

2017 Awards Winners List

Large Market Television

BEST MORNING NEWSCAST

1st Place - WITI-TV, FOX6 WakeUp at 7:00 a.m. - June 1, 2017

BEST EVENING NEWSCAST

1st Place - WISN-TV, Blimp Crash, Lakefront Shooting

BEST SPORTSCAST

1st Place - WISN-TV, Stephanie Sutton

BEST WEATHERCAST

1st Place - WISN-TV, Mark Baden

BEST SPOT NEWS

1st Place - WITI-TV, Didion Milling Plan Explosion

BEST NEWS WRITING

1st Place - WTMJ-TV, Milwaukee's New Brew

BEST HARD NEWS/INVESTIGATIVE

1st Place - WITI-TV, Secret Discipline

BEST SERIES OR DOCUMENTARY

1st Place - WISN-TV, State of Addiction

BEST FEATURE

1st Place - WISN-TV, 1 Car, 60 Years

BEST LIVE ON-SCENE REPORTING

1st Place - WISN-TV, Tim Elliott

BEST CONTINUING COVERAGE

1ST Place - WDJT-TV, US Open Blimp Crash

BEST USE OF NEWS VIDEO

1st Place - WISN-TV, Thin Ice Dangers

BEST SPORTS REPORTING

1st Place - WDJT-TV, The Day After Football

BEST USE OF SPORTS VIDEO

1st Place - WITI-TV, God's Classroom

BEST SIGNIFICANT COMMUNITY IMPACT

1st Place - WISN-TV, Bald for a Cause

BEST SPECIALTY PROGRAMMING

1st Place - WITI-TV, FOX6 Presents: Perry's People

BEST EDITORIAL/COMMENTARY

1st Place - WITI-TV, The Teditorial: A Much-Needed Joint Effort

BEST PROMOTIONAL ANNOUNCEMENT

1st Place - WTMJ-TV, Milwaukee's Weatherman Retires

BEST TOPICAL PROMOTION

1st Place - WDJT-TV, CBS58.com

BEST PUBLIC SERVICE ANNOUNCEMENT

1st Place - WDJT-TV, Susan G. Komen Big Wigs

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place - WITI-TV, Max A. Sass & Sons Funeral Homes

2017 Awards Winners List

Medium Market Television

BEST MORNING NEWSCAST

1st Place - WLUK-TV, Good Day Wisconsin - Feb. 25, 2017

BEST EVENING NEWSCAST

1st Place - WKOW-TV, Storm Damage

BEST SPORTSCAST

1st Place - WISC-TV, News 3 Sports

BEST WEATHERCAST

1st Place - WKOW-TV, Max Tsaparis

BEST SPOT NEWS

1st Place - WGBA-TV, Tornado Coverage

BEST NEWS WRITING

1st Place - WMTV-TV, Grandpa Fred

BEST HARD NEWS/INVESTIGATIVE

1st Place - WLUK-TV, FOX 11 Investigates: Combating Drugs in Oshkosh Prison

BEST SERIES OR DOCUMENTARY

1st Place - WFRV-TV, Wisconsin's Hidden History

BEST FEATURE

1st Place - WISC-TV, Uncharted Territory

BEST LIVE ON-SCENE REPORTING

1st Place - WKOW-TV, Hunter Saenz

BEST CONTINUING COVERAGE

1ST Place - WISC-TV, Gone in an Instant

BEST USE OF NEWS VIDEO

1st Place - WKOW-TV, Road to Recovery - Six Months Later in Cambria

BEST SPORTS REPORTING

1st Place - WFRV-TV, One Shining Moment

BEST USE OF SPORTS VIDEO

1st Place - WHA-TV, Jaxon's Wish

BEST SIGNIFICANT COMMUNITY IMPACT

1st Place - WISC-TV, Time for Kids: Time to Talk

BEST SPECIALTY PROGRAMMING

1st Place - WISC-TV, Komen Race for the Cure

BEST EDITORIAL/COMMENTARY

1st Place - WMTV-TV, Unspun

BEST PROMOTIONAL ANNOUNCEMENT

1st Place - WBAY-TV, StormCenter 2: Rules Winter

BEST TOPICAL PROMOTION

1st Place - WBAY-TV, Training Camp 2017

BEST PUBLIC SERVICE ANNOUNCEMENT

1st Place - WMTV-TV, School Lunch

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place - WISC-TV, Harry Potter Festival Jefferson 2017

