

WBA is proud to announce...

2014

*Awards For Excellence
Winners*



May 2, 2015

Social and Digital Media Award Winners & Television Award Winners

All Markets

BEST WEBSITE FOCUSED ON JOURNALISM

- 1st Place: WI Public Radio, WPR.ORG
2nd Place: WUWM FM, WUWM.COM
3rd Place: WISC TV, Channel3000.com

BEST NON-NEWS WEBSITE (MUSIC & ENTERTAINMENT)

- 1st Place: WYMS FM, 88Nine Radio Milwaukee Website
2nd Place: WOZZ FM, Rock 94.7
3rd Place: WKZG FM, www.myKZradio.com

BEST NICHE WEBSITE

- 1st Place: WUWM FM, WUWM "More than My Record"
2nd Place: WISC TV, Community Websites
3rd Place: WYMS FM, 88Nine Radio Milwaukee Voting Guide

BEST SPECIAL WEB PROJECT

- 1st Place: WYMS FM, Field Report Interactive Timeline for Field Report Day
2nd Place: WBAY TV, Flying with the Thunderbirds
3rd Place: WISC TV, Election Night Map

BEST USE OF USER-GENERATED CONTENT

- 1st Place: WUWM FM, WUWM.COM: Demonstrators Block Freeway Lanes on I-43 in Milwaukee, 74 People Arrested
2nd Place: WISC TV, Time for Kids - The Buddy Project
3rd Place: WKBT TV, La Crosse, #UnityDay2014

BEST INNOVATION

- 1st Place: WISC TV, Live Internet Video
2nd Place: WHA TV, Vet to Vet
3rd Place: WTAQ AM, WTAQ's Limited Engagement

BEST USE OF SOCIAL MEDIA

- 1st Place: WLUK TV, Fox 11 Facebook and Twitter
2nd Place: WTMJ AM, 620 WTMJ Social Media
3rd Place: WMTV TV, Social Media

BEST MULTIMEDIA AD/PROMOTIONAL CAMPAIGN

- 1st Place: WKBT TV, The Compassion Project
2nd Place: WNCY FM, Y100's Big Sing
3rd Place: WXSS FM, Kraig Karson and the Chevy Cruze

BEST PERSONALITY

- 1st Place: WISN TV, Melinda Davenport - WISN 12 News
2nd Place: WLKG FM, Melissa Jordan
3rd Place: WTMJ AM, Gene Mueller

BEST LIVE ON-SITE COVERAGE

- 1st Place: WISN TV, WISN.com - Dontre Hamilton Decision
2nd Place: WLUK TV, Door County Flooding
3rd Place: WNCY FM, Y100's Country USA All Access

Large Market Television

BEST SPOT NEWS

- 1st Place: WITI TV, Police Officer Not Charged in Shooting
2nd Place: WISN TV, Freeway Shutdown
3rd Place: WISN TV, Hamilton Decision

BEST MORNING NEWSCAST

- 1st Place: WISN TV, Miller Park Fire & Train Derailment
2nd Place: WTMJ TV, Verona Tornado Coverage
3rd Place: WITI TV, Fox6 Wakeup - November 5

BEST EVENING NEWSCAST

- 1st Place: WITI TV, FOX6 News at 5:00 - December 22
2nd Place: WITI TV, FOX6 News at 9:00 - June 26
3rd Place: WISN TV, Summer Storms

BEST NEWS WRITING

- 1st Place: WITI TV, "Santa Bob"
2nd Place: WISN TV, Potter Adoption
3rd Place: WTMJ TV, The Ice Bucket Reality

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WTMJ TV, I-Team: Cause for Alarm
2nd Place: WTMJ TV, I-Team: DPW on the Clock
3rd Place: WYTU TV, Suicidio: Decisión de vida o muerte

BEST SERIES OR DOCUMENTARY

- 1st Place: WISN TV, Suicide Survivor
2nd Place: WMVS TV, Adelante: Author Reyna Grande
3rd Place: WITI TV, Deadbeat Dad

BEST FEATURE

- 1st Place: WDJT TV, Beating the Odds: Homeless in High School
2nd Place: WISN TV, Monuments Men
3rd Place: WITI TV, Standing Guard

BEST LIVE ON-SCENE REPORTING

- 1st Place: WISN TV, Kent Wainscott
2nd Place: WTMJ TV, Steve Chamraz Live: "Freeway Protest"
3rd Place: WISN TV, Colleen Henry

BEST CONTINUING COVERAGE

- 1st Place: WISN TV, Hamilton Police Shooting
2nd Place: WISN TV, Slenderman Stabbing
3rd Place: WDJT TV, Police Shooting at Red Arrow Park

BEST USE OF NEWS VIDEO

- 1st Place: WISN TV, Ice Breakers
2nd Place: WITI TV, Ice Caves
3rd Place: WITI TV, Portrait of a Pope

BEST SPORTS REPORTING

- 1st Place: WITI TV, Play Ball!
2nd Place: WISN TV, Running for a Cause
3rd Place: WTMJ TV, At Home with the Roenicke's

Television Award Winners - Continued

BEST SPORTSCAST

- 1st Place: WISN TV, Stephanie Sutton
- 2nd Place: WITI TV, Tom Pipines
- 3rd Place: WISN TV, Dan Needles

BEST USE OF SPORTS VIDEO

- 1st Place: WITI TV, Standing Box Jumper
- 2nd Place: WISN TV, See Jack Play
- 3rd Place: WITI TV, 5th Quarter Composite

BEST WEATHERCAST

- 1st Place: WITI TV, Vince Condella
- 2nd Place: WISN TV, Mark Baden
- 3rd Place: WTMJ TV, John Malan

