The Excellence in Broadcasting Awards program is sponsored annually by the Wisconsin Broadcasters Association to recognize outstanding achievement by Wisconsin radio and television broadcasters.

This competition was established to encourage the highest standards of reporting, community service and production creativity. It brings the ultimate prize - peer recognition - to members of the broadcast industry in Wisconsin.

May 7, 2011
### Television Award Winners

#### Large Market Television

**SPOT NEWS**
- 1st Place: WTMJ-TV, Parking Structure Collapse
- 2nd Place (tie): WISN-TV, July Floods
- 2nd Place (tie): WTMJ-TV, Freeway Standoff
- 3rd Place: WISN-TV, Garage Collapse

**MORNING NEWSCAST**
- 1st Place: WISN-TV, Morning Newscast – July 23, 2010
- 2nd Place: WTMJ-TV, Live at Daybreak
- 3rd Place: WISN-TV, Morning Newscast – December 10, 2010

**EVENING NEWSCAST**
- 1st Place: WTMJ-TV, Live at 10:00
- 2nd Place: WDJT-TV, “Ten at 10” – August 5, 2010
- 3rd Place: WISN-TV, Evening Newscast – June 24, 2010

**NEWS WRITING**
- 1st Place: WISN-TV, Right to Die
- 2nd Place: WDJT-TV, “Frank Porter Ace Boxing Club”
- 3rd Place: WTMJ-TV, “Hot Air”

**HARD NEWS/INVESTIGATIVE**
- 1st Place (tie): WTJM-TV, “Playtime On Your Dime”
- 1st Place (tie): WITI-TV, Scamming All Over the Map
- 2nd Place: WISN-TV, Hospital Infections
- 3rd Place: WITI-TV, “Freed to Kill”

**SERIES OR DOCUMENTARY**
- 1st Place: WITI-TV, “Wisconsin’s Most Wanted”
- 2nd Place: WISN-TV, Safe Haven
- 3rd Place: WMVS-TV, Habitat Destruction on the Gulf Coast

**FEATURE**
- 1st Place: WITI-TV, “Sidewalk Worries”
- 2nd Place: WITI-TV, “The Snow Samaritans”
- 3rd Place: WDJT-TV, Zoo Volunteer

**LIVE ON-SCENE REPORTING**
- 1st Place: WTJM-TV, I-94 Standoff
- 2nd Place: WTJM-TV, Tornado in Eagle
- 3rd Place: WITI-TV, I-94 Standoff

**BEST CONTINUING COVERAGE**
- 1st Place: WISN-TV, July Floods – July 22, July 23, July 24, August 11 and August 12, 2010
- 2nd Place: WITI-TV, Bus Driver Business in Bags
- 3rd Place: WTJM-TV, Lawrencia Bembenek – The Final Interview

**WEATHERCAST**
- 1st Place: WDJT-TV, First Alert Weather – Chris McGinness – December 8, December 9 and December 31, 2010
- 2nd Place: WISN-TV, December Storm – December 7, December 8 and December 12, 2010
- 3rd Place: WITI-TV, WITI – Rob Haswell – February 19, April 21 and June 25, 2010

**SIGNIFICANT COMMUNITY IMPACT**
- 1st Place: WTJM-TV, The TODAY’s TMJ4 Community Baby Shower
- 2nd Place: WTJM-TV, MACC Fund Live Sports Auction
- 3rd Place: WISN-TV, Safe Haven “Baby Zoe”

**SPECIALTY PROGRAMMING**
- 1st Place: WISN-TV, Season to Celebrate
- 2nd Place: WITI-TV, Fox 6 Family Night
- 3rd Place: WDJT-TV, “Making Milwaukee Great Holiday Special”

**EDITORIAL/COMMENTARY**
- 1st Place: WITI-TV, “Ted’s Take”
- 2nd Place: WTJM-TV, Sound Off: School Metal Detectors

**PROMOTIONAL ANNOUNCEMENT**
- 1st Place: WTJM-TV, Storm Team 4: Big Deal Snow
- 2nd Place: WITI-TV, As Seen On TV
- 3rd Place: WISN-TV, “Commitment 2010” Campaign

**PUBLIC SERVICE ANNOUNCEMENT**
- 1st Place: WTJM-TV, The TODAY’s TMJ4 Community Baby Shower
- 2nd Place: WITI-TV, Dining Out
- 3rd Place: WTJM-TV, Food 4 the Holidays

**BEST COMMERCIAL**
- 1st Place: WDJT-TV, Wayne’s Drive-In
- 2nd Place: WITI-TV, C & K Services
- 3rd Place: WTJM-TV, Newsradio 620 WTMJ

**BEST ELECTION COVERAGE**
- 1st Place: WISN-TV, Commitment 2010
- 2nd Place: WTJM-TV, Red, White and Blue 2010
- 3rd Place: WISN-TV, Upfront Town Hall Challenge

#### Medium Market Television

**SPOT NEWS**
- 1st Place: WMTV-TV, Search for Joseph
- 2nd Place: WISC-TV, Sun Prairie House Explosion
- 3rd Place: WFRV-TV, Chestnut St. Fire

**MORNING NEWSCAST**
- 1st Place: WBAY-TV, Action 2 News This Morning – November 30, 2010
- 2nd Place: WMTV-TV, NBC15’s The Morning Show – February 9, 2010
- 3rd Place: WKOW-TV, Wake Up Wisconsin – December 23, 2010

