEST EDITORIAL/COMMENTARY

- 1st Place: WAOW TV, Gay Pride Parade
- 2nd Place: WKBT TV, It Starts With Me!
- 3rd Place: WSAW TV, Dick Dudley Tribute

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WAOW TV, Special Report: Cost of Child Care
- 2nd Place: WKBT TV, It's Good to Know
- 3rd Place: WSAW TV, It's Not Complicated

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WKBT TV, Granddad Half Marathon
- 2nd Place: WEAU TV, Boys and Girls Club - Men Who Cook
- 3rd Place: WSAW TV, Heart Matters - Rod's Story

BEST COMMERCIAL

- 1st Place: WKBT TV, LHI Hire A Hero
- 2nd Place: WKBT TV, Elmaro Vineyard
- 3rd Place: WSAW TV, First National Bank

Large Market Radio

BEST SPOT NEWS

- 1st Place: WTMJ AM, Shooting at Children's Hospital
- 2nd Place: WHA AM, Mine site confrontation
- 3rd Place: WHA AM, Germann Road Fire

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WHA AM, Affordable Care Act
- 2nd Place: WHA AM, Heroin in Wisconsin
- 3rd Place: WUWM FM, Scandal Shakes U.S. Speedskating

BEST FEATURE

- 1st Place: WTMJ AM, Preserving WWII History
- 2nd Place: WUWM FM, Gingerbread Houses
- 3rd Place: WHA AM, Harbormasters' Valentine

BEST NEWSCAST

- 1st Place: WISN AM, The WISN Morning Briefing
- 2nd Place: WTMJ AM, 2 p.m. News - December 13th, 2013

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WTMJ AM, Rain, Rain, Go Away
- 2nd Place: WHA AM, Treshold Singers
- 3rd Place: WUWM FM, Spearing Revisited

BEST NEWS WRITING

- 1st Place: WHA AM, Shawn Johnson
- 2nd Place: WTMJ AM, Korean War Vets See Their Memorial
- 3rd Place: WHA AM, Mike Simonson

BEST LIVE ON-SCENE REPORTING

- 1st Place: WTMJ AM, Carroll University Lockdown

BEST CONTINUING COVERAGE

- 1st Place: WTMJ AM, Say It Ain't So, Ryan
- 2nd Place: WUWM FM, Wisconsin's ACA Challenges
- 3rd Place: WHA AM, Solidarity Singers

BEST RADIO SHOW 5 AM - 9 AM

- 1st Place: WTMJ AM, Wisconsin's Morning News with Gene Mueller
- 2nd Place: WSSP AM, JFK Anniversary
- 3rd Place: WHA AM, Joy Cardin Show 4/23

BEST RADIO SHOW 9 AM - 5 AM

- 1st Place: WTMJ AM, Wisconsin's Afternoon News with John Mercure
- 2nd Place: WTMJ AM, The Jeff Wagner Show
- 3rd Place: WUWM FM, Lake Effect May 1, 2013

BEST INTERVIEW

- 1st Place: WUWM FM, Milwaukee's Masonic Wonders
- 2nd Place: WOZN FM, Paul Molitor
- 3rd Place: WSSP AM, Bomani Jones on the Big Show

BEST SPORTSCAST

- 1st Place: WTMJ AM, Greg Matzek
- 2nd Place: WTMJ AM, Doug Russell
- 3rd Place: WOZN FM, Best Sportscast 3

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WSSP AM, 7th Annual Children's Hospital of Wisconsin Toy Drive

BEST SPECIALTY PROGRAMMING

- 1st Place: WUWM FM, Race Relations in Milwaukee 50 Years after March on Washington
- 2nd Place: WTMJ AM, We Love Wisconsin Tour: Wauwatosa

BEST EDITORIAL/COMMENTARY

- 1st Place: WISN AM, Common Sense Central
- 2nd Place: WUWM FM, The Problem Isn't Obamacare - It's Us
- 3rd Place: WUWM FM, Why Amazon Will Now Collect Wisconsin Sales Tax

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WHA AM, One Day Wednesday Promo
- 2nd Place: WOZN FM, Antonio Freeman Show II
- 3rd Place: WHA AM, Afternoon News Programs

Radio News and Talk Award Winners (continued)

BEST COMMERCIAL

- 1st Place: WSSP AM, Life Would Be Sweet with John Paul's Automotive
2nd Place: WTMJ AM, Drive-By Bye-Bye
3rd Place: WSSP AM, Without the IUOOE it would sound like this...

