Awards For Excellence
Winners List 2020
**Best Morning Newscast**
1st Place WISN TV, Officers Shot: Fugitive Manhunt
2nd Place WISN TV, Jacob Blake Police Shooting
3rd Place WYTU TV, Noticiero Telemundo Wisconsin 11 a.m.

**Best Evening Newscast**
1st Place WISN TV, Miller Brewery Rampage
2nd Place WTMJ TV, TMJ4 News at 10 - Molson Coors Shooting
3rd Place WITI TV, Mayfair Mall Shooting

**Best Sportscast**
1st Place WISN TV, Stephanie Sutton
2nd Place WITI TV, Tim Van Vooren
3rd Place WDJT TV, Scott Grodsky Composite

**Best Weathercast**
1st Place WDJT TV, Drew Burgoyne Composite
2nd Place WISN TV, Lindsey Slater
3rd Place WITI TV, Tom Wachs

**Best Continuing Coverage**
1st Place WISN TV, Jacob Blake Police Shooting
2nd Place WTMJ TV, Unemployment System Collapse
3rd Place WDJT TV, CBS 58 Jacob Blake Shooting and Unrest

**Best Spot News**
1st Place WITI TV, No Charges for Officer Mensah
2nd Place WISN TV, Officers Shot: Fugitive Manhunt
3rd Place WDJT TV, CBS 58 Breaking News Coverage of the Mayfair Mall Shooting

**Best News Writing**
1st Place WDJT TV, Barn Basketball
2nd Place WTMJ TV, Calligraphy Man
3rd Place WTMJ TV, Juan Pablo Strong

**Best Hard News/Investigative**
1st Place WDJT TV, Sick and Sued
2nd Place WITI TV, Reckless Driving
3rd Place WITI TV, Case of the Missing Uniforms

**Best Series or Documentary**
1st Place WISN TV, Unemployment Backlog
2nd Place WITI TV, Inside a Mystery: Milwaukee Cold Cases
3rd Place WISN TV, Milwaukee Police Chief Chaos

**Best Feature**
1st Place WITI TV, Driveway Turned Center Stage
2nd Place WYTU TV, Nacho Libre Police DACA/Dreamer In Uniform/SOAADOR CON UNIFORME
3rd Place WTMJ TV, College at 14

**Best Live On-Scene Reporting**
1st Place WITI TV, Aaron Maybin
2nd Place WISN TV, Matt Smith
3rd Place WISN TV, Hannah Hilyard

**Best Use of Video**
1st Place WDJT TV, Tintype Photography
2nd Place WISN TV, Jason Hunter
3rd Place WITI TV, Venmo Challenge

**Best Sports Reporting**
1st Place WISN TV, Stephen Watson
2nd Place WISN TV, Stephanie Sutton
3rd Place WITI TV, Diver Makes Social Media Splash

**Best Significant Community Impact**
1st Place WTMJ TV, Celebrating Juneteenth Day
2nd Place WYTU TV, Telemundo Wisconsin Community Impact
3rd Place WITI TV, Contact 6

**Best Specialty Programming**
1st Place WDJT TV, CBS 58 Morning News Congratulates the Class of 2020 Primetime Special
2nd Place WTMJ TV, The TMJ4 Positively Milwaukee Awards
3rd Place WISN TV, 50 Days Shutdown

**Best Image Promotion**
1st Place WTMJ TV, We Are Milwaukee: Nurse Christin
2nd Place WTMJ TV, TMJ4 News: Celebrate the Good
3rd Place WISN TV, WISN 12 2020 Year Ender

**Best Weather Promotion**
1st Place WDJT TV, 2020 Summer Drew Gets Me Ready 30
2nd Place WTMJ TV, Storm Team 4: Brighter Tomorrows
3rd Place WISN TV, WISN 12 Mark Baden Fall 2020

**Best Topical Promotion**
1st Place WISN TV, WISN 12 Kenosha Continuing Coverage
2nd Place WDJT TV, CBS 58 News “Primed and Ready”
3rd Place WISN TV, WISN 12 News at 10 - What’s Next

**Best Public Service Announcement**
1st Place WISN TV, WISN 12 Pet Walk 2020
2nd Place WTMJ TV, Science Day with TMJ4
3rd Place WITI TV, Buddy Check 6

**Best Commercial or Underwriting Announcement**
1st Place WYTU TV, Prime Financial Credit Union
2nd Place WTMJ TV, We’re Open: Seider
3rd Place WTMJ TV, FHK Insurance

**Best Coverage of Civil Discourse and Social Change**
1st Place WDJT TV, CBS 58 Morning News Race and Justice Special
2nd Place WISN TV, Changing The Game
3rd Place WISN TV, Project Community: A Panel on Community and Policing

**Best Pandemic-Related Service to Community**
1st Place WISN TV, Save Our Store
2nd Place WITI TV, Feed a Hero
3rd Place WTMJ TV, The Rebound Milwaukee

**Best Election Coverage**
1st Place WTMJ TV, Election 2020
2nd Place WISN TV, Commitment 2020: Election Preview
3rd Place WITI TV, T rubbing Our S t or e

**Best Website**
1st Place WDJT TV, CBS58.com
2nd Place WISN TV, WISN.com
3rd Place WTMJ TV, TMJ4.com

**Best Story**
1st Place WTMJ TV, Waiting for Benefits
2nd Place WITI TV, ’I’m 6 and 3!’ Reckless driver tracks his high speed chases
3rd Place WITI TV, Judge Orders Gov. Evers to turn over emails to FOX6
### Best Use of Social Media

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WDJT TV</td>
<td>CBS 58 Morning News FB Live Q&amp;A</td>
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<tr>
<td>2nd</td>
<td>WISN TV</td>
<td>Jacob Blake police shooting</td>
</tr>
<tr>
<td>3rd</td>
<td>WTMJ TV</td>
<td>TMJ4 News Social Media</td>
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</table>

### Best Original Digital Content

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>WTMJ TV</td>
<td>My Block: Peace Gardens at Sherman Park</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI TV</td>
<td>Open Record</td>
</tr>
<tr>
<td>3rd</td>
<td>WITI TV</td>
<td>Deffinitely Milwaukee</td>
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### Best Online Personality

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WTMJ TV</td>
<td>Vince Vitrano</td>
</tr>
<tr>
<td>2nd</td>
<td>WYTY TV</td>
<td>Jocelyn Pruna</td>
</tr>
<tr>
<td>3rd</td>
<td>WDJT TV</td>
<td>Justin Thompson-Gee</td>
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### Best Online Breaking News Coverage

<table>
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<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISN TV</td>
<td>Miller Brewery mass shooting</td>
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<tr>
<td>2nd</td>
<td>WITI TV</td>
<td>COVID-19</td>
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<tr>
<td>3rd</td>
<td>WITI TV</td>
<td>Officer-involved Shooting of Jacob Blake</td>
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###  Medium Market Television