**EVENING NEWSCAST**
- 1st Place: WISC-TV, News 3 at Ten – September 28, 2010
- 2nd Place: WGBA-TV, 10 PM Newscast – March 5, 2010
- 3rd Place: WMTV-TV, NBC15 News at 6pm – January 20, 2010

**SPORTS REPORTING**
- 1st Place: WITI-TV, “Defibrillator Golf”
- 2nd Place: WITI-TV, “Ms Run the U.S.”

**SPORTSCAST**
- 1st Place: WISN-TV, WSN Big 12 Sports – August 15, November 4 and December 5, 2010
- 2nd Place: WDJT-TV, CBS 58 Sports – Kevin Holden – January 3, February 12 and December 5, 2010
- 3rd Place: WDJT-TV, CBS 58 Sports – Evan Fitzgerald – December 24, December 25 and December 27, 2010

**SPORTS VIDEO**
- 1st Place: WDJT-TV, “Brewers 2010: Putting It All Together”
- 2nd Place: WDJT-TV, Baseball by Ferry
- 3rd Place: WITI-TV, “5th Quarter Highlights”

**HARD NEWS/INVESTIGATIVE**
- 1st Place: WMTV-TV, “Playtime On Your Dime”
- 2nd Place: WHA-TV, Wisconsin Shares
- 3rd Place: WMTV-TV, Domestic Violence: Lives Changed Forever
# Television Award Winners

## Series or Documentary
1. **1st Place (tie):** WKOW-TV, Consumer Protection Investigation Special
2. **1st Place (tie):** WHA-TV, Wisconsin Vietnam War Stories
3. **2nd Place:** WPNE-TV, The Hidden Homeless
4. **3rd Place:** WISC-TV, Ryan’s Story

## Feature
1. **1st Place:** WISC-TV, Match Day
2. **2nd Place:** WLUK-TV, A Lifetime of Farming
3. **3rd Place:** WMTV-TV, Dating Rules

## Live on-Scene Reporting
1. **1st Place:** WISC-TV, David Douglas Reporting
2. **2nd Place:** WISC-TV, Party at the Pier
3. **3rd Place:** WKOW-TV, Sauk City Jumper

## Best Continuing Coverage
1. **1st Place:** WHA-TV, Wisconsin Vietnam War Stories and LZ Lambeau
2. **2nd Place:** WISC-TV, Koats for Kids
3. **3rd Place:** WMTV-TV, NBC15 Share Your Holidays

## News Video
1. **1st Place:** WLUK-TV, Joe’s Auto Body
2. **2nd Place:** WMTV-TV, Special Assignment: Sextortion
3. **3rd Place:** WFRV-TV, ‘Benz’ Shop

## Sports Reporting
1. **1st Place:** WISC-TV, Good Eye, Tanner
2. **2nd Place:** WLUK-TV, Brewers Rock Bats
3. **3rd Place:** WKOY-TV, Tolzien & Jaxson

## Sportscast
1. **1st Place:** WKOY-TV, Sportscasts: Jake Zimmerman – September 24, November 20 and November 27, 2010
2. **2nd Place:** WMTV-TV, NBC15 Sports – October 1, October 16 and December 30, 2010
3. **3rd Place:** WISC-TV, Sports with Jay Wilson – December 29, December 30 and December 31, 2010

## Sports Video
1. **1st Place (tie):** WLUK-TV, Boys of Fall
2. **1st Place (tie):** WFRV-TV, Drummin’
3. **2nd Place:** WISC-TV, Wildcat Dance
4. **3rd Place:** WMTV-TV, “When We Were Kings”

## Weathercast
1. **1st Place:** WGBA-TV, Precision Forecast – July 14, July 15 and October 20, 2010
2. **2nd Place:** WMTV-TV, The Weather Authority with David George – February 9, June 21 and July 22, 2010
3. **3rd Place:** WLUK-TV, Patrick Powell – December 10, December 11 and December 12, 2010

## Significant Community Impact
1. **1st Place:** WHA-TV, Wisconsin Vietnam War Stories and LZ Lambeau
2. **2nd Place:** WISC-TV, Koats for Kids
3. **3rd Place:** WMTV-TV, NBC15 Share Your Holidays

## Specialty Programming
1. **1st Place:** WBAY-TV, Extreme Makeover: Neenah Edition
2. **2nd Place:** WHA-TV, LZ Lambeau Tribute Ceremony
3. **3rd Place:** WISC-TV, Campaign 2010 Countdown

## Editorial/Commentary
1. **1st Place:** WHA-TV, Editorial with Neil Heinen, A Vote for Healthy Food
2. **2nd Place:** WHA-TV, Peter Leidy – Midnight Hour

## Promotional Announcement
1. **1st Place:** WFRV-TV, Now You Know
2. **2nd Place:** WMTV-TV, Olympic Anchors 2010
3. **3rd Place:** WBAY-TV, Watch 2 Win

## Public Service Announcement
1. **1st Place:** WISC-TV, “Power of Ten” Race for the Cure
2. **2nd Place (tie):** WKOW-TV, Rhythm & Booms Music Stage
2. **2nd Place (tie):** WISC-TV, Time for Kids “Anxiety”
3. **3rd Place:** WBAY-TV, Dancing with the Stars

