

WISCONSIN BROADCASTER

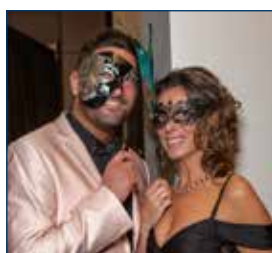
wba

The Wisconsin Broadcaster Association Newsletter • May-June 2025 Edition

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Celebrating excellence



669 TV and radio winners awarded

Radio and television stations from across Wisconsin came together Saturday to celebrate their award-winning work at the 2025 Wisconsin Broadcasters Association Awards Gala. The awards were handed out at the Madison Marriott West in Middleton with 400 in attendance.

Competition for this year's awards was as strong as ever with 1,493 award entries. A total of 125 stations participated. Entries were judged by professional broadcasters outside Wisconsin.

"This year's awards gala was a fantastic showcase of the great work radio and TV stations did in 2024," said WBA President and CEO Michelle Vetterkind. "Wisconsin's broadcasters are proud to serve their local communities, and it shows."

Photos of the event can be found on the WBA's Facebook and Instagram accounts. Professional photos will be published soon.

The stations to the right were honored with News Operation of the Year, and Station of the Year awards. These are awarded based on a station's placement in the single category awards and determined through a point system. The Wisconsin Army National Guard assisted with handing out the Station of the Year Awards.

The 2025 awards will be given out at the Gala on May 2, 2026.

★
LIST OF ALL
WINNERS
INSIDE!
Pages 13-23

Stations and News Operations of the Year



FROM WBA'S PRESIDENT & CEO

WBA mourns the loss of Liz Boyd



By Michelle Vetterkind, CAE

The whole WBA family is mourning the loss of WBA NCSA/PEP Coordinator Liz Boyd. Liz was a friend to broadcasters, and dear friend to your WBA team. She was 71.

Liz was with the WBA for 20 years and before that worked for WKOW-TV in Madison. As NCSA/PEP Coordinator, Liz had relationships with traffic personnel all across Wisconsin. In her many other roles with the WBA, she was known and loved by the general membership. She greeted thousands of attendees at WBA events and contributed

Continued on page 2 >

FROM WBA'S CHAIR

Outgoing chair reflects on time with a rhyme



By Aleese Fielder

These days it is almost impossible to find a headline that doesn't include 'AI' in some capacity. There's no doubt that it can be useful...when used appropriately. The broadcast industry as a whole has been able to use AI in a variety of ways to help streamline specific workflows.

In honor of this fantastic tool, I thought it would be appropriate to have some fun with my last newsletter as Board Chair. While

Continued on page 3 >

FROM WBA'S PRESIDENT & CEO

Continued from page 1

significantly to the WBA's inspection program, the WBA Hall of Fame, Local Broadcast Legends, and the awards program.

Liz was one of us. She was a broadcaster, and a dear friend. She had a deep connection with our membership, always able to recall names, relationships, and stories from WBA lore. The WBA won't be the same without her.



Boyd

In the WBA we always say that once you're one of us, you're always one of us. Liz will always be one of us.

A celebration of life will be held May 28 from 4-7 p.m. at East Side Club in Madison.

Awards gala inspires excellence

Thank you to everyone who made the recent WBA Awards Gala possible! It was a fantastic night!

Your WBA Awards Committee is already hard at work on next year's program and gala. We can't wait for you to see what's in store!

The WBA Awards for Excellence is, by many measures, an annual success. In recent years we have received about 1,500 entries from about 120 member stations and hosted about 400 broadcasters at the Awards Gala. It's the largest contest of its kind in the country.

You have a lot to be proud of! Finally, apologies to Paul and Karen LeSage and also Bob Barry whose names were missed in the list of 2024 WBA Foundation donors published in the last issue. We appreciate you and all our WBA Foundation supporters! ●



Scenes from the WBA Gala



SCAN THE QR CODE FOR MORE PHOTOS!



WBA OFFICERS & BOARD OF DIRECTORS

OFFICERS 2024-2025

Chair of the Board

Aleese Fielder NRG Media, Wausau/Stevens Point/Rhinelanders

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Jeff Wright Midwest Communications, Green Bay

Treasurer

Anna Engelhart WKOW-TV, Madison

Secretary

Randy Hawke Mid-West Family, Madison

Immediate Past Chair

Lupita Montoto La Movida Radio, Madison

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Terry Davis Radio Plus, Fond du Lac

Suzanne Hoffman Sparta/Tomah Broadcasting, Sparta/Tomah

Betsy Keefe WSAW-TV, Wausau

Dennis Klas Heartland Video, Plymouth

Steve Lavin WBAY-TV, Green Bay

Chris Palmer WKBT-TV, La Crosse

Terry Stevenson Seehafer Broadcasting, Manitowoc

Jeff Tyler iHeartMedia, Madison/Milwaukee

Colleen Valkoun Milwaukee Radio Alliance, Milwaukee

Eric Voight Results Broadcasting, Shawano

Ex Officio - NAB Board

Jeanna Berge iHeartMedia, Eau Claire

WBA Team

President & CEO

Michelle Vetterkind, CAE
mvetterkind@wi-broadcasters.org

Vice President

Kyle Geissler, CAE
kgeissler@wi-broadcasters.org

WBA Board minutes are always available for members. Please email Kyle Geissler at kgeissler@wi-broadcasters.org to request a copy.

FROM WBA'S CHAIR

Continued from page 1

Al did help with idea-starters, I did the rest. I hope you enjoy it and thank for the honor of serving as your WBA Board Chair this past year!

The year flew by in a broadcast blur. I hardly had time to give my margarita a stir! As Chair of this Board, what a rewarding delight, though sometimes I wondered if it was daytime or night!

Michelle and Kyle are a duo so grand, they kept everything running across Wisconsin's great land! From webinars planned to events taking flight, they made sure the WBA was always buttoned down tight!

Now Judson Beck's coming with gavel in hand, he'll lead you next year across the broadcasting sand. He's sharp and he's witty with ideas galore, and great things for all are surely in store!

He'll steer you with wisdom and a vision so clear, he'll even do Gala pictures again next year (NOT)! Fear not dear members, his leadership's the best, so welcome in Judson as your honored guest!

It's been a true pleasure, this year's fleeting run, thanks for the laughter and the work that was done! May your airwaves be clear and your future be bright, I wish you all the best at the end of this flight! :) ●

WBA slate of officers, directors announced

The WBA Nominating Committee has set a slate of officers and directors for consideration by the WBA general membership.

As provided by WBA by-laws, Judson Beck, WFRV-TV, Green Bay, the current WBA Vice Chair and Chair-Elect, will automatically be elevated to the position of Chair of the Board at the 2025 WBA General Membership meeting. The committee made the following nominations, which will be voted upon by the general membership during the WBA Summer Conference in June.

Officers

Vice Chair – Radio, Chair Elect: **Jeff Wright**, Midwest Communications, Green Bay
Vice Chair – TV: **Anna Engelhart**, WKOW-TV, Madison
Treasurer: **Randy Hawke**, Mid-West Family, Madison
Secretary: **Anne Brown**, WDJT-TV/CBS & Telemundo, Milwaukee

Two-Year Director Terms

Director (Radio – NW District): **Brian Jackson**, Mid-West Family, La Crosse
Director (Radio – SW District): **Monica Wittkopp**, iHeartMedia, Madison
Director (TV – NE District): **Steve Lavin**, WBAY-TV, Green Bay
Director (TV – SE District): **Glenn Berk**, WITI-TV, Milwaukee
Director (TV – SW District): **Scot**

Chastain, WISC-TV, Madison (One-year term to fill out unexpired term from vacancy)

Mid-term Directors not facing re-election include:

Director (TV – NW District): **Chris Palmer**, WKBT-TV, La Crosse
Director (TV – NE District): **Terry Stevenson**, Seehafer Broadcasting, Manitowoc
Director (Radio – SE District): **Colleen Valkoun**, Milwaukee Radio Alliance, Milwaukee

The WBA Board of Directors will also include **Aleese Fielder**, NRG Media, Wausau/Stevens Point/Rhineland who will serve as ex-officio Past Chair.

At-large Directors are appointed by the Board; the committee recommended the Board appoint **Jessica Laszewski**, WMTV-TV, Madison; **David Lee**, WUWM-FM, Milwaukee to the non-commercial seat; **Juan Galdamez**, Xperi Corporation, Washington DC to the Associate member seat; and reappoint **Betsy Keefe**, WSAW-TV, Wausau and **Terry Davis**, Radio Plus, Fond du Lac.

At-large mid-term Director not facing re-election: **Eric Voight**, Results Broadcasting, Shawano.

In addition, **Jeanna Berge**, iHeartMedia, Eau Claire, remains on the board as an ex-officio member, per her seat on the NAB Board, according to WBA bylaws.

Connecting at NAB Show



Your WBA was on hand for the 2025 NAB Show, April 5-9, in Las Vegas.

Pictured above is WBA President and CEO Michelle Vetterkind with WBA members Chris Bernier, Brian Winnekins, Bob Goff, and Peter Tanz.

The 2025 NAB Show attracted 55,000 registered attendees from 160 countries. The show transformed the global reach for storytellers, with one out of four attendees traveling from outside the U.S. (26%), and 53% of participants registering for the first time.

The show featured more than 550 conference sessions and more than 1,000 speakers.

AI Tompkins coming to Madison



AI Tompkins

In this half-day workshop: You will learn how artificial intelligence has taken a giant leap in the last few months that will change the way we all use our phones, computers and smart devices. This leap is called "agentive" A.I. and it is the first iteration of programs that can "think," not just respond to commands. In this workshop, we will explore agentive A.I. in ways that will help journalists do their jobs.

June 5, 8:30 a.m. to Noon - \$20
2195 Vilas Hall, UW-Madison
Learn more and register here:



Sponsored by WBA and the Center for Journalism Ethics at UW-Madison

Student Forum to return to Lambeau Field in 2026

The recent Wisconsin Broadcasters Student Forum at Lambeau Field will return to Green Bay in 2026.

The date for the next Forum will be Feb. 28, 2026.

The recent Forum drew about 200 high school students and 200 college students to the legendary venue to learn about careers in broadcasting and try their hand at broadcasting skills. It also featured a job fair, speed networking, and a keynote address from Kaitlin Sharkey.

The WBA Education Committee is working on plans for the 2026 Forum, which will include a revamped student awards program. An agenda for the 2026 Forum will come out next fall.

Thank you to all the broadcasters, speakers, and students who participated in this year's Forum.

Educator's Column: 'Still a Thrill'

"In American business, there is nothing stupider than the previous generation of management." ~Bob Hoffman, The Ad Contrarian



By Mike O'Brien
O'Brien Betterment

As a manager in the radio business, I was acutely aware of the smart generation of broadcasters to succeed my efforts. Thank God for that!

On behalf of the Educator's Committee, we celebrate the talent flowing out of our university system!

I just got off the phone with Brian Lucas, a professor at UW-Whitewater who has guided students for over a quarter of a century. He said, "There's been a big shift since the 1990's, when communications students looked for entry-level positions in radio and television... now they also choose from production companies, social media channels, podcasts, YouTube channels, and major retailers with video departments."

It's a vivid reminder of how the marketplace has changed.

Nevertheless, today's traditional media still puts the creators at the epicenter of breaking news, sporting events, community activities, and a global audience! Today's storytellers can shoot video, record audio, feed social media, and be an influencer on a bigger stage.

So, if I had a room full of bright grads in front of me wearing caps and gowns, I think I'd offer these suggestions:

It's not about getting an interview at a television or radio station...it's about interviewing them...to be sure their station is a good fit. You need a fertile training ground for a fruitful career.

It's not about getting the grade anymore; it's about a lifetime of learning. Everyday is an education.

It's not about just landing the job. It's about launching your career in the right direction.

It's not about immediate rewards. It's about your service to the audience and your station. The marketplace will pay rewards.

To the on-air talent, it's not about you, your spotlight or open mic, it's about the story unfolding from a creative team.

To the advertising salespeople, it's not about your commission, it's about the mission of your clients. When you prioritize their goals, the station revenue targets, and your portion will follow.

Former Senator Alan Simpson wrote, "If you have integrity, nothing else matters. If you don't have integrity, nothing else matters."

Every day brings a new seminal moment within our multimedia industry.

We're not just in the audio business, video business, news, marketing, storytelling, or social media business. It's a broader canopy than ever. We're in the interactive creative communications business...and the thrill is still alive.

We're involved with our listeners, viewers, and advertisers on several levels with personalities, information, promotions, social media, and marketing solutions.

Before my virgin jump out of an airplane, the skydiving instructor told me that he had completed over 1,900 leaps of faith...and lived to tell about it. That brought a hint of comfort and the question, "Do you still get a thrill out of this?" He looked at me with a mystical gaze and said, "Every single day!"

When you take a leap of faith with television and radio stations, those who know will tell you it's a thrill every single day.