BEST HUMOROUS COMMERCIAL

- 1st Place: WTMJ AM, True Love Finds A Way
2nd Place: WSSP AM, The Hunter and John Paul's Automotive
3rd Place: WSSP AM, John Paul's Automotive and That Guy

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WTMJ AM, Bolder Than A Covered Butt Crack
2nd Place: WSSP AM, The Nice Ash Cigar Bar Sugar Mama
3rd Place: WSSP AM, The Nice Ash Whiskey Club

Medium Market Radio

BEST SPOT NEWS

- 1st Place: WFDL AM, Need For Speed!
2nd Place: WHBL AM, Sheboygan's Blizzard
3rd Place: WHBY AM, Tornadoes

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WFDL AM, Trailer Park Shootout
2nd Place: WHBY AM, Deadly Hit & Run
3rd Place: WHBL AM, Former Sheboygan Mayor Bob Ryan Sentenced

BEST FEATURE

- 1st Place: WCLO AM, Well Heeled Men
2nd Place: WIZM AM, Oscar winning songbook
3rd Place: WTAQ AM, Wrestling With Reality

BEST NEWSCAST

- 1st Place: WTAQ AM, WTAQ's Morning News
2nd Place: WCLO AM, Southern Wisconsin's Morning News-9/3/13
3rd Place: WTAQ AM, WTAQ's Afternoon News

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WHBY AM, Automated External Defibrillators
2nd Place: WTAQ AM, Farewell To Donald
3rd Place: WCLO AM, Veterans Day

BEST NEWS WRITING

- 1st Place: WCLO AM, Beef is Better
2nd Place: WCLO AM, Familiar Flood
3rd Place: WTAQ AM, Bear Versus Packer

BEST LIVE ON-SCENE REPORTING

- 1st Place: WRJN AM, Kenosha Fire Audio
2nd Place: WHBY AM, Hwy. 41 Crash
3rd Place: WFDL AM, Armed Standoff!!!!

BEST CONTINUING COVERAGE

- 1st Place: WTAQ AM, Hilltop Fire
2nd Place: WTAQ AM, Leo's Roar
3rd Place: WHBY AM, Leo Frigo bridge

BEST RADIO SHOW 5 AM - 9 AM

- 1st Place: WCLO AM, Southern Wisconsin's Morning News-10/19/2013
2nd Place: WHBY AM, WHBY Morning Show
3rd Place: WHLA FM, Newsmakers: "Food Insecurity...At Risk of Hunger"

BEST RADIO SHOW 9 AM - 5 AM

- 1st Place: WRJN AM, WRJN Afternoon News-7/26/13
2nd Place: WHWC FM, The West Side: Heroin Epidemic
3rd Place: WHBY AM, Philcast (4-10-13)

BEST INTERVIEW

- 1st Place: WHBY AM, Boston Marathon aftermath
2nd Place: WCLO AM, Your Talk Show-Paul Ryan
3rd Place: WHWC FM, Al Ross with Lisa Lampanelli

BEST SPORTSCAST

- 1st Place: WSAU FM, WSAU SportsCast Nov 8 2013
2nd Place: WHBY AM, WHBY NOON SPORTS 12/12 - 12/16 - 12/20
3rd Place: WIZM AM, Trickle Tribute

BEST SPORTS PLAY BY PLAY

- 1st Place: WFDL AM, WAUPUN WARRIOR VOLLEYBALL
2nd Place: WFDL AM, RANDOLPH ROCKETS BASKETBALL
3rd Place: WHBY AM, Aquinas vs. Little Chute High School Basketball

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WRJN AM, Ted Sleeps Out With HALO
2nd Place: WCLO AM, Ringing & Bringing 2013
3rd Place: WHBY AM, Curbing Prostitution