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WISN TV, Class Act
- 2nd Place: WITI TV, Commitment to ALS
- 3rd Place: WTMJ TV, Sports Auction 4 MACC

BEST SPECIALTY PROGRAMMING

- 1st Place: WMVS TV, Stitching History from the Holocaust - The Arts Page Special
- 2nd Place: WTMJ TV, The Olympic Zone
- 3rd Place: WISN TV, Season to Celebrate

BEST EDITORIAL/COMMENTARY

- 1st Place: WITI TV, The Teditorial - Ferguson
- 2nd Place: WISN TV, Class Act
- 3rd Place: WITI TV, The Teditorial - Manney Decision

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WISN TV, WISN 12 60 Years Image
- 2nd Place: WTMJ TV, TODAY's TMJ4 Experience
- 3rd Place: WTMJ TV, Friday Football Frenzy

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WISN TV, Wheeling for Healing
- 2nd Place: WISN TV, Tails on the Trails
- 3rd Place: WTMJ TV, The TODAY's TMJ4 Community Baby Shower

BEST COMMERCIAL

- 1st Place: WISN TV, El Beso
- 2nd Place: WITI TV, Suburban Motors Harley-Davidson
- 3rd Place: WTMJ TV, NuMale Medical Center

BEST TOPICAL PROMOTION

- 1st Place: WTMJ TV, Taken Away for Months
- 2nd Place: WISN TV, Ice Breakers
- 3rd Place: WITI TV, "Meowaukee's Famous Furball"

ELECTION NIGHT COVERAGE

- 1st Place: WITI TV, You Decide
- 2nd Place: WYTU TV, Election Night Coverage
- 3rd Place: WTMJ TV, WTMJ Gubernatorial Election Coverage

Medium Market Television

BEST SPOT NEWS

- 1st Place: WISC TV, the Search for Kayden Powell
- 2nd Place: WGBA TV, Veteran Loses Everything
- 3rd Place: WBAY TV, Pulaski Bus Crash

BEST MORNING NEWSCAST

- 1st Place: WMTV TV, Overnight Tornadoes in Madison
- 2nd Place: WKOW TV, Wake Up Wisconsin
- 3rd Place: WMTV TV, BratFest 2014

BEST EVENING NEWSCAST

- 1st Place: WISC TV, Baby Kayden Found
- 2nd Place: WISC TV, UW Coach Andersen Quits
- 3rd Place: WBAY TV, Amber Wilde

BEST NEWS WRITING

- 1st Place: WISC TV, Massey Family Revisited
- 2nd Place: WHA TV, In a New Light
- 3rd Place: WISC TV, Coming Home

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WISC TV, 911 Dane Com System Overhaul
- 2nd Place: WLUK TV, Sex Offender Audit Shortcomings
- 3rd Place: WMTV TV, A Mother's Fight for Baby Formula Insurance Coverage

BEST SERIES OR DOCUMENTARY

- 1st Place: WFRV TV, Veterans Day
- 2nd Place: WISC TV, Reality Check - The Fact and Fiction in Political Ads
- 3rd Place: WMTV TV, Welcoming Baby

BEST FEATURE

- 1st Place: WISC TV, Wisconsin Native Receives Congressional Medal of Honor 151 Years Later
- 2nd Place: WFRV TV, Buggy Ride to Packers Opener
- 3rd Place: WLUK TV, Typewriter Adds Unique Notes to Classical Music Concert

BEST LIVE ON-SCENE REPORTING

- 1st Place: WMTV TV, John Stofflet
- 2nd Place: WBAY TV, Patrick Nelson
- 3rd Place: WMTV TV, Ashley Matthews

BEST CONTINUING COVERAGE

- 1st Place: WBAY TV, Propane Shortage
- 2nd Place: WBAY TV, Ricin House
- 3rd Place: WLUK TV, Fox 11 Investigates Sex Offender Audit Shortcomings

BEST USE OF NEWS VIDEO

- 1st Place: WBAY TV, Ice Caves
- 2nd Place: WFRV TV, Birthday Wish Comes True
- 3rd Place: WHA TV, Woven Together

Television Award Winners - Continued

BEST SPORTS REPORTING

- 1st Place: WLUK TV, Bat Girl Battling Cancer Inspires Team
2nd Place: WLUK TV, Packer Player's Heartwarming Gesture for Bike Bud
3rd Place: WKOW TV, Tennis in the Family

BEST SPORTSCAST

- 1st Place: WISC TV, Jay Wilson Compilation
2nd Place: WLUK TV, Drew Smith, Fox 11 Sports
3rd Place: WMTV TV, Sportscast

BEST USE OF SPORTS VIDEO

- 1st Place: WHA TV, Mad Wreckin' Dolls
2nd Place: WKOW TV, Jumping Off the Slopes
3rd Place: WMTV TV, When We Were Kings

BEST WEATHERCAST

- 1st Place: WFRV TV, Best Weathercast Luke Sampe
2nd Place: WGBA TV, NBC26 Today Weather: Brian Niznansky
3rd Place: WMTV TV, Carlos Tucker

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WMTV TV, NBC15 Share Your Holidays 2014
2nd Place: WBAY TV, CP Telethon
3rd Place: WMTV TV, WMTV Crystal Apple Awards

BEST SPECIALTY PROGRAMMING

- 1st Place: WGBA TV, Packers-Bears Pregame Show
2nd Place: WISC TV, UW Badger Basketball - Final Four Special
3rd Place: WBAY TV, Monday Night Kick-Off