## Best Commercial
1. **1st Place (tie):** WMTV-TV, The Purple Goose, “Stick with Me”
1. **1st Place (tie):** WMTV-TV, Action Plumbing, “Action Heroes”
2. **2nd Place:** WKOW-TV, Camera Company
2. **2nd Place:** WKOW-TV, Babe’s – Dine, Drink, Cheer
3. **3rd Place:** WISC-TV, Spring Spruce Up

## Best Election Coverage
1. **1st Place:** WHA-TV, Wisconsin Public Television 2010 Election Coverage
2. **2nd Place:** WISC-TV, Campaign 2010
3. **3rd Place:** WMTV-TV, NBC15 News: Decision 2010

### Small Market Television

## Spot News
1. **1st Place:** WKBT-TV, Arcadia Flooding
2. **2nd Place:** WSAW-TV, Family Farm Destroyed
3. **3rd Place:** WQOW-TV, “Arcadia Flooding”

## Morning Newscast
1. **1st Place:** WEAU-TV, Morning Newscast: Blizzard, December 13, 2010
2. **2nd Place:** WSAW-TV, Sunrise 7 – July 15, 2010
3. **3rd Place:** WSAW-TV, Sunrise 7 – December 30, 2010

## Evening Newscast
1. **1st Place:** WKBT-TV, News 8 at 6: Arcadia Flooding, September 23, 2010
2. **2nd Place:** WSAW-TV, NewsChannel 7 – July 27, 2010
3. **3rd Place:** WEAU-TV, WRR Newscast – June 29, 2010

## News Writing
1. **1st Place:** WKBT-TV, The Favre Family
2. **2nd Place:** WKBT-TV, An Artist’s Vision
3. **3rd Place:** WQOW-TV, “The Bird Dimension: Boogie Bird”

## Hard News/Investigative
1. **1st Place:** WSAW-TV, Charged with Justice
2. **2nd Place:** WSAW-TV, Missing Firearms
3. **3rd Place:** WEAU-TV, The Student Survey

## Series or Documentary
1. **1st Place:** WXOW-TV, Healers at Wounded Knee
2. **2nd Place:** WSAW-TV, The Good News Project
3. **3rd Place:** WKBT-TV, The Soldier and the Dress

## Feature
1. **1st Place:** WKBT-TV, The Coolest Lunch ‘Lady’ in Town!
2. **2nd Place:** WOOQ-TV, In Person: Miss Dee-Lovely
3. **3rd Place:** WKBT-TV, Blue Stars #2

## Live on-Scene Reporting
1. **1st Place:** WSAW-TV, Marathon City Floods
2. **2nd Place:** WKBT-TV, South Side Fire
3. **3rd Place:** WEAU-TV, WRR Live

## Best Continuing Coverage
1. **1st Place:** WKBT-TV, Craig Meyer’s River Death
2. **2nd Place:** WEAU-TV, D’Amico Arrest
3. **3rd Place:** WKBT-TV, Keith Marchbanks

## News Video
1. **1st Place:** WKBT-TV, The La Crosse Blue Stars – Part 1
2. **2nd Place:** WKBT-TV, Walking a Mile in His Shoes
3. **3rd Place:** WQOW-TV, “Bugaboo Part 3: I Believe in Dragons”
## Television Award Winners

### SPORTS REPORTING
1st Place: WKBT-TV, Black Belt Bound
2nd Place: WKBT-TV, Wilms Wills Her Way Back
3rd Place: WEAU-TV, Special Needs TD

### SPORTSCAST
1st Place: WSAW-TV, NewsChannel 7 Sports – March 1, May 14 and November 10, 2010
2nd Place: WSAW-TV, NewsChannel 7 Sports – The HiLite Zone, October 1, October 21 and October 26, 2010
3rd Place: WQOW-TV, Best Sportscast WQOW – May 20, November 18 and December 4, 2010

### WEATHERCAST
1st Place: WKBT-TV, Stormteam 8 Meteorologist Bill Graul – October 28, December 3 and December 11, 2010
2nd Place: WKBT-TV, Stormteam 8 Meteorologist Cory Malles – July 14, December 10 and December 13, 2010
3rd Place: WSAW-TV, Sunrise 7 Meteorologist LeeAnn Okuly – August 18, September 24 and October 22, 2010

### SIGNIFICANT COMMUNITY IMPACT
1st Place: WKBT-TV, Steppin’ Out in Pink
2nd Place: WSAW-TV, Inaugural Race for the Cure
3rd Place: WKBT-TV, Top Notch Teacher

### SPECIALTY PROGRAMMING
1st Place: WEAU-TV, DECISION 2010: Eau Claire Jail Referendum
2nd Place: WQOW-TV, Our Expanding Cougar Country
3rd Place: WKBT-TV, Assignment Education: Back to School

### PROMOTIONAL ANNOUNCEMENT
1st Place: WKBT-TV, Our Community Flares
2nd Place: WKBT-TV, News 8 Mobile
3rd Place: WSAW-TV, 6PM “Life Moves Fast”

### PUBLIC SERVICE ANNOUNCEMENT
1st Place: WSAW-TV, Susan G. Komen “Komen Time Lapse”
2nd Place: WKBT-TV, Big Muddy Run
3rd Place: WXOW-TV, House of Shadows ‘10