#### Best Morning Newscast

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WMTV TV</td>
<td>The Morning Show: Overnight Unrest</td>
</tr>
<tr>
<td>2nd</td>
<td>WLUK TV</td>
<td>Good Day Wisconsin - Oct. 3, 2020</td>
</tr>
<tr>
<td>3rd</td>
<td>WISC TV</td>
<td>Kenosha and Madison Unrest</td>
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#### Best Evening Newscast

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>WKOW TV</td>
<td>27 News at 5, 6/1/20</td>
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<tr>
<td>2nd</td>
<td>WLUK TV</td>
<td>FOX 11 News at 9 - April 7, 2020</td>
</tr>
<tr>
<td>3rd</td>
<td>WISC TV</td>
<td>UW Madison shuts down</td>
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#### Best Sportscast

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WMTV TV</td>
<td>NBC15's George Bakelji</td>
</tr>
<tr>
<td>2nd</td>
<td>WBAY TV</td>
<td>Dave Schroeder</td>
</tr>
<tr>
<td>3rd</td>
<td>WMTV TV</td>
<td>NBC15 Sports</td>
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#### Best Weathercast

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>WKOW TV</td>
<td>John Zeigler</td>
</tr>
<tr>
<td>2nd</td>
<td>WISC TV</td>
<td>Chris Reece Compilation</td>
</tr>
<tr>
<td>3rd</td>
<td>WLUK TV</td>
<td>Justin Steinbrinck</td>
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#### Best Continuing Coverage

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WISC TV</td>
<td>Continuing Coverage of Madison Unrest</td>
</tr>
<tr>
<td>2nd</td>
<td>WLUK TV</td>
<td>Lake Levels and Shore Erosion</td>
</tr>
<tr>
<td>3rd</td>
<td>WMTV TV</td>
<td>Anisa Scott's Death and Legacy</td>
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#### Best Spot News

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>WISC TV</td>
<td>First Madison protests</td>
</tr>
<tr>
<td>2nd</td>
<td>WKOW TV</td>
<td>Madison Protests</td>
</tr>
<tr>
<td>3rd</td>
<td>WKOW TV</td>
<td>Molson Coors Shooting</td>
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#### Best News Writing

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WKOW TV</td>
<td>Happy Heart Hunt</td>
</tr>
<tr>
<td>2nd</td>
<td>WKOW TV</td>
<td>Ode to Flansy</td>
</tr>
<tr>
<td>3rd</td>
<td>WMTV TV</td>
<td>A Simple Stone</td>
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#### Best Hard News/Investigative

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WBAY TV</td>
<td>Waushara County DA MIA</td>
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<tr>
<td>2nd</td>
<td>WMTV TV</td>
<td>NBC15 Investigates: Chaos in Kenosha, the questions that remain</td>
</tr>
<tr>
<td>3rd</td>
<td>WISC TV</td>
<td>The politicization of misinformation</td>
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#### Best Series or Documentary

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WMTV TV</td>
<td>Class During COVID</td>
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<tr>
<td>2nd</td>
<td>PBS Wisconsin</td>
<td>Nancy Zieman: Extraordinary Grace</td>
</tr>
<tr>
<td>3rd</td>
<td>WFRV TV</td>
<td>WFRV Investigates “Letter to the Community: An Open Conversation About Race”</td>
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### Best Feature

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>PBS Wisconsin</td>
<td>Wisconsin Life: A Doll Like Me</td>
</tr>
<tr>
<td>2nd</td>
<td>WMTV TV</td>
<td>Tools To Succeed</td>
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<tr>
<td>3rd</td>
<td>WMTV TV</td>
<td>Scott and Shannon’s Love Story</td>
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</table>

### Best Live On-Scene Reporting

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WMTV TV</td>
<td>NBC15's George Bakelji</td>
</tr>
<tr>
<td>2nd</td>
<td>WISC TV</td>
<td>Madalyn O’Neill Compilation</td>
</tr>
<tr>
<td>3rd</td>
<td>WKOW TV</td>
<td>Lance Veeser</td>
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### Best Use of Video

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>PBS Wisconsin</td>
<td>Wisconsin Life: Skioring</td>
</tr>
<tr>
<td>2nd</td>
<td>WISC TV</td>
<td>Bettine Bob hit twice</td>
</tr>
<tr>
<td>3rd</td>
<td>WMTV TV</td>
<td>Hold Onto Hope</td>
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### Best Sports Reporting

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WMTV TV</td>
<td>Using His Voice</td>
</tr>
<tr>
<td>2nd</td>
<td>WKOW TV</td>
<td>Overcoming the Odds</td>
</tr>
<tr>
<td>3rd</td>
<td>WMTV TV</td>
<td>First Family of Pucks</td>
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### Best Significant Community Impact

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISC TV</td>
<td>Graduation 2020 - Born to Make History</td>
</tr>
<tr>
<td>2nd</td>
<td>WMTV TV</td>
<td>Because of You - 25th Share Your Holidays Campaign</td>
</tr>
<tr>
<td>3rd</td>
<td>WISC TV</td>
<td>Summer not forgotten</td>
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### Best Specialty Programming

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISC TV</td>
<td>Names Behind the Numbers</td>
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<tr>
<td>2nd</td>
<td>WLUK TV</td>
<td>FOX 11 Community Cares Special</td>
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<tr>
<td>3rd</td>
<td>PBS Wisconsin</td>
<td>Wisconsin Young Artists Compete: The Final Forte</td>
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### Best Image Promotion

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WKOW TV</td>
<td>27 News Drone Coverage Promo</td>
</tr>
<tr>
<td>2nd</td>
<td>WISC TV</td>
<td>Wake up to More Image Top</td>
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### Best Weather Promotion

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WKOW TV</td>
<td>Meteorologist John Zeigler - Impact</td>
</tr>
<tr>
<td>2nd</td>
<td>WKOW TV</td>
<td>Johnny's Weather School</td>
</tr>
<tr>
<td>3rd</td>
<td>WISC TV</td>
<td>First Warn Weather - Trust Us</td>
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### Best Topical Promotion

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WKOW TV</td>
<td>Hacked Homes</td>
</tr>
<tr>
<td>2nd</td>
<td>WKOW TV</td>
<td>Beating the Bite</td>
</tr>
<tr>
<td>3rd</td>
<td>PBS Wisconsin</td>
<td>Nancy Zieman: Extraordinary Grace</td>
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### Best Public Service Announcement

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WMTV TV</td>
<td>Stop in the Name of Love</td>
</tr>
<tr>
<td>2nd</td>
<td>WISC TV</td>
<td>Time For Kids - Recipe For Health 2020</td>
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<tr>
<td>3rd</td>
<td>WMSN TV</td>
<td>Wisconsin Medical Society and Nurses Association - Your Health Can’t Wait</td>
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### Best Commercial or Underwriting Announcement