BEST EDITORIAL/COMMENTARY

- 1st Place: WISC TV, Repealing Common Core a Political Stunt
2nd Place: WISC TV, Stop Trying to Limit Voting
3rd Place: WLUK TV, Making Safe Decisions in the New Year

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WISC TV, News 3 - Experience Matters (Campaign)
2nd Place: WKOW TV, Digging Deeper
3rd Place: WMTV TV, Weather Fall Shovel 2014 HD

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WHA TV, Veterans Coming Home
2nd Place: WISC TV, Zoo Chamber Concert 15
3rd Place: WISC TV, Time for Kids - Taking Time

BEST COMMERCIAL

- 1st Place: WMTV TV, Sassy Cow Creamery Traveling Milk HD
2nd Place: WLUK TV, Lamers Dairy
3rd Place: WISC TV, iFind Price Tracker 15

BEST TOPICAL PROMOTION

- 1st Place: WHA TV, Wisconsin From the Air
2nd Place: WISC TV, Cold Case Baby Valentine
3rd Place: WISC TV, 10 Investigates - Heroin Monday 30

ELECTION NIGHT COVERAGE

- 1st Place: WBAY TV, Election Night
2nd Place: WMTV TV, Election Night in Wisconsin
3rd Place: WLUK TV, WLUK Election Night Coverage

Small Market Television

BEST SPOT NEWS

- 1st Place: WKBT TV, La Crosse Explosion
2nd Place: WAOW TV, House Explosion
3rd Place: WAOW TV, Deadly Crash

BEST MORNING NEWSCAST

- 1st Place: WSAW TV, Sunrise 7 - November 11, 2014
2nd Place: WKBT TV, News 8 this Morning: December 9, 2014
3rd Place: WAOW TV, Wake Up Wisconsin - February 21, 2014

BEST EVENING NEWSCAST

- 1st Place: WAOW TV, Newsline 9 at 10
2nd Place: WAOW TV, Live at 5 Newsline 9
3rd Place: WKBT TV, News 8 at Five: The Compassion Project

BEST NEWS WRITING

- 1st Place: WKBT TV, Cody's Bucket List
2nd Place: WEAU TV, Dirty Purses
3rd Place: WAOW TV, The Power of Love

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WSAW TV, Prostitution Sting
2nd Place: WEAU TV, Payday Loans: Fast cash or big trouble?
3rd Place: WKBT TV, School Security and Voting

BEST SERIES OR DOCUMENTARY

- 1st Place: WAOW TV, Outdoors with Lauren
2nd Place: WKBT TV, Freedom Honor Flight: More than Memorials
3rd Place: WKBT TV, Tears to Water

BEST FEATURE

- 1st Place: WKBT TV, Audra's Animals
2nd Place: WKBT TV, Backroad Express Riders
3rd Place: WSAW TV, Turning to a Unique Hobby

BEST LIVE ON-SCENE REPORTING

- 1st Place: WSAW TV, WSAW's Amy Pflugshaupt
2nd Place: WKBT TV, Mark McPherson
3rd Place: WKBT TV, Brittany Schmidt

Television Award Winners - Continued & Radio News and Talk Winners

BEST CONTINUING COVERAGE

- 1st Place: WKBT TV, Gman and Kelly
2nd Place: WEAU TV, The Van De Loo Trial
3rd Place: WAOW TV, Trucking Buddy

BEST USE OF NEWS VIDEO

- 1st Place: WKBT TV, Marking 50 with the Furlano Five
2nd Place: WKBT TV, Jesse's Legacy
3rd Place: WAOW TV, Ice Caves

BEST SPORTS REPORTING

- 1st Place: WKBT TV, Striking out Cancer
2nd Place: WSAW TV, The Game of Life: Isak Blum
3rd Place: WSAW TV, The Mad Bomber:
David Pokrandt

BEST SPORTSCAST

- 1st Place: WEAU TV, SportsScene 13 (2)
2nd Place: WKBT TV, News 8 Sports: Highlight Zone
3rd Place: WSAW TV, News Channel 7 Sports -
Hilight Zone

BEST USE OF SPORTS VIDEO

- 1st Place: WEAU TV, On the Water with the Ski Sprites
2nd Place: WAOW TV, Ice Diving
3rd Place: WKBT TV, Gear Up

BEST WEATHERCAST

- 1st Place: WSAW TV, Weather with Meteorologist
Mark Holley
2nd Place: WSAW TV, Weather with Meteorologist
Chad Franzen
3rd Place: WKBT TV, Stormteam 8 Meteorologist
Michelle Poedel

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WKBT TV, The Compassion Project
2nd Place: WAOW TV, Crime Stoppers
3rd Place: WAOW TV, Jefferson Awards

BEST SPECIALTY PROGRAMMING

- 1st Place: WKBT TV, Oktoberfest Maple Leaf Parade
2nd Place: WSAW TV, Pointer Men's
Basketball vs. Emory
3rd Place: WKBT TV, News 8 Sports:
Highlight Zone Preview Show

BEST EDITORIAL/COMMENTARY

- 1st Place: WEAU TV, Pumpkin Spice Taste Test
2nd Place: WAOW TV, Gray's Gridiron
3rd Place: WAOW TV, On Wisconsin!