### BEST COMMERCIAL
1st Place: WQOW-TV, Gordy’s County Market – “Guru School”
2nd Place: WKBT-TV, International Furniture
3rd Place: WKBT-TV, The Waterfront

### BEST ELECTION COVERAGE
1st Place: WKBT-TV, News 8 Election Coverage
2nd Place: WSAW-TV, NewsChannel 7 – “Campaign 2010”
3rd Place: WEAU-TV, Decision 2010

## Radio Award Winners

### Large Market Radio
#### News/Talk

#### SPOT NEWS
1st Place: WTMJ-AM, It’s Like a Monsoon Out There
2nd Place: WI Public Radio, Obey Drops Out
3rd Place: WTDY-AM, McFarland Standoff

#### HARD NEWS/INVESTIGATIVE
1st Place: WI Public Radio, Menominee Suicides
2nd Place: WI Public Radio, Raw Milk Debate
3rd Place: WUWM-FM, The Rise and Fall of High Speed Rail

#### FEATURE
2nd Place: WUWM-FM, Tracking a Tater
3rd Place: WI Public Radio, Polar Plunge

#### BEST NEWSCAST
1st Place: WUWM-FM, WUWM Morning Newscast – July 26, 2010
2nd Place: WTMJ-AM, Wisconsin’s Morning News – July 23, 2010

#### BEST USE OF AUDIO IN RADIO NEWS
1st Place: WYMS-FM, Make a Difference 2010: How to Compost with Jim Godsil
2nd Place: WYMS-FM, Make a Difference 2010: Jackie and BJ at the Renaissance Faire
3rd Place: WTDY-AM, Firefighters

#### NEWS WRITING
1st Place: WI Public Radio, Writing Samples for Glen Moberg
2nd Place: WUWM-FM, Hospitals Work to Shorten Patient Stays as Cost-Saving Measure
3rd Place: WI Public Radio, Writing Samples for Mike Simonson

#### LIVE ON-SCENE REPORTING
1st Place: WTMJ-AM, The O’Donnell Park Collapse
2nd Place: WTDY-AM, Bomb Scare

#### BEST CONTINUING COVERAGE
1st Place: WI Public Radio, The Long Road to Recovery
2nd Place: WTMJ-AM, Freeway Standoff
3rd Place: WI Public Radio, Asian Carp

#### BEST SHOW (9AM-5AM)
1st Place: WSSP-AM, The Big Show – November 22, 2010 and December 27, 2010
2nd Place: WTDY-AM, Mid-Day with Charlie Sykes

#### BEST MORNING SHOW (5AM-9AM)
1st Place: WTMJ-AM, Wisconsin’s Morning News – January 14, 2010
2nd Place: WI Public Radio, The Joy Cardin Show
3rd Place: WQOW-TV, Better Than Breakfast

#### SIGNIFICANT COMMUNITY IMPACT
1st Place: WKBT-TV, Stars and Stripes Honor Flights
2nd Place: WQOW-TV, “Project Milwaukee: What’s on our Plate”
3rd Place: WUWM-FM, The 2010 Safe Streets, Healthy Kids Project

#### SPECIALTY PROGRAMMING
1st Place: WYMS-FM, The 2010 Neighborhood Project
2nd Place: WQOW-TV, Our Expanding Cougar Country
3rd Place: WKBT-TV, Assignment Education: Back to School

#### PROMOTIONAL ANNOUNCEMENT
1st Place: WKBT-TV, Our Community Flares
2nd Place: WKBT-TV, News 8 Mobile
3rd Place: WSAW-TV, 6PM “Life Moves Fast”

#### PUBLIC SERVICE ANNOUNCEMENT
1st Place: WSAW-TV, Susan G. Komen “Komen Time Lapse”
2nd Place: WKBT-TV, Big Muddy Run
3rd Place: WXOW-TV, House of Shadows ‘10

#### BEST COMMERCIAL
1st Place: WQOW-TV, Gordy’s County Market – “Guru School”
2nd Place: WKBT-TV, International Furniture
3rd Place: WKBT-TV, The Waterfront

#### BEST ELECTION COVERAGE
1st Place: WKBT-TV, News 8 Election Coverage
2nd Place: WSAW-TV, NewsChannel 7 – “Campaign 2010”
3rd Place: WEAU-TV, Decision 2010

#### EDITORIAL/COMMENTARY
1st Place: WTMJ-AM, Sly in 60 Seconds
2nd Place: WTMJ-AM, Maverick the (Lap) Dog
3rd Place: WUWM-FM, “Sno Use”
### Radio Award Winners

#### Medium Market Radio

**Public Service Announcement**
1st Place: WTDY-AM, Badger Honor Flight – Pat Richter FDR

**Best Humorous Commercial**
1st Place: WTMJ-AM, “Big Moments in Travel History”
2nd Place: WTMJ-AM, 50th Anniversary

**Best Election Coverage**
1st Place: WI Public Radio, WPR Election Coverage
2nd Place: WTDY-AM, Election Coverage
3rd Place: WUWM-FM, “Elections 2010”

**Significant Community Impact**
1st Place: WCLO-AM, 12 Hours of Bringing
2nd Place: WTAQ-AM, WTAQ and Families of Children with Cancer
3rd Place: WFDL-AM, Cut the Calories & Count the Cash