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<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WKOW TV</td>
<td>Isthmus Eats Commercial</td>
</tr>
<tr>
<td>2nd</td>
<td>WMSN TV</td>
<td>Toppers Drama Theater - The Family Dinner</td>
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<tr>
<td>3rd</td>
<td>WLUK TV</td>
<td>Toro Snowblower 2020 Maggie</td>
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### Best Coverage of Civil Discourse and Social Change

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<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISC TV</td>
<td>Covering social change</td>
</tr>
<tr>
<td>2nd</td>
<td>WBAY TV</td>
<td>Power 2 Change</td>
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<td>3rd</td>
<td>WKOW TV</td>
<td>WKOW</td>
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### Best Pandemic-Related Service to Community

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<tr>
<th>Place</th>
<th>Station</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st</td>
<td>WMTV TV</td>
<td>‘Care Box Challenge’ Raises Nearly $3.4M In Its First 100 Days</td>
</tr>
<tr>
<td>2nd</td>
<td>WKOW TV</td>
<td>Feeding Hope Text-a-Thon</td>
</tr>
<tr>
<td>3rd</td>
<td>PBS Wisconsin</td>
<td>At-Home Learning</td>
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</tbody>
</table>
### Best Election Coverage
1st Place: WKOW TV, *November Presidential Election*
2nd Place: WISC TV, *News 3 Now: Election 2020*
3rd Place: PBS Wisconsin, *Here & Now*  

### Best Website
1st Place: PBS Wisconsin, *WisContext*
2nd Place: PBS Wisconsin, *PBS Wisconsin Education*
3rd Place: WFRV TV, *Wearegreenbay.com WFRV Television/Digital Website for 2020*

### Best Web Story
1st Place: PBS Wisconsin, *No Place Like Home*
3rd Place: PBS Wisconsin, *WisContext: The Coronavirus Pandemic and Face Masks*

### Best Use of Social Media
1st Place: WKOW TV, *Social media coverage following the shooting of Jacob Blake in Kenosha*
2nd Place: WBAY TV, *Best Use of Social Media - Steve's Weather School - WBAY*
3rd Place: WKOW TV, *Social video at 27 News WKOW*

### Best Original Digital Content
1st Place: PBS Wisconsin, *The Light*
2nd Place: PBS Wisconsin, *State Street Mural Project*
3rd Place: WISC TV, *Election Night livestream*

### Best Online Personality
1st Place: WMTV TV, *NBC15’s Tim Elliott*
2nd Place: WKOW TV, *Sara Maslar-Donar, reporter and weekend morning anchor*
3rd Place: WBAY TV, *Best Online Personality - Dave Schroeder - WBAY*

### Best Online Breaking News Coverage
1st Place: WMTV TV, *Downtown Demonstrations*
2nd Place: WKOW TV, *Five coworkers killed, gunman also dead in Milwaukee brewery mass shooting*
3rd Place: WISC TV, *Channel 3000 Protest Coverage*

### Small Market Television

#### Best Morning Newscast
1st Place: WSAW TV, *The New Back to School: Sept. 3, 2020 Newscast*
2nd Place: WKBT TV, *News 8 Now This Morning-The Morning After*
3rd Place: WXOW TV, *MidDay 5-14-2020*

#### Best Evening Newscast
1st Place: KBJR TV, *KBJR 6 News at 10*
2nd Place: WJFW TV, *WJFW Newswatch 12 at 10*
3rd Place: CBS3 - Duluth Superior, *CBS 3 News Live at 5*

#### Best Sportscast
1st Place: WSAW TV, *Matt Infield Sports Anchoring Compilation*
2nd Place: WQOW TV, *WQOW Best Sportscast*
3rd Place: WSAW TV, *Reece Van Haaften Sports Anchoring Compilation*

#### Best Weathercast
1st Place: WSAW TV, *Jeremy Tabin Meteorologist Compilation*
2nd Place: WSAW TV, *Mark Holley Meteorologist Compilation*
3rd Place: WKBT TV, *Michelle Poedel Compilation*

### Best Continuing Coverage
1st Place: WKBT TV, *Election 2020*
2nd Place: WEAU TV, *Superintendent Arrested*
3rd Place: WSAW TV, *Unemployment in Wisconsin Due to COVID-19 Pandemic*

### Best Spot News
1st Place: WJFW TV, *Rib Lake Break-Ins*
2nd Place: WEAU TV, *Cadott Tornado*
3rd Place: WKBT TV, *Covid-Case 1*

### Best News Writing
1st Place: WKBT TV, *Sound of Giving*
2nd Place: WAOV TV, *Fighting for Justice*
3rd Place: WSAW TV, *Cheryl Coyer Makes Quilts for Veterans*

### Best Hard News/Investigative
1st Place: WKBT TV, *Breaking the Silence*
2nd Place: WSAW TV, *7Investigates: When You Can’t Call 911*
3rd Place: WSAW TV, *7Investigates: Patients Caught in Insurance Battle*

### Best Series or Documentary
1st Place: WLAX TV, *River town La Crosse*
2nd Place: WXOW TV, *Race in La Crosse Schools*
3rd Place: KBJR TV, *KBJR 6 News Presents: Missing & Murdered: An Invisible Epidemic*

### Best Feature
1st Place: WQOW TV, *Amy Swinehouse*
2nd Place: WXOW TV, *The Man Behind the Napkins*
3rd Place: WEAU TV, *Anthony’s Legacy*

### Best Live On-Scene Reporting
1st Place: WKBT TV, *Jordan Fremstad Compilation*
2nd Place: WEAU TV, *Zach Prelutsky Compilation*
3rd Place: WSAW TV, *Stella Porter Compilation*

### Best Use of Video
1st Place: WKBT TV, *Falling In Love*
2nd Place: WSAW TV, *You Know You’re From Merrill: Emma’s Sweet Corn*
3rd Place: WXOW TV, *COVID Stay-at-Home Concert*

### Best Sports Reporting
1st Place: WJFW TV, *Great Northern Riding Club*
2nd Place: WJFW TV, *Karlie Woodall*
3rd Place: WSAW TV, *Mound Masterpieces*

### Best Significant Community Impact
1st Place: WKBT TV, *Steppin’ Out in Pink 2020*
2nd Place: WKBT TV, *Joy of Sharing 2020*
3rd Place: WEAU TV, *Wagner Tails*

### Best Specialty Programming
1st Place: WQOW TV, *The Power of Band*
2nd Place: WJFW TV, *Tiffany/Zunker Congressional Debate*
3rd Place: CBS3 - Duluth Superior, *CBS 3 News Presents: Race & Campaign 2020*

### Best Image Promotion
1st Place: WXOW TV, *Sports Overtime Workout*
2nd Place: WKBT TV, *Mom*
3rd Place: WEAU TV, *Hello Wisconsin- Pandemic Greetings*
Best Weather Promotion
1st Place WSAW TV, Mark’s Garden
2nd Place WEAU TV, WEAU Lifestyle Weather
3rd Place WAOW TV, Get Outside