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WKBT TV, Weather Factoids
2nd Place: WKBT TV, Mobile Redesign
3rd Place: WSAW TV, It's Been a Long Winter Series

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WKBT TV, Big Muddy Run
2nd Place: WKBT TV, The Pause Project
3rd Place: WAOW TV, Race for the Cure

BEST COMMERCIAL

- 1st Place: WAOW TV, Mad Santa
2nd Place: WKBT TV, J Company Interior Design
3rd Place: WEAU TV, Bushel & A Peck

BEST TOPICAL PROMOTION

- 1st Place: WKBT TV, Tears to Water
2nd Place: WEAU TV, NEWS SWEEPS: Training Day
3rd Place: WAOW TV, Laughter is the Best Medicine

ELECTION NIGHT COVERAGE

- 1st Place: WKBT TV, WKBT News 8
2nd Place: WSAW TV, Election Coverage 2014
3rd Place: WAOW TV, WAOW Election Night

Large Market Radio

BEST SPOT NEWS

- 1st Place: WTMJ AM, I-43 Shutdown
2nd Place: WTMJ AM, DA Decision on Dontre Hamilton
3rd Place: WI Public Radio, Same Sex Marriage
Ban Overturned

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WUWM FM, 25 Years of School Vouchers
2nd Place: WUWM FM, Milwaukee Veteran Caught
in Claims Backlog
3rd Place: WI Public Radio, Sand Ridge Sex Offenders

BEST FEATURE

- 1st Place: WISN AM, D-Day Plus 70 Years of Service
2nd Place: WTMJ AM, Vivid Memories of WWII
3rd Place: WI Public Radio, Wisconsin Shrimp Farm

BEST NEWSCAST

- 1st Place: WTMJ AM, November 5, 2014 -
7:00 am Newscast
2nd Place: WISN AM, The WISN Morning Briefing
3rd Place: WTMJ AM, March 31, 2014 - 7:00 am Newscast

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WTMJ AM, Let's Go Curling!
2nd Place: WUWM FM, Tracking Birds in Ozaukee County
3rd Place: WISN AM, A Ride That Reigns

BEST NEWS WRITING

- 1st Place: WI Public Radio, Glen Moberg
2nd Place: WUWM FM, Milwaukee Reacts to
String of Shootings
3rd Place: WI Public Radio, Shawn Johnson

Radio News and Talk Winners - Continued

BEST LIVE ON-SCENE REPORTING

- 1st Place: WTMJ AM, Northwestern Mutual Fire
2nd Place: WTMJ AM, Bradley Center Protest

BEST CONTINUING COVERAGE

- 1st Place: WTMJ AM, Dontre Hamilton Investigation
2nd Place: WUWM FM, Dontre Hamilton's Death
3rd Place: WI Public Radio, Wisconsin Gun Homicides

BEST MORNING RADIO SHOW

- 1st Place: WSSP AM, Chuck & Wickett
2nd Place: WTMJ AM, Wisconsin's Morning News with Gene Mueller
3rd Place: WI Public Radio, Joy Cardin Show November 21, 2014

BEST RADIO SHOW

- 1st Place: WOKY AM, The Mike Heller Show
2nd Place: WUWM FM, Lake Effect: November 20, 2014
3rd Place: WTMJ AM, Wisconsin's Afternoon News with John Mercure

BEST INTERVIEW

- 1st Place: WTMJ AM, Brett Favre on Wisconsin's Morning News with Gene Mueller
2nd Place: WSSP AM, Bill Michaels and Brett Favre
3rd Place: WUWM FM, Landing on a Comet

BEST SPORTSCAST

- 1st Place: WTMJ AM, Greg Matzek Sportscast

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WTMJ AM, Preps Live - WIAA Football Division 1 Championship Game

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WTMJ AM, Milwaukee Rescue Mission's Day of Hope
2nd Place: WUWM FM, Project Milwaukee: Black Men in Prison
3rd Place: WSSP AM, WSSP Annual Toy Drive for Children's Hospital of WI

BEST SPECIALTY PROGRAMMING

- 1st Place: WISN AM, The Jay Weber Town Hall Meeting
2nd Place: WTMJ AM, Opening Day Live
3rd Place: WOZN FM, NFL Draft

BEST EDITORIAL/COMMENTARY

- 1st Place: WUWM FM, Black Earth
2nd Place: WI Public Radio, Exotic in Wisconsin
3rd Place: WI Public Radio, Isolation Bubble

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WI Public Radio, Two Dollars a Day
2nd Place: WOZN FM, MWFB Recruitment Rewarding Career
3rd Place: WTMJ AM, Opening Day Live

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WTMJ AM, Jeff Jordan, Newborn Fire Survivor

BEST COMMERCIAL

- 1st Place: WSSP AM, Jimmy's Island Grill - A Mindset Away
2nd Place: WTMJ AM, Megadose
3rd Place: WSSP AM, Kindy Optical - Hollywood

BEST HUMOROUS COMMERCIAL

- 1st Place: WSSP AM, John Paul's Automotive - 'Tis the Season
2nd Place: WSSP AM, John Paul's Automotive - Are We There Yet?

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WSSP AM, Nice Ash Cigar Bar - Vegas
2nd Place: WSSP AM, Nice Ash Cigar Bar - Dig Your Way Out

ELECTION COVERAGE

- 1st Place: WISN AM, Decision 2014: The Final Vote
2nd Place: WTMJ AM, Battleground Wisconsin
3rd Place: WI Public Radio, WPR Election Night Coverage

Medium Market Radio

BEST SPOT NEWS

- 1st Place: WCLO AM, Kids React
2nd Place: WCLO AM, School Protest
3rd Place: WIZM AM, It's Raining Asphalt and Diesel Fuel

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WTAQ AM, Operation Vanguard
2nd Place: WRJN AM, Killer Heroin
3rd Place: WTAQ AM, Officer Wicklund Investigation