BEST SPECIALTY PROGRAMMING

- 1st Place: WRJN AM, LGBT Pride
2nd Place: WSAU FM, Wisconsin Weekend (College and K9s)
3rd Place: WHBY AM, In the Huddle 12-16-13 (Justin Hull-David Bakhtiari-Scott Tolzien)

BEST EDITORIAL/COMMENTARY

- 1st Place: WHBY AM, FOX CITIES VIEWPOINT-DENNIS EPISCOPO 10-11-13
2nd Place: WIZM AM, As I See It - Get Off The Road Grandma
3rd Place: WIZM AM, As I See It - Paranoia

Radio News and Talk Award Winners (continued)

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WHBY AM, WHBY REFLECTION:
MURROW ON McCARTHY
2nd Place: WHBY AM, WHBY REFLECTION:
KING/SPANBAUER
3rd Place: WRIG AM, FOX SPORTS 1390 FM PROMO

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WTAQ AM, YMCA's Strong Kids Campaign #2
2nd Place: WTAQ AM, YMCA's Strong Kids Campaign
3rd Place: WCLO AM, Rock County Humane Society

BEST COMMERCIAL

- 1st Place: WIZM AM, Doc 360
2nd Place: WSAU FM, BARTIG PRINTING SCUBA
3rd Place: WSCO AM, Scalini Seasonings-
Just Shake It On, Sparky

BEST HUMOROUS COMMERCIAL

- 1st Place: WSAU FM, OFFICE ENTERPRISES
INCORPORATED THE WORKING DEAD
2nd Place: WTAQ AM, Keifer Uniforms
3rd Place: WTAQ AM, Sound World

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WCLO AM, Boxcars Pub & Grub
2nd Place: WCLO AM, Janesville Electric Motor Corp.
3rd Place: WOMT AM, Copper River Salmon Run
for Courthouse Pub

Small Market Radio

BEST SPOT NEWS

- 1st Place: WRJO FM, Eagle River Robbery
2nd Place: WWIS FM, Murdered Woman Identified
3rd Place: WHYB FM, Pound Shootings

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WBEV AM, Governor Signs Veterans
Bill in Mayville
2nd Place: WRJO FM, Rhinelander Shooting
3rd Place: WBEV AM, Sandy Hook Forum in Beaver Dam

BEST FEATURE

- 1st Place: WWIS FM, BRF FOOTBALL 800TH GAME
2nd Place: WBEV AM, Beaver Dam Memorial Day
Ceremony Keynote
3rd Place: WXPR FM, The Ocean Epic of Walter Wendt

BEST NEWSCAST

- 1st Place: WTCH AM, WTCH Morning Newscast 11-27-13
2nd Place: WHYB FM, Noon News 5-17-13
3rd Place: WRJO FM, WRJO Best Newscast April

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WBEV AM, American Idol contestant
Challenges Beaver Dam Students
2nd Place: WRJO FM, Syria Conflict Tea Party Rally
3rd Place: WRNC FM, Terror Tour

BEST NEWS WRITING

- 1st Place: WHYB FM, MARINETTE MARINE
2nd Place: WHYB FM, Salvation Army
3rd Place: WACD FM, Country 106 News -
City sticks with negotiators

BEST LIVE ON-SCENE REPORTING

- 1st Place: WRJO FM, Trayvon Martin Rally
2nd Place: WWIS FM, Helgeson Body Found
3rd Place: WRJO FM, Harley Davidson Museum
Anniversary

BEST CONTINUING COVERAGE

- 1st Place: WBEV AM, The Highs and Lows of the
Watermark
2nd Place: WRJO FM, Northwoods GTAC Mine
3rd Place: WHYB FM, Peshtigo Murder

BEST RADIO SHOW 5 AM - 9 AM

- 1st Place: WHYB FM, Chuck and Jim Veterans Day Show
2nd Place: WWIS FM, WWIS' BuyLine Program
3rd Place: WBEV AM, Christmas Morning Phone Calls