Best Topical Promotion
1st Place WSAW TV, Black Lives Matter POP
2nd Place WSAW TV, The Student Experience
3rd Place WEAU TV, Hello Wisconsin 227

Best Public Service Announcement
1st Place WSAW TV, Children’s Miracle Network - Extra Life
2nd Place WEAU TV, Together Chippewa Valley
3rd Place WKBT TV, Food Drive Fridays

Best Commercial or Underwriting Announcement
1st Place WSAW TV, Wausau School District - Teachers
2nd Place WLAX TV, Big Boar BBQ
3rd Place WAOW TV, Next Step Prosthetics

Best Coverage of Civil Discourse and Social Change
1st Place WEAU TV, Protest Montage
2nd Place WQOW TV, Hometown Conversations
3rd Place WSAW TV, Race, Law Enforcement and Social Justice Compilation

Best Pandemic-Related Service to Community
1st Place WEAU TV, At Home With Amie
2nd Place WEAU TV, School’s in Session
3rd Place WSOW TV, Singing for Their Supper

Best Election Coverage
1st Place WEAU TV, 2020 Election Coverage
2nd Place WSAW TV, Election 2020 Coverage
3rd Place WJFW TV, Election Composite

Best Website
1st Place KBJR TV, KBJR6.COM
2nd Place WQOW TV, WQOW.com
3rd Place WAOW TV, waow.com

Best Web Story
1st Place WEAU TV, The Crossroads of Love and Compassion
2nd Place WEAU TV, Superintendent Arrested
3rd Place WSAW TV, Graduate Surprises Fellow Classmates by Walking to get Diploma

Best Use of Social Media
1st Place WKBT TV, News 8 Now Online
2nd Place WJFW TV, Maya Reese - #NorthwoodsNoise
3rd Place WQOW TV, Best Use of Social Media

Best Original Digital Content
1st Place WKBT TV, News 8 Now Online
2nd Place WJFW TV, In Case You Missed It
3rd Place WSAW TV, WSAW Sports Podcast on replacing a legend on the ice

Best Online Personality
1st Place WEAU TV, Tucker Antico
2nd Place WEAU TV, Justus Cleveland
3rd Place WJFW TV, Maya Reese

Best Online Breaking News Coverage
1st Place WEAU TV, Eau Claire Protest
2nd Place WSAW TV, Live on scene coverage of an officer involved shooting
3rd Place WSAW TV, Local Hospital has a press event to discuss COVID situation

Best Morning Radio Show
1st Place WTMJ AM, Wisconsin’s Morning News
2nd Place WSSP AM, Bart Winkler Morning Show

Best Radio Show
1st Place WSSP AM, Big Show- Leroy Butler becomes 1st time finalist for HOF
2nd Place WTMJ AM, Wisconsin’s Afternoon News
3rd Place WISN AM, The Dan O’Donnell Show

Best Newscast
1st Place WTMJ AM, Wisconsin’s Afternoon News
2nd Place WTMJ AM, Wisconsin’s Morning News

Best Sportscast
1st Place WTMJ AM, Greg Matzek
2nd Place WTMJ AM, Bryan Dee

Best Continuing Coverage
1st Place WTMJ AM, Unrest in Kenosha
2nd Place WORT FM, Madison Poised for Police Oversight Board
3rd Place WUWM FM, MPS Spring Remote Learning Rollout

Best Spot News
1st Place WORT FM, Stop, Don’t Go: SASY Neighborhood Pushes Against Removal Of Postal Services
2nd Place WISN AM, The Miller Brewery Shooting
3rd Place WTMJ AM, Molson Coors shooting

Best News Writing
1st Place WISN AM, A More Perfect Union
2nd Place WUWM FM, PFAS Concern Remains High In Marinette
3rd Place WTMJ AM, The Show Must Go On

Best Hard News/Investigative
1st Place WTMJ AM, Wisconsin Prison COVID-19 Outbreak
2nd Place WUWM FM, MPS May Be ‘Losing The Best And Brightest’ Due To HR Problems
3rd Place WUWM FM, Police Brutality Protest

Best Feature
1st Place WUWM FM, Owl Family Captures Milwaukee Suburb’s Heart During Coronavirus Pandemic
2nd Place WTMJ AM, Stories of the Heart: Michael Saxby
3rd Place WORT FM, Radio Chipstone: The Last Note

Best Use of Audio in Radio News
1st Place WUWM FM, Deputies Fraternize with Rittenhouse on Night of Fatal Shooting
2nd Place WUWM FM, Orchestra Aims To Provide Healing Amid Coronavirus Pandemic
3rd Place WORT FM, Goodman Pool Reopens for the Summer

Best Live On-Scene Reporting
1st Place WTMJ AM, Milwaukee Protests
2nd Place WISN AM, The Mayfair Mall Shooting
3rd Place WTMJ AM, Molson Coors shooting
### Best Interview
1st Place | WISN AM, *Joseph Mensah’s First Interview*
2nd Place | WTMJ AM, *The Poll Worker*
3rd Place | WTMJ AM, *Bob Costas*

### Best Sports Play By Play
1st Place | WTSO AM, *Madison East deals top-ranked rival Madison La Follette their only loss of the 2019-2020 season*

### Best Significant Community Impact
1st Place | WTMJ AM, *Kids 2 Kids Christmas*
2nd Place | WTMJ AM, *Pass the Turkey*
3rd Place | WKTI FM, *ESPN Wisconsin Radiothon with Pat Connaughton*

### Best Specialty Programming
1st Place | WTMJ AM, *WTMJ 2021*
2nd Place | WKTI FM, *9th Annual Wisconsin Sports Awards*
3rd Place | WISN AM, *A Dan O'Donnell Show Christmas Special*

### Best Promotional Announcement
1st Place | WORT FM, *Bad Sister Heidi’s Year-End Giving*
2nd Place | WTMJ AM, *Through It All*
3rd Place | WKTI FM, *ESPN Milwaukee Fantasy Football*

### Best Commercial or Underwriting Announcement
1st Place | WSSP AM, *Brothers Consolidated HVAC; Too Loud*
2nd Place | WTMJ AM, *Black Husky Brewing*
3rd Place | WSSP AM, *Otto’s Wine and Spirits; Home Town*

### Best Humorous Commercial or Underwriting Announcement
1st Place | WTMJ AM, *Sentry Foods*
2nd Place | WTMJ AM, *CPAP Rx*
3rd Place | WSSP AM, *Wisconsin Indoor Golf Center; The Bird*

### Best Coverage of Civil Discourse and Social Change
1st Place | WUWM FM, *Protests for Police Reform, Social Justice*
2nd Place | WRNW FM, *The Crossover Tackles Social Justice*
3rd Place | WTMJ AM, *"No justice, no peace"*