Mike O'Brien is a media consultant at O'Brien Betterment, LLC. He can be reached at mike@obrienbetterment.com

Radio stations partner with Packers to support Patriot K9s



Four NRG Media radio stations in Wausau/Stevens Point raised money for Patriot K9s during the Packers Tailgate Tour during a visit to Mosinee on April 11.

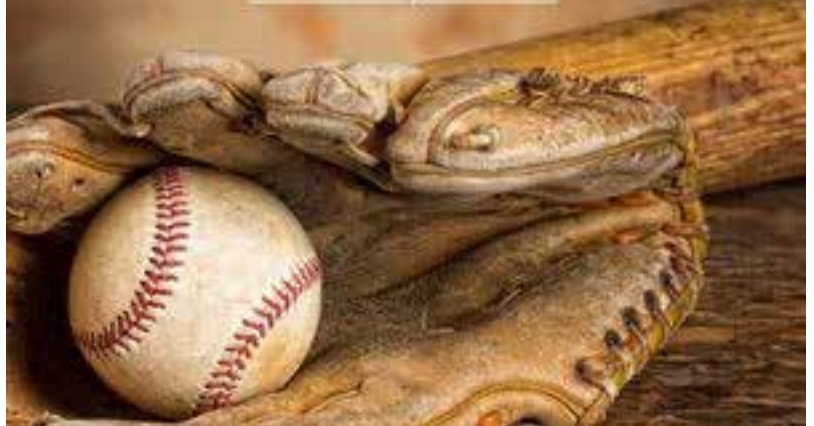
The stations listeners showed up in masses to meet and take pictures with current and former Packers players along with President and CEO Mark Murphy. The night was

filled with games, raffles, and giveaways that helped raised more than \$96,000 for the nonprofit that supplies service dogs at no cost to veterans.

"We were absolutely blown away by the sheer volume of resources and time the radio stations provided, which was instrumental in making this event such a huge success."

Susie Arnold the Strategic Business Manager with PK9's said. "We can't thank NRG enough for your overwhelming support."

Editors David Cicotello and Andy Terrick are seeking memories of Milwaukee County Stadium from Wisconsin broadcasting professionals who covered sports, rock concerts, or other public events during the ballpark's history (1953-2001). Your reminiscences are wanted for a volume in the McFarland Historic Ballpark series. More information about the editors and how to submit your memories can be found at www.mkecountystadium.com.



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How can we plan for the future ...

... if we don't know what next week will bring?

Our process is to conduct research, apply relevant megatrends, and do a deep dive into the client's past, current situation, and goals for the future. It's a fascinating process built upon facts, experience, with a little creativity and "gut" mixed in.

The process usually works, until recently. Let's face it – 5-year plans went out the window in March 2020 when the Covid pandemic came upon us. All of a sudden, all



By Paul Jacobs

bets were off. But the advantage we ultimately had battling the pandemic is that most other truisms about our business remained constant. So, we knew what "normal" was and recognized it when we returned to it.

Today, broadcasters are being swamped with multiple crosscur-

rents that make it virtually impossible to predict what's coming next. Some of these are:

A significant generational shift, as Baby Boomers (major consumers of linear media) are being replaced by Millennials and GenZ (who consume media in totally different ways).

A technology tsunami, as consumers have virtually unlimited options on where and when they can access the content they want. They no longer have to wait for a song to come on the radio to hear it, nor do they have to follow a program schedule to consume the show they want – it's all there on demand on their phones, computers, and even their smart TVs.

Unprecedented revenue shifts, as advertisers have more options than ever before, with the fast-growing digital platforms providing attribution and ROI, something broadcasters have struggled with.

Unbridled competition – in you're in radio, it's Spotify, podcasts, SiriusXM, and more. If you're in TV, it's streaming channels, YouTube, and even TikTok.

AI – whatever it turns out to

be, we know (or think) it's going to change everything. Or some things.

And then there are the cultural issues – a more diverse America, work from home, and the challenges hiring young people into an industry that is perceived by some as "aging out" to cooler careers on digital platforms, being an "influencer" instead of a DJ and more.

Let's face it – it used to be so much easier when there were three television networks and 10 AM/FM stations in each market to compete with, and the hottest competition was MTV and VCR's.

Does anyone have the answers? Well, if they say they do hold on to your wallet. But I'm going to give it a try. At this year's WBA Summer Conference, I've been invited to talk about "What Does A Station Look Like In 2030?" No, it's not about physical buildings or cool new studios – it's about how radio and television stations can embrace these megatrends and begin to make moves today to not only grow audience and revenue in 2025, but to put yourself in position to succeed in the coming years.

Will I get it right? Well, I don't know but I will be drawing on research we've conducted, researched I've "appropriated," our annual visits to the Consumer Electronic Show, and decades of experience we've had at Jacobs Media helping the industry identify and stay ahead of trends.

I hope you can join us. And if I'm wrong, come and find me in 2030 and we'll talk about it.

Paul Jacobs is the VP/General Manager at Jacobs Media. The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association and is available to all members – contact Chris Brunt at Jacobs Media at chris@jacobsmedia.com with any digital questions you have.

Check it out starting on page 9



In Remembrance

Eau Claire broadcaster, Hall of Famer, dies

Legendary Eau Claire area broadcaster and WBA Hall of Famer, Mike Sullivan, died April 21 following a battle with leukemia. He was 75.

Sullivan worked in almost every aspect of radio broadcasting from DJ to station manager during his decades-long career, but he is best known for his deep commitment to local news and sports in the Eau Claire market. His enthusias-



Sullivan

tic work on the air and behind the scenes was instrumental in the growth of sports radio broadcasting in Wisconsin. He called more than 3,600 local games in more than 30 states and, in 1992, turned WBIZ Radio in Eau Claire into the state's first all-sports station. He also mentored many young announcers who went on to successful careers in other markets.

Sullivan attended Swarthmore College and the University of Wisconsin-Eau Claire, and he graduated from Brown Institute in Minneapolis. He broke into broadcasting in 1971 as an overnight disc jockey at WMKC-FM

in Oshkosh and, in 1974, joined the Eau Claire stations of what is now iHeartMedia. He worked as part of a Marconi Award-winning morning-show team at WBIZ-FM, where he was on-air for approximately 6,000 shows. As a reporter, he won several awards for documentaries and spot news coverage.

He also served as the voice of the UW-Eau Claire Bugolds, North and Memorial High teams, and the Regis Ramblers, among many others.

Sullivan was inducted in the WBA Hall of Fame in 2015.

Elizabeth Murphy Burns remembered



In Remembrance

Longtime leader of Morgan Murphy Media and WBA Hall of Famer, Elizabeth Murphy Burns, has died. She was 79.

A Duluth-Superior native, her early broadcast career was served at television stations in Tucson and San Diego and in radio ownership in southern California. In 1975, she became part of the management team at WISC-TV, the Murphy family broadcasting station in Madison.

In 1980, she was named President of Morgan Murphy Stations which included WISC-TV and two radio and four television stations in Washington State and North Dakota.

In the ensuing decades, under her leadership, the Murphy media domain grew to include WISC-TV, Madison, and WKBT-TV, La Crosse, WPLV AM/FM, Platteville, WGLR AM/FM, Lancaster, and eight radio stations in Iowa and Washington State, as well as the popular monthly, Madison Magazine, a cable television channel, UPN14, in Madison and Murphy Entertainment Group, a video programming company.

Burns was the first woman elected to the CBS Affiliates Advisory Board and also served on the TVB Board of Directors and on the National Association of Broadcasters Board of Directors.

Burns recently retired from day-to-day leadership of the company.

Elizabeth Murphy Burns was born into a family of media pioneers and expanded on that tradition since she took over the family-run company with her brother John Murphy in 1982. The company's TV stations have been early adopters in every technology, including color television, stereo broadcasting, satellite newsgathering, the digital broadcasting transition and the advent of local news on the internet and through mobile applications.

More of her major professional accomplishments and milestones include:

- 2003 purchase of WKBT-TV in



La Crosse, Wisconsin.

- Inducted into the Wisconsin Broadcasters Hall of Fame in 2005, joining her father Morgan Murphy as an inductee.
- 2006 honoree of the NAB's Chuck Sherman Television Leadership Award
- 2017 purchase of KOAM-TV in Joplin, Missouri-Pittsburg, Kansas and KAVU-TV and Victoria Television Group in Victoria, Texas
- Designated as a "Giant of Broadcasting" by the International Radio and Television Society in 2018
- 2023 purchase of WBKB-TV in Alpena, Michigan, and WBUP-TV in Marquette, Michigan
- Serves on Board of Trustees for Arizona State University's Walter Cronkite School of Journalism Endowment

- Longstanding trustee for NABPAC, working to inform members of Congress on critical broadcasting issues

Liz often reminded employees their duty was to "inform, educate and entertain." And despite trends toward corporate consolidation at all levels of media, she believed being family-owned and operated allowed the local properties to be more closely connected to the communities they serve.

The company is naming current Executive Vice President and Chief Operating Officer Brian Burns as the next president and CEO ensuring Morgan Murphy Media will be led by a member of the family, as it has since its founding in 1890.

Brian Burns marks the fourth generation of leadership at Morgan Murphy Media. In addition to Brian Burns' appointment to president and CEO, her niece Kate Murphy Doty is a senior executive leading human resources at the company.

Brian Burns becomes the fifth president and CEO in the company's 135-year history. Burns' first assignment for the company was on election night at the age of 12, which fueled



Brian Burns

his lifelong passion for the industry. His first fulltime role with Morgan Murphy Media as a newscast director in 1998, eventually moving into leadership and executive roles with increasing responsibility around new media technologies. In 2008, he was elevated to vice president and chief operating officer.

He serves as Vice Chair for the Independent Television Group (ITG) and has previously been a board member of both the CBS Affiliate Board and the Television Bureau of Advertising (TVB).

He is also a proud graduate of the NAB Broadcast Leadership Training program – a program Liz was instrumental in getting off the ground in 2000 to help train future broadcast station owners and continues to this day.



WHBY to celebrate 100 years on the air

WHBY is celebrating 100 years of broadcasting this year, having debuted on April 5, 1925, from St. Norbert College in De Pere as northern Wisconsin's first commercial radio station. To mark this milestone, WHBY will feature year-long broadcast and digital content, kicking off with a celebratory event on April 4 at the Junior Achievement Center on the Fox Valley Technical College campus in Appleton.

Originally a music-based station with some news and sports programs, WHBY transitioned to its now-signature news and talk format in the 1950s, nearly 25 years after its debut. Since then, the station continues to pride itself on delivering trusted news and meaningful conversations that keep the local community informed and engaged.

"There is a tremendous amount of pride that comes with celebrating 100 years of broadcasting," said B.J. DeGroot, Brand Manager of WHBY. "The incredible communities that make up northeast Wisconsin are the fabric that have gotten us to celebrate a century of service. We're here because of you, and recognizing WHBY's historic past invigorates our present team and provides motivation for the future. I cannot thank those who've paved the way for WHBY enough, and our current team for embracing Woodward Community Media's core values that guide us forward. As we embrace our past and present, I'm excited for the future of WHBY as a leader in local community media."

Continued on page 8 >

Name in the News



Strehlow

After more than four decades in television news, veteran Milwaukee news anchor Mike Strehlow has announced his plan to "semi-retire" from CBS 58 (WDJT-TV). Strehlow will step down from his role as anchor of the 'CBS 58 News at Noon' and the 'CBS 58 News at 4' at the end of this summer. His focus will turn solely to anchoring 'CBS 58 Sunday Morning' each week. Strehlow anchored the station's very first newscast in March 1996.

Longtime news director to retire from WLUK-TV

WLUK-TV News Director Juli Buehler has announced her retirement after a career spanning 45 years, with 30 of those years in northeast Wisconsin.

Buehler is the recipient of numerous awards, including The Associated Press Carol Brewer Award, and she was inducted into the National Academy of Television Arts and Sciences Silver Circle in 2016.



Buehler

"Juli has had a truly remarkable journey. Many strong journalists across the country have passed through here and have benefited from her involvement in their lives," Jay Zollar, Vice President and General Manager of WLUK FOX 11 and WCWF CW14 said. "FOX 11 would not be what it is today if it were not for Juli's investment of her passion and experience."

"I am appreciative of all the many opportunities WLUK-TV and Sinclair Media (the parent company of WLUK), have afforded me," Buehler said. "It has been an incredible journey with colleagues who have become lifelong friends, and newsroom adventures

that are lifelong memories. This career has been a gift."

In a previous role, Buehler also wrote and produced for the Voice of America, based in Washington, D.C. She also worked as a reporter and anchor at television newsrooms in Rochester, Minnesota and Eau Claire, Wisconsin, and as a producer in New Haven, Connecticut.

Under Juli Buehler's leadership, the content creation teams of WLUK-TV embarked on many northeast Wisconsin "firsts," from launching the market-leading four-and-a-half-hour morning news program, "Good Day Wisconsin," to network affiliation changes, Super Bowl coverage, national political conventions, and lifestyle programs. She was an integral part of the team that created FOX 11 Packers Family Night, along with the football organization, as well as advising on the purchase of a property across from Lambeau Field, now known as the FOX 11 Field House. She has served on the Wisconsin Broadcasters Association Board and played a part in advocating for access and transparency between elected officials, the court system, and journalists.