BEST RADIO SHOW 9 AM - 5 AM

- 1st Place: WWIS FM, Brian B's Crazy Little Christmas

BEST INTERVIEW

- 1st Place: WRJO FM, Northland Pines Basketball Coach
2nd Place: WHYB FM, Our Town 12-12-13
3rd Place: WTCH AM, Steve Holy on WTCH

BEST SPORTSCAST

- 1st Place: WTCH AM, WTCH Sportscast
2nd Place: WWIS FM, Monday Morning Quarterback
Interviews

BEST SPORTS PLAY BY PLAY

- 1st Place: WFAW AM, 2013 UW-Whitewater
Women Basketball Final Four
2nd Place: WBEV AM, Beaver Dam Post 146 wins
AA state championship

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WRJO FM, Wisconsin Council of the Blind
2nd Place: WRJO FM, 30 Hour Pledge-A-Thon
3rd Place: WWIS FM, Spotlight on Schools

BEST SPECIALTY PROGRAMMING

- 1st Place: WWIS FM, We Rob Trains
2nd Place: WBEV AM, WBEV Tribute To Veterans
3rd Place: WBEV AM, Beaver Dam Memorial Day
Ceremony Coverage

Radio News and Talk Award Winners (continued) & Radio Music Awards

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WFAW AM, Rock County Voice
- 2nd Place: WRJO FM, WRJO Morning Show Promo
- 3rd Place: WACD FM, Country 106 -
2013 Langlade County Fair \$100 Winners

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WRJO FM, Back To School Safety
- 2nd Place: WBEV AM, Green Valley Enterprises
- 3rd Place: WRJO FM, Eagle River Upward Bound PSA -
Eating Disorder

BEST COMMERCIAL

- 1st Place: WFAW AM, Wedl's Hamburger Stand -
Now Open
- 2nd Place: WRJO FM, Allied Health Halloween
- 3rd Place: WFAW AM, Fiesta Garibaldi

BEST HUMOROUS COMMERCIAL

- 1st Place: WRJO FM, Where Ya` Takin` Yer Deer -
Prime Choice
- 2nd Place: WSFQ FM, Stateline Apparel Carhartt Man

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WBEV AM, The Singing Docs from
Vita Park Eye Associates
- 2nd Place: WFAW AM, NAPA Auto Parts
- 3rd Place: WRJO FM, Watersmeet Trout Hatchery

Large Market Radio

BEST MORNING SHOW 5 AM - 9 AM

- 1st Place: WMYX FM, Kidd & Elizabeth; 99.1 The Mix
Morning Show "Barbara Forgot A Few"
- 2nd Place: WKLH FM, Dave & Carole
- 3rd Place: WXSS FM, Wes, Riggs & Alley in the Morning
103.7 KISS FM

BEST RADIO SHOW 9 AM - 5 AM

- 1st Place: WYMS FM, Afternoons With Kallao
- 2nd Place: WLDB FM, All In A Day's Work
- 3rd Place: WLUM FM, Jacent Jackson

BEST NEWSCAST

- 1st Place: WLWK FM, 94-5 The Lake's "Mornings with
Danny Clayton: 7am Newscast & Traffic"
- 2nd Place: WLMV AM, 12 30 13
- 3rd Place: WJQM FM, Jamz News Segment

BEST SPORTS COVERAGE

- 1st Place: WLUM FM, Packer Talk with John Kuhn
- 2nd Place: WLWK FM, 94-5 The Lake's "Mornings With
Danny Clayton: Packers Post-Game"

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WJQM FM, Helping The Homeless
- 2nd Place: WYMS FM, RadioMilwaukee Food Drive
- 3rd Place: WLMV AM, Mental Health-Apoyando Familias,
Aprendiendo Juntos

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WYMS FM, Remembering Dr. King
- 2nd Place: WYMS FM, Delivering the Goods

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WLWK FM, 94-5 The Lake's
"Free Fun Night Out" Series
- 2nd Place: WWQM FM, O on Strike
- 3rd Place: WYMS FM, 88Nine Listener Testimonials

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WYMS FM, Food Drive
- 2nd Place: WLWK FM, 94-5 The Lake's "Band Together"
Don't Text & Drive Campaign
- 3rd Place: WWQM FM, Storytellers Jam