**Specialty Programming**
1st Place: WTAQ-AM, Haitian Crisis Relief
2nd Place: WCLO-AM, 15th Senate District Candidate’s Forum
3rd Place: WHLA-FM, Big River Radio Wave – “Live in Arcadia”

**Editorial/Commentary**
1st Place: WTAQ-AM, Confessions of a Middle-Aged Meth Freak
2nd Place: WHBY-AM, Fox Cities Viewpoint – Pastor Dennis Episcopo
3rd Place: WIZM-AM, As I See It – Word to Your Mother

**Promotional Announcement**
1st Place: WTAQ-AM, Keep It In Your Pants
2nd Place: WCLO-AM, Dan Conry Show – Beginning to Listen
3rd Place: WTAQ-AM, Brett Wins One More for the Packers

**Public Service Announcement**
1st Place: WTDY-AM, Badger Honor Flight – Pat Richter FDR

**Best Humorous Commercial**
1st Place: WTMJ-AM, “Big Moments in Travel History”
2nd Place: WTMJ-AM, 50th Anniversary

**Best Election Coverage**
1st Place: WI Public Radio, WPR Election Coverage
2nd Place: WTDY-AM, Election Coverage
3rd Place: WUWM-FM, “Elections 2010”

**Best Commercial**
1st Place: WCLO-AM, Janesville Gazette – 1st Amendment
2nd Place: WTAQ-AM, Two Men & a Truck
3rd Place: WFDL-AM, Apex Heating & Cooling

**Best Humorous Commercial**
1st Place: WCLO-AM, Drevdahl Auto Body – Wonderful Life
2nd Place: WSCO-AM, Papa Murphy’s Radio News – Sly Stunions
3rd Place: WCLO-AM, Drevdahl Auto Body - Rudolph

**Most Entertaining Client-Recorded Commercial**
1st Place: WCL-AM, Burtness Chevrolet Christmas Wishes
2nd Place: WHBY-AM, True Value Dealers – December Features
3rd Place: WCLO-AM, Janesville Electric Motor

**Best Election Coverage**
1st Place: WTAQ-AM, Decision 2010
2nd Place: WHBY-AM, 2010 Election
3rd Place: WCLO-AM, Election Night 2010

#### Small Market Radio

**Public Service Announcement**
1st Place: WJMT-AM, Arena Fire
2nd Place: WHBY-FM, Marinette High School Hostages
3rd Place: WWIS-AM, September Floods

**Hard News/Investigative**
1st Place: WCLO-AM, Hicke Sentencing
2nd Place: WSAU-AM, Missing on the Job
3rd Place: WFDL-AM, Out of Control

**Feature**
1st Place: WCLO-AM, Welcoming Home the Troops
2nd Place: WAYY-AM, The Renaissance Returns
3rd Place: WCLO-AM, “Little People” Power

**Best Newscast**
1st Place: WJMT-AM, Noon News – November 9, 2010
2nd Place: WTAQ-AM, WTAQ’s 5 pm News – July 19, 2010
3rd Place: WJMT-AM, Southern Wisconsin’s Morning News – September 22, 2010

**Best Use of Audio in Radio News**
1st Place: WTAQ-AM, Dino Date
2nd Place: WCLO-AM, Law Enforcement Memorial
3rd Place: WCLO-AM, Veteran’s Day Honors

**News Writing**
1st Place: WCLO-AM, Eyes on the Sky
2nd Place: WFDL-AM, “Haiti Quake”
3rd Place: WTAQ-AM, Corpse Flower

**Live On-Scene Reporting**
1st Place: WCLO-AM, A Lost Case
2nd Place: WCLO-AM, Sing Out Against Hate
3rd Place: WFDL-AM, House Fire

**Best Continuing Coverage**
1st Place: WFDL-AM, Book Ban
2nd Place: WHBY-AM, DA Texting Scandal
3rd Place: WJMT-AM, Jackson County Flooding

**Best Radio Show (9AM-5AM)**
1st Place: WCLO-AM, The Dan Conry Show – December 16, 2010
2nd Place: WHBY-FM, Spectrum West
3rd Place: WTAQ-AM, The Jerry Bader Show – December 14, 2010

**Best Morning Show (5AM-9AM)**
1st Place: WHBY-AM, WHBY Morning Show
2nd Place: WCLO-AM, Southern Wisconsin’s Morning News
3rd Place: WTAQ-AM, Mike and Matt

**SportsCast**
1st Place: WCLO-AM, Sports with AI (August 31, September 17 and October 11, 2010)

**Spot News**
1st Place: WJMT-AM, Arena Fire
2nd Place: WHBY-FM, Marinette High School Hostages
3rd Place: WWIS-AM, September Floods

**Best Sports Play-by-Play**
1st Place: WCLO-AM, Sun Prairie @ Parker Basketball – December 21, 2010
2nd Place: WQTC-FM, Zeamer KO Return
3rd Place: WFDL-AM, Randolph Football Level 3 Playoffs

**Significant Community Impact**
1st Place: WCLO-AM, 12 Hours of Bringing
2nd Place: WTAQ-AM, WTAQ and Families of Children with Cancer
3rd Place: WFDL-AM, Cut the Calories & Count the Cash