In Remembrance

Jensen remembered

Eric Jurgensen, 61, of West Bend, known on the air as "Rick Jensen" is being remembered for his lifelong love of broadcasting. He died April 29 at Froedtert Hospital in Milwaukee from complications of a stroke. Jurgensen studied journalism at UW-Madison and rose to be editor of The Daily Cardinal student newspaper. His obituary said his love of broadcasting led him to his job with Magnum Radio, where he worked since 1994. Jurgensen served as news director, operations manager, then ultimately group news director for Magnum Media. He was also a disk jockey for many years for all types of events. "His articulate commanding voice will be missed over many Wisconsin airways," the obituary said. There will be no formal services.



Jensen

Radio station WBSD marks 50 years on the air



Radio station WBSD recently marked 50 years of broadcasting at Burlington High School.

The station hosted a reunion for former staffers at the station and presented a video about the history and impact of the station.

Congratulations!

You can watch the video here:



Jartz to retire from WBAY-TV in May

Local Broadcast Legend marks four decades with Green Bay station

After more than four decades with WBAY-TV in Green Bay, Local Broadcast Legend Bill Jartz is retiring on May 23.

"His unparalleled work ethic, affable personality, booming laugh, and tireless commitment to public

service has made Bill a true icon in north-east Wisconsin," said WBAY-TV General Manager Steve



Jartz

Lavin. "There is just no one like Bill. Our viewers will miss him, his co-workers will miss him, and I will miss him."

Raised in Clintonville, Jartz earned all-state recognition as a high school football player and received an athletic scholarship to attend Northwestern University. After graduating in 1980 with a Bachelor of Science degree in journalism, he began his broadcasting career as the 10 p.m. sports anchor in Wausau. In March 1983, he joined WBAY as a sports reporter.

In June 1990, he briefly stepped away from broadcasting to work in the private sector. He returned to WBAY as Sports Director on Jan. 11, 1993, paving the way for what he says was the most memorable day of his career.

"There have been many unforgettable people and stories, but anchoring our Super Bowl XXXI coverage from New Orleans probably tops the list. There was such a build-up over the years, and to finally get there and win was fantastic! Green Bay was once again the place to be in pro football, and we got to share the excitement with the folks back home," Jartz said.

In October 1998, when an evening anchor position opened up, Jartz moved from sports to news. He was paired with 10 p.m. news anchor Cami Rapson.

"The best person, the best work partner, a forever friend," Rapson said. "It is not lost on me how lucky I have been to spend the last 26 years co-anchoring the newscasts with Bill, and over 30 years of working in the newsroom together. It's been a dream partnership; a person who cares about the team, the product, and the viewers. He is one of a kind, and I feel so blessed to have been part of his career."

"The excitement of being on the inside of a story is pretty rewarding, but what I'm going to miss the most are the people I've worked with over the years," Jartz said. "I grew up watching Chuck Ramsay, and later I shared an office with the state broadcasting Hall of Famer. I've seen many people leave here for bigger markets - even network jobs. I can say I was there in their early days and got to watch them grow into incredible journalists.

And Cami has been an angel for supporting me and getting me through some tough times in my life. I could not have asked for a better TV wife."

"While Bill is an ideal employee and excels at what he does on-air, his true legacy is his commitment to the community," Lavin said. "I can't think of another media personality who has made a bigger impact. Whether volunteering as an emcee, auctioneer, guest speaker, or celebrity judge, Bill supports countless fundraisers and events. He simply does not say no to any cause where he thinks his time and energy can make a difference."

Jartz has been honored for his charitable efforts, receiving the Heart of Gold Lifetime Achievement Award at the 34th Annual WPS Volunteer Awards, and later, the 2022 Governor's Service Award, Volunteer of the Year/East Central Wisconsin.

Jartz was named a WBA Local Broadcast Legend in 2024.

The long-time voice of Lambeau Field, Jartz said he plans to continue announcing home games while serving in a new role on the Packers Board of Directors. Jartz has also been a member of the Packers Hall of Fame Board since 2023.

Jartz said he would like to thank the viewers for trusting him as a source for news over the years.

Jartz' last day on-air will be May 23.

Continued from page 6 >

The public is invited to join WHBY's 100th Anniversary Kick-off Celebration on Friday, April 4 at the Junior Achievement Center on the FVTC campus in Appleton. The event will feature live broadcasts of the station's weekday local shows, starting with AM Fox Valley with Dave Edwards, followed by Outside the Box with Ben Cominos, Focus Fox Valley with Hayley Tenpas, and concluding with Your News Now with Jonathan Krause. Attendees can enjoy breakfast from Simple Simon Bakery and lunch from 11 a.m. to 1 p.m. with Chef Jeff and FVTC's Chefs Gone Grillin'. Guests are encouraged to stop by, meet the team, grab exclusive station swag, and celebrate this historic milestone with WHBY.

WHBY's 100th anniversary celebration will continue with broadcast features and digital content highlighting each year of the station's history from 1925 to today. These features will run on-air from March 31 through August 15, offering listeners a chance to learn more about WHBY's evolution over the past century.

"Celebrating 100 years of WHBY is incredibly meaningful to me," said Kelly Radandt, General Manager and 35-year employee owner. "WHBY has been a constant presence in Appleton and the surrounding communities, witnessing our area's growth and being a part of its story. For decades, WHBY has been more than just a radio station; it's been a trusted friend, a reliable source for news and information, and a vital connection point for our community. Our past, present, and future employee owners have created something really special here that will continue to evolve and carry on for another century of service."

Gala raffle winner to support veterans' park

The winner of the 50/50 raffle at the WBA Awards Gala on May 3 will donate half of her winnings to a remodeling project at Fond du Lac County Veterans Park.

Cheryl Millay had recently made a donation to the park, and will add to that half of the \$850 she earned by winning the raffle.

Millay's daughter, Chandra

Lynn, said they are a military family and there's a tree in the park planted in her grandfather's name.

Lynn is the brand manager and morning show host on 101.1 FM The Bull (WFON-FM) in Fond du Lac.

Proceeds from the 50/50 raffle support the WBA Foundation.





WISCONSIN
BROADCASTERS
ASSOCIATION

S U M M E R *conference*

Wednesday, June 18 | Thursday, June 19

 *La Crosse Radisson*



HOW TO register

Hotel



Deadline: May 25

Conference



Deadline: May 30

Golf outing



Deadline: May 19

Media Technology
Institute



Deadline: May 30

WEDNESDAY schedule

June 18, 2025



7:30 a.m.

Golf Outing

Forest Hills in La Crosse

Shotgun start. Cash prizes for flag events and more!

Scan bottom left QR code for golf registration

Registration open 8 a.m. to 6:30 p.m.

10 - 11 a.m.

What Does A Station Look Like in 2030?

The only thing constant in broadcasting is change. Technology, audience, revenue shifts, and other factors make it challenging to figure out the right moves and make the best decisions. In this "swirl," it's harder than ever for leaders to know where to place their bets, because it's hard to know where things are heading.



Paul Jacobs,
Jacobs Media

Let Paul guide you through the vortex with his fast-paced exploration designed to stimulate thinking to help managers put the decisions they are making today – and tomorrow – in perspective with predictions of the future, and recommendations of actions you can take today.

mid-term elections, legal issues you should think about when using AI at your stations, music royalty changes that could be coming your way, or any other legal issues that you have been wondering about, this session is your chance to try to get some of the information that you need.

3:45 - 4:45 p.m.

Legislative Update



David Oxenford,
Wilkinson, Barker,
Knauer LLP



Brandon Scholz,
The Capitol
Group



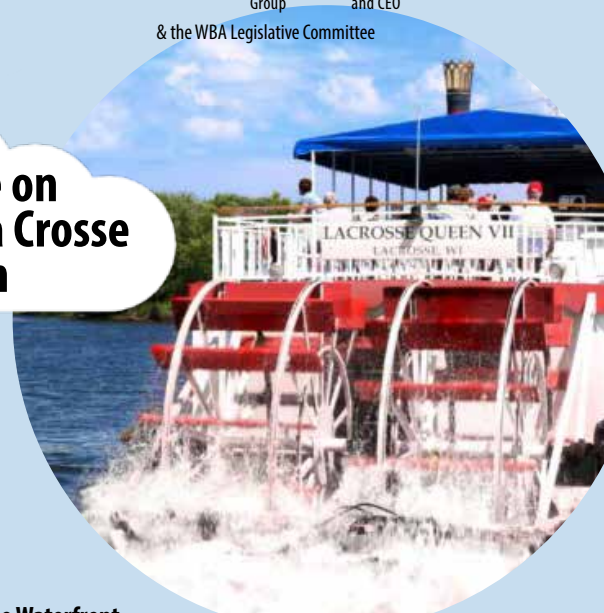
Michelle Vetterkind,
WBA President
and CEO

& the WBA Legislative Committee

5 - 7 p.m.

Reception

Cruise on the La Crosse Queen



7 - 10 p.m.

Dinner at the Waterfront

At the dinner we will recognize the Distinguished Service Award winner Shannon Hellenbrand

11 a.m. - 12:45 p.m. - **Lunch on your own**

12:45 - 1:45 p.m.

From Vinyl to Viral: Uniting Broadcasters Across Generations

Consider this: Choosing to work into your late 60's is no longer an anomaly – it's the norm. Even older Americans are getting back into the action as well because they are living longer, healthier lives and want to stay challenged and involved. That means we have five distinct generations in the workplace at the same time: Traditionalists, Baby Boomers, Gen Xers, Millennials, Gen Z.



Susan Thomson,
CEO, ActionCOACH

Each generation brings unique perspectives shaped by their distinct experiences – which can make your company a diverse, exciting and dynamic place to work, IF we can all learn to appreciate and support each other. If you've found yourself in a Boomers to Zoomers environment, come see how to decode emojis, demystify TikTok, and turn 'You are SUCH a Boomer' into 'Hey, let's collaborate!'

2 - 3:30 p.m.

The Lawyer is In, the Meter is Off



David Oxenford,
Wilkinson, Barker,
Knauer LLP

David Oxenford, WBA's Washington DC legal counsel and hotline attorney, will discuss what's up in Washington – mostly by taking your questions about the legal and regulatory matters that affect you on a day-to-day basis. So if you are wondering what Delete Delete Delete might actually delete, whether there will really be changes in the ownership rules, what FCC filings your stations are likely going to have to make this year, how to prepare for political broadcasting for next year's

THURSDAY schedule

June 19, 2025



MAJ Jason Morrison

8:30 - 10 a.m.

Sweat it out with the Wisconsin Army National Guard

MAJ Jason Morrison will lead an early morning work out to help you get a strong start to your day.

Meet at registration. You'll be back in time for a shower and breakfast.

Registration open 7:30 a.m. - 6 p.m.

8:30 - 10 a.m.

Business Breakfast and WBA Update



Bob Beggs,
U.S. Bank

10 - 10:30 a.m.

Economic Update - U.S. Bank



Steve Wexler,
WEXL Coaching
& Development

10:45 - 11:45 a.m.

Broadcaster's Top 3 Challenges and Opportunities

In this packed super session, we will discuss the top 3 challenges we are facing in content, sales, and management at our TV and radio stations. Steve Wexler, longtime Wisconsin broadcaster and founder of W-E-X-L Coaching, LLC will lead us through a candid discussion of where we are today – and provide three actionable recommendations on how to thrive, not just survive, in programming, sales and leadership and culture in the coming years. If you manage people, are responsible for a budget, contribute to programming or sales, this super session is for you.



Tom Thibodeau,
Viterbo University

Noon - 2:30 p.m.

Keynote Lunch and Local Broadcast Legends Presentation

Keynote Presentation: The Positive Power of Servant Leadership

Local Broadcast Legends



Judy Clark



Pat O'Neill



John Stofflet



Gary Suhr



Lt. Col.
Shannon
Hellenbrand
(ret.),
Wisconsin Army
National Guard

2:45 - 4 p.m.

Attack Your Goals With Confidence: Leadership, Strategy & Resilience in a Rapidly Evolving World

Get ready for an energizing and insightful session with Lieutenant Colonel (Retired) Shannon Hellenbrand—a dynamic leader known for her fun, approachable, and inspirational style. With 26 years of military service, Shannon brings a wealth of experience in leadership, strategy, and resilience, delivered with positivity and relatability that will leave you motivated and ready to take action. As members of the Wisconsin Broadcasters Association, you navigate an industry that demands adaptability, clear communication, and decisive leadership. Shannon will challenge and empower you to attack your goals—organizationally, professionally, and personally—through engaging stories, real-world lessons, and practical strategies. Expect a session that's not just insightful but uplifting, empowering, and packed with energy to help you thrive in an ever-changing media landscape.



5 - 6 p.m.

Hall of Fame Reception

6 - 7 p.m.

