



Awards For Excellence

Winners List 2020

Large Market Television

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/SOÑADOR 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](#)

Best Website

- 1st Place WDJT TV, [CBS58.com](#)
- 2nd Place WISN TV, [WISN.com](#)
- 3rd Place WTMJ TV, [TMJ4.com](#)

Best Web 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

- 1st Place WDJT TV, [CBS 58 Morning News FB Live Q&A](#)
- 2nd Place WISN TV, [Jacob Blake police shooting](#)
- 3rd Place WTMJ TV, [TMJ4 News Social Media](#)

Best Original Digital Content

- 1st Place WTMJ TV, [My Block: Peace Gardens at Sherman Park](#)
- 2nd Place WITI TV, [Open Record](#)
- 3rd Place WITI TV, [Deff-initely Milwaukee](#)

Best Online Personality

- 1st Place WTMJ TV, [Vince Vitrano](#)
- 2nd Place WYTU TV, [Jocelyne Pruna](#)
- 3rd Place WDJT TV, [Justin Thompson-Gee](#)

Best Online Breaking News Coverage

- 1st Place WISN TV, [Miller Brewery mass shooting](#)
- 2nd Place WITI TV, [COVID-19](#)
- 3rd Place WITI TV, [Officer-involved Shooting of Jacob Blake](#)

Medium Market Television

Best Morning Newscast

- 1st Place WMTV TV, [The Morning Show: Overnight Unrest](#)
- 2nd Place WLUK TV, [Good Day Wisconsin - Oct. 3, 2020](#)
- 3rd Place WISC TV, [Kenosha and Madison Unrest](#)

Best Evening Newscast

- 1st Place WKOW TV, [27 News at 5 6/1/20](#)
- 2nd Place WLUK TV, [FOX 11 News at 9 - April 7, 2020](#)
- 3rd Place WISC TV, [UW Madison shuts down](#)

Best Sportscast

- 1st Place WMTV TV, [NBC15's George Balekji](#)
- 2nd Place WBAY TV, [Dave Schroeder](#)
- 3rd Place WMTV TV, [NBC15 Sports](#)

Best Weathercast

- 1st Place WKOW TV, [John Zeigler](#)
- 2nd Place WISC TV, [Chris Reece Compilation](#)
- 3rd Place WLUK TV, [Justin Steinbrink](#)

Best Continuing Coverage

- 1st Place WISC TV, [Continuing Coverage of Madison Unrest](#)
- 2nd Place WLUK TV, [Lake Levels and Shore Erosion](#)
- 3rd Place WMTV TV, [Anisa Scott's Death and Legacy](#)

Best Spot News

- 1st Place WISC TV, [First Madison protests](#)
- 2nd Place WKOW TV, [Madison Protests](#)
- 3rd Place WKOW TV, [Molson Coors Shooting](#)

Best News Writing

- 1st Place WKOW TV, [Happy Heart Hunt](#)
- 2nd Place WKOW TV, [Ode to Flansy](#)
- 3rd Place WMTV TV, [A Simple Stone](#)

Best Hard News/Investigative

- 1st Place WBAY TV, [Waushara County DA MIA](#)
- 2nd Place WMTV TV, [NBC15 Investigates: Chaos in Kenosha, the questions that remain](#)
- 3rd Place WISC TV, [The politicization of misinformation](#)

Best Series or Documentary

- 1st Place WMTV TV, [Class During COVID](#)
- 2nd Place PBS Wisconsin, [Nancy Ziemann: Extraordinary Grace](#)
- 3rd Place WFRV TV, [WFRV Investigates "Letter to the Community: An Open Conversation About Race"](#)

Best Feature

- 1st Place PBS Wisconsin, [Wisconsin Life: A Doll Like Me](#)
- 2nd Place WMTV TV, [Tools To Succeed](#)
- 3rd Place WMTV TV, [Scott and Shannon's Love Story](#)

Best Live On-Scene Reporting

- 1st Place WMTV TV, [NBC15's George Balekji](#)
- 2nd Place WISC TV, [Madalyn O'Neill Compilation](#)
- 3rd Place WKOW TV, [Lance Veaser](#)

Best Use of Video

- 1st Place PBS Wisconsin, [Wisconsin Life: Skijoring](#)
- 2nd Place WISC TV, [Beltline Bob hit twice](#)
- 3rd Place WMTV TV, [Hold Onto Hope](#)

Best Sports Reporting

- 1st Place WMTV TV, [Using His Voice](#)
- 2nd Place WKOW TV, [Overcoming the Odds](#)
- 3rd Place WMTV TV, [First Family of Pucks](#)