2017 Awards Winners List

Small Market Television

BEST MORNING NEWSCAST

1st Place - WSAW-TV, Winter Storm Coverage

BEST EVENING NEWSCAST

1st Place - WAOW-TV, August 29, 2017 - 5 p.m.

BEST SPORTSCAST

1st Place - WAOW-TV, Brandon Kinnard

BEST WEATHERCAST

1st Place - WJFW-TV, Geoff Weller

BEST SPOT NEWS

1st Place - WSAW-TV, Weston Area Shootings

BEST NEWS WRITING

1st Place - WKBT-TV, Road to Recovery

BEST HARD NEWS/INVESTIGATIVE

1st Place - WEAU-TV, The 9-1-1 Flaw

BEST SERIES OR DOCUMENTARY

1st Place - WSAW-TV, Inside Lincoln Hills Youth Prison

BEST FEATURE

1st Place - WSAW-TV, Tattoo Turnaround

BEST LIVE ON-SCENE REPORTING

1st Place - WSAW-TV, Dale Ryman

BEST CONTINUING COVERAGE

1st Place - WAOW-TV, March 22 Shooting

BEST USE OF NEWS VIDEO

1st Place - WEAU-TV, Remembering a Dream

BEST SPORTS REPORTING

1st Place - WJFW-TV, Pond Hockey Starts

BEST USE OF SPORTS VIDEO

1st Place - WSAW-TV, SPASH Girls Basketball

BEST SIGNIFICANT COMMUNITY IMPACT

1st Place - WAOW-TV, Jefferson Awards

BEST SPECIALTY PROGRAMMING

1st Place - WEAU-TV, United Cerebral Palsy Telethon

BEST EDITORIAL/COMMENTARY

1st Place - WAOW-TV, Mr. Trump

BEST PROMOTIONAL ANNOUNCEMENT

1st Place - WSAW-TV, Weather Authority - Sleeves Up

BEST TOPICAL PROMOTION

1st Place - WSAW-TV, Decoding Your Teen's Texts

BEST PUBLIC SERVICE ANNOUNCEMENT

1st Place - WSAW-TV, Buddy Check 7 - Shyra

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place - WLAX-TV, Tri State Business Machines

2017 Awards Winners List

Large Market Radio - News and Talk

BEST MORNING RADIO SHOW

1st Place - WTMJ-AM, Wisconsin's Morning Show with Gene Mueller

BEST RADIO SHOW

1st Place - WSSP-AM, Bill Michaels Show - Aaron Goes Down

BEST NEWSCAST

1st Place - WTMJ-AM, Wisconsin's Morning News - June 22

BEST SPORTSCAST

1st Place - WSSP-AM, Chuck Freimund

BEST SPOT NEWS

1st Place - WTMJ-AM, Erin Hills Blimp Fire

BEST NEWS WRITING

1st Place - WUWM-FM, Bag or Bay-g? Understanding Wisconsin's Accent...As
Best We Can