BEST COMMERCIAL

- 1st Place: WLWK FM, Day is Done
- 2nd Place: WHQG FM, LW Meyer - Outlaws
- 3rd Place: WXSS FM, Milwaukee Public Museum;
Flying Monsters

BEST HUMOROUS COMMERCIAL

- 1st Place: WMMM FM, Cheba Hut Schrooms
- 2nd Place: WXSS FM, Erv-toberfest
- 3rd Place: WKLH FM, Brookfield Suites - Tradition

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WJJO FM, Cafe Costa Rica-Heritage
- 2nd Place: WLUM FM, Wicked Hop Sitting
- 3rd Place: WLMV AM, La Concha-La Escuela

BEST INTERVIEW

- 1st Place: WLMV AM, Mark Pocan
- 2nd Place: WYMS FM, Paul McCartney with Mark Keefe on
Radio Milwaukee
- 3rd Place: WLUM FM, Interview with Josh Homme -
Queens Of The Stone Age

BEST STATION EVENT PROMO

- 1st Place: WKLH FM, PEDs
- 2nd Place: WWQM FM, 501 Escape
- 3rd Place: WLMV AM, Viva Mexico

BEST STATION PROMO

- 1st Place: WKLH FM, Keyword to Cash Daaaay!
- 2nd Place: WXSS FM, KISS Kountdown
- 3rd Place: WXSS FM, 4K A Day

Radio Music Awards *(continued)*

BEST CLIENT EVENT PROMO

- 1st Place: WWQM FM, Taste Of Madison
2nd Place: WLUM FM, Summerfest U.S. Cellular Connection Stage
3rd Place: WLDB FM, Summerfest Ticket and Gaso Promo

BEST ORIGINAL FEATURE

- 1st Place: WLUM FM, The Daily Doom
2nd Place: WLWK FM, 94-5 The Lake's "Green Bay Game Day" Tailgate On The Radio
3rd Place: WLDB FM, No Bail Out 230 Trivia

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WYMS FM, Edward Sharpe and the Magnetic Zeros - Live at Discovery World

BEST SPECIALTY PROGRAMMING

- 1st Place: WYMS FM, A special evening with The Erotic Adventures of The Static Chicken
2nd Place: WLMV AM, CMC Radiothon

Medium Market Radio

BEST MORNING SHOW 5 AM - 9 AM

- 1st Place: WYTE FM, Pat and AJ in the Morning
2nd Place: WKSZ FM, Chuggs, Nikki & The KISS NATION Morning Show
3rd Place: WBCV FM, Trav in The Morning

BEST RADIO SHOW 9 AM - 5 AM

- 1st Place: WAPL FM, The Road Show with John & Elwood
2nd Place: WIFC FM, Mike Mathers and The All Night Party
3rd Place: WIFC FM, Afternoons with Belky

BEST NEWSCAST

- 1st Place: WOZZ FM, Rock 94.7 Lunchbox in the Morning News with Tom King
2nd Place: WOZZ FM, News with Lunchbox in the Morning - Chris Conley
3rd Place: WAPL FM, You Can't Make It Up File: Lion Sex

BEST SPORTS COVERAGE

- 1st Place: WOZZ FM, Sports on Lunchbox in the Morning - Tom King B
2nd Place: WIFC FM, Pack Attack Extras
3rd Place: WOZZ FM, Sports on Lunchbox in the Morning - Tom King

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WDEZ FM, 4th Annual Money for Music
2nd Place: WYTE FM, Childrens Miracle Network Radiothon
3rd Place: WOZZ FM, Rock 94.7 partners with The Tomahawk Fall Ride

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WGNV FM, Forgiveness-Hermi's Story
2nd Place: WDEZ FM, What Does Vanessa Say
3rd Place: WAPL FM, Veterans Day Salute

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WZOR FM, March Nad-ness
2nd Place: WAPL FM, Wheel of Xmas Wonder
3rd Place: WOZZ FM, Pauly Shore for Rock 94.7

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WBCV FM, BIG CHEESE 107.9 AND KOHLS CARES
2nd Place: WOZZ FM, Big Brothers/Big Sisters Badminton Tournament
3rd Place: WAPL FM, Door County Renaissance Faire