Hall of Fame Dinner

7 - 8:30 p.m.

Hall of Fame presentations



Paul Braun, Denise Callaway,
Bill Hubbard, and Mark Zorowski

Masters of Ceremonies



Michelle Vetterkind,
WBA President and CEO



Tom Koser,
Koser Radio Group

Find this
agenda online:



WBA DUKE WRIGHT Media Technology Institute

La Crosse Radisson

June 17-19, 2025

TUES

8 a.m.
Breakfast



Bill Hubbard,
WBA Duke
Wright Media



Jeff
Welton,
Nautel

8:30 a.m.
**Intro,
Welcome and
Orientation**



Tom Walker,
Mid-West Family

9 a.m.
**Business of Broadcast-
ing and Impacts of
Deregulation**

12 p.m.
Lunch



Mike Pappas,
Orban Labs

1-4:30 p.m.
**Audio Processing
Tutorial and Demon-
stration**



Steve Wilde,
American Amplifier
Technologies

**Real Time RF
Measurements**



Jeff Welton,
Nautel

**Transmitter
Site Safety**

5 p.m.
Reception

WED

8 a.m.
Breakfast



Chris Tarr,
Magnum Media,
Wisconsin EAS

8:30 a.m.-12 p.m.
**Transmitter site visits
at Manum Media sta-
tion WKBH**

**On-Site Review of Systems and
Configurations**



Steve Wilde,
American
Amplifier
Technologies



Mike Pappas,
Orban Labs

**Testing and
Measurement**

12 p.m.
Lunch at the La Crosse Radisson



Steve Wilde,
American
Amplifier
Technologies



Jeff
Welton,
Nautel



Chris Tarr,
Magnum Media,
Wisconsin EAS

1-4:30 p.m.
**Site Visit at Magnum Media sta-
tion WQCC and studio building**

**Practical RF Engineering Consid-
erations**

**Radio Frequency Transmission
Open Forum**

5 p.m.
Reception on the La Crosse Queen

7 p.m.
Dinner at the Waterfront

THURS

8 a.m.
**Breakfast (served at the WBA
Business Breakfast)**

8:30 a.m.
Wrap up RF Topics



Eric Papenfuss,
ECB

9 a.m.
**Data Network Components
and Configuration**

12 p.m.
Lunch



Jeff
Welton,
Nautel

1-4:30 p.m.
**Network Security
Considerations**

**Audio over IP and Studio
Connectivity – TBA, DNAV**

FEES
\$199 – INCLUDES: Tuesday, Wednesday,
and Thursday instruction

\$149 rate available for educators/stu-
dents

*PLEASE NOTE THAT SPACE IS LIMITED
AND IS FIRST COME – FIRST SERVED*

*Register separately for the
WBA Duke Wright Media
Technology Institute by
scanning the bottom left
QR code on page 10 or visit
wi-broadcasters.org*

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Update Your Headshot!

Professional headshots with our WBA photographer, Debbie Borth with Camera Kisses, will be available from 3-4 p.m. on Thursday, June 19. Sessions start at just \$75, discounted from \$360 (tax included).

Photos will be taken on a gray backdrop in just a few short minutes.

Reservation recommended: sign up at hs.camerakisses.com/WBA by Tuesday, June 17. Photo day walk-ins are also welcome and will be accommodated as session time is available. Contact Debbie with questions at dborth@camerakisses.com.





2024 Awards for Excellence

Winners List

Large Market Television

Best Morning Newscast

1st Place	WISN TV	Alert Day: Blowing Snow To Bitter Cold
2nd Place	WISN TV	Trump Assassination Attempt
3rd Place	WITI TV	FOX6 WakeUp News at 7

Best Evening Newscast

1st Place	WISN TV	Police Shooting During RNC
2nd Place	WDJT TV	CBS 58 News at 10 - Dec. 16, 2024
3rd Place	WITI TV	FOX6 News at 4: Live at the RNC

Best Sportscast

1st Place	WISN TV	Big 12 Sports Team
2nd Place	WDJT TV	Scott Grodsky Composite
3rd Place	WDJT TV	Darius Joshua

Best Weather Coverage

1st Place	WISN TV	Mark Baden
2nd Place	WISN TV	Lindsey Slater
3rd Place	WITI TV	Rob Haswell

Best Continuing Coverage

1st Place	WISN TV	The Disappearance of Elijah Vue
2nd Place	WDJT TV	The Spring that Shook Milwaukee Public Schools
3rd Place	WTMJ TV	Coaches and Refs Blow the Whistle on MPS Lack of Pay

Best Spot News

1st Place	WISN TV	Tragedy in Madison: Christian School Shooting
2nd Place	WISN TV	Police Shooting During RNC
3rd Place	WTMJ TV	Interstate Shooting Shutdown

Best News Writing

1st Place	WITI TV	Unclaimed
2nd Place	WISN TV	Woman Hit by Unlicensed Driver
3rd Place	WDJT TV	Purple Chairs for Ashuriah

Best Hard News/Investigative

1st Place	WITI TV	Utter Disregard
2nd Place	WISN TV	911 Call Confusion
3rd Place	WISN TV	No License Loophole

Best Series or Documentary

1st Place	WITI TV	Water Wars
2nd Place	WISN TV	Troubled Teen Boot Camp
3rd Place	WDJT TV	Inside Milwaukee Public Schools: The Good, the Bad, and the Ugly

Best Feature

1st Place	WITI TV	The Magic of Music
2nd Place	WYTU TV	Tallador de Vida
3rd Place	WISN TV	War Veterans' Overdue Honor

Best Live On-Scene Reporting

1st Place	WITI TV	Aaron Maybin
2nd Place	WISN TV	Kendall Keys
3rd Place	WITI TV	Jason Calvi

Best Use of Video

1st Place	WMVS TV	Day of the Dead
2nd Place	WITI TV	Fees for Body Camera Redactions
3rd Place	WDJT TV	Indy Slot Car Series Going Strong for More Than 30 Years

Best Sports Reporting

1st Place	WDJT TV	Time to Spare
2nd Place	WISN TV	A Coach's Mark
3rd Place	WITI TV	A Hershey Treat

Best Significant Community Impact

1st Place	WTMJ TV	Housing Authority Accountability
2nd Place	WISN TV	Bus Stop Death: Ambulance Changes
3rd Place	WDJT TV	Natalie's Everyday Heroes

Best Specialty Programming

1st Place	WISN TV	Big 12 Sports: 2024 NFL Draft
2nd Place	WMVS TV	Violent Femmes 40th Anniversary Celebration with Milwaukee Symphony Orchestra
3rd Place	WVTV TV	Stars and Stripes Honor Flight

Best Image Promotion

1st Place	WISN TV	WISN Celebrating 70 Years
2nd Place	WITI TV	FOX6 Investigators 25th Anniversary
3rd Place	WISN TV	WISN AM First with News You Need

Best Weather Promotion

1st Place	WISN TV	Viewer Trust
2nd Place	WITI TV	Weather Experts - Winter 2024
3rd Place	WISN TV	Summer Weather - Get Out There

Best Sports Promotion

1st Place	WDJT TV	Bucks Super Bowl
2nd Place	WISN TV	Operation Football - Watch Vote Watch
3rd Place	WITI TV	FOX6 Football Fest

Best Topical Promotion

1st Place	WITI TV	Unlicensed Drivers
2nd Place	WITI TV	End of the Line
3rd Place	WYTU TV	Hispanic Heritage Month Puerto Rican Coffee Maker

Best Public Service Announcement

1st Place	WISN TV	UPAF Ride for the Arts 2024
2nd Place	WISN TV	Pet Walk 2024 - NALA
3rd Place	WDJT TV	Naloxone PSA

Best Commercial or Underwriting Announcement

1st Place	WISN TV	Kettle Moraine - Rockin
2nd Place	WITI TV	Shaker's Cigar Bar
3rd Place	WISN TV	Big Bang Menards

Best Website

1st Place	WITI TV	FOX6Now.com
2nd Place	WISN TV	WISN 12 News - Leading the way
3rd Place	WYTU TV	TelemundoWI.com

Best Web Story

1st Place	WITI TV	Wakesurfing boats on WI lakes
2nd Place	WITI TV	Unclaimed Veteran's Remains Stored 11 Months Due to 'Clerical Error'
3rd Place	WISN TV	Flaw in the Law: Wisconsin Drivers Get Tickets, Instead of Charges, for No License

Best Use of Social Media

1st Place	WITI TV	FOX6 News Digital Team
2nd Place	WDJT TV	CBS 58 Morning News Highlight Reels
3rd Place	WDJT TV	How Well do People Know Milwaukee at the RNC?

Best Original Digital Content

1st Place	WITI TV	FOX6 Kids: What is Local TV News?
2nd Place	WISN TV	2024 NFL Draft - Leading the way into Lambeau's NFL Draft
3rd Place	WMVS TV	How We Heal

Best Online Personality

1st Place	WDJT TV	Alex Corradetti
2nd Place	WITI TV	Ben Handelman
3rd Place	WITI TV	Rob Haswell

Best Online Breaking News Coverage

1st Place	WITI TV	Police Shooting in Milwaukee during RNC
2nd Place	WISN TV	Madison School Shooting
3rd Place	WDJT TV	Amber Alert for Elijah Vue

Best Election Coverage

1st Place	WISN TV	12 News Commitment 2024
2nd Place	WDJT TV	Campaign 2024 - Election Days
3rd Place	WISN TV	UPFRONT

Best Election Promo

1st Place	WISN TV	Election Day Coverage
2nd Place	WDJT TV	Day of Election Coverage Promo
3rd Place	WISN TV	Election Day Results

Medium Market Television

Best Morning Newscast

1st Place	WMTV TV	Feb. 9, 2024 - Historic Tornado
2nd Place	WBAY TV	First Snowstorm of the Season
3rd Place	WKOW TV	ALCS: The Morning After

Best Evening Newscast

1st Place	WISC TV	Abundant Life Christian School Shooting
2nd Place	WMTV TV	News at 10: Dec. 16, 2024 - Mourning in Madison
3rd Place	WBAY TV	The Search for Elijah

Best Sportscast

1st Place	WKOW TV	Karley Marotta
2nd Place	WLUK TV	Sportscast
3rd Place	WMTV TV	Sports with Mike Jacques and Anderley Penwell

Best Weather Coverage

1st Place	WMTV TV	First Alert Meteorologist Amanda Morgan
2nd Place	WFRV TV	Local 5's Jordan Lamers
3rd Place	WKOW TV	Cameron Hopman

Best Continuing Coverage

1st Place	WISC TV	Harmony Apartments
2nd Place	WKOW TV	UW Madison Protests
3rd Place	WMTV TV	New Year's Day Deadly Police Chase

Best Spot News

1st Place	WMTV TV	Mourning in Madison: Abundant Life Christian School Shooting
2nd Place	WMTV TV	Police, Pro-Palestine Protesters Clash on UW-Madison Campus
3rd Place	WKOW TV	ALCS Day of

Best News Writing

1st Place	WKOW TV	Amazing Grace: Argyle Church Destroyed
2nd Place	WMTV TV	Life Lessons with Ms. B
3rd Place	WFRV TV	More than a Translator

Best Hard News/Investigative

1st Place	WMTV TV	Janesville Renters Beware
2nd Place	WMTV TV	Problems at Penny Lane
3rd Place	WFRV TV	Exclusive: Dangers of Nitrous Oxide

Best Series or Documentary

1st Place	WISC TV	Harmony Apartments
2nd Place	WMTV TV	Crisis Averted
3rd Place	WLUK TV	Green Bay on the Clock Special

Best Feature

1st Place	WMTV TV	Lew's List
2nd Place	WKOW TV	Heart Warrior
3rd Place	PBS Wisconsin	Wisconsin Life: Typewriter Poet

Best Live On-Scene Reporting

1st Place	WKOW TV	Grace Houdek
2nd Place	WKOW TV	Caroline Dade
3rd Place	WMTV TV	Tim Elliott

Best Use of Video

1st Place	PBS Wisconsin	Wisconsin Life: Midwest Onewheel
2nd Place	WMTV TV	A Tornado Revisited, A Town Rebuilding
3rd Place	WMTV TV	Goodbye To Gilbertson's

Best Sports Reporting

1st Place	WKOW TV	Howard Moore: Five Years Later
2nd Place	WKOW TV	The Meaning Behind the Mask: Kyle McClellan's Special Helmet
3rd Place	WMTV TV	Magic Macie

Best Significant Community Impact

1st Place	WMTV TV	Share Your Holidays
2nd Place	WMTV TV	Diaper Drive
3rd Place	WBAY TV	Brett Jedwabny - Inspiring a Community Through His Recovery

Best Specialty Programming

1st Place	PBS Wisconsin	Wisconsin Lighthouses
2nd Place	WBAY TV	Return to Normandy
3rd Place	WMTV TV	Baldwin, Hovde Senate Debate Show down