### Best Pandemic-Related Service to Community
1st Place | WUWM FM, *The Coronavirus Pandemic in Wisconsin*
2nd Place | WISN AM, *The Latest Word on Medicine*

### Best Election Coverage
1st Place | WUWM FM, *Election 2020*
2nd Place | WTMJ AM, *Decision Wisconsin*

### Best Website
1st Place | WTMJ AM, *WTMJ.com*
2nd Place | Wisconsin Public Radio, *WPR.org's Coronavirus in Wisconsin Section*
3rd Place | Wisconsin Public Radio, *WPR.org*

### Best Web Story
1st Place | WUWM FM, *Milwaukee’s Lost Town Of Lake*
2nd Place | Wisconsin Public Radio, *Why Is There A ‘Wau’ In So Many Wisconsin Place Names?*
3rd Place | WTMJ AM, *Mercurious*

### Best Use of Social Media
1st Place | WTMJ AM, *Wisconsin's Radio Station*
2nd Place | Wisconsin Public Radio, *WPR Twitter Strategy*
3rd Place | Wisconsin Public Radio, *WPR Facebook Strategy*

### Best Original Digital Content
1st Place | WTMJ AM, *Convention Countdown*
2nd Place | Wisconsin Public Radio, *COVID-19 Live Blog Coverage*
3rd Place | WTMJ AM, *Decision Wisconsin*

### Best Online Personality
1st Place | WTMJ AM, *Bryan Dee*
2nd Place | Wisconsin Public Radio, *Laurel White -- Twitter*
3rd Place | WTMJ AM, *Steve Scaffidi*

### Best Online Breaking News Coverage
1st Place | WTMJ AM, *Molson Coors shooting*
2nd Place | Wisconsin Public Radio, *Madison, Milwaukee Protests*
3rd Place | WTMJ AM, *Protestors take to the streets of Milwaukee*

### Best Morning Radio Show
1st Place | WKTY AM, *WKTY Morning Show with Dave Carney*
2nd Place | WOMT AM, *Lee & Damon in the Morning*

### Best Radio Show
1st Place | WKTY AM, *The Grant Blise Show*
2nd Place | WHLA FM, *Newsmakers: Activist/Actor Dodie Whitaker*
3rd Place | KWUS FM, *Protest, Solutions and Challenges Following the Death of George Floyd*

### Best Newscast
1st Place | WTAQ AM, *WTAQ’s Morning News*
2nd Place | WTAQ AM, *WTAQ’s News At Noon*
3rd Place | WSAU FM, *WSAU News Mike Leischner*

### Best Continuing Coverage
1st Place | WRJN AM, *Continuing riots in Kenosha*
2nd Place | WFDL AM, *Flattening The Curve*
3rd Place | WTAQ AM, *NE Wisconsin’s COVID 19 Journey*

### Best Spot News
1st Place | WTAQ AM, *Green Bay BLM March*
2nd Place | WTAQ AM, *Popeyes Big Day*
3rd Place | WOMT AM, *Local Man Camps Out for Week*

### Best News Writing
1st Place | WTAQ AM, *Haunted Green Bay*
2nd Place | WSAU FM, *Grand Opening held for JoJo’s Jungle*
3rd Place | WOMT AM, *Stay at Home High School Senior*

### Best Hard News/Investigative
1st Place | WTAQ AM, *Green Bay Riot*
2nd Place | WOMT AM, *Local Soldier Voice Frustrations with VA*
3rd Place | WFDL AM, *Lakeside Park: A Community Divided*

### Best Feature
1st Place | WOTM AM, *Area Man Granted His Dying Wish*
2nd Place | WTAQ AM, *Mary’s Heart*
3rd Place | WTAQ AM, *Cop On A Mission*

### Best Use of Audio in Radio News
1st Place | WTAQ AM, *Haunted Green Bay*
2nd Place | WOMT AM, *Grand Opening held for JoJo’s Jungle*
3rd Place | WOMT AM, *Stay at Home High School Senior*

### Best Live On-Scene Reporting
1st Place | WTAQ AM, *WTAQ AM, *Election Day Is Here*
2nd Place | WOTM AM, *Friday Day*
<table>
<thead>
<tr>
<th>Award Category</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Best Specialty Programming</strong></td>
<td>WOMT AM, <em>2020 Lincoln High School Graduation</em></td>
<td>WOMT AM, <em>Sports Talk</em></td>
<td></td>
</tr>
<tr>
<td><strong>Best Promotional Announcement</strong></td>
<td>WOMT AM, <em>Seehafer News App</em></td>
<td>WKTY AM, <em>Murder Horneis</em></td>
<td>WIZM AM, <em>Miracle on 34th Street</em></td>
</tr>
<tr>
<td><strong>Best Public Service Announcement</strong></td>
<td>WOMT AM, <em>Lake Shore CAP</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Best Commercial or Underwriting Announcement</strong></td>
<td>WIZM AM, <em>A Christmas Most Sour</em></td>
<td>WOMT AM, <em>Green Bay Gamblers</em></td>
<td>WFDL AM, <em>Linetc - Nov Recruitment</em></td>
</tr>
<tr>
<td><strong>Best Humorous Commercial or Underwriting Announcement</strong></td>
<td>WKTY AM, <em>Harden Rules</em></td>
<td>WSAU FM, <em>Mullins Cheese Spring Concert</em></td>
<td>WOGO AM, <em>The Raven Team “Leave It To The Pros”</em></td>
</tr>
<tr>
<td><strong>Best Website</strong></td>
<td>WSAU FM, <em>WSAU.com</em></td>
<td>WOMT AM, <em>Seehafernews.com</em></td>
<td></td>
</tr>
<tr>
<td><strong>Best Web Story</strong></td>
<td>WSAU FM, <em>Arrest made decades later in 1984 Wood County murder</em></td>
<td>WOMT AM, <em>Despite Restrictions, A Group of Friends Have Found a Way To Continue A Thursday Night Tradition</em></td>
<td>WSAU FM, <em>Stevens Point City Council Votes Down Proposal to Allow Football at Goerke Park</em></td>
</tr>
<tr>
<td><strong>Best Use of Social Media</strong></td>
<td>WOMT AM, <em>United as One Fundraiser</em></td>
<td>WOMT AM, <em>Memorial Day Ceremony</em></td>
<td>WSAU FM, <em>Facebook and Twitter</em></td>
</tr>
</tbody>
</table>

