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 Evenning 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**: WYTM 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
### 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, Overnight Tornados 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
- **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:** WSAW TV, Turning to a Unique Hobby

#### 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 SPONTANEOUS COVERAGE**
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 SPORTCAST**
1st Place: WEAU TV, Sportscene 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
<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 LIVE ON-SCENE REPORTING</strong></td>
<td>WTMJ AM, Northwestern Mutual Fire</td>
<td>WTMJ AM, Bradley Center Protest</td>
<td></td>
</tr>
<tr>
<td><strong>BEST CONTINUING COVERAGE</strong></td>
<td>WTMJ AM, Dontre Hamilton Investigation</td>
<td>WUWM FM, Dontre Hamilton’s Death</td>
<td>WI Public Radio, Wisconsin Gun Homicides</td>
</tr>
<tr>
<td><strong>BEST MORNING RADIO SHOW</strong></td>
<td>WSSP AM, Chuck &amp; Wicket</td>
<td>WTMJ AM, Wisconsin’s Morning News with Gene Mueller</td>
<td>WI Public Radio, Joy Cardin Show November 21, 2014</td>
</tr>
<tr>
<td><strong>BEST RADIO SHOW</strong></td>
<td>WOKY AM, The Mike Heller Show</td>
<td>WUWM FM, Lake Effect: November 20, 2014</td>
<td>WTMJ AM, Wisconsin’s Afternoon News with John Mercure</td>
</tr>
<tr>
<td><strong>BEST INTERVIEW</strong></td>
<td>WTMJ AM, Brett Favre on Wisconsin’s Morning News with Gene Mueller</td>
<td>WSSP AM, Bill Michaels and Brett Favre</td>
<td>WUWM FM, Landing on a Comet</td>
</tr>
<tr>
<td><strong>BEST SPORTSCAST</strong></td>
<td>WTMJ AM, Greg Matzek Sportscast</td>
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<tr>
<td><strong>BEST SPORTS PLAY-BY-PLAY</strong></td>
<td>WTMJ AM, Preps Live - WIAA Football Division 1 Championship Game</td>
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<tr>
<td><strong>BEST SIGNIFICANT COMMUNITY IMPACT</strong></td>
<td>WTMJ AM, Milwaukee Rescue Mission’s Day of Hope</td>
<td>WUWM FM, Project Milwaukee: Black Men in Prison</td>
<td>WSSP AM, WSSP Annual Toy Drive for Children’s Hospital of WI</td>
</tr>
<tr>
<td><strong>BEST SPECIALTY PROGRAMMING</strong></td>
<td>WISN AM, The Jay Weber Town Hall Meeting</td>
<td>WTMJ AM, Opening Day Live</td>
<td>WOZN FM, NFL Draft</td>
</tr>
<tr>
<td><strong>BEST EDITORIAL/COMMENTARY</strong></td>
<td>WUWM FM, Black Earth</td>
<td>WI Public Radio, Exotic in Wisconsin</td>
<td>WI Public Radio, Isolation Bubble</td>
</tr>
<tr>
<td><strong>BEST PROMOTIONAL ANNOUNCEMENT</strong></td>
<td>WI Public Radio, Two Dollars a Day</td>
<td>WOZN FM, MWFB Recruitment Rewarding Career</td>
<td>WTMJ AM, Opening Day Live</td>
</tr>
</tbody>
</table>

**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 SPORTS**

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

#### Best Promotional 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, Ciminos Ruger Christmas  
3rd Place: WCLO AM, Italian House - Godfather

#### Most Entertaining Client-Recorded Commercial
1st Place: WSAU AM, Coniminos Ruger Christmas  
2nd Place: WHBY AM, Crivitz Plane Crash  
3rd Place: WWIS FM, Fatal BRF House Fire

#### 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
1st Place: WBEV AM, Fire Destroys Lomira BP  
2nd Place: WHBY FM, Crivitz Plane Crash  
3rd Place: WWIS FM, Fatal BRF House Fire
<table>
<thead>
<tr>
<th>Radio News and Talk Winners - Continued</th>
<th>Radio Music Winners</th>
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<tbody>
<tr>
<td><strong>BEST HARD NEWS/INVESTIGATIVE</strong></td>
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</tbody>
</table>
| 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, Hero 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 MUSIC 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
### Best Radio Show

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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<tbody>
<tr>
<td>1st</td>
<td>WYMS FM, Afternoons with Kallao</td>
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<tr>
<td>2nd</td>
<td>WLDB FM, Julie Davidson Mid-Days</td>
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<tr>
<td>3rd</td>
<td>WLUM FM, Ian McCain Afternoons on FM 102.1</td>
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### Best Newscast