Best Image Promotion

1st Place	WISC TV	News 3 Now - "Moving Forward Summer"
2nd Place	PBS Wisconsin	2024 Year in Review
3rd Place	WKOW TV	We've Got You Covered

Best Weather Promotion

1st Place	WMTV TV	15 First Alert - Winter Coming 2024
2nd Place	WMTV TV	15 First Alert - February Tornado POP
3rd Place	WISC TV	First Warn Weather - Winter Storm

Best Sports Promotion

1st Place	WISC TV	Football First Family
2nd Place	WKOW TV	WIAA Boys State Basketball 2024
3rd Place	WMTV TV	Badger Bash Nov. 16, 2024

Best Topical Promotion

1st Place	PBS Wisconsin	Wisconsin Lighthouses - Family
2nd Place	WISC TV	3 For The People - Madison Schools Referenda
3rd Place	WKOW TV	Scars of a Home Invasion

Best Public Service Announcement

1st Place	WKOW TV	Take your Brat to Senior Day 2024
2nd Place	WMTV TV	Take Your Brat To Work Day 2024
3rd Place	WKOW TV	Art Fair on the Square 2024

Best Commercial or Underwriting Announcement

1st Place	WMTV TV	Candy Cloud - Don't Stop the Good Stuff
2nd Place	WFRV TV	Linked Living
3rd Place	WMTV TV	Meineke - Car Care Done Right

Best Website

1st Place	PBS Wisconsin	PBS Wisconsin Education, Civics
2nd Place	WMTV TV	Missing Kayaker
3rd Place	WISC TV	Wisconsin Huddle

Best Web Story

1st Place	WLUK TV	Man Charged With Faking Death
2nd Place	WMTV TV	Wisconsin Man Tells Green Lake Co. Officials How He Faked His Own Death
3rd Place	WISC TV	They Forced Us Out': Now-Former Harmony Apartments Residents Detail Continued Issues

Best Use of Social Media

1st Place	WBAY TV	Grand Chute Police Chasing Down Turkey
2nd Place	WLUK TV	FOX 11 Social Media
3rd Place	PBS Wisconsin	The Look Back Season 2 Launch

Best Original Digital Content

1st Place	WLUK TV	St. Mary's Church Renovation
2nd Place	WMTV TV	UW-Madison Homecoming Parade
3rd Place	WKOW TV	Ask a Clerk Anything: Your Questions and Their Answers

Best Online Personality

1st Place	WBAY TV	Emerson Lehmann
2nd Place	WMTV TV	Leigh Mills
3rd Place	WKOW TV	Dana Fulton

Best Online Breaking News Coverage

1st Place	WKOW TV	Abundant Life Christian School Shooting
2nd Place	WLUK TV	Elijah Vue Remains Found
3rd Place	WBAY TV	Missing Kayaker Faked His Own Disappearance

Best Election Coverage

1st Place	WKOW TV	Election Night Team Coverage
2nd Place	WFRV TV	Local 5's Election Coverage
3rd Place	WMTV TV	Battleground Wisconsin

Best Election Promo

1st Place	WBAY TV	Election Coverage 2024 - Your Voice, Your Vote
2nd Place	WKOW TV	Election Night Coverage
3rd Place	WMTV TV	Election Trust 2024

Small Market Television

Best Morning Newscast

1st Place	WSAW TV	Sunrise 7 - Armed Standoff in Amherst
2nd Place	WSAW TV	Sunrise 7 - Diaper Drive Kickoff
3rd Place	WAOW TV	Live Shooting Update/DNC Latest

Best Evening Newscast

1st Place	WAOW TV	Elijah Vue Found
2nd Place	WSAW TV	NewsChannel 7 at 6:00 p.m.
3rd Place	WAOW TV	Unity Tornado Cleanup

Best Sportscast

1st Place	WAOW TV	Sportscasts
2nd Place	WEAU TV	SPORTSCENE13
3rd Place	WSAW TV	Ben Helwig Sports Compilation

Best Weather Coverage

1st Place	WEAU TV	Darren Maier
2nd Place	WSAW TV	Jeremy Tabin Meteorologist Compilation
3rd Place	WSAW TV	Mark Holley Meteorologist Compilation

Best Continuing Coverage

1st Place	WEAU TV	Healthcare Crisis
2nd Place	WSAW TV	Aftermath of May Tornadoes
3rd Place	WSAW TV	Wausau Ballot Drop Box Removed

Best Spot News

1st Place	WAOW TV	Unity Tornado Cleanup
2nd Place	WSAW TV	Tornadoes Rip through Central Wisconsin
3rd Place	WEAU TV	Biden Drops Out

Best News Writing

1st Place	WKBT TV	Crowley Park's Uncertain Future
2nd Place	WAOW TV	A Day on the Never Forgotten Honor Flight
3rd Place	WSAW TV	A Brand New Beat

Best Hard News/Investigative

1st Place	WSAW TV	7 Investigates: Family Blames Midwife for Death of Child
2nd Place	WSAW TV	7 Investigates: What Happened to Tara Sullivan?
3rd Place	WKBT TV	Congressman Assaulted

Best Series or Documentary

1st Place	WLAX TV	Rivertown - The Disappearance of Evelyn Hartley
2nd Place	WKBT TV	Love in the Public Domain Parts 1 & 2
3rd Place	WSAW TV	Finding Refuge in Central Wisconsin

Best Feature

1st Place	WAOW TV	Inside the Program with Janel McCarville
2nd Place	WSAW TV	Umpire is Out After 45 Years
3rd Place	WKBT TV	The Ladies of the Lanes

Best Live On-Scene Reporting

1st Place	WSAW TV	Dale Ryman Live Reporting Compilation
2nd Place	WSAW TV	Sam Deyhing Live Reporting Compilation
3rd Place	WJFW TV	Dan Hagen RNC/DNC Live Compilation

Best Use of Video

1st Place	WSAW TV	Two Pups and a Zamboni Driver
2nd Place	WSAW TV	Working Around the Clock
3rd Place	WKBT TV	Eye Piece - Blowing Glass

Best Sports Reporting

1st Place	WSAW TV	Edgar Super Fan Norma Socha
2nd Place	WEAU TV	Snocross Amputee
3rd Place	WAOW TV	Blind Hurdler Makes State

Best Significant Community Impact

1st Place	WEAU TV	Community Impact
2nd Place	WAOW TV	Jefferson Awards
3rd Place	WSAW TV	2024 Share Your Holidays

Best Specialty Programming

1st Place	WAOW TV	End of an Era
2nd Place	WEAU TV	Healthcare Town Hall
3rd Place	WSAW TV	Sounds of the Season 2024

Best Image Promotion

1st Place	WSAW TV	70th Anniversary Image
2nd Place	WSAW TV	Kassandra Sepeda Summer Image
3rd Place	WEAU TV	Bob Interview

Best Weather Promotion

1st Place	WSAW TV	Time to Act
2nd Place	WSAW TV	Shopping Spree
3rd Place	WKBT TV	First Warn Winter 24

Best Sports Promotion

1st Place	WAOW TV	WIAA Softball State Tournament
2nd Place	WKBT TV	Friday Night Frenzy Energy
3rd Place	WSAW TV	Bracket Interrogation

Best Topical Promotion

1st Place	WSAW TV	EV 101
2nd Place	WSAW TV	Midwife
3rd Place	WKBT TV	Cold Case Thursday

Best Public Service Announcement

1st Place	WSAW TV	Children's Miracle Network Hospitals - Ari & Emmet
2nd Place	WAOW TV	Battle of the Badges 2024
3rd Place	WSAW TV	Concerts on the Square

Best Commercial or Underwriting Announcement

1st Place	WLAX TV	Sleepy Hollow Survivalist
2nd Place	WKBT TV	A-1 Vacuum — Red Bow
3rd Place	WEAU TV	Commercial Jed's Tree Service

Best Website

1st Place	WAOW TV	WAOW Website
2nd Place	WSAW TV	WSAW Newschannel 7
3rd Place	WEAU TV	WEAU.COM

Best Web Story

1st Place	WSAW TV	Langlade County Task Force Addressing Childcare Needs
2nd Place	WKBT TV	The Lease Agreement Beef that Spoiled LAX Food Hall
3rd Place	WSAW TV	DOC Release Name of Counselor who Died in Lincoln Hills Assault

Best Use of Social Media

1st Place	WEAU TV	WEAU- Reels and Shorts
2nd Place	WAOW TV	Facebook
3rd Place	WSAW TV	Facebook

Best Original Digital Content

1st Place	WSAW TV	Forgotten Wisconsin Cold Cases: Who Killed Deirde Week?
2nd Place	WLAX TV	Hosting the Holidays
3rd Place	WAOW TV	WIAA Court Report

Best Online Personality

1st Place	WJFW TV	Konrad Supinski
2nd Place	WSAW TV	Mark Holley
3rd Place	WEAU TV	Derek Dalman

Best Online Breaking News Coverage

1st Place	WKBT TV	Two Horses, One Cat Killed in Massive Fire at Minnesota Equestrian Center
2nd Place	WKBT TV	LAX Food Hall 'Not Going to Happen', Property Managers Seeking Eviction
3rd Place	WEAU TV	Apple Orchard Accident

Best Election Coverage

1st Place	WSAW TV	Election Coverage Compilation
2nd Place	WSAW TV	NewsChannel 7 at 10:00 - Election Night Special
3rd Place	WAOW TV	Election Coverage

Best Election Promo

1st Place	WEAU TV	Political Spotlight in Eau Claire POP
2nd Place	WSAW TV	Election Night POB
3rd Place	WAOW TV	April Snowy Election POP



Best Morning Radio Show

1st Place	WKTJ FM	Jen, Gabe, and Chewy
2nd Place	WGKB FM	Truth Be Told
3rd Place	WTMJ AM	Wisconsin's Morning News

Best Radio Show

1st Place	WAUK AM	The Maggie Daun Show - Aug. 20, 2024
2nd Place	WGKB FM	The Tory Lowe Show
3rd Place	WSSP AM	Wisconsin Sports Daily

Best Newscast

1st Place	WAUK AM	Oct. 17, 2024
2nd Place	WTMJ AM	Wisconsin's Morning News
3rd Place	WTMJ AM	Wisconsin's Morning News

Best Sportscast

1st Place	WIBA AM	Doug Russell Sports
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Best Continuing Coverage

1st Place	WUWM FM	MPS 2024 Referendum
2nd Place	WTMJ AM	No Snow in the North Woods
3rd Place	WGKB FM	The Tory Lowe Show - Family Displaced by House Fire

Best Spot News

1st Place	WUWM FM	Families of Slain Men in Milwaukee March for Accountability
2nd Place	WTMJ AM	Abundant Life School Shooting
3rd Place	WTMJ AM	Trump Rally Shooting in Butler Pennsylvania

Best News Writing

1st Place	WUWM FM	What Happens When an Animal at the Milwaukee County Zoo Dies?
2nd Place	WUWM FM	As Wisconsin Winters Warm, a Way of Life is Melting Away
3rd Place	WORT FM	Madison in the Seventies: The Commercial Sex Industry

Best Hard News/Investigative

1st Place	WORT FM	UW System Spends Millions on Consultants
2nd Place	WUWM FM	UW-Milwaukee Students Worry About What Changes to DEI Initiatives Might Mean for the Future
3rd Place	WTMJ AM	Where are the SRO's?