**Editorial/Commentary**
1st Place: WTAQ-AM, Confessions of a Middle-Aged Meth Freak
2nd Place: WHBY-AM, Fox Cities Viewpoint – Pastor Dennis Episcopo
3rd Place: WIZM-AM, As I See It – Word to Your Mother

**Promotional Announcement**
1st Place: WTAQ-AM, Keep It In Your Pants
2nd Place: WCLO-AM, Dan Conry Show – Beginning to Listen
3rd Place: WTAQ-AM, Brett Wins One More for the Packers

**Public Service Announcement**
1st Place: WTDY-AM, Badger Honor Flight – Pat Richter FDR

**Best Humorous Commercial**
1st Place: WTMJ-AM, “Big Moments in Travel History”
2nd Place: WTMJ-AM, 50th Anniversary

**Best Election Coverage**
1st Place: WI Public Radio, WPR Election Coverage
2nd Place: WTDY-AM, Election Coverage
3rd Place: WUWM-FM, “Elections 2010”

**Best Commercial**
1st Place: WCLO-AM, Janesville Gazette – 1st Amendment
2nd Place: WTAQ-AM, Two Men & a Truck
3rd Place: WFDL-AM, Apex Heating & Cooling

**Best Humorous Commercial**
1st Place: WCLO-AM, Drevdahl Auto Body – Wonderful Life
2nd Place: WSCO-AM, Papa Murphy’s Radio News – Sly Stunions
3rd Place: WCLO-AM, Drevdahl Auto Body - Rudolph

**Most Entertaining Client-Recorded Commercial**
1st Place: WCL-AM, Burtness Chevrolet Christmas Wishes
2nd Place: WHBY-AM, True Value Dealers – December Features
3rd Place: WCLO-AM, Janesville Electric Motor

**Best Election Coverage**
1st Place: WTAQ-AM, Decision 2010
2nd Place: WHBY-AM, 2010 Election
3rd Place: WCLO-AM, Election Night 2010
Radio Award Winners

Large Market Radio
Music Format

BEST MORNING SHOW (5AM-9AM)
1st Place: WLUM-FM, Kramp & Adler
2nd Place: WXSS-FM, Wes, Rahny & Alley
3rd Place: WRNW-FM, Best of Connie & Curtis

BEST RADIO SHOW (9AM-5AM)
1st Place: WMGN-FM, Amy Hudson 12 noon-3 pm
2nd Place: WYMS-FM, Rhythm Lab Radio, Fridays 10 pm-12 am

INFORMATION BLOCK
1st Place: WJJO-FM, The Not So News with Biatch

SIGNIFICANT COMMUNITY IMPACT
1st Place: WRNW-FM, Make-A-Wish with Connie & Curtis

BEST USE OF AUDIO (NON-NEWS)
1st Place: WLUM-FM, Kramp & Adler – Beard Story
2nd Place: WJJO-FM, Beer & Exercise – 10K
3rd Place: WMGN-FM, Zimmerman Interview

PROMOTIONAL ANNOUNCEMENT
1st Place: WMGN-FM, Listener Club Promo
2nd Place: WYMS-FM, Radio Reasons: RadioMilwaukee Testimonials
3rd Place: WMGN-FM, Magic 98 Millionaire for a Day

BEST COMMERCIAL
1st Place: WJJO-FM, OMG - Marinara

BEST HUMOROUS COMMERCIAL
1st Place: WMGN-FM, Ridgetop Roofing “Fiddler-Storm Damage”
2nd Place: WJJO-FM, Tyrol Basin – Go Big

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place: WWQM-FM, Baraboo Motors “Jingle Audition, Mix 1”

BEST ARTIST INTERVIEW
1st Place: WMGN-FM, Ke$ha Interview – “Waukesha”
2nd Place: WLUM-FM, Kramp & Adler – Ice T Interview
3rd Place: WMIL-FM, Gwyneth Paltrow

BEST STATION EVENT PROMO
1st Place: WRNW-FM, “Race for the Rock” Station Promo
2nd Place: WYMS-FM, RadioMilwaukee 2010 Halloween Party Promo
3rd Place: WMGN-FM, Magic 98 Millionaire for a Day

BEST SPECIALTY PROGRAMMING
1st Place: WYMS-FM, Willy Porter Live at RadioMilwaukee Fall Fund Drive
2nd Place: WYMS-FM, Nick Lowe Live at RadioMilwaukee Fall Fund Drive
3rd Place: WMMM-FM, Live from Studio M
Radio Award Winners

Medium Market Radio
Music Format

**BEST MORNING SHOW (5AM-9AM)**
1st Place: WQRB-FM, Mike McKay and Donuts
2nd Place: WIAL-FM, I94 – Curt & Sue in the Morning
3rd Place: WFDL-FM, “The Morning Sun”

**BEST RADIO SHOW (9AM-5AM)**
1st Place: WDEZ-FM, Vanessa Ryan – Workday Getaway
2nd Place: WIFC-FM, Afternoons with Belky
3rd Place: WIXX-FM, Average Joe Afternoon Show - WIXX

**INFORMATION BLOCK**
1st Place: WTCX-FM, TCX Morning News

**SIGNIFICANT COMMUNITY IMPACT**
1st Place: WYTE-FM, Y106.5 Raises $83,056 for WI Kids (Children’s Miracle Network)
2nd Place: WFDL-FM, Fond du Lac Relay Mother/Daughter
3rd Place: WFDL-FM, Fond du Lac Relay Rose & Owen