BEST FEATURE

- 1st Place: WTAQ AM, Reflections in the Wall
2nd Place: WIZM AM, Yesterday in La Crosse 8-8
3rd Place: WCLO AM, Wedding Day Blues

BEST NEWSCAST

- 1st Place: WTAQ AM, WTAQ's Morning News - June 18
2nd Place: WTAQ AM, WTAQ's Morning News - June 5
3rd Place: WSAU FM, WSAU Wisconsin Morning News

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WTAQ AM, Opening Day
2nd Place: WCLO AM, 911 Callers
3rd Place: WCLO AM, Memorial Day

Radio News and Talk Winners - Continued

BEST NEWS WRITING

- 1st Place: WTAQ AM, Toilet Day
- 2nd Place: WCLO AM, Fundraising Fashion
- 3rd Place: WCLO AM, High Flying Fund Drive

BEST LIVE ON-SCENE REPORTING

- 1st Place: WIZM AM, It's Raining Asphalt and Diesel Fuel
- 2nd Place: WHBY AM, Kaukauna Fire
- 3rd Place: WOMT AM, ALS Walk for Bernette Seiler

BEST CONTINUING COVERAGE

- 1st Place: WTAQ AM, Same Sex Marriage in Wisconsin
- 2nd Place: WTAQ AM, Green Bay's Walmart Debate
- 3rd Place: WFDL AM, Rape Joke

BEST RADIO MORNING RADIO SHOW

- 1st Place: WCLO AM, Southern Wisconsin's Morning News February 6, 2014
- 2nd Place: WSAU FM, WSAU Wisconsin Morning News
- 3rd Place: WHBY AM, WHBY Morning Show

BEST RADIO SHOW

- 1st Place: WHLA FM, Women's Criminal Justice System
- 2nd Place: WTAQ AM, The Jerry Bader Show
- 3rd Place: WCLO AM, Your Talk Show - May 6, 2014

BEST INTERVIEW

- 1st Place: WHLA FM, Moore on Race Relations
- 2nd Place: WSCO AM, Justin Hull with Glenn "The Big Dog" Robinson
- 3rd Place: WHBY AM, Dave Edwards with Colonel Tim Raynor

BEST SPORTSCAST

- 1st Place: WSCO AM, WSCO Morning Sports
- 2nd Place: WHBY AM, WHBY Morning Sports with Justin Hull
- 3rd Place: WHBY AM, WHBY Noon Sports with Marques Pfaff

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WRIG AM, DC Everest High School Hockey vs. Antigo
- 2nd Place: WSCO AM, State Semifinal Football - Menasha vs. Homestead November 15
- 3rd Place: WCLO AM, WCLO Sports - Janesville Parker Baseball June 17, 2014

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WHBY AM, Heroin, Hell and Healing
- 2nd Place: WHBY AM, Candidate Debates
- 3rd Place: WTAQ AM, Families of Children with Cancer

BEST SPECIALTY PROGRAMMING

- 1st Place: WCLO AM, Race Relations Panel
- 2nd Place: WCLO AM, Ryan vs. Zerban Debate
- 3rd Place: WTAQ AM, 6th District GOP

BEST EDITORIAL/COMMENTARY

- 1st Place: WSAU FM, Conley Commentary - "Winter Concert"
- 2nd Place: WCLO AM, Al's Sports Commentary - April 23, 2014
- 3rd Place: WOSH AM, My Two Cents: Screw the Facts, We Have a Narrative to Advance Here

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WHBY AM, WHBY Heritage
- 2nd Place: WCLO AM, Giant Easter Baskets
- 3rd Place: WSCO AM, Bud Light March to the Championship

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WHBY AM, Philcast "It's a Wonderful Life" Live
- 2nd Place: WHBY AM, Honor Flight
- 3rd Place: WCLO AM, United Way - Blackhawk Region

BEST COMMERCIAL

- 1st Place: WHBY AM, Man Cave Headquarters
- 2nd Place: WCLO AM, Jackson Monument - Tell the Story
- 3rd Place: WRJN AM, Finn Christensen and Son - Neglected Foundation

BEST HUMOROUS COMMERCIAL

- 1st Place: WTAQ AM, Movie Night
- 2nd Place: WSAU FM, Cimos Ruger Christmas
- 3rd Place: WCLO AM, Italian House - Godfather

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WCLO AM, Janesville Electric Motor Corp.
- 2nd Place: WHBY AM, Sues Electronics
- 3rd Place: WTAQ AM, ReBath

ELECTION COVERAGE

- 1st Place: WTAQ AM, Decision 2014 on WTAQ
- 2nd Place: WCLO AM, Election Night 2014
- 3rd Place: WHBY AM, 2014 Election Night

Small Market Radio

BEST SPOT NEWS

- 1st Place: WBEV AM, Fire Destroys Lomira BP
- 2nd Place: WHYB FM, Crivitz Plane Crash
- 3rd Place: WWIS FM, Fatal BRF House Fire

Radio News and Talk Winners - Continued & Radio Music Winners

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WBEV AM, PFC Resignation Following Sexist Comment
2nd Place: WBEV AM, Sheriff, Sergeant, Private
3rd Place: WHYB FM, Driving Under Prescription Drugs

BEST FEATURE

- 1st Place: WRJO FM, 10 Year Old's Record Marathon Run
2nd Place: WRJO FM, Wisconsin Fishing Opener 2014
3rd Place: WWIS FM, Local Band Heads to Summerfest

BEST NEWSCAST

- 1st Place: WBEV AM, December 5th Noon News
2nd Place: WRJO FM, WRJO August Newscast
3rd Place: WHYB FM, WHYB Evening News July 25, 2014