### Small Market Radio News and Talk

<table>
<thead>
<tr>
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<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Best Original Digital Content</strong></td>
<td>WIZM AM, <em>Around River City: Lisa’s Implants</em></td>
<td>WOMT AM, <em>Hello Lakeshore</em></td>
<td>WIZM AM, <em>Around River City: Students and Corona</em></td>
</tr>
<tr>
<td><strong>Best Online Personality</strong></td>
<td>WOMT AM, <em>Lee Douglas</em></td>
<td>WOMT AM, <em>Terry Stevenson</em></td>
<td></td>
</tr>
<tr>
<td><strong>Best Online Breaking News Coverage</strong></td>
<td>WOMT AM, <em>Protest Forms Outside Wisconsin Aluminum Foundry</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Best Morning Radio Show</strong></td>
<td>WRJO FM, <em>Wake up with The Wolf</em></td>
<td>WBYB FM, <em>Chuck and Jim Show- Veterans Day Salute</em></td>
<td>WBEV AM, <em>WBEV Morning Show- John Moser Says Farewell</em></td>
</tr>
<tr>
<td><strong>Best Radio Show</strong></td>
<td>WBEV AM, <em>Breaktime</em></td>
<td>WFBZ FM, <em>The Sports Lead ESPN 105.5</em></td>
<td>WBYB AM, <em>Swap Shop</em></td>
</tr>
<tr>
<td><strong>Best Continuing Coverage</strong></td>
<td>WHYB FM, <em>COVID-19 Pandemic</em></td>
<td>WHYB FM, <em>PFAS Contamination</em></td>
<td>WBEV AM, <em>Formation Of Beaver Dam Lake District</em></td>
</tr>
</tbody>
</table>
Best Use of Audio in Radio News
1st Place WTCH AM, Bus Driver Appreciation
2nd Place WXPR FM, Trout Streams, Beaver Dams, and Explosives
3rd Place WRJO FM, Memorial Day 2020

Best Live On-Scene Reporting
1st Place WHYB FM, Menominee County Election Results
2nd Place WHYB FM, President Trump Speaks at Marinette Marine
3rd Place WRJO FM, Eagle River Pond Hockey

Best Interview
1st Place WBEV AM, Neurodiversity (say that ten times fast)
2nd Place WHYB FM, FFG(X), COVID-19 Interview with Governor Evers
3rd Place WTCH AM, Spooky Places

Best Sports Play By Play
1st Place WBEV AM, BD Girls Punch Ticket to State
2nd Place WHYB FM, Emma Anderson Reaches 1000 Points
3rd Place WMAM AM, Katelyn Kitzinger All-Time Leading Scorer

Best Significant Community Impact
1st Place WRJO FM, A Day with Angel Pledge-A-Thon
2nd Place WBEV AM, 2020 Children's Radiothon
3rd Place WHYB FM, "Look for the Helpers" Series

Best Specialty Programming
1st Place WRJO FM, Live FORK Concert
2nd Place WTCH AM, Shawano Senior Spotlight
3rd Place WRJO FM, Live Memorial Day Ceremony

Best Promotional Announcement
1st Place WWIS FM, Happy Hours With Josh Donovan
2nd Place WBEV AM, Milwaukee Brewers - Baseballits
3rd Place WFBZ FM, ESPN 105.5 Sports Lead

Best Public Service Announcement
1st Place WBEV AM, Children's Radiothon Amazon Smile
2nd Place WRJO FM, Holiday Help for Non-Profits
3rd Place WWIS FM, JC Dairy Promotion Committee - Curds for Kids PSA

Best Commercial or Underwriting Announcement
1st Place WRJO FM, Frasiers Winter is Coming
2nd Place WBEV AM, Rechecks - Future Turkey Cop
3rd Place WBEV AM, Vita Park Singing Eye Docs Christmas Carol

Best Humorous Commercial or Underwriting Announcement
1st Place WRJO FM, Prime Choice Where Ya' Takin' Your Deer
2nd Place WBEV AM, Surefire - Frigid Hearts
3rd Place WRJO FM, Kneeded Relief Christmas Massage

Best Coverage of Civil Discourse and Social Change
1st Place WRJO FM, Bucks March and Kenosha Protest
2nd Place WBEV AM, Reaction To George Floyd Killing
3rd Place WHYB FM, Black Lives Matter Protest on Stephenson Island

Best Pandemic-Related Service to Community
1st Place WJMC AM, Barron County Covid Q & A
2nd Place WXPR FM, COVID-19 Forums
3rd Place WWIS FM, COVID-19 Questions and Answers

Best Election Coverage
1st Place WXPR FM, Election 2020 Coverage
2nd Place WHYB FM, Voting in the COVID-19 Era
3rd Place WRJO FM, Election Coverage 2020

Best Website
1st Place WBEV AM, DailyDodge.com

Best Web Story
1st Place WHYB FM, LCS 25 Launched at Marinette Marine
2nd Place WXPR FM, Fighting Phosphorus on the Big Eau Pleine
3rd Place WXPR FM, Next Door to Drilling

Best Use of Social Media
1st Place WBEV AM, Daily Dodge
2nd Place WWIS FM, Mother's Day Shoutouts
3rd Place WHYB FM, Back to School Photo Contest

Best Original Digital Content
1st Place WBEV AM, 2 for the Road
2nd Place WBEV AM, 2020 Youth Animal Expo
3rd Place WHYB FM, Shoreline Shopping Show

Best Online Personality
1st Place WWIS FM, Mary Gerdes
2nd Place WBEV AM, Wade Bates

Best Online Breaking News Coverage
1st Place WBEV AM, Multiple People Shot In Mayville
2nd Place WHYB FM, Officer-Involved Shooting Death Reported in Marinette County

Best Morning Radio Show
1st Place WJQM FM, Best Morning Radio Show: Krista & The Morning Rush
2nd Place WLDB FM, "Feel Good Mornings with Joe"
3rd Place WLSP LP, Good Morning Sun Prairie: Baker Street

Best Radio Show
1st Place WJQM FM, Best Radio Show: DJ Fusion
2nd Place WMVO FM, The Good Kind
3rd Place WLSP LP, Song Archaeology

Best Newscast
1st Place WLSP LP, Sun Prairie In Focus
2nd Place WMVO FM, Monona Bird Report
3rd Place WMVO FM, Community Calendar

Best Interview
1st Place WMMM FM, Live from Studio M with Black Pumas
2nd Place WLUM FM, FM 102.1 Adler Interviews Actor Comedian Television Host Matt Iseman
3rd Place WMVO FM, Archeology Interview

Best Original Feature
1st Place WJQM FM, Breaking Bad News: Marta Can't Sing In Wedding
2nd Place WMVO FM, Native American History
3rd Place WMVO FM, Giving Thanks to Local Music

Best Live On-Site Broadcast Remote
1st Place WMVO FM, Loud in the Library

Best Use of Audio (Non-News)
1st Place WJQM FM, Vicki Gunvalson Reality Check
2nd Place WJQM FM, We Appreciate You Staying Home
3rd Place WMVO FM, Monona Library: Wing It
Best Sports Coverage
1st Place WMMFM, Packers Fake Crowd Guy
2nd Place WLUM FM, FM 102.1 Adler Interviews AEW Wrestler
3rd Place WWMFM, MG Sports Showcase