BEST COMMERCIAL

- 1st Place: WIFC FM, Mitch's Texas Taco's
2nd Place: WOZZ FM, Lucky Raven Tattoo - The Raven (male)
3rd Place: WIZM FM, Sullivans Brandy Old Fashioned

BEST HUMOROUS COMMERCIAL

- 1st Place: WGLX FM, West Side Autobody
2nd Place: WAPL FM, ALL THINGS JERKY: MUG O' MEAT
3rd Place: WGLX FM, Marshfield Scrap

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WIZM FM, Bauers Apples
2nd Place: WOZZ FM, Expressions Ink Tattooing - Your Name
3rd Place: WDEZ FM, ROGER KREAGER INSURANCE DONKEY BASEBALL

BEST INTERVIEW

- 1st Place: WAPL FM, Alice Cooper
2nd Place: WDEZ FM, BS & Vanessa Kermit the Frog
3rd Place: WOZZ FM, Terry Stevens with Dave Mustaine of Megadeth

BEST STATION EVENT PROMO

- 1st Place: WKSZ FM, Mini-Golf On The Town
2nd Place: WZOR FM, Trapt on a Boat
3rd Place: WOZZ FM, Rock 94.7's Get Lucky Party

BEST STATION PROMO

- 1st Place: WIXX FM, Pick Your Purse "Mean Boss"
2nd Place: WOZZ FM, Scary Terry Saturday Nightmare promo with Soil
3rd Place: KCLH FM, Classic Hitsmas Promo

BEST CLIENT EVENT PROMO

- 1st Place: WZOR FM, ONE CLUB GOLF OUTING
2nd Place: WJVL FM, Gordie Boucher Big Buck Contest
3rd Place: WAPL FM, ALL-CANADA SHOW

Radio Music Awards *(continued)*

BEST ORIGINAL FEATURE

- 1st Place: WDEZ FM, BS & Vanessa - Bad Santa
2nd Place: WZOR FM, Cutter's Guitar Shop:
Planet Caravan
3rd Place: WAPL FM, SMALL TOWN CRIME WAVE

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WOZZ FM, Rock 94.7 Live from Rock Fest 2013
2nd Place: WDEZ FM, BS & Nikki Memphis Broadcast
3rd Place: WYTE FM, Pat and AJ broadcast from the
2013 Hodag Country Fest

BEST SPECIALTY PROGRAMMING

- 1st Place: WIXX FM, WIXX's 1-on-1 with the Boys
w/AJ Hawk & James Jones
2nd Place: WKSZ FM, Top 95.9 of 2013
3rd Place: WOZZ FM, Rock 94.7 Live From The Basement
with Nonpoint

Small Market Radio

BEST MORNING SHOW 5 AM - 9 AM

- 1st Place: WCOW FM, Ben and Arnie on COW97
2nd Place: WLKG FM, LifeMatters ...with Dave and Nancy
3rd Place: WKFX FM, Arnie Wheeler & The Fox Morning
Extravaganza

BEST RADIO SHOW 9 AM - 5 AM

- 1st Place: WLKG FM, The Melissa Jordan Show
2nd Place: WKFX FM, Ryan Quinn - Middays on the Fox
3rd Place: WLKG FM, Middays with Mandy James

BEST NEWSCAST

- 1st Place: WKFX FM, WKFX News from the Northwest
Wisconsin Newscaster
2nd Place: WJMQ FM, Frog Country Morning Newscast
3rd Place: WLST FM, Evening News and Sports 4-26-13

BEST SPORTS COVERAGE

- 1st Place: WCOW FM, COW97 Sports Update With
John P.
2nd Place: WJMQ FM, New London State Softball
Tournament Coverage
3rd Place: WLKG FM, Sports Jam - 4 on 4

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WLKG FM, Feeding Walworth County
2nd Place: WCOW FM, Dream Christmas
3rd Place: WCQM FM, 98Q helps school stay open

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WQPC FM, The Radio Story of Norb Aschom
2nd Place: WLKG FM, Ryan Braun Music Suspension
3rd Place: WCOW FM, Ben and Arnie Turdy
Point Buck Reveal