BEST HARD NEWS/INVESTIGATIVE

1st Place - WISN-AM, The Curious Case of Kelly Hoefft

BEST FEATURE

1st Place - WTMJ-AM, Sherman Park Rising

BEST USE OF AUDIO IN RADIO NEWS

1st Place - WUWM-FM, 'Morning Motivation' Sessions Excite Kids about Learning

BEST LIVE ON-SCENE REPORTING

1st Place - WTMJ-AM, Shots Fired at the Journal Sentinel Building

BEST CONTINUING COVERAGE

1st Place - WUWM-FM, Crisis: Lead in Milwaukee's Water Supply

BEST INTERVIEW

1st Place - WUWM-FM, A War, A Family, A New Beginning

BEST SPORTS PLAY-BY-PLAY

1st Place - WTSO-AM, Wisconsin Upsets Nebraska

BEST SIGNIFICANT COMMUNITY IMPACT

1st Place - WUWM-FM, Across the Divide

BEST SPECIALTY PROGRAMMING

1st Place - WTSO-AM, Mike Heller's Tribute to His Mother

BEST EDITORIAL/COMMENTARY

1st Place - WUWM-FM, A Former Neo-Nazi Visits Auschwitz

BEST PROMOTIONAL ANNOUNCEMENT

1st Place - WTMJ-AM, WTMJ 90th Anniversary

BEST PUBLIC SERVICE ANNOUNCEMENT

1st Place - WISN-AM, Holiday Pet Safety

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place - WTMJ-AM, Packers Radio Network: "Troops Salute"

BEST HUMOROUS COMMERCIAL

1st Place - WSSP-AM, John Paul's Automotive: "Black Friday"

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

1st Place - WTMJ-AM, Pella Windows and Doors of Wisconsin: "Cold Outside"

2017 Awards Winners List

Medium Market Radio - News and Talk

BEST MORNING RADIO SHOW

1st Place - WCLO-AM, Southern Wisconsin's Morning News - October 13, 2017

BEST RADIO SHOW

1st Place - WLBL-FM, Route 51

BEST NEWSCAST

1st Place - WTAQ-AM, WTAQ's 6am Morning News

BEST SPORTSCAST

1st Place - WSCO-AM, Sports on the Score with Justin Hull, 9/5/17, 9/8/17 & 10/27/17

BEST SPOT NEWS

1st Place - WFDL-AM, School Threats

BEST NEWS WRITING

1st Place - WSAU-AM, THIS DAY with Chris Conley - Christmas Truce

BEST HARD NEWS/INVESTIGATIVE

1st Place - WCLO-AM, Family Terror

BEST FEATURE

1st Place - WIZM-AM, 25 MPH Speed Limit

BEST USE OF AUDIO IN RADIO NEWS

1st Place - WRJN-AM, Brat Bet Payoff

BEST LIVE ON-SCENE REPORTING

1st Place - WTAQ-AM, Packers Training Camp

BEST CONTINUING COVERAGE

1st Place - WTAQ-AM, Parkview Haven Fire

BEST INTERVIEW

1st Place - WCLO-AM, Your Talk Show - "Paul Ryan"

BEST SPORTS PLAY-BY-PLAY

1st Place - WCLO-AM, Parker Ends 44 Game Losing Streak

BEST SIGNIFICANT COMMUNITY IMPACT

1st Place - WCLO-AM, Kids Helping Kids

BEST SPECIALTY PROGRAMMING

1st Place - WCLO-AM, Fair Food Fight

BEST EDITORIAL/COMMENTARY

1st Place - WCLO-AM, Josh's Sports Commentary - Spring Break During Sports

BEST PROMOTIONAL ANNOUNCEMENT

1st Place - WCLO-AM, WCLO Digital

BEST PUBLIC SERVICE ANNOUNCEMENT

1st Place - WCLO-AM, Kids Helping Kids

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place - WCLO-AM, Kids Uncommon Cents