Best Significant Community Impact

- 1st Place WISC TV, [Graduation 2020 - Born to Make History](#)
- 2nd Place WMTV TV, [Because of You - 25th Share Your Holidays Campaign](#)
- 3rd Place WISC TV, [Summer not forgotten](#)

Best Specialty Programming

- 1st Place WISC TV, [Names Behind the Numbers](#)
- 2nd Place WLUK TV, [FOX 11 Community Cares Special](#)
- 3rd Place PBS Wisconsin, [Wisconsin Young Artists Compete: The Final Forte](#)

Best Image Promotion

- 1st Place WKOW TV, [27 News Drone Coverage Promo](#)
- 2nd Place PBS Wisconsin, [PBS Wisconsin is Made in Wisconsin](#)
- 3rd Place WMTV TV, [Wake up to More Image Top](#)

Best Weather Promotion

- 1st Place WKOW TV, [Meteorologist John Zeigler - Impact](#)
- 2nd Place WKOW TV, [Johnny's Weather School](#)
- 3rd Place WISC TV, [First Warn Weather - Trust Us](#)

Best Topical Promotion

- 1st Place WKOW TV, [Hacked Homes](#)
- 2nd Place WKOW TV, [Beating the Bite](#)
- 3rd Place PBS Wisconsin, [Nancy Ziemann: Extraordinary Grace](#)

Best Public Service Announcement

- 1st Place WMTV TV, [Stop in the Name of Love](#)
- 2nd Place WISC TV, [Time For Kids - Recipe For Health 2020](#)
- 3rd Place WMSN TV, [Wisconsin Medical Society and Nurses Association - Your Health Can't Wait](#)

Best Commercial or Underwriting Announcement

- 1st Place WKOW TV, [Isthmus Eats Commercial](#)
- 2nd Place WMSN TV, [Toppers Drama Theater - The Family Dinner](#)
- 3rd Place WLUK TV, [Toro Snowblower 2020 Maggie](#)

Best Coverage of Civil Discourse and Social Change

- 1st Place WISC TV, [Covering social change](#)
- 2nd Place WBAY TV, [Power 2 Change](#)
- 3rd Place WKOW TV, [WKOW](#)

Best Pandemic-Related Service to Community

- 1st Place WMTV TV, ['Care Box Challenge' Raises Nearly \\$3.4M In Its First 100 Days](#)
- 2nd Place WKOW TV, [Feeding Hope Text-A-Thon](#)
- 3rd Place PBS Wisconsin, [At-Home Learning](#)

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, [Weareregreenbay.com WFRV Television/Digital Website for 2020](#)

Best Web Story

- 1st Place PBS Wisconsin, [No Place Like Home](#)
- 2nd Place WFRV TV, [WFRV Digital: "THEN & NOW: Protests in Northeast Wisconsin"](#)
- 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 WAOW 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, [Rivertown 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](#)
- 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](#)

Large Market Radio News and Talk

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 WSAW 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, Dont 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 Fraternalize 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](#)

Medium Market Radio News and Talk

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 Bilse Show](#)
- 2nd Place WHLA FM, [Newsmakers: Activist/Actor Dodie Whitaker](#)
- 3rd Place KUWS 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 WOMT 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, [Veteran's Day](#)
- 2nd Place WOMT AM, [Accordian Month](#)
- 3rd Place WOMT AM, [Local Man Recalls Rare Poker Loss to Mom](#)

Best Live On-Scene Reporting

- 1st Place WTAQ AM, [Election Day Is Here](#)
- 2nd Place WTAQ AM, [Pzacki Day](#)

Best Interview

- 1st Place WOMT AM, [Prevea Health Matters - Tomi Genske](#)
- 2nd Place WSAU FM, [Pre-election interview with Wausau Mayor Katie Rosenberg](#)
- 3rd Place WIZM AM, [What Is Justice?](#)

Best Sports Play By Play

- 1st Place WOMT AM, [Kiel at Roncalli Girls](#)
- 2nd Place WFDL AM, [Waupun's Sectional Showdown](#)
- 3rd Place KFIZ AM, [Springs State Championship Hockey Coverage Play by Play](#)

Best Specialty Programming

- 1st Place WOMT AM, [2020 Lincoln High School Graduation](#)
- 2nd Place WOMT AM, [Sports Talk](#)