**BEST USE OF AUDIO (NON-NEWS)**
1st Place: WKFSZ-FM, Jersey Boys in Vegas
2nd Place: WKFSZ-FM, Summer Set-Up

**PROMOTIONAL ANNOUNCEMENT**
1st Place: WJVL-FM, Priceless
2nd Place: WPVL-FM, OMG I won Usher Tickets
3rd Place: WAPL-FM, WAPL Gave Me Crabs

**PUBLIC SERVICE ANNOUNCEMENT**
1st Place: WLKG-FM, “7AM News Block” – 8/17/10
2nd Place: WNNO-FM, 8AM Newscast
3rd Place: WLST-FM, Cat Country Information Block

**BEST COMMERCIAL**
1st Place: WTCX-FM, Bob’s 151 “Wheel of Misfortune”
2nd Place: WJVL-FM, Priceless
3rd Place: WTCX-FM, Master Spas “Wet Test”

**BEST HUMOROUS COMMERCIAL**
1st Place: WGLR-FM, Joden’s – Tree Stand of Horror
2nd Place: WLKG-FM, Delavan Auto Sweetheart
3rd Place: WAPL-FM, Lancaster Auto Body - Kids

**MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL**
1st Place: WLKG-FM, Bob’s 151 “Wheel of Misfortune”
2nd Place: WPVL-FM, OMG I won Usher Tickets
3rd Place: WTCX-FM, Master Spas “Wet Test”

**BEST ARTIST INTERVIEW**
1st Place: WJVL-FM, Lou Gramm Interview
2nd Place: WTCX-FM, Master Spas “Wet Test”
3rd Place: WTCX-FM, Master Spas “Wet Test”

**BEST STATION EVENT PROMO**
1st Place: WZOR-FM, Razor One Golf Challenge
2nd Place: WAPL-FM, WAPL International Incident
3rd Place: WTCX-FM, TCX Morning News

**BEST STATION MUSICAL PROMO**
1st Place: WAPL-FM, Bon Jovi/Motley Crue/Aerosmith
2nd Place: WTCX-FM, Fronteer Mob
3rd Place: WTCX-FM, Fronteer Mob

**BEST ORIGINAL FEATURE**
1st Place: WLSU-FM, Everything Rhubarb
2nd Place: WJVL-FM, Christmas Convoy
3rd Place: WDEZ-FM, Vanessa Ryan’s Country Music News

**BEST LIVE ON-SITE BROADCAST REMOTE**
1st Place: WYTE-FM, Pat & AJ Live from Hodag! #1
2nd Place: WYTE-FM, Pat & AJ Live from Hodag! #2
3rd Place: WTCX-FM, Master Spas “Wet Test”

**BEST SPECIALTY PROGRAMMING**
1st Place: WAPL-FM, Rockin’ Apple Tundra Talk
2nd Place: WIXX-FM, Breakfast w/the Boys – Aaron Rodgers

Small Market Radio
Music Format

**BEST MORNING SHOW (5AM-9AM)**
1st Place: WLKG-FM, Life Matters
2nd Place (tie): WKFX-FM, Arnie Wheeler and the Fox Morning Extravaganza – 10/11/10
2nd Place (tie): WKFX-FM, Arnie Wheeler and the Fox Morning Extravaganza – 6/17/10
3rd Place: WGLR-FM, The Big Show with Rob Spangler

**BEST RADIO SHOW (9AM-5AM)**
1st Place: WJMQ-FM, Frog Country Afternoon Show with Kayla McKenzie
2nd Place: WLKG-FM, “Saturday at the ’70’s” – 10/16/10

**INFORMATION BLOCK**
1st Place: WLKG-FM, “7AM News Block” – 8/17/10
2nd Place: WNNO-FM, 8AM Newscast
3rd Place: WLST-FM, Cat Country Information Block

**SIGNIFICANT COMMUNITY IMPACT**
1st Place: WGLR-FM, We’re America Tour
2nd Place: WHSM-FM, Fire Watch

**BEST USE OF AUDIO (NON-NEWS)**
1st Place: WTCX-FM, Drive @ 5
2nd Place: WPVL-FM, OMG I won Usher Tickets
3rd Place: WLKG-FM, After the Badgers – 70’s Rocks

**PROMOTIONAL ANNOUNCEMENT**
1st Place: WLKG-FM, Drive @ 5
2nd Place: WPVL-FM, OMG I won Usher Tickets
3rd Place: WLKG-FM, After the Badgers – 70’s Rocks

**PUBLIC SERVICE ANNOUNCEMENT**
1st Place: WLKG-FM, Geneva Idol
2nd Place: WRJO-FM, Brats for Breakfast
3rd Place: WPVL-FM, Kwik Kare

**BEST COMMERCIAL**
1st Place: WBWI-FM, Van Horn Hyundai “New Car Blues”
2nd Place: WBKV-AM, Reis Sausage Plus Cod
3rd Place: WGLR-FM, Dubuque Regional – Who Flies?