Best Significant Community Impact
1st Place WJQM FM, Krista’s Road to Recovery with Tellurian and Madison Police Officer Jodi Nelson
2nd Place WJQM FM, 2020 Gifts of Christmas
3rd Place WVMO FM, Monona Mayor Reports

Best Specialty Programming
1st Place WJQM FM, Madtown Mom Squad: Kiddos Give Fun Tips During Covid
2nd Place WVMO FM, The VMO Show
3rd Place WLSP LP, Homeroom with Brad Saron

Best Promotional Announcement
1st Place WVMO FM, Let’s Connect
2nd Place WJQM FM, 2020 Gifts of Christmas
3rd Place WVMO FM, WVMO Online

Best Station Promo
1st Place WJQM FM, Why Moms Love Wine
2nd Place WVMO FM, From The Couch
3rd Place WJQM FM, Tracy & DJ Fusion: FWB Top 20 Countdown

Best Station Event Promo
1st Place WJQM FM, Fire Fighters Save Valentines Day With Krista & The Morning Rush
2nd Place WJQM FM, Weezy Sunday
3rd Place WVMO FM, WVMO Movie Night

Best Client Event Promo
1st Place WVMO FM, Winniequah School Donation
2nd Place WVMO FM, MGSD 4K Sign Up

Best Public Service Announcement
1st Place WXSS FM, American Heart Association: Teens Talk
2nd Place WXSS FM, American Heart Association: Lying Kills
3rd Place WJQM FM, Now Open

Best Commercial or Underwriting Announcement
1st Place WJQM FM, Terror At Tyrol
2nd Place WOLX FM, Middleton School District: Wheels On The Bus
3rd Place WOLX FM, Middleton School District: Virtual This

Best Humorous Commercial or Underwriting Announcement
1st Place WOLX FM, Aaron Weber Group; Move to Madison
2nd Place WVMO FM, Monona Dog Park
3rd Place WJQM FM, Badger City Auto Humpback Whales Brake Special.

Best Coverage of Civil Discourse and Social Change
1st Place WJQM FM, Celebration of Life Anisa Scott
2nd Place WVMO FM, Monona Community & Eight Can't Wait
3rd Place WVMO FM, Monona Listening Session

Best Pandemic-Related Service to Community
1st Place WLUM FM, FM 102.1 Save our Stages Radiathon
2nd Place WLSP LP, Sun Prairie EMS and Healing Hearts Family Counseling COVID PSAs
3rd Place WVMO FM, Supporting Local & Musicians

Best Website
1st Place WVMO FM, WVMO.FM

Best Use of Social Media
1st Place WJQM FM, 93.1 JAMZ
2nd Place WVMO FM, Local Music Video interviews
3rd Place WJMO FM, WVMO Shows & Community

Best Original Digital Content
1st Place WVMO FM, Zoomin’ with WVMO
2nd Place WLDB FM, Middleton School District: Wheels On The Bus
3rd Place WVMO FM, WVMO Movie Night

Best Online Personality
1st Place WJQM FM, DJ Fusion
2nd Place WVMO FM, Joe Martin
3rd Place WJQM FM, Krista & The Morning Rush

Best Live On-Site Coverage
1st Place WVMO FM, Sunday Afternoon Live with Buzz Kemper

Best Morning Radio Show
1st Place WHTQ FM, Kori with a K and the More Music Morning Show - What’s the Secret
2nd Place WFON FM, Mike and Marty In the Morning Nov 10, 2020
3rd Place WIZM FM, Z-93 Morning Buzz

Best Radio Show
1st Place WVTV FM, Van McNeil - May 12th 2020
2nd Place WFDL FM, Morning News
3rd Place WOZZ FM, WOZZ News 12-30-2020

Best Newscast
1st Place WJQM FM, WVMO.FM
2nd Place WFFM FM, Mike Mathers All Night Party
3rd Place WJQFM, WVMO Movie Night

Best Interview
1st Place WOZZ FM, Interview With Diamante
2nd Place WOZZ FM, Interview With Mike Protich Of The Violent
3rd Place WIFC FM, Beverly D’ Angelo on WIFC

Best Original Feature
1st Place WOZZ FM, Artist Spotlight With Written By Wolves
2nd Place WIZM FM, Fit Fun Fab
3rd Place WIFC FM, Mikey Likes It Er No!

Best Use of Audio (Non-News)
1st Place WISM FM, A Christmas Carol
2nd Place WISM FM, John Lennon/40 Years Since 1980
3rd Place WGTDFM, A CARTOONS-ON-THE RADIO - LEADING LADIES: ANGELA UBER ALLES.

Best Sports Coverage
1st Place WIFC FM, Tom King Sports WIFC
2nd Place WJMT AM, Chad Holmes Merrill volleyball sectional semifinal
3rd Place WTCX FM, WLA Regional Showdown

Best Significant Community Impact
1st Place WYTE FM, Y106.5 CMN Radiothon
2nd Place WJQM FM, Season of Giving
3rd Place WIFC FM, Be the Match
**Best Specialty Programming**  
1st Place WISM FM, *A Christmas Carol*

**Best Promotional Announcement**  
1st Place WBCV FM, *Flush 2020*

**Best Station Promo**  
1st Place WHTQ FM, *15K Cash Stash*  
2nd Place WOZZ FM, *Rock 94.7’s Virtual Festival*  
3rd Place WOZZ FM, *Forgot About Dad*

**Best Public Service Announcement**  
1st Place WQCC FM, *Rotary Lights of La Crosse*

**Best Commercial or Underwriting Announcement**  
1st Place WWIB FM, *The Raven Team “Memories Start At Home”*  
2nd Place WOZZ FM, *Redemption Ink - Frankenstein’s Monster*  
3rd Place WOZZ FM, *Ledgerock Distillery*

**Best Humorous Commercial or Underwriting Announcement**  
1st Place WWIB FM, *Mason Companies “Stop The Stress”*  
2nd Place WISM FM, *Advanced Septic Installation “Craptastic”*  
3rd Place WFON FM, *Busch Beer Snowdays*

**Best Coverage of Civil Discourse and Social Change**  
1st Place WGTD FM, *Shooting Gives Small Town No Choice But to Confront Racial Injustice and Inequality Issues*  
2nd Place WISM FM, *715 Newsmakers*  
3rd Place WIZM FM, *Shaundel Spivey*

**Best Pandemic-Related Service to Community**  
1st Place WIZM FM, *Covid interview*  
2nd Place WJMT AM, *“Hometown Concert for the Cause”*  
3rd Place WKSZ FM, *March 13th Escalation of COVID*

**Best Website**  
1st Place WOZZ FM, *Rock 94.7 Website*

**Best Original Digital Content**  
1st Place WAXX FM, *Eat. Drink. Shop. Local this holiday season!*  
2nd Place WGLX FM, *Wisconsin Rapids Polar Plunge 2020*  
3rd Place WBCV FM, *Trying Brach’s Thanksgiving Candy*