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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<tbody>
<tr>
<td>1st</td>
<td>WLMV AM, El Debate</td>
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<tr>
<td>2nd</td>
<td>WWQM FM, Three Things</td>
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<tr>
<td>3rd</td>
<td>WLWK FM, Mornings with Danny Clayton</td>
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### Best Sports Coverage

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<thead>
<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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<tbody>
<tr>
<td>1st</td>
<td>WLWK FM, Green Bay Game Day</td>
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<tr>
<td>2nd</td>
<td>WLUM FM, Adler Talks with John Kuhn of the Green Bay Packers</td>
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<tr>
<td>3rd</td>
<td>WWQM FM, Packers Win Makes Ashley Chilly</td>
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### Best Significant Community Impact

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<thead>
<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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<tbody>
<tr>
<td>2nd</td>
<td>WYMS FM, Noche de Niños Toy Drive</td>
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<tr>
<td>3rd</td>
<td>WJJO FM, JJO 4 Vets</td>
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### Best Use of Audio (Non-News)

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<thead>
<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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<tbody>
<tr>
<td>1st</td>
<td>WXSS FM, Eff the Snow</td>
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<tr>
<td>2nd</td>
<td>WWQM FM, Henry’s Song</td>
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<tr>
<td>3rd</td>
<td>WXSS FM, Sochi Report, Boris the Love Hammer</td>
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### Best Promotional Announcement

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WYMS FM, Return of the Fall Membership Drive</td>
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<tr>
<td>2nd</td>
<td>WWQM FM, Q106 Right Brain Sweepers - series</td>
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<tr>
<td>3rd</td>
<td>WWQM FM, Q106 It’s Your Country - series</td>
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### Best Public Service Announcement

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<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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<tbody>
<tr>
<td>1st</td>
<td>WLMV AM, Attic Angel</td>
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<tr>
<td>2nd</td>
<td>WWQM FM, American Family Hospital Radiothon</td>
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<td>3rd</td>
<td>WWQM FM, Q106 Hammer with a Heart</td>
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</table>

### Best Commercial

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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<tbody>
<tr>
<td>1st</td>
<td>WXSS FM, Chocolate Fest - Anyway You Say It</td>
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<tr>
<td>2nd</td>
<td>WMYX FM, Epic Med Spa - Work To Do</td>
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<tr>
<td>3rd</td>
<td>WXSS FM, La Chiminea - Fun Raiser</td>
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</table>

### Best Humorous Commercial

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<thead>
<tr>
<th>Place</th>
<th>Station/Program</th>
<th>Note</th>
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<tbody>
<tr>
<td>1st</td>
<td>WLMV AM, Mex Mufflers</td>
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<tr>
<td>2nd</td>
<td>WMYX FM, Fast Track - Auto Intervention</td>
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<tr>
<td>3rd</td>
<td>WMYX FM, Welkes House of Roses - VaVaVroom</td>
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### Most Entertaining Client-Recorded Commercial

<table>
<thead>
<tr>
<th>Place</th>
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<th>Note</th>
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<tbody>
<tr>
<td>1st</td>
<td>WLMV AM, La Concha Chulapas</td>
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<tr>
<td>2nd</td>
<td>WMYX FM, Bartolotta - Miss Beverly’s</td>
<td></td>
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</tbody>
</table>
### 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: WKZG 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: WKZG 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: WKZG 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: WLIK 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: WLIK 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: WLIK 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: WQCM 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

**LARGE MARKET**
- WISN TV
- Milwaukee

**MEDIUM MARKET**
- WISC TV
- Madison

**SMALL MARKET**
- WKBT TV
- La Crosse

**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

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# 2014 Station of the Year Award Winners

## TELEVISION

<table>
<thead>
<tr>
<th>LARGE MARKET</th>
<th>MEDIUM MARKET</th>
<th>SMALL MARKET</th>
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<tbody>
<tr>
<td>WISN TV</td>
<td>WISC TV</td>
<td>WKBT TV</td>
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<td>Milwaukee</td>
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<td>La Crosse</td>
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## NEWS AND TALK RADIO

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<tbody>
<tr>
<td>WTMJ AM</td>
<td>WCLO AM</td>
<td>WBEV AM</td>
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<td>Milwaukee</td>
<td>Janesville</td>
<td>Beaver Dam</td>
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## MUSIC RADIO

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<tbody>
<tr>
<td>WWQM FM</td>
<td>WIXX FM</td>
<td>WLKG FM</td>
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<tr>
<td>Madison</td>
<td>Green Bay</td>
<td>Lake Geneva</td>
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**CONGRATULATIONS TO ALL OF THE 2014 WBA AWARDS FOR EXCELLENCE WINNERS!**