Best Feature

1st Place	WTMJ AM	A Fire Sale at Fuddruckers
2nd Place	WMDX AM	Matenaer on Air - Voter Humor
3rd Place	WORT FM	Voices of Resilience & Dignity: The Birth of Los Volcanes Cooperative

Best Use of Audio in Radio News

1st Place	WTMJ AM	Just a Bit Outside Reunion
2nd Place	WMDX AM	Hiking the Ice Age Trail
3rd Place	WUWM FM	The Story Behind the Oriental Theatre's Restored 1925 Wurlitzer Organ

Best Live On-Scene Reporting

1st Place	WTMJ AM	RNC Officer Involved Shooting
2nd Place	WTMJ AM	Donald Trump Rallies in Green Bay

Best Interview

1st Place	WSSP AM	Brewers GM Matt Arnold Joins Sparky at the Toy Drive
2nd Place	WTMJ AM	UW-LaCrosse Chancellor Joe Gow
3rd Place	WTMJ AM	Capturing The Flying Bullet

Best Sports Play By Play

1st Place	WTLX FM	Wisconsin Volleyball vs. Minnesota
2nd Place	WKTJ FM	Catholic Memorial vs. Reedsburg
3rd Place	WGKB FM	Marquette University High School vs. Mukwonago

Best Significant Community Impact

1st Place	WGKB FM	Community Clean Up
2nd Place	WAUK AM	The Maggie Daun Show - Maggie & the Millionaires Talk Money
3rd Place	WGKB FM	Beyond the Mic with Sherwin Hughes

Best Specialty Programming

1st Place	WGKB FM	101.7 The Truth Summit
2nd Place	WUWM FM	Rock 'n' Roll Poet: A Reitman Retrospective
3rd Place	WMDX AM	The Todd Allbaugh Show - Northern Lightning

Best Promotional Announcement

1st Place	WTMJ AM	Brewers 2024 Season Primer
2nd Place	WRIS FM	Spin Session Vinyl Starter Kit
3rd Place	WKTJ FM	Brust v. LaFleur Jersey Redemption

Best Public Service Announcement

No Entries

Best Commercial or Underwriting Announcement

1st Place	WTMJ AM	Bunzel's Cattle Country
2nd Place	WTMJ AM	Carbliss Ready for Baseball
3rd Place	WSSP AM	Pool Park "Pool Park Pete Dads Day"

Best Humorous Commercial or Underwriting Announcement

1st Place	WTMJ AM	Sentry Over the Top
2nd Place	WSSP AM	Pool Park "Movie Trailer"

Best Website

1st Place	WTMJ AM	WTMJ.com
2nd Place	WUWM FM	WUWM.com

Best Web Story

1st Place	WUWM FM	Answers to Southeastern Wisconsin Cold Weather Power Outage Questions
2nd Place	WMDX AM	Chaos to Resilience: Tzera's Musical Journey from Puerto Rico to Wisconsin
3rd Place	WTMJ AM	A Look Inside the Former Northridge Mall

Best Use of Social Media

1st Place	WAUK AM	The Maggie Daun Show - Heather Cox Richardson Interview
2nd Place	WTMJ AM	WTMJ
3rd Place	WGKB FM	The Truth Social Media

Best Original Digital Content

1st Place	WGKB FM	101.7 The Truth - I Am Milwaukee
2nd Place	WUWM FM	Gertie's Guide to Elections: Voting in Wisconsin
3rd Place	WUWM FM	2024 Voter Guide

Best Online Personality

1st Place	WTMJ AM	Kristin Brey
2nd Place	WGKB FM	The Truth - Carrie "Noni Juice" Mahone
3rd Place	WTMJ AM	Vince Vitrano

Best Online Breaking News Coverage

No Entries

Best Election Coverage

1st Place	WUWM FM	Election Coverage
2nd Place	WGKB FM	Election Coverage

Best Election Promo

No Entries

Medium Market Radio News and Talk

Best Morning Radio Show

1st Place	WTAQ AM	The Morning News with Matt and Rob
2nd Place	WGBW AM	Maino & The Mayor - The Mayor's Birthday
3rd Place	WOMT AM	Talk It Out with Melissa and Ian

Best Radio Show

1st Place	WFHR FM	Community Stories JR
2nd Place	WLBL FM	Route 51 - April 26 - Bad River
3rd Place	WHBY AM	Focus Fox Valley with Hayley Tenpas

Best Newscast

1st Place	WXCO AM	Brittney Merlot Newscast Oct. 23, 2024
2nd Place	WHBY AM	5 a.m. Newscast Oct. 15, 2024
3rd Place	WFDL AM	Evening News

Best Sportscast

1st Place	KFIZ AM	Morning Sports with Chuck Freimund
2nd Place	WFBZ FM	Sports Center
3rd Place	WLCX AM	Jimmie Kaska

Best Continuing Coverage

1st Place	WOMT AM	Elijah Vue Disappearance and Death
2nd Place	WAYY AM	Chippewa Valley Triage
3rd Place	WOMT AM	The Neighborhood Project Divides the Community

Best Spot News

1st Place	WXCO AM	Cranberry Economy and Freeze - Brittney Merlot
2nd Place	WOMT AM	Proposed Transitional Housing and Warming Shelter Splits Manitowoc Community
3rd Place	WFDL AM	Under Water

Best News Writing

1st Place	WOMT AM	Lighthouse Recovery Community Center Continues to Battle Stigma
2nd Place	WOMT AM	Jason Prigge - "We Are Still Alive"

Best Hard News/Investigative

1st Place	WTAQ AM	Green Bay Correctional Institution; Troubling Present, Hopeful Future
2nd Place	WTAQ AM	Pure Prairie Poultry and Wisconsin Poultry Farmers
3rd Place	WGTD FM	Justice For Martel Lee, Defendant

Best Feature

1st Place	WISS AM	EAA - Worlds Busiest Airport
2nd Place	WTAQ AM	Appleton Man to be Inducted Into the Santa Claus Hall of Fame
3rd Place	WTAQ AM	Into the Backrooms

Best Use of Audio in Radio News

1st Place	WOMT AM	Reedsville Basketball Player Reaches Point Milestone
2nd Place	WOMT AM	Manitowoc Boy Makes Waves in the Rap Scene
3rd Place	WISS AM	VP Harris Visits Ripon

Best Live On-Scene Reporting

1st Place	WOMT AM	Snow Causes Power Outage
2nd Place	WOMT AM	SS Badger Welcomed Back
3rd Place	WFBZ FM	Post Game Show - Aaron Morse

Best Interview

1st Place	WFBZ FM	Dolly Vanderlip
2nd Place	WOMT AM	Ryan Brahm (Seehafer News Director) and President Donald Trump
3rd Place	WHBY AM	Women Who Wow Us - Alondra Sanchez

Best Sports Play By Play

1st Place	KUWS FM	UW-Superior vs. Gustavus Adolphus Men's Hockey
2nd Place	KUWS FM	UW-Superior vs. UW-Stout Men's Hockey
3rd Place	WFBZ FM	Onalaska vs. Central

Best Significant Community Impact

1st Place	WHBY AM	Women Who Wow Us
2nd Place	WOMT AM	Seehafer Sharing Tree, Benefiting The Haven Men's Homeless Shelter
3rd Place	KFIZ AM	Annual Halloween Party

Best Specialty Programming

1st Place	WFHR FM	Halloween Special
2nd Place	WFHR FM	ELF Call Center
3rd Place	WOMT AM	Manitowoc County Lakeshore Holiday Parade

Best Promotional Announcement

1st Place	WTAQ AM	WiscoAg Holiday Promo
2nd Place	WFBZ FM	High School Football
3rd Place	WFHR FM	Morning Show - Best Not Miss

Best Public Service Announcement

1st Place	WOMT AM	Seehafer Sharing Tree, Benefiting The Haven Men's Homeless Shelter
2nd Place	WFHR FM	The Santa Cause

Best Commercial or Underwriting Announcement

1st Place	WOGO AM	Kelly Heating & Electric "Mitsubishi"
2nd Place	WOMT AM	Arctic Run Railroad
3rd Place	WOGO AM	Rust Proofers "Don't Be Scared Of Rust!"

Best Humorous Commercial or Underwriting Announcement

1st Place	WOGO AM	Wiersgalla Plumbing & Heating "Don't Wait!"
2nd Place	WFHR FM	El Cafe
3rd Place	WOGO AM	MyPillow "Rejuvenate!"

Best Website

1st Place	WFBZ FM	ESPN 105.5
2nd Place	WHBY AM	WHBY Website
3rd Place	KFIZ AM	KFIZ.com

Best Web Story

1st Place	WISS AM	Homeless Told to "Move Along"
2nd Place	WXCO AM	Roche-a-Cri State Park Wildfire Contained
3rd Place	WLCX AM	Wisconsin Voters Approve Vast Majority of School District Referendums

Best Use of Social Media

1st Place	WTAQ AM	Woldt Farms Sustainability Efforts
2nd Place	WFBZ FM	EPNS 105.5
3rd Place	WGBW AM	Maino & The Mayor "Trash Bash"

Best Original Digital Content

1st Place	WHBY AM	The Elvis Jet at EAA Airventure
2nd Place	WHBY AM	The Restoration of St. Mary's Church in Menasha
3rd Place	WTAQ AM	Wisconsin Potato Harvest with Alsum Farms

Best Online Personality

1st Place	WTAQ AM	WiscoAg - Joanna Guza
2nd Place	WTAQ AM	Matt Z and Rob Sussman
3rd Place	WXCO AM	Brittney Merlot Facebook/YouTube/X

Best Online Breaking News Coverage

1st Place	WOMT AM	Elijah Vue Press Conference
2nd Place	WFHR FM	Election Coverage
3rd Place	WOMT AM	Prigge Crash

Best Election Coverage

1st Place	WHBY AM	Election Night Coverage with Jonathan, Hayley and Ben
2nd Place	WFHR FM	Mc Namara, Testin, Krug, Miner,
3rd Place	WTAQ AM	Election Coverage 2024

Best Election Promo

1st Place	WOMT AM	Grothman - Zarbano Debate
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Small Market Radio News and Talk

Best Morning Radio Show

1st Place	WBEV FM	Morning Show - She Fished It Out
2nd Place	WRJO FM	Wake Up with The Wolf
3rd Place	WBEV FM	Morning Show - The Beaver Dam Bachelor

Best Radio Show

1st Place	WBEV AM	The Dam Sports Show
2nd Place	WBEV FM	Hometown Today - Halloween
3rd Place	WBEV FM	Hometown Today - Schlitz Happens

Best Newscast

1st Place	WRJO FM	July 1, 2024
2nd Place	WRJO FM	Dec. 5, 2024
3rd Place	WBEV FM	Feb. 7, 2024

Best Sportscast

1st Place	WBEV AM	ESPN BD Sportcenter
2nd Place	WBEV FM	Wade Bates WBEV Sports

Best Continuing Coverage

1st Place	WRJO FM	Town of Cassian Drug Rehab Center
2nd Place	WBEV FM	Beaver Dam's Year Long Search for Mayor
3rd Place	WBEV FM	Missing Persons Case Turns Into Homicide Investigation

Best Spot News

1st Place	WRJO FM	Eagle River Ice Castle Will Be Built
2nd Place	WRJO FM	Rhineland Assistant Fire Chief Passing
3rd Place	WBEV FM	Columbus Police Chief Gives Homicide Update

Best News Writing

1st Place	WBEV FM	Uncle Bill Passes Away
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Best Hard News/Investigative

1st Place	WBEV FM	Waupun Prison Staff Charged
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Best Feature

1st Place	WRJO FM	Pines Moonlight Run
2nd Place	WBEV FM	Letters to Santa
3rd Place	WRJO FM	Northwoods Thanksgiving Meals of Kindness

Best Use of Audio in Radio News

1st Place	WRJO FM	Northwoods 4th of July
2nd Place	WRJO FM	Veterans Day Service
3rd Place	WBEV FM	Trump Makes Campaign Stop in Dodge County

Best Live On-Scene Reporting

1st Place	WRJO FM	Northwoods Christmas Live Nativity
2nd Place	WBEV FM	Wandering Wade - Honey of an Interview
3rd Place	WRJO FM	Northwoods Christmas Kickoff

Best Interview

1st Place	WRJO FM	Be Kind Be Nice
2nd Place	WRJO FM	Northland Pines Dream Coat
3rd Place	WBEV FM	Last Day Music

Best Sports Play By Play

1st Place	WBEV FM	Randolph at Mayville Boys Basketball
2nd Place	WHYB FM	Menominee vs. Iron Mountain
3rd Place	WHYB FM	Menominee vs. Traverse City

Best Significant Community Impact

1st Place	WHYB FM	Shop with a Cop
2nd Place	WBEV FM	Children's Radiothon Raises over \$148,000
3rd Place	WBEV FM	Lend Me Your Ears

Best Specialty Programming

1st Place	WBEV FM	Veterans Day 2024
2nd Place	WBEV FM	Fall Candidates Forum

Best Promotional Announcement

1st Place	WRJO FM	2024 Northwoodstock Music Festival
2nd Place	WRJO FM	Street Dance
3rd Place	WBEV FM	171 Cans of Beer Giveaway Promo

Best Public Service Announcement

1st Place	WBEV FM	Red Kettle Concert
2nd Place	WRJO FM	Gyro's for Hero's
3rd Place	WBEV FM	Noel's Pizza Fundraiser

Best Commercial or Underwriting Announcement

1st Place	WBEV FM	Hometown Glass - Garage Door Bob
2nd Place	WBEV FM	The Grinch Who Stole Breakfast
3rd Place	WRJO FM	Minocqua Popcorn Uncle Puff

Best Humorous Commercial or Underwriting Announcement

1st Place	WRJO FM	Prime Choice Where You Takin' Your Deer
2nd Place	WRJO FM	Northwoods Shooters Shop
3rd Place	WHYB FM	Koehne Christmas Reading

Best Website

1st Place	WBEV FM	DailyDodge.com
2nd Place	WHYB FM	Website News
3rd Place	WHYB FM	Website

Best Web Story

1st Place	WBEV FM	"The Donald" in Dodge County
2nd Place	WBEV FM	Broadcasting Legend Uncle Bill McCollum Passes Away

Best Use of Social Media

1st Place	WBEV FM	WBEV Facebook
2nd Place	WHYB FM	WHYB

Best Original Digital Content

1st Place	WBEV FM	Radio Park Rumble
2nd Place	WHYB FM	Wiener Wednesday
3rd Place	WBEV FM	Remembering Uncle Bill

Best Online Personality

1st Place	WBEV AM	Cory Sparks
2nd Place	WHYB FM	News Director
3rd Place	WHYB FM	WHYB