Best Promotional Announcement

- 1st Place WOMT AM, [Seehafer News App](#)
- 2nd Place WKTY AM, [Murder Hornets](#)
- 3rd Place WIZM AM, [Miracle on 34th Street](#)

Best Public Service Announcement

- 1st Place WOMT AM, [Lake Shore CAP](#)

Best Commercial or Underwriting Announcement

- 1st Place WIZM AM, [A Christmas Most Sour](#)
- 2nd Place WOMT AM, [Green Bay Gamblers](#)
- 3rd Place WSAU FM, [Linetec - Nov Recruitment](#)

Best Humorous Commercial or Underwriting Announcement

- 1st Place WKTY AM, [Harden Rules](#)
- 2nd Place WSAU FM, [Mullins Cheese Spring Concert](#)
- 3rd Place WOGO AM, [The Raven Team "Leave It To The Pros"](#)

Best Coverage of Civil Discourse and Social Change

- 1st Place WOMT AM, [Manitowoc Race Relations](#)
- 2nd Place WTTN AM, [The Earl Ingram Show - Kenosha Day of Non-Protest](#)
- 3rd Place WIZM AM, [Juneteenth](#)

Best Pandemic-Related Service to Community

- 1st Place WOMT AM, [COVID 19 Coverage](#)
- 2nd Place WOGO AM, [Radio Broadcasts Chi-Hi "Drive-In Graduation!"](#)
- 3rd Place WFDL AM, [COVID Pandemic: Protecting The Community](#)

Best Election Coverage

- 1st Place WTAQ AM, [Election 2020](#)
- 2nd Place WOMT AM, [Debates & Election Coverage](#)
- 3rd Place WHWC FM, [Legislative Debates](#)

Best Website

- 1st Place WSAU FM, [WSAU.com](#)
- 2nd Place WOMT AM, [Seehafernews.com](#)

Best Web Story

- 1st Place WSAU FM, [Arrest made decades later in 1984 Wood County murder](#)
- 2nd Place WOMT AM, [Despite Restrictions, A Group of Friends Have Found a Way To Continue A Thursday Night Tradition](#)
- 3rd Place WSAU FM, [Stevens Point City Council Votes Down Proposal to Allow Football at Goerke Park](#)

Best Use of Social Media

- 1st Place WOMT AM, [United as One Fundraiser](#)
- 2nd Place WOMT AM, [Memorial Day Ceremony](#)
- 3rd Place WSAU FM, [Facebook and Twitter](#)

Best Original Digital Content

- 1st Place WIZM AM, [Around River City: Lisa's Implants](#)
- 2nd Place WOMT AM, [Hello Lakeshore](#)
- 3rd Place WIZM AM, [Around River City: Students and Corona](#)

Best Online Personality

- 1st Place WOMT AM, [Lee Douglas](#)
- 2nd Place WOMT AM, [Terry Stevenson](#)

Best Online Breaking News Coverage

- 1st Place WOMT AM, [Protest Forms Outside Wisconsin Aluminum Foundry](#)

Small Market Radio News and Talk

Best Morning Radio Show

- 1st Place WRJO FM, [Wake up with The Wolf](#)
- 2nd Place WHYB FM, [Chuck and Jim Show- Veterans Day Salute](#)
- 3rd Place WBEV AM, [WBEV Morning Show- John Moser Says Farewell](#)

Best Radio Show

- 1st Place WBEV AM, [Breaktime](#)
- 2nd Place WFBZ FM, [The Sports Lead ESPN 105.5](#)
- 3rd Place WHYB FM, [Swap Shop](#)

Best Newscast

- 1st Place WRJO FM, [Corona 2020](#)
- 2nd Place WHYB FM, [WHYB AM News 01/08/2020](#)
- 3rd Place WTCH AM, [WTCH News Feb 12, 2020](#)

Best Sportscast

- 1st Place WBEV AM, [Daily Dodge Sports](#)
- 2nd Place WWIS FM, [WWIS Sportscasts 2020](#)
- 3rd Place WHYB FM, [High School Football Roundup](#)

Best Continuing Coverage

- 1st Place WHYB FM, [COVID-19 Pandemic](#)
- 2nd Place WHYB FM, [PFAS Contamination](#)
- 3rd Place WBEV AM, [Formation Of Beaver Dam Lake District](#)

Best Spot News

- 1st Place WRJO FM, [Eagle River Trump Rally](#)
- 2nd Place WBEV AM, [Election Postponed With County Clerk Live On Air](#)
- 3rd Place WXPR FM, [October Snow](#)