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WRJO FM, Memorial Day Parades
2nd Place: WBEV AM, School Board Drum Solo
3rd Place: WHYB FM, Memorial Day

BEST NEWS WRITING

- 1st Place: WHYB FM, Weather Warning System
2nd Place: WBEV AM, Heroin in Randolph

BEST LIVE ON-SCENE REPORTING

- 1st Place: WBEV AM, Horicon House Fire

BEST CONTINUING COVERAGE

- 1st Place: WBEV AM, Watermark - Sink or Swim
2nd Place: WRJO FM, Minocqua Torpy Park Trees
3rd Place: WWIS FM, BRF Council Looks to Dissolve Police Force

BEST RADIO MORNING RADIO SHOW

- 1st Place: WWIS FM, The BuyLine Program - August 2, 2014
2nd Place: WBEV AM, WBEV Morning Show with Bill and John

BEST RADIO SHOW

- 1st Place: WBEV AM, Idea Exchange with Brenda Murphy
2nd Place: WWIS FM, Brian B's Crazy Little Christmas

BEST INTERVIEW

- 1st Place: WWIS FM, Coach Storlie Goes for a State Title
2nd Place: WHYB FM, Our Town January 23, 2014
3rd Place: WBEV AM, Dodge County Sheriff - Candidate Interviews

BEST SPORTSCAST

- 1st Place: WWIS FM, Monday Morning Quarterback Interviews
2nd Place: WBEV AM, Green & Gold Fix

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WFAW AM, UW-Whitewater Basketball National Championship
2nd Place: WHYB FM, Menominee vs. Freeland
3rd Place: WBEV AM, Cambria-Friesland state berth hopes dwindle

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WHYB FM, Brats for Breakfast
2nd Place: WTCH AM, St. Rose Palooza
3rd Place: WBEV AM, WBEV Stocking Stuffers

BEST SPECIALTY PROGRAMMING

- 1st Place: WBEV AM, Veterans Day 2014
2nd Place: WWIS FM, Last Parade
3rd Place: WWIS FM, Once a Train Man

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WRJO FM, WRJO Heartland Shopping Show
2nd Place: WRJO FM, Amy PSA Promo
3rd Place: WTCH AM, MyCampWisconsin.com

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WFAW AM, Barrie School in Fort Atkinson Anti-Bully PSA
2nd Place: WRJO FM, Snowmobile Safety PSA
3rd Place: WRJO FM, Vilas County Salvation Army

BEST COMMERCIAL

- 1st Place: WHYB FM, Lutheran Manor Testimonial
2nd Place: WTCH AM, Outagamie County Fair
3rd Place: WHYB FM, All American Dream Homes

BEST HUMOROUS COMMERCIAL

- 1st Place: WBEV AM, Pernat Meats - Buck Hunter Show
2nd Place: WFAW AM, Off The Hook Indianford-Ferd
3rd Place: WRJO FM, Dave Marston Road Report

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WBEV AM, Vita Park Docs Christmas Carol
2nd Place: WRJO FM, Evil Falls Halloween
3rd Place: WFAW AM, Abendroth Water Conditioning Final Barrier

ELECTION COVERAGE

- 1st Place: WRJO FM, 2014 WRJO Election Night
2nd Place: WBEV AM, Election Night 2014
3rd Place: WHYB FM, WHYB Election Night Coverage

Large Market Radio

BEST MORNING SHOW

- 1st Place: WXSS FM, Wes, Riggs & Alley - Election Day 2014
2nd Place: WMYX FM, Kidd & Elizabeth Show
3rd Place: WRIT FM, Murphy & Meg in the Morning

Radio Music Winners - Continued

BEST RADIO SHOW

- 1st Place: WYMS FM, Afternoons with Kallao
2nd Place: WLDB FM, Julie Davidson Mid-Days
3rd Place: WLUM FM, Ian McCain Afternoons on FM 102.1

BEST NEWSCAST

- 1st Place: WLMV AM, El Debate
2nd Place: WWQM FM, Three Things
3rd Place: WLWK FM, Mornings with Danny Clayton

BEST SPORTS COVERAGE

- 1st Place: WLWK FM, Green Bay Game Day
2nd Place: WLUM FM, Adler Talks with John Kuhn of the Green Bay Packers
3rd Place: WWQM FM, Packers Win Makes Ashley Chilly

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WRIT FM, The Murphy & Meg Make-A-Wish Radio-A-Thon
2nd Place: WYMS FM, Noche de Niños Toy Drive
3rd Place: WJJO FM, JJO 4 Vets

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WXSS FM, Eff the Snow
2nd Place: WWQM FM, Henry's Song
3rd Place: WXSS FM, Sochi Report, Boris the Love Hammer

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WYMS FM, Return of the Fall Membership Drive
2nd Place: WWQM FM, Q106 Right Brain Sweepers - series
3rd Place: WWQM FM, Q106 It's Your Country - series

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WLMV AM, Attic Angel
2nd Place: WWQM FM, American Family Hospital Radiothon
3rd Place: WWQM FM, Q106 Hammer with a Heart

BEST COMMERCIAL

- 1st Place: WXSS FM, Chocolate Fest - Anyway You Say It
2nd Place: WMYX FM, Epic Med Spa - Work To Do
3rd Place: WXSS FM, La Chiminea - Fun Raiser

BEST HUMOROUS COMMERCIAL

- 1st Place: WLMV AM, Mex Mufflers
2nd Place: WMYX FM, Fast Track - Auto Intervention
3rd Place: WMYX FM, Welkes House of Roses - VaVaVroom