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WLKG FM, Holiday Montage
2nd Place: WCOW FM, St. Jude Total
3rd Place: WCOW FM, Ben and Arnie Show Promo

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WDUX FM, Turkey Trot
2nd Place: WLKG FM, AVERYDay YouthAct!
3rd Place: WCOW FM, No To Bullying

BEST COMMERCIAL

- 1st Place: WLKG FM, Cruise Inn - Big Game
2nd Place: WJH FM, Star Liquor Store
3rd Place: WJMQ FM, D. Mitchell Interiors-"Scrooge"

BEST HUMOROUS COMMERCIAL

- 1st Place: WDUX FM, Chain O' Lakes Chiropractic
2nd Place: WJH FM, Little Pizza Shop
3rd Place: WJMC FM, Beer Cheese Bar and Grill -
If the menu could talk

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WCOW FM, Deans Satellite - Kindle
2nd Place: WLKG FM, Reel Life TV - Man Overboard
3rd Place: WLST FM, Table 6

BEST INTERVIEW

- 1st Place: WLKG FM, Singer Gayla Peevey
2nd Place: WLKG FM, Packer LeRoy Butler
3rd Place: WKFX FM, Ryan Quinn with The Voice
contestant Ashley Dubose

BEST STATION EVENT PROMO

- 1st Place: WLKG FM, Win a Wedding
2nd Place: WJMC FM, Countryfest 2013
3rd Place: WKFX FM, Rockfest 2013

BEST STATION PROMO

- 1st Place: WLST FM, Stuffing Your Car
2nd Place: WLKG FM, When Do I Listen to Lake 961?
3rd Place: WKFX FM, YOU DON'T ASK FOR MUCH IN LIFE

BEST CLIENT EVENT PROMO

- 1st Place: WKFX FM, Northwest Honda
Hot Summer Ridin' Contest
2nd Place: WAQE FM, Star 12 Days of Christmas
3rd Place: WKFX FM, Fox Christmas Stash Promo

BEST ORIGINAL FEATURE

- 1st Place: WLKG FM, The Lake Geneva Minute
2nd Place: WKFX FM, This Week in Geek
3rd Place: WLKG FM, Win a Wedding

Radio Music Awards *(continued)*

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WLKG FM, Live at the Walworth County Fair
2nd Place: WKFX FM, 2103 Lumberjack World Championships - Kenny Mayne Interview
3rd Place: WBSZ FM, ABC Raceway Race Night Live Broadcast

BEST SPECIALTY PROGRAMMING

- 1st Place: WCOW FM, The Kenny Chesney Special
2nd Place: WLKG FM, Venetian Fest Fireworks
3rd Place: WCOW FM, Country Fest Reveal 2013

2013 News Operation of the Year Award Winners

TELEVISION

LARGE MARKET

WITI TV
Milwaukee

MEDIUM MARKET

WISC TV
Madison

SMALL MARKET

WKBT TV
La Crosse

NEWS AND TALK RADIO

LARGE MARKET

WTMJ AM
Milwaukee

MEDIUM MARKET

WTAQ AM
Green Bay

SMALL MARKET

WRJO FM
Eagle River

2013 Social and Digital Media Operation of the Year Award Winner

ALL MARKETS

WISC TV
Madison

2013 Station of the Year Award Winners

TELEVISION

LARGE MARKET

WITI TV
Milwaukee

MEDIUM MARKET

WLUK TV
Green Bay

SMALL MARKET

WKBT TV
La Crosse

NEWS AND TALK RADIO

LARGE MARKET

WTMJ AM
Milwaukee

MEDIUM MARKET

WHBY AM
Appleton

SMALL MARKET

WRJO FM
Eagle River

MUSIC RADIO

LARGE MARKET

WYMS FM
Milwaukee

MEDIUM MARKET

WOZZ FM
Wausau/Stevens Point

SMALL MARKET

WLKG FM
Lake Geneva



CONGRATULATIONS TO ALL OF THE
2013 WBA AWARDS FOR EXCELLENCE WINNERS!