Best Online Breaking News Coverage

1st Place	WBEV FM	Flooding Hits the Area
2nd Place	WHYB FM	Fifth Street Fire
3rd Place	WBEV FM	Governor Evers Visits Horicon Elementary

Best Election Coverage

1st Place	WRJO FM	Election Coverage 2024
2nd Place	WBEV FM	WBEV Interviews Local Candidates

Best Election Promo

1st Place	WRJO FM	2024 Election Night Promo
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Large Market Radio Music Format

Best Morning Radio Show

1st Place	WMYX FM	Elizabeth and Radar Valentines Day Special
2nd Place	WKLH FM	Dave & Dorene/Dave's Last Day
3rd Place	WLSP LP	Seriously Sun Prairie - Joey's Song and Livin' Large

Best Radio Show

1st Place	WLUM FM	Ian McCain Afternoons
2nd Place	WHQG FM	Borna and Mandy
3rd Place	WVMO FM	Under the Covers

Best Newscast

1st Place	WVMO FM	Bird Report
2nd Place	WVMO FM	Monona Calendar

Best Interview

1st Place	WHQG FM	Borna and Mandy with Morty
2nd Place	WJMR FM	Don Black with Kurtis Blow
3rd Place	WLUM FM	Adler Talks with Billy Corgan of Smashing Pumpkins and Chloe Corgan

Best Original Feature

1st Place	WMYX FM	Make Your Job Sound Sexy
2nd Place	WMGN FM	Women's History Month
3rd Place	WHQG FM	Deck the Hog

Best Live On-Site Broadcast Remote

1st Place	WVMO FM	Loud in the Library
2nd Place	WLSP LP	2024 Classic Car Remote
3rd Place	WJMR FM	Jammin Rise Up Vote MKE

Best Use of Audio (Non-News)

1st Place	WKLH FM	Over 40 Years of Dave Luczak
2nd Place	WMYX FM	Taylor Swift Experts
3rd Place	WLUM FM	Adler Talks Oasis Reunion Concert

Best Sports Coverage

1st Place	WHQG FM	Tim Murray
2nd Place	WVMO FM	Monona Grove Football
3rd Place	WLUM FM	Adler Talks with UW-Milwaukee Mens BB Coach Bart Lundy

Best Significant Community Impact

1st Place	WMGN FM	Magic 98 Holiday Wish Final Call
2nd Place	WMYX FM	The 27th Annual 99.1 The Mix Stuff the Bus
3rd Place	WVMO FM	Let's Be Civil

Best Specialty Programming

1st Place	WVMO FM	Polka Time: DJ Shotski
2nd Place	WMSE FM	CTSI Discovery Radio Episode 121 Emergency Medicine and Injury Prevention and Control
3rd Place	WVMO FM	Cool Reggae Beats

Best Promotional Announcement

1st Place	WHQG FM	Space Apes
2nd Place	WKLH FM	Making Ends Meet
3rd Place	WHQG FM	Fall Into Cash

Best Station Promo

1st Place	WRXS FM	Cheap Labor
2nd Place	WVMO FM	Branding
3rd Place	WVMO FM	Americana Music

Best Station Event Promo

1st Place	WHQG FM	Bacon You Crazy
2nd Place	WKLH FM	Psst Dave's Retiring!
3rd Place	WVMO FM	Vinylthon

Best Client Event Promo

1st Place	WKLH FM	Angler Management
2nd Place	WVMO FM	Wild & Scenic Film Festival
3rd Place	WVMO FM	Harry Whitehorse Event

Best Public Service Announcement

1st Place	WLSP LP	Seeking Sports Announcers for Sun Prairie High School Games
2nd Place	WLSP LP	Sun Prairie Notecard Fundraiser PSA
3rd Place	WVMO FM	St. Stephens Fundraiser

Best Commercial or Underwriting Announcement

1st Place	WMMM FM	HJ Pertzborn "We're Here"
2nd Place	WMMM FM	Aaron Weber Group "Christmas Story"
3rd Place	WMYX FM	Otto's Wine & Spirits "A Thanksgiving to Remember"

Best Humorous Commercial or Underwriting Announcement

1st Place	WHQG FM	Woodchuckers - Tongue Twister
2nd Place	WHIT AM	Wisconsin Potatoes - Tip Off
3rd Place	WOLX FM	Door Creek Dental "My Toof"

Best Website

1st Place	WWQM FM	Madison's Country Q106
2nd Place	WLUM FM	WLUM - FM102/1 Milwaukee
3rd Place	WVMO FM	WVMO Website

Best Use of Social Media

1st Place	WWQM FM	Madison's Country Q106
2nd Place	WLUM FM	FM 102/1 Instagram
3rd Place	WLUM FM	WTFM102/1

Best Original Digital Content

1st Place	WVMO FM	Boogie Down Promo
2nd Place	WLUM FM	We're From Milwaukee
3rd Place	WLUM FM	Girl In Red Proves Love's Not Dead

Best Online Personality

1st Place	WLUM FM	Michelle Rutkowski
2nd Place	WWQM FM	Cailynn Hensen
3rd Place	WVMO FM	Grandma Cyd

Best Live Online On-Site Coverage

1st Place	WVMO FM	DJ Shotski & Green County Cheese Days Coverage
2nd Place	WLUM FM	Secret Sessions
3rd Place	WLUM FM	Big Snow Show 18

Medium Market Radio Music Format

Best Morning Radio Show

1st Place	WBCV FM	Trav in the Morning - Monday in March
2nd Place	WKSZ FM	Otis, Katie, and Nick
3rd Place	WISM FM	John Murphy in the Morning

Best Radio Show

1st Place	WKSZ FM	Afternoons with Reed and Eddie
2nd Place	WRJN AM	Homeward Bound with Curt Vollman
3rd Place	WRJN AM	Dan Markus Way Museum

Best Newscast

1st Place	WFDL FM	Evening News
2nd Place	WFDL FM	Morning News
3rd Place	WRJN AM	Campaign Stops and More

Best Interview

1st Place	WRJN AM	Author Rory Graves Talks About Haunted Racine
2nd Place	WBCV FM	Trav in the Morning - Veterans Day Interview
3rd Place	WVTY FM	Dancing Grannies

Best Original Feature

1st Place	WRJN AM	Starman-Solar Probe
2nd Place	WKSZ FM	"Melinda Monday" with Otis, Katie, and Nick
3rd Place	WKSZ FM	"Dear Kathryn - Mee Maw" with Otis, Katie, and Nick

Best Live On-Site Broadcast Remote

1st Place	WFDL FM	Gregg Owens at the Sheboygan Powerboat Races
2nd Place	WKSZ FM	Subaru Loves Dogs Event - Reed Pettipren
3rd Place	WLKN FM	John Michael Kohler Art's Center's Midsummer Festival of the Arts

Best Use of Audio (Non-News)

1st Place	WBCV FM	Man Cold
2nd Place	WLKN FM	Habitat Chat with Habitat for Humanity Lakeside
3rd Place	WKSZ FM	Dead Fish Names - Otis, Katie, and Nick

Best Sports Coverage

1st Place	WFDL FM	Lomira and Laconia at their Best
2nd Place	WNAM AM	Wisconsin Timber Rattlers Jesus Chirinos 3-Run Home Run
3rd Place	WTCX FM	Gameplan Show with Packer DB Carrington Valentine

Best Significant Community Impact

1st Place	WLKN FM	Seehafer Shelter Tree, Benefiting The Haven Men's Homeless Shelter
2nd Place	WAVL FM	Community Diaper Drive
3rd Place	WHTQ FM	Teacher of the Year 2024

Best Specialty Programming

1st Place	WAVL FM	Wellness Wednesday
2nd Place	WVTY FM	Reopening of McKinley Beach
3rd Place	WLKN FM	The WLKN Christmas Shopping Spree

Best Promotional Announcement

1st Place	WBCV FM	Bark Bowl
2nd Place	WKSZ FM	Taylor Ticket Tag Promo
3rd Place	WKSZ FM	KISSmas Tree Promo

Best Station Promo

1st Place	WKSZ FM	Old Skool Jam Weekend Promo
2nd Place	WKSZ FM	KISS Concerts and Cash Promo
3rd Place	WRJN AM	Elvis Passing Anniversary

Best Station Event Promo

1st Place	WKSZ FM	Welcome Brunch with Otis, Katie, and Nick
2nd Place	WKSZ FM	ATW Airport to New York City Promotion

Best Client Event Promo

1st Place	WKSZ FM	Let's Do Lunch with the Bar!
2nd Place	WKSZ FM	Bay Park Square Back to School
3rd Place	WRJN AM	Time and Again Records Promotion

Best Public Service Announcement

1st Place	WKSZ FM	Skating with Santa Promo
2nd Place	WLKN FM	Ales for Tails
3rd Place	WKSZ FM	Coats for Kids Campaign

Best Commercial or Underwriting Announcement

1st Place	WWIB FM	Wil-Kil Pest Control "The Hunters"
2nd Place	WWIB FM	The Raven Team "No Second Chances"
3rd Place	WKSZ FM	Green Bay Blizzard Yoooper Night

Best Humorous Commercial or Underwriting Announcement

1st Place	WWIB FM	Superior Sealers "Saving You Money!"
2nd Place	WAXX FM	Nicolet Law "Alex Endorsement"
3rd Place	WWIB FM	The Medicine Shoppe "Happy Thanksgiving!"

Best Website

1st Place	WKSZ FM	959kissfm.com
2nd Place	WLKN FM	WLKN.COM
3rd Place	WQCC FM	KICKS 106.3 Website

Best Use of Social Media

1st Place	WKSZ FM	95.9 KISS FM Social Media Channels
2nd Place	WTCX FM	Gobblefest XXV
3rd Place	WLKN FM	The 2024 Rock Your Putter: Putter Only Golf Outing

Best Original Digital Content

1st Place	WKSZ FM	"Basic Bros" - Reed & Eddie
2nd Place	WFDL FM	Laconia Ladies State Bound!
3rd Place	WBCV FM	The Big Haul

Best Online Personality

1st Place	WFON FM	Chandra in the Morning
2nd Place	WLKN FM	Radio

Best Live Online On-Site Coverage

1st Place	WKSZ FM	Morgan Wallen Chair Throwing Competition
2nd Place	WLKN FM	TDS Turkey
3rd Place	WKSZ FM	Taylor Swift Miami Winner

Small Market Radio Music Format

Best Morning Radio Show

1st Place	WLKG FM	Good Morning Wisconsin
2nd Place	WLKG FM	Lifematters with Tom & Nancy
3rd Place	WMDC FM	Mornings with Meg and Gregg

Best Radio Show

1st Place	WLKG FM	Middays with Andi
2nd Place	WLKG FM	Afternoon Drive with Mike Mason
3rd Place	WCOW FM	The "BIG T Show" with Travis Winchester

Best Newscast

1st Place	WCOW FM	News Update with Josh Leyh
2nd Place	WCOW FM	7 a.m. News with Josh Leyh
3rd Place	WJMC FM	Local Newscast with Carl Cooley Sep. 20, 2024

Best Interview

1st Place	WRLS FM	The Oak Ridge Boys Coming to Hayward
2nd Place	WJMT AM	Happy Days at Iola
3rd Place	WCOW FM	Ty with Clint Black

Best Original Feature

1st Place	WCOW FM	Honoring Marley Tauscher
2nd Place	WHTL FM	The Informational Minute
3rd Place	WLKG FM	Gary Theatre

Best Live On-Site Broadcast Remote

1st Place	WHDG FM	Trig's Supermarket - Mistletoe Market
2nd Place	WDDC FM	Grand Reopening
3rd Place	WNNO FM	Holly Jolly

Best Use of Audio (Non-News)

1st Place	WCOW FM	Deer Song Demand with Ben & Arnie
2nd Place	WHTL FM	Coffee with Brian Show Open
3rd Place	WHTL FM	The Veterans Connection Show Open

Best Sports Coverage

1st Place	WHTL FM	Mitchell Speltz Play by Play High School Basketball
2nd Place	WCOW FM	Sports with John Pappadopoulos
3rd Place	WSLD FM	A Look Inside the Warhawks - Whitewater Men's Basketball Coach Jarod Wichser

Best Significant Community Impact

1st Place	WCOW FM	Dream Christmas
2nd Place	WCQM FM	10 Grand for the Cats and Dogs!
3rd Place	WHTL FM	Humanitarian Award Butch Halama

Best Specialty Programming

1st Place	WLKG FM	Saturday at the 70's
2nd Place	WTMB FM	Spark!
3rd Place	WLKG FM	Design Coach

Best Promotional Announcement

1st Place	WHTL FM	Lost Pet Alert Promo
2nd Place	WCQM FM	98Q Podcasting For Beginners
3rd Place	WCOW FM	Craig Morgan Concert Winner

Best Station Promo

1st Place	WLKG FM	Saturday at the 70's
2nd Place	WCOW FM	Free Fun Radio
3rd Place	WLKG FM	90's at Nine

Best Station Event Promo

1st Place	WHTL FM	Turkey Giveaway Promo
2nd Place	WLKG FM	Summer Birthday Bash
3rd Place	WLKG FM	12 Days of Christmas

Best Client Event Promo

1st Place	WMBZ FM	Lainey Wilson Giveaway
2nd Place	WLKG FM	Exemplar Financial - Shred Fest
3rd Place	WCOW FM	Santa Scamper

Best Public Service Announcement

1st Place	WCOW FM	Help Ari Save Her Home
2nd Place	WCOW FM	Boys & Girls Club House of Shadows
3rd Place	WLKG FM	Lake Geneva Jaycees - Venetian Fest

Best Commercial or Underwriting Announcement

1st Place	WDDC FM	Confidence
2nd Place	WLKG FM	Next Door Pub - Mighty Meatball
3rd Place	WMBZ FM	Over for Supper

Best Humorous Commercial or Underwriting Announcement

1st Place	WHTL FM	HD Tree Service The Branch
2nd Place	WLKG FM	Next Door Pub - Hot Honey Pizza
3rd Place	WIRI FM	From the Ground Up - Got Beans?