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WLMV AM, La Concha Chulapas
2nd Place: WMYX FM, Bartolotta - Miss Beverly's

BEST INTERVIEW

- 1st Place: WLUM FM, Adler Talks with Jake Johnson of Fox's New Girl & "Let's Be Cops"
2nd Place: WYMS FM, In Studio: Jerry Harrison of Talking Heads
3rd Place: WWQM FM, Tom on Xmas

BEST STATION EVENT PROMO

- 1st Place: WMIL FM, Luke Bryan at Summerfest
2nd Place: WKLH FM, Know Your Hole
3rd Place: WWQM FM, Q106 Small Town Blow Down

BEST STATION PROMO

- 1st Place: WKLH FM, Beatles 50th
2nd Place: WLWK FM, People Are Talking
3rd Place: WLMV AM, Thanksgiving

BEST CLIENT EVENT PROMO

- 1st Place: WLMV AM, Pan Y Pan Bakery Promo
2nd Place: WLUM FM, FM 102.1 Fright Fest Weekend
3rd Place: WWQM FM, Q106 Midwest Horse Fair

BEST ORIGINAL FEATURE

- 1st Place: WYMS FM, 88nine Community Story: Baseball League for Kids with Disabilities
2nd Place: WYMS FM, 88nine Community Story: Herman the Singing Corn Man
3rd Place: WLUM FM, The Daily Doom

BEST LIVE ON-SITE REMOTE

- 1st Place: WWQM FM, Jackson and Ashley's Hole in the Wall Tour

BEST SPECIALTY PROGRAMMING

- 1st Place: WWQM FM, AFCH Radiothon
2nd Place: WYMS FM, Tracking Marigolden with Christopher Porterfield of Field Report
3rd Place: WLDB FM, Christmas Café

Medium Market Radio

BEST MORNING SHOW

- 1st Place: WAXX FM, Alex and Cora in the Morning: WAXX 104.5
2nd Place: WBCV FM, The Big Cheese Morning Show with Trav
3rd Place: WIFC FM, Kallaway on the Rise

BEST RADIO SHOW

- 1st Place: WIXX FM, Jake & Tanner Show
2nd Place: WIXX FM, Otis Day
3rd Place: WIFC FM, Susan Kennedy

BEST NEWSCAST

- 1st Place: WFDL FM, Best Newscast 7 AM - December 2, 2014
2nd Place: WIFC FM, Kallaway on the Rise Newscast
3rd Place: WDEZ FM, Mike Austin Ag Report

Radio Music Winners - Continued

BEST SPORTS COVERAGE

- 1st Place: WTCX FM, The Gameplan with Green Bay Packer Defensive Back Micah Hyde, Gregg Owens and Keith Heisler
2nd Place: WTCX FM, Springs State Title!
3rd Place: WAPL FM, What the Hull's Up in Sports

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WIFC FM, Anti-Bully Campaign
2nd Place: WOZZ FM, Bad Bowling Tournament
3rd Place: WIXX FM, WIXX Christmas Wish

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WDEZ FM, BS and Vanessa - Turdy Point Buck
2nd Place: WDEZ FM, BS and Vanessa - 911 Call
3rd Place: WIXX FM, Jake & Tanner - Parenting Math Question

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WEMI FM, Living Our Faith
2nd Place: WOZZ FM, Bacon Giveaway

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WOZZ FM, Movember/Men's Health Awareness
2nd Place: WIXX FM, Jake & Tanner - Facebook Status
3rd Place: WKZG FM, Girl Scouts Finding Kind (Girl Version)

BEST COMMERCIAL

- 1st Place: WZOR FM, Green Bay Bullfrogs
2nd Place: WTCX FM, 2nd Best Fish Fry
3rd Place: WZOR FM, Wisconsin Pro Wrestling + Stadiumania

BEST HUMOROUS COMMERCIAL

- 1st Place: WBCV FM, PC Doctors
2nd Place: WDEZ FM, Rite Size Dumpster - Big Ol Dumpster
3rd Place: WJVL FM, Tom Peck Ford - Dancing with the Cars

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WBCV FM, YMCA 12 Favorite Things To Do
2nd Place: WBCV FM, YMCA Y Don't You Y
3rd Place: WKSZ FM, Diamonds and Gold The 12 Days of Christmas

BEST INTERVIEW

- 1st Place: WTCX FM, Gregg Owens with Weird Al Yankovich
2nd Place: WKSZ FM, The KISS Nation Morning Show Interviews Bebe Rexha
3rd Place: WAPL FM, Baron Von Geiger: Freak Show Dude

BEST STATION EVENT PROMO

- 1st Place: WIXX FM, Jake & Tanner - Miller Beer Dungeon
2nd Place: WIXX FM, Jordy Nelson Charity Softball Game - "Meet Bob"
3rd Place: WAPL FM, Irish Fling

BEST STATION PROMO

- 1st Place: WZOR FM, Razor Toll-Free Number
2nd Place: WKZG FM, Britney Spears in Las Vegas
3rd Place: WIFC FM, \$1,000 Thursday Winner

BEST CLIENT EVENT PROMO

- 1st Place: WZOR FM, March Nad-ness
2nd Place: WKSZ FM, Feast with the Beasts
3rd Place: WJVL FM, Gordie Boucher Big Buck Contest

BEST ORIGINAL FEATURE

- 1st Place: WIXX FM, The Jake and Tanner Show Phone Scam
2nd Place: WKZG FM, Rate Your Mate
3rd Place: WAPL FM, Hey Carol, Smell My Finger!