BEST HUMOROUS COMMERCIAL

1st Place - WSAU-FM, Kolbe Gallery - Envy

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

1st Place - WHBY-AM, Brookdale Senior Living - Gloria

2017 Awards Winners List

Small Market Radio - News and Talk

BEST MORNING RADIO SHOW

1st Place - WHYB-FM, Chuck and Jim 67 Championship Team Show

BEST RADIO SHOW

1st Place - WBEV-AM, Idea Exchange

BEST NEWSCAST

1st Place - WRJO-FM, 4th of July Patriotism

BEST SPORTSCAST

1st Place - WHYB-FM, High School Football Roundup

BEST SPOT NEWS

1st Place - WBEV-AM, Two Fires at Lakecrest Apartments

BEST NEWS WRITING

1st Place - WBEV-AM, Nancy Zieman Remembered

BEST HARD NEWS/INVESTIGATIVE

1st Place - WRJO-FM, Burlington Flood

BEST FEATURE

1st Place - WRJO-FM, Seymour Burger Fest

BEST USE OF AUDIO IN RADIO NEWS

1st Place - WRJO-FM, Sensenbrenner Town Hall

BEST LIVE ON-SCENE REPORTING

1st Place - WRJO-FM, September 11 Never Forgotten Honor Flight

BEST CONTINUING COVERAGE

1st Place - WBEV-AM, Explosion at Didion Milling in Cambria

BEST INTERVIEW

1st Place - WRJO-FM, Wolf's Walk with Walker

BEST SPORTS PLAY-BY-PLAY

1st Place - WHYB-FM, Menominee at Kingsford

BEST SIGNIFICANT COMMUNITY IMPACT

1st Place - WBEV-AM, Children's Radiothon Sets New Record

BEST SPECIALTY PROGRAMMING

1st Place - WRJO-FM, 2017 Journeys Marathon

BEST EDITORIAL/COMMENTARY

1st Place - WHYB-FM, Safety in Youth Sports

BEST PROMOTIONAL ANNOUNCEMENT

1st Place - WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon

BEST PUBLIC SERVICE ANNOUNCEMENT

1st Place - WRJO-FM, Brats for Breakfast

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place - WRJO-FM, Allied Chiropractic Halloween

BEST HUMOROUS COMMERCIAL

1st Place - WRJO-FM, Some Christmas Kneaded Relief

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

1st Place - WBEV-AM, Vita Park Singing Eye Docs Christmas Carol

2017 Awards Winners List

Large Market Radio - Music Format

BEST MORNING SHOW

1ST Place - WJQM-FM, Krista Mornings

BEST RADIO SHOW

1ST Place - WJQM-FM, Mazur Afternoons

BEST NEWSCAST

No entries

BEST INTERVIEW

1ST Place - WLMV-AM, A Todo Ritmo with Lupita Montoto w/Special Guest

BEST FEATURE

1ST Place - WNRG-FM, Blown Off with Cousin Ed

BEST LIVE ON-SITE BROADCAST REMOTE

1ST Place - WLMV-AM, El Debate w/Centro Hispano Featuring the Community Forum

BEST USE OF AUDIO (NON-NEWS)

1ST Place - WWQM-FM, Las Vegas Shooting Reaction: Country Music Will Save Us

BEST SPORTS COVERAGE

1ST Place - WVMQ-FM, Hooked on Monona

BEST SIGNIFICANT COMMUNITY IMPACT

1ST Place - WLMV-AM, El Debate: Community Forum - United We Stand

BEST SPECIALTY PROGRAMMING

1ST Place - WLMV-AM, Centro Hispano of Dane County

BEST PROMOTIONAL ANNOUNCEMENT

1ST Place - WWQM-FM, Solar Eclipse

BEST STATION PROMO

1ST Place - WKTI-FM, KTI Remembers Glen Campbell

BEST STATION EVENT PROMO

1ST Place - WWQM-FM, Who Will It Be

BEST CLIENT EVENT PROMO

1ST Place - WLMV-AM, Los Dells Festival

BEST PUBLIC SERVICE ANNOUNCEMENT

1ST Place - WMVO-FM, Cans for Cubs 537

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1ST Place - WMHX-FM, HJ Pertzborn Plumbing: "Don't DIY"

BEST HUMOROUS COMMERCIAL

1ST Place - WXSS-FM, John Paul's Automotive: "John Paws Event"