Best News Writing

- 1st Place WHYB FM, [Lake Perch Shortage](#)
- 2nd Place WHYB FM, [COVID & Domestic Violence](#)
- 3rd Place WXPR FM, [COVID-19 Frustrations Rise with the Number of Cases](#)

Best Hard News/Investigative

- 1st Place WRJO FM, [Safer at Home Lifted](#)
- 2nd Place WXPR FM, [Great Lakes Water Level Crisis](#)
- 3rd Place WHYB FM, [President Trump Visits Marinette Marine](#)

Best Feature

- 1st Place WHYB FM, [Future Fund](#)
- 2nd Place WRJO FM, [2020 Polar Bear Plunge](#)
- 3rd Place WRJO FM, [Hayward Lumberjack Championship](#)

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, [FPG\(X\), 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 - Baseballitis](#)
- 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, [Kneaded 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](#)

Large Market Radio Music Format

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 WVMO FM, [The Good Kind](#)
- 3rd Place WLSP LP, [Song Archaeology](#)

Best Newscast

- 1st Place WLSP LP, [Sun Prairie In Focus](#)
- 2nd Place WVMO FM, [Monona Bird Report](#)
- 3rd Place WVMO 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 WVMO FM, [Archeology Interview](#)

Best Original Feature

- 1st Place WJQM FM, [Breaking Bad News: Marta Can't Sing In Wedding](#)
- 2nd Place WVMO FM, [Native American History](#)
- 3rd Place WVMO FM, [Giving Thanks to Local Music](#)

Best Live On-Site Broadcast Remote

- 1st Place WVMO 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 WVMO FM, [Monona Library: Wing It](#)

Best Sports Coverage

- 1st Place WMMM FM, [Packers Fake Crowd Guy](#)
- 2nd Place WLUM FM, [FM 102.1 Adler Interviews AEW Wrestler Nyla Rose](#)
- 3rd Place WVMO FM, [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, [Winnequah 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 Radioathon](#)
- 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 WVMO FM, [WVMO Shows & Community](#)

Best Original Digital Content

- 1st Place WVMO FM, [Zoomin' with WVMO](#)
- 2nd Place WLDB FM, [Taste Test Tuesday](#)
- 3rd Place WJQM FM, [Krista's Road to Recovery with Tellurian From Harker Heating & Cooling](#)

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](#)

Medium Market Radio Music Format

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 WVTY FM, [Van McNeil - May 12th 2020](#)
- 2nd Place WIFC FM, [Mike Mathers All Night Party](#)

Best Newscast

- 1st Place WIFC FM, [WIFC News](#)
- 2nd Place WFDL FM, [Morning News](#)
- 3rd Place WOZZ FM, [WOZZ News 12-30-2020](#)

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 WGTD FM, [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 WIZM 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 WFON 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 "Crapstastic"](#)
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](#)

Small Market Radio Music Format

Best Morning Radio Show

1st Place WCOW FM, [Ben & Arnie](#)
2nd Place WCOW FM, [Ben and Arnie COW97](#)
3rd Place WXRO FM, [95X Morning Show](#)

Best Radio Show

1st Place WCOW FM, [Rachel Chase](#)
2nd Place WCOW FM, [Mike in the Midday](#)
3rd Place WSFQ FM, [The ROCK Noon Lunchbox](#)

Best Newscast

1st Place WCOW FM, [Adam Roberts - COW97 News](#)
2nd Place WCOW FM, [COW97 News with Adam Roberts](#)
3rd Place WJMC FM, [News - April 8, 2020](#)

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 WCOW FM, [Free Music Free For All](#)
2nd Place WCOW FM, [Arnie's Dumb Thoughts](#)
3rd Place WJMC FM, [Barron County Fair On The Air](#)

Best Live On-Site Broadcast Remote

1st Place WCOW FM, [Freedom Car Show](#)
2nd Place WCOW FM, [Hidden Trails Corn Maze](#)

Best Use of Audio (Non-News)

1st Place WCOW FM, [Turdy Point Buck](#)
2nd Place WHTL FM, [Middays With Mark \(show-open\)](#)
3rd Place WMBZ FM, [You're A Mean One. 2020](#)

Best Sports Coverage

1st Place WLST FM, [Sportscast 12/16/2020](#)
2nd Place WCOW FM, [Adam Roberts](#)
3rd Place WCOW FM, [Sports with Adam Roberts](#)

Best Significant Community Impact

1st Place WCOW FM, [Dream Christmas](#)
2nd Place WCOW 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 WCOW 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 WCOW FM, [Survey Triple Play](#)
3rd Place WCOW FM, [Ben & Arnie](#)