**Best Live On-Site Coverage**  
1st Place WHTQ FM, *Special Olympics Wisconsin Closing Ceremonies*

**Best Interview**  
1st Place WRLS FM, *Kikkan Randall American Olympic Champion*  
2nd Place WGLR FM, *Gary Allan on The Big Show*  
3rd Place WAQE FM, *Ryan Quinn with Officer Andy*

**Best Original Feature**  
1st Place WCCO FM, *Free Music For All*  
2nd Place WCCO FM, *Arnie’s Dumb Thoughts*  
3rd Place WJMC FM, *Barron County Fair On The Air*

**Best Live On-Site Broadcast Remote**  
1st Place WCCO FM, *Freedom Car Show*  
2nd Place WCCO FM, *Hidden Trails Corn Maze*  
3rd Place WCCO FM, *You’re A Mean One, 2020*

**Best Use of Audio (Non-News)**  
1st Place WCCO FM, *Turdy Point Buck*  
2nd Place WHTL FM, *Middays With Mark (show-open)*  
3rd Place WMBZ FM, *REC Drive-In Annual Meeting on WRCO AM*

**Best Sports Coverage**  
1st Place WCCO FM, *Dream Christmas*  
2nd Place WCCO FM, *Senior Salute*  
3rd Place WRCO AM, *REC Drive-In Annual Meeting on WRCO AM*

**Best Specialty Programming**  
1st Place WPVL FM, *Tribute to Brent*  
2nd Place WCCO FM, *Classic COW Charlie Daniels Tribute*  
3rd Place WXRO FM, *95X 20 in 20*

**Best Promotional Announcement**  
1st Place WPVL FM, *Flo Rida Fridays*  
2nd Place WCCO FM, *Survey Triple Play*  
3rd Place WCCO FM, *Ben & Arnie*

**Best Station Promo**  
1st Place WCCO FM, *COW97’s Virtual Fair Barn*  
2nd Place WCCO FM, *William Hoffman St Jude Ride*

**Best Live On-Site Broadcast Remote**  
1st Place WCCO FM, *COW97’s Virtual Fair Barn*  
2nd Place WCCO FM, *William Hoffman St Jude Ride*

**Best Client Event Promo**  
1st Place WCCO FM, *Armed Forces Day Concert 2020*  
2nd Place WCCO FM, *Features Fest 2020*  
3rd Place WPVL FM, *Xtreme Summer of Memories Giveaway*

**Best Public Service Announcement**  
1st Place WCCO FM, *Gage Leis*  
2nd Place WCCO FM, *Tomah Health Love Light*

**Best Commercial or Underwriting Announcement**  
1st Place WGLR FM, *Potosi Saloon - Fish Fry Friday*  
2nd Place WJHH FM, *Dr. McGillicuddy’s Shooting Straight since 1865*  
3rd Place WCCO FM, *Eddie’s Convenience Store*

**Best Humorous Commercial or Underwriting Announcement**  
1st Place WCCO FM, *Pasture Pride Cheese Store*  
2nd Place WHTL FM, *Rudy’s Cars and Trucks (Elvis)*  
3rd Place WJHH FM, *Scenic Drive Creative*
<table>
<thead>
<tr>
<th>Category</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
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</thead>
<tbody>
<tr>
<td>Best Coverage of Civil Discourse and Social Change</td>
<td>WCOW FM, COW97 Social Change Coverage</td>
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</tr>
<tr>
<td>Best Pandemic-Related Service to Community</td>
<td>WCOV FM, Virtual Fair Barn</td>
<td>WSFQ FM, Greatest Rock Artist of All Time</td>
<td>WPVL FM, Tribute to Brent</td>
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<td>WCOV FM, COW97 Covid 360</td>
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<tr>
<td>3rd Place</td>
<td>WCOV FM, Cameron High School Salute to Senior</td>
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<tr>
<td>Best Website</td>
<td>WGLR FM, WGLR.com</td>
<td>WCOV FM, COW97.com</td>
<td>WPVL FM, x1071.com</td>
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<td>3rd Place</td>
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<tr>
<td>Best Use of Social Media</td>
<td>WPVL FM, Xtreme 107.1 Facebook</td>
<td>WGLR FM, 97.7 Country on Facebook</td>
<td>WCOV FM, COW97</td>
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<tr>
<td>Best Original Digital Content</td>
<td>WHTL FM, Wisconsin's Heartland</td>
<td>WSFQ FM, Greatest Rock Artist of All Time</td>
<td>WPVL FM, Tribute to Brent</td>
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<td>3rd Place</td>
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<tr>
<td>Best Online Personality</td>
<td>WHTL FM, Mike Gilbertson</td>
<td>WCOV FM, Ben &amp; Arnie</td>
<td>WPVL FM, Rachel Chase</td>
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<tr>
<td>Best Live On-Site Coverage</td>
<td>WCOV FM, Legendary Freedom Car Show</td>
<td>WCOV FM, Rachel at Hidden Trails</td>
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**2020 Social & Digital Media Operation of the Year**

**Television**

<table>
<thead>
<tr>
<th>Category</th>
<th>LARGE MARKET</th>
<th>MEDIUM MARKET</th>
<th>SMALL MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WTMJ TV, Milwaukee</td>
<td>PBS Wisconsin</td>
<td>WEAU TV, Eau Claire</td>
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**News and Talk Radio**

<table>
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<tbody>
<tr>
<td></td>
<td>WTMJ AM, Milwaukee</td>
<td>WOMT AM, Manitowoc</td>
<td>WBEV AM, Beaver Dam</td>
</tr>
</tbody>
</table>

**Music Radio**

<table>
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<th>Category</th>
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<th>MEDIUM MARKET</th>
<th>SMALL MARKET</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>WVMO LP, Monona</td>
<td>WHTQ FM, Wausau, Stevens Point</td>
<td>WCOV FM, Sparta</td>
</tr>
</tbody>
</table>
### 2020 Station of the Year

#### Television

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<tr>
<th>LARGE MARKET</th>
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</tr>
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<tr>
<td>WISN TV, Milwaukee</td>
<td>WKOW TV, Madison</td>
<td>WSAW TV, Wausau</td>
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#### News and Talk Radio

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<td>WTMJ AM, Milwaukee</td>
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#### Music Radio

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<tbody>
<tr>
<td>WJQM FM, Madison</td>
<td>WOZZ FM, Wausau</td>
<td>WCOW FM, Sparta</td>
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### 2020 News Operation of the Year

#### Television

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<tr>
<td>WISN TV, Milwaukee</td>
<td>WMTV TV, Madison</td>
<td>WKBT TV, La Crosse</td>
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#### News and Talk Radio

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<td>WTAQ AM, Green Bay</td>
<td>WHYB FM, Marinette</td>
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