**BEST HUMOROUS COMMERCIAL**
1st Place: WGLR-FM, Joden’s – Tree Stand of Horror
2nd Place: WLKG-FM, Delavan Auto Sweetheart
3rd Place: WTCX-FM, Fronteer Mob

**MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL**
1st Place: WZOR-FM, Leinenkugel’s Honey Money Roll
2nd Place: WAPL-FM, Bud Light Irish Fishing
3rd Place: WZOR-FM, Miller Lite’s Taste is our Turf
## Radio Award Winners

### Best Artist Interview
1st Place: WGLR-FM, Chely Wright - Confessions of a Country Singer
2nd Place: WCOW-FM, Arnie Andrews & Sammy Kershaw
3rd Place: WBKV-AM, Johnny Lee Interview

### Best Station Event Promo
1st Place: WCW-O-FM, COW97 CMA Party
2nd Place: WCC-OFM, "Bags to Cash"
3rd Place: WGLR-FM, John Berry Christmas Concert

### Best Station Musical Promo
1st Place: WLKG-FM, 96 Minutes Commercial Free
2nd Place: WLKG-FM, Saturday at the 70's Montage
3rd Place: WLST-FM, What is Cat Country

### Convergence Coverage
1st Place: WISC-TV, Freakfest – Live Reporting
2nd Place (tie): WSAW-TV, Raymond Cardinal Burke
2nd Place (tie): WSAU-AM, Operation Save Our Stations, www.wsau.com
3rd Place: WCLO-AM, The Trial of James Koepp

### Best Website Focused on Journalism
1st Place: WEAU-TV, WEAU.com
2nd Place (tie): WTMJ-TV, Today's TMJ4.com
2nd Place (tie): WITI-TV, Fox6now.com
3rd Place: WTMJ-AM, 620WTMJ.com

### Best Non-News Website
2nd Place: WZOR-FM, www.razor947.com

### Story or Event Produced Originally for New Media
1st Place: WISN-TV, A Day in the Life
2nd Place (tie): WISC-TV, Freakfest 2010
2nd Place (tie): WMNN-FM, Project M WMNN Madison
3rd Place: WSAW-TV, Politics – wsaw.com/politics

### Best Client Event Promo
1st Place: WLKG-FM, Jack Johnson Giveaway
2nd Place: WRJO-FM, Dwight as Elvis Brush Run
3rd Place: WLKG-FM, Battle of the Bands/Octoberfest

### Best Original Feature
1st Place: WJMQ-FM, Seymour Fire Department Celebrates 100 Years
2nd Place: WQCM-FM, Log Jam Races
3rd Place: WLKG-FM, Playboy Club Employee Reunion

### Best Live On-Site Broadcast Remote
1st Place: WKFX-FM, Lubrication Station Remote
2nd Place: WQCM-FM, Human Car Wash

### Best Specialty Programming
1st Place: WLKG-FM, Ryan Braun/Holiday Parade Interview
2nd Place: WJMQ-FM, Top 10 Local Sports Stories of 2010
3rd Place: WRJO-FM, Miracle on 34th Street Live Radio Play

### Best Use of Contributions
1st Place: WITI-TV, "Washed Out" – Flooding of July 2010
2nd Place (tie): WFRV-TV, Social Media used in Marinette Hostage Crisis
2nd Place (tie): WISC-TV, Meteor
3rd Place: WKBT-TV, ‘10 Fall Flood Forces Evacuations in Arcadia

### Blog
1st Place: WYMS-FM, MKE to SXSW: 88 Nine’s SXSW Coverage in Austin, TX
2nd Place: WISN-TV, Weather Watch 12 Blog
3rd Place: WEAU-TV, Sarah’s Baby Blog

### Use of New Media
1st Place: WISN-TV, July 22, 2010 Interactive Flood Coverage
2nd Place: WYMS-FM, Archived Shows on Social Audio Platform Soundcloud
3rd Place (tie): WSU-AV-7, 7 to Go Mobile Applications
3rd Place (tie): WTJX-FM, Pat & AJ in the Morning

### Best Use of Social Media
1st Place: WISC-TV, Channel 3000 Facebook
2nd Place: WYTF-FM, Pat & AJ in the Morning/Facebook
3rd Place (tie): WLUK-TV, Fox 11 Facebook and Twitter
3rd Place (tie): WSU-AV-7, September Flooding Pictures
3rd Place (tie): WITI-TV, Social Media on Fox 6 Now, RealMilwaukeeNow.com

### Best Election Coverage
1st Place: WHA-TV, www.wisconsinvote.org
2nd Place: WITI-TV, Election Coverage on Fox6Now.com
3rd Place: WLUK-TV, You Decide 2010: Fox 11 Online and On Politix

## 2010 Station of the Year:

### Television
- **Small Market**
  - WKBT-TV
  - La Crosse

- **Medium Market**
  - WISC-TV
  - Madison

- **Large Market**
  - WTMJ-TV
  - Milwaukee

### News Operation of the Year:
- **Small Market**
  - WKBT-TV
  - La Crosse

- **Medium Market**
  - WISC-TV
  - Madison

- **Large Market**
  - WTMJ-TV
  - Milwaukee

### Music Radio
- **Small Market**
  - WKBT-TV
  - La Crosse

- **Medium Market**
  - WAPL-FM
  - Appleton

- **Large Market**
  - WMGN-FM
  - Madison

### News/Talk Radio
- **Small Market**
  - WTCH-AM
  - Shawano

- **Medium Market**
  - WCLK-AM
  - Janesville

- **Large Market**
  - WTMJ-AM
  - Milwaukee