Best Station Promo

1st Place WKFX FM, [Lovin' the Lake Pontoon Giveaway](#)
2nd Place WGLR FM, [Queen B Brewers Promo](#)
3rd Place WCOW FM, [COW97's 2020](#)

Best Station Event Promo

1st Place WCOW FM, [COW97's Virtual Fair Barn](#)
2nd Place WCOW FM, [William Hoffman St Jude Ride](#)

Best Client Event Promo

1st Place WCOW FM, [Armed Forces Day Concert 2020](#)
2nd Place WCOW FM, [Features Fest 2020](#)
3rd Place WPVL FM, [Xtreme Summer of Memories Giveaway](#)

Best Public Service Announcement

1st Place WCOW FM, [Gage Leis](#)
2nd Place WCOW FM, [Tomah Health Love Light](#)

Best Commercial or Underwriting Announcement

1st Place WGLR FM, [Potosi Saloon - Fish Fry Friday](#)
2nd Place WJH FM, [Dr. McGillicuddy's Shooting Straight since 1865](#)
3rd Place WCOW FM, [Eddie's Convenience Store](#)

Best Humorous Commercial or Underwriting Announcement

1st Place WCOW FM, [Pasture Pride Cheese Store](#)
2nd Place WHTL FM, [Rudy's Cars and Trucks \(Elvis\)](#)
3rd Place WJH FM, [Scenic Drive Creative](#)

Best Coverage of Civil Discourse and Social Change

1st Place WCOV FM, [COW97 Social Change Coverage](#)

Best Pandemic-Related Service to Community

1st Place WCOV FM, [Virtual Fair Barn](#)
2nd Place WCOV FM, [COW97 Covid 360](#)
3rd Place WKFX FM, [Cameron High School Salute to Seniors](#)

Best Website

1st Place WGLR FM, [WGLR.com](#)
2nd Place WCOV FM, [COW97.com](#)
3rd Place WPVL FM, [X1071.com](#)

Best Use of Social Media

1st Place WPVL FM, [Xtreme 107.1 Facebook](#)
2nd Place WGLR FM, [97-7 Country on Facebook](#)
3rd Place WCOV FM, [COW97](#)

Best Original Digital Content

1st Place WHTL FM, [Wisconsin's Heartland](#)
2nd Place WSFQ FM, [Greatest Rock Artist of All Time](#)
3rd Place WPVL FM, [Tribute to Brent](#)

Best Online Personality

1st Place WHTL FM, [Mike Gilbertson](#)
2nd Place WCOV FM, [Ben & Arnie](#)
3rd Place WCOV FM, [Rachel Chase](#)

Best Live On-Site Coverage

1st Place WCOV FM, [Legendary Freedom Car Show](#)
2nd Place WCOV FM, [Rachel at Hidden Trails](#)

2020 Social & Digital Media Operation of the Year

Television

LARGE MARKET



WTMJ TV, Milwaukee

MEDIUM MARKET



PBS Wisconsin

SMALL MARKET



WEAU TV, Eau Claire

News and Talk Radio

LARGE MARKET



WTMJ AM, Milwaukee

MEDIUM MARKET



WOMT AM, Manitowoc

SMALL MARKET



WBEV AM, Beaver Dam

Music Radio

LARGE MARKET



WVMO LP, Monona

MEDIUM MARKET



WHTQ FM, Wausau, Stevens Point

SMALL MARKET



WCOV FM, Sparta

2020 Station of the Year

Television

LARGE MARKET



WISN TV, Milwaukee

MEDIUM MARKET



WKOW TV, Madison

SMALL MARKET



WSAW TV, Wausau

News and Talk Radio

LARGE MARKET



WTMJ AM, Milwaukee

MEDIUM MARKET



WOMT AM, Manitowoc

SMALL MARKET



WBEV AM, Beaver Dam

Music Radio

LARGE MARKET



WJQM FM, Madison

MEDIUM MARKET



WOZZ FM, Wausau

SMALL MARKET



WCOW FM, Sparta

2020 News Operation of the Year

Television

LARGE MARKET



WISN TV, Milwaukee

MEDIUM MARKET



WMTV TV, Madison

SMALL MARKET



WKBT TV, La Crosse

News and Talk Radio

LARGE MARKET



WTMJ AM, Milwaukee

MEDIUM MARKET



WTAQ AM, Green Bay

SMALL MARKET



WHYB FM, Marinette