BEST LIVE ON-SITE REMOTE

- 1st Place: WDEZ FM, BS and Vanessa Cinco de Mayo
2nd Place: WKSZ FM, Bras Across the Fox
3rd Place: WDEZ FM, BS and Vanessa - Beer and Bacon Glow Remote

BEST SPECIALTY PROGRAMMING

- 1st Place: WOGB FM, WOGB's Every Single Single
2nd Place: WOZZ FM, Rock 94.7 Concert Cave-Wayland
3rd Place: WKSZ FM, 95.9 KISS FM's Top 95.9 of 2014

Small Market Radio

BEST MORNING SHOW

- 1st Place: WCOW FM, Ben and Arnie COW 97
2nd Place: WLKG FM, Michaels in the Morning
3rd Place: WCOW FM, Ben and Arnie

BEST RADIO SHOW

- 1st Place: WKFX FM, Ryan Quinn - Middays on the Fox
2nd Place: WLKG FM, The Melissa Jordan Show
3rd Place: WCOW FM, Mike in the Midday on COW97

BEST NEWSCAST

- 1st Place: WLST FM, WLST News Block December 18, 2014
2nd Place: WJMC FM, News December 3, 2014
3rd Place: WJMC FM, News October 2, 2014

BEST SPORTS COVERAGE

- 1st Place: WLKG FM, Sports Jam
2nd Place: WCQM FM, State Cross Country Meet on the Radio!
3rd Place: WJMC FM, Rice Lake Basketball Sectional Finals

Radio Music Winners - Continued

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WLKG FM, Feeding Walworth County
2nd Place: WRJC FM, Fight Cancer - Relay for Life - Million Penny Challenge
3rd Place: WLKG FM, Kids Day Out

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WCOW FM, The Ben and Arnie Show Open
2nd Place: WLKG FM, Take Us With You
3rd Place: WPVL FM, Xtreme 107.1 Ultimate Xmas Stocking - Brent Johnson

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WCOW FM, COW97 Sends You to Garth Brooks
2nd Place: WLKG FM, Fall Summer Fight
3rd Place: WCOW FM, Ben and Arnie "The Best Of"

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WXYM FM, Boys and Girls Club - Sophie Loves Everything
2nd Place: WLKG FM, Venetian Fest
3rd Place: WCOW FM, "GAME ON" Ben Butler

BEST COMMERCIAL

- 1st Place: WCOW FM, Dixie Chopper - Dirty Harry
2nd Place: WLKG FM, Dog Harbor - Shake It Off
3rd Place: WGLR FM, Boom Boom - Rob Spangler

BEST HUMOROUS COMMERCIAL

- 1st Place: WCQM FM, Momma Didn't Give You Brains!
2nd Place: WLKG FM, Bill's Tree Service - Out on a Limb
3rd Place: WLKG FM, Peck & Weis - Make You Wait

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WCQM FM, The Hottest Bakery in Town!
2nd Place: WCQM FM, Fairy Tale Bakery
3rd Place: WBSZ FM, Ashland Chamber Witches Night Out 2014

BEST INTERVIEW

- 1st Place: WCOW FM, Jon Pardi Country Fest 2014
2nd Place: WGLR FM, Irlene Mandrell Finds Her Voice - Ryan McCall
3rd Place: WXRO FM, Jimmie Van Zant

BEST STATION EVENT PROMO

- 1st Place: WCQM FM, Dream Room Giveaway
2nd Place: WCOW FM, COW97's CMA Party 2014
3rd Place: WJMC FM, Country Fest VIP

BEST STATION PROMO

- 1st Place: WJMC FM, Got Garth Giveaway
2nd Place: WLKG FM, From This to This
3rd Place: WLST FM, Cat Country Home Grown

BEST CLIENT EVENT PROMO

- 1st Place: WKFX FM, Grills Gone Wild
2nd Place: WLKG FM, SPANK! BUS
3rd Place: WJMC FM, WJMC Little Black Box

BEST ORIGINAL FEATURE

- 1st Place: WLKG FM, What's Up Walworth County?
2nd Place: WCOW FM, Country Music News with Ben and Arnie
3rd Place: WCOW FM, Country Music News Update with Ben and Arnie

BEST LIVE ON-SITE REMOTE

- 1st Place: WJMC FM, Lumberjack World Championships - Hot Saw
2nd Place: WLKG FM, Walworth County Fair
3rd Place: WJMC FM, Link Ford Lincoln and RV with George the Geek and the Mini-Geek

BEST SPECIALTY PROGRAMMING

- 1st Place: WGLR FM, WGLR Interview with Santa - Herb Cody
2nd Place: WCOW FM, La Crosse Center Reveal
3rd Place: WJMQ FM, The Frog's Top 40 of 2014

2014 News Operation of the Year Award Winners

TELEVISION

LARGE MARKET

WISN 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

WBEV AM
Beaver Dam

2014 Social and Digital Media Operation of the Year Award Winner

ALL MARKETS

WISC TV
Madison

2014 Station of the Year Award Winners

TELEVISION

LARGE MARKET

WISN TV
Milwaukee

MEDIUM MARKET

WISC TV
Madison

SMALL MARKET

WKBT TV
La Crosse

NEWS AND TALK RADIO

LARGE MARKET

WTMJ AM
Milwaukee

MEDIUM MARKET

WCLO AM
Janesville

SMALL MARKET

WBEV AM
Beaver Dam

MUSIC RADIO

LARGE MARKET

WWQM FM
Madison

MEDIUM MARKET

WIXX FM
Green Bay

SMALL MARKET

WLKG FM
Lake Geneva



CONGRATULATIONS TO ALL OF THE
2014 WBA AWARDS FOR EXCELLENCE WINNERS!