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

1ST Place - WHQG-FM, Board Game Bannister

Medium Market Radio - Music Format

BEST MORNING SHOW

1st Place - WJVL-FM, Mike Austin

BEST RADIO SHOW

1st Place - WKSZ-FM, Heather Storm - 2pm-6pm "Afternoon Storm"

BEST NEWSCAST

1st Place - WVTY-FM, Best Newscast

BEST INTERVIEW

1st Place - WJVL-FM, Tracy Lawrence Interview

BEST FEATURE

1st Place - WKSZ-FM, Jake and Tanner Show - "Up Dog"

BEST LIVE ON-SITE BROADCAST REMOTE

1st Place - WJVL-FM, Hankster's Motorsports

BEST USE OF AUDIO (NON-NEWS)

1st Place - WAPL-FM, Ireland Pub Jokes

BEST SPORTS COVERAGE

1st Place - WTCX-FM, St. Mary Springs Football Dominates D6

BEST SIGNIFICANT COMMUNITY IMPACT

1st Place - WHTQ-FM, Teacher of the Month

BEST SPECIALTY PROGRAMMING

1st Place - WIXX-FM, 1-on-1 with the Boys Starring #47 Jake Ryan

BEST PROMOTIONAL ANNOUNCEMENT

1st Place - WAPL-FM, Honey Don't List

BEST STATION PROMO

1st Place - WAPL-FM, Jamaica Giveaway

BEST STATION EVENT PROMO

1st Place - WZOR-FM, One Club Golf Outing

BEST CLIENT EVENT PROMO

1st Place - WAPL-FM, Sturgeon Spearing Ice Hole Inspection

BEST PUBLIC SERVICE ANNOUNCEMENT

1st Place - WOZZ-FM, JDRF One Walk

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place - WBCV-FM, Furniture and Appliance Mart

BEST HUMOROUS COMMERCIAL

1st Place - WGLX-FM, Lil' Devil's Glass

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

1st Place - WAPL-FM, Security Luebke Roofing: Crazy

2017 Awards Winners List

Small Market Radio - Music Format

BEST MORNING SHOW

1st Place - WCOW-FM, Ben and Arnie ON COW97

BEST RADIO SHOW

1st Place - WCOW-FM, Mike in the Midday

BEST NEWSCAST

1st Place - WJMC-FM, December 5, 2017

BEST INTERVIEW

1st Place - WRJC-FM, Congressman Ron Kind

BEST FEATURE

1st Place - WLKG-FM, Sandy's Songs

BEST LIVE ON-SITE BROADCAST REMOTE

1st Place - WCOW-FM, COW97 Live from Country Fest 2017

BEST USE OF AUDIO (NON-NEWS)

1st Place - WDUX-FM, Top Rock Moments - 1966

BEST SPORTS COVERAGE

1st Place - WLKG-FM, Sports Jam

BEST SIGNIFICANT COMMUNITY IMPACT

1st Place - WMDC-FM, Mayville Police Chief Reporting

2nd Place - WLKG-FM, Team Up to Clean Up

3rd Place - WPDR-AM, Portage Girl Guinness Record

BEST SPECIALITY PROGRAMMING

1st Place - WCOW-FM, Tim & Faith Radio Special

BEST PROMOTIONAL ANNOUNCEMENT

1st Place - WLKG-FM, Something New is Coming

BEST STATION PROMO

1st Place - WLST-FM, Home Grown DJ's

BEST STATION EVENT PROMO

1st Place - WHTL-FM, Big Bucket of Candy

BEST CLIENT EVENT PROMO

1st Place - WJMC-FM, Grillin' and Chillin'

BEST PUBLIC SERVICE ANNOUNCEMENT

1st Place - WLKG-FM, Water Safety Tips - PFDs

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place - WMBZ-FM, Our Place Sports Bar & Grill "Siri"

BEST HUMOROUS COMMERCIAL

1st Place - WCQM-FM, Pants Blowin' Auto Tech

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

1st Place - WLKG-FM, Geneva Lakes YMCA - Summer Camp