Best Website

1st Place	WCOW FM	COW97.COM
2nd Place	WHTL FM	WHTL Website
3rd Place	WLKG FM	LAKE961.COM

Best Use of Social Media

1st Place	WLKG FM	Wet Nose Wednesday from Walworth County Fair
2nd Place	WLKG FM	LAKE 961 FM
3rd Place	WCOW FM	Ben & Arnie Web Cam Wednesday

Best Original Digital Content

1st Place	WMDC FM	Lions Roar to Camp Randall
2nd Place	WCOW FM	Ben & Arnie Web Cam Wednesday
3rd Place	WLKG FM	The Impossible Question

Best Online Personality

1st Place	WCOW FM	Ben & Arnie
2nd Place	WCOW FM	Ty Anna
3rd Place	WLKG FM	Eric Paulsen, Good Morning Wisconsin

Best Live Online On-Site Coverage

1st Place	WLKG FM	Wet Nose Wednesday from Walworth County Fair
2nd Place	WCQM FM	98Q Live On-Site at Catkins Animal Shelter
3rd Place	WCOW FM	Country Fest

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2024 Station of the Year

Television

LARGE MARKET

WISN-TV, Milwaukee



MEDIUM MARKET

WMTV-TV, Madison



SMALL MARKET

WSAW-TV, Wausaw



News and Talk Radio

LARGE MARKET

WTMJ AM, Milwaukee



MEDIUM MARKET

WOMT FM, Manitowoc



SMALL MARKET

WBEV FM, Beaver Dam



Music Radio

LARGE MARKET

WVMO FM, Monona



MEDIUM MARKET

WKSZ FM, Green Bay



SMALL MARKET

WCOW FM, Sparta



2024 News Operation of the Year

Television

LARGE MARKET

WITI-TV, Milwaukee



MEDIUM MARKET

WMTV-TV, Madison



SMALL MARKET

WSAW-TV, Wausaw



News and Talk Radio

LARGE MARKET

WTMJ AM, Milwaukee



MEDIUM MARKET

WOMT AM, Manitowoc



SMALL MARKET

WBEV FM, Beaver Dam



WMTV Diaper Drive generates 1.2 million diapers for children in need

WMTV's 5th Annual Diaper Drive raised 1,217,561 diapers in just one week for The Village Diaper Bank. The Madison station's campaign collected 26,342 diapers and raised \$190,595 in cash donations - \$182,160 of that total in just one day.

The WMTV Diaper Drive benefits The Village Diaper Bank, which distributes more than 179,000 diapers per month to families in need in the southern Wisconsin counties of Dane, Green, Jefferson and Columbia, through 28 partner agencies. With their buying power, \$1 can buy \$3 worth of diapers.

"Diaper need is a growing problem in southern Wisconsin. Nearly one in two families cannot afford enough diapers to keep their baby or child clean, dry, and healthy. That's why our partnership with WMTV 15 News is so critical in our ability to eliminate diaper need," said Jamie Weissburg, Executive Director of The Village Diaper Bank. "In the past five years, the WMTV Diaper Drive has provided nearly 6 million diapers to families. This initiative is about much more than diapers. It's about supporting children's development, strengthening family finances, and enabling parental employment. Diaper changes are a daily act with a profound impact. We're eager to continue and grow this life-changing work together."

The 2025 drive was held over a one-week period from Feb. 20 to Feb. 27. Those who donated diapers in-person could drop them off at



16 community drop sites. Two Men And A Truck then picked up those donations on the last day of the campaign and dropped them off at the Village Diaper Bank for volunteers to count and sort.

News stories during the week-long campaign highlighted the need and costs for families and explained that public assistance benefits cannot be used to purchase diapers.

"I'm so proud of the number of donations received at our community donor locations and the financial donations made on Match-Day," said Don Vesely, WMTV 15 Regional Vice



President/General Manager. "I'm humbled by the community sponsors who together created \$75,000 in matching dollars. A special thank you to our WMTV 15 staff that promoted the event, volunteered, and educated our community about the need for more diapers."

WMTV 15 News Director Jessica Laszewski said, "For the fifth year in a row, our viewers responded, and we couldn't be more grateful. They maximized our one-day match—ensuring infants and toddlers get clean diapers and the stable, healthy start they need."



Reedsburg radio auction fundraiser breaks record

A radio auction fundraiser supported by a Reedsburg radio station raised a record amount of money for the Reedsburg Area United Fund.

The 74th annual WRDB Radio Auction raised \$74,000 during 35 hours of airtime over five days. More than 300 individuals and many local organizations donated a record 1,700 items to auction off, including baking and cooking specialties.

Reedsburg Area United Fund President Dave Estes said, "The crew from Magnum is top notch. The donation of the airtime each year is the bread and butter of the whole operation."

All of the money raised goes directly to 30 local non-profit groups that request funds from the Reedsburg United Fund.

Life 102.5 listeners collect fun items for children in local hospital



Life 102.5 (WNWC) listeners stepped up for another record-breaking year of generosity as they collected items for children at American Family Children's Hospital in Madison.

The station encouraged listeners to "bring joy to kids." Listeners rallied to donate LEGO sets, activity books, Play-Doh, and other creative items to brighten the

hospital stays of local children. With options to give through the hospital's Amazon wish list, or in-person drop-offs at Life 102.5's studio, the station described the response as extraordinary.

This year, 1,423 items were received.

"The station holds this drive every year around Valentine's Day as a way to show God's love

and remind these kids that they are not alone," said Steve Young, Life 102.5 station manager. "Typically, the hospital's donation stock lasts until summer, but this year's response will provide comfort, creativity, and smiles throughout the entire year!"

The station said it is grateful to every listener who was able to participate in this year's drive.

Hygiene drive breaks new record



The Family Radio Network's 33rd annual Help for the Homeless Hygiene Drive broke another record raising \$723,000 worth of new hygiene and cleaning supplies for 137 crisis programs in 22 communities across Wisconsin.

More than 1,050 businesses,

churches, and schools hosted collection boxes for donated hygiene and cleaning items. These donations make it possible for local crisis programs to direct their limited financial resources to provide qualified staff, safe housing, nutritious food, edu-

cation, and counseling to those they serve.

Since 1992, The Family Radio Network's Help for the Homeless Hygiene Drive has provided \$6.7 million worth of hygiene and cleaning supplies for local Wisconsin crisis programs, with

donations remaining in the communities where they are collected.

Next year's dates are tentatively planned for Feb. 22 through March 15. More info at thefamily.net or call 800-236-9364.



Young Professional of the Year

Young professionals are making their mark on broadcasting in Wisconsin and the WBA is recognizing them. The WBA Young Professional of the Month is a nominee for the WBA Young Professional of the Year Award. The award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. Kelsey Brannan was selected by a subcommittee of the WBA Board of Directors from a pool of nine YP of the Month honorees highlighted since July 2024, who were recognized for making a significant impact on their stations and communities.

Nominate here:



Kelsey Brannan

The University of Wisconsin-Madison's Director of Student Radio, Kelsey Brannan, is the WBA Young Professional of the Year.

Brannan was selected by a subcommittee of the WBA Board of Directors from a pool of nine YP of the Month honorees highlighted since July 2024, who were recognized for making a significant impact on their stations and communities.

Brannan returned to her alma mater in 2021 to oversee WSUM, the campus station that prepared her for a career in public radio. She held programming and leadership roles at KEXP in Seattle and Minnesota Public Radio's KCMP in St. Paul before coming back to UW.

She was nominated by UW-Madison James E. Burgess Chair in Journalism Ethics, Katy Culver, who wrote, "In her first three years, Kelsey has skillfully negotiated many hurdles: remodeling the station, establishing a new studio transmitter link, and securing the budgetary independence. She was instrumental in hiring a new professional station engineer, after managing WSUM's engineering needs herself for five months."

Brannan is responsible for the station's recruitment, training, facility maintenance, events and promotions, budget, vendor relations, and stewardship of the broadcast license.

Culver said that Brannan has enhanced the station's educational mission.

"She excels in the recruitment, training and supervision of 20 paid student employees and hundreds of station volunteers engaged in a wide variety of programming activities including the music, public affairs, sports, live-streaming and podcasting. She maintains an inclusive community that provides students with a multitude of skills following high professional standards."

Brannan also serves as a guest lecturer on campus, providing insights on topics like interviewing, media production, and the broadcasting industry. She also inspires high school students by providing tours and also hosting

prospective UW students at the station.

"Kelsey's stewardship at WSUM epitomizes excellence in leadership, task effectiveness and relational skills," Culver wrote. "Her exceptional organizational skills and work ethic navigated WSUM through difficult circumstances, producing a string of impressive accomplishments. She is a dedicated mentor along WSUM students' pathways through the UW and out into the professional world."

Brannan describes her role at WSUM as her "best one yet" and she's proud to have come full circle back to the station where she started.

"I love being in an exciting college radio environment and I feel fortunate to be surrounded by students who are so passionate about their work."

She said successful future broadcasters are the ones who will embrace change. "I feel energized when I can connect and collaborate with other young professionals who share my passion for being a force for good and growth within the broadcasting industry." Brannan said the power of broadcasting is in community.

"Broadcasters need to prioritize amplifying voices, experiences, and stories from every corner of their community and create opportunities to showcase such content on a variety of platforms."

Brannan was recognized at the 2025 Awards Gala on May 3 at the Madison Marriott West. YP of the Month honorees and YP of the Year nominees included:

Dario Melendez, WISN-TV
Genesis Lois, Seehafer Broadcasting
Aisha Morales, WBAY-TV
Allyson Fergot, WKBT-TV
Adam Roberts, WTMJ Radio
Eric Bauer, Seehafer Broadcasting
Austin Brumet, Civic Media
Emily Freitag, Seehafer Broadcasting

If you'd like to nominate a young professional for this recognition, you can do that here: wi-broadcasters.org/yp-nominations



More graduates added to Walker Broadcast Management Institute

Two graduates of the Walker Broadcast Management Institute got their briefcases on April 16 as the Institute marked the beginning of another three-year cycle.

The Institute is designed for broadcast managers and those seeking or being prepared for broadcast management positions. It's held at the UW School of Business on the UW-Madison campus.

This year the students heard from Tom Walker on financial management, Jeff Russell on communication and delegation skills, and Michelle Somes-Booher on leading change in the workplace. The co-founders of CultureCon, Zach Blumenfeld and Nick Lombardino, spoke at the graduation dinner at the Fluno Center about the generational workforce.



This year's graduates are:
Bridget Fargen - WSAW-TV
Sarah Jablonski - WSAW-TV
The graduates get briefcases to mark their accomplishment.
The next Institute courses will be held April 14-16, 2026 on the

UW-Madison campus.
The Institute is funded by an endowment from the estate of William R. Walker. It represents the largest single contribution ever received by the WBA Foundation.

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In Remembrance

Radio veteran remembered for radio ministry



Reinders

Fifty-five-year radio veteran Harlan Reinders died Feb. 15. He was 85.

According to his obituary, Reinders started his broadcasting career in 1968 in San Diego, California. He moved to Wisconsin in 1972 to join WWIB-FM in the Chippewa Valley. He worked as chief engineer and on-air personality for WWIB-FM and WOGO-AM, and started his own station, WHEM-FM, in 1995. He remained station manager and chief engineer at WHEM

until his death.

WWIB-FM and WOGO-AM, and started his own station, WHEM-FM, in 1995. He remained station manager and chief engineer at WHEM until his death.

Milwaukee music director awarded student debt relief grant

The music director of 88Nine, a Radio Milwaukee Station (WYMS-FM) is the recipient of the 2025 Results Broadcasting Education Grant.

Erin Wolf joined the station in 2022, after many years of hosting a show on WMSE and also following the local music scene as a writer for numerous Milwaukee outlets.

"Her expertise in music curation, her deep knowledge of diverse genres, and her commitment to discovering and championing local artists have significantly enriched our programming and strengthened our connection with the community," wrote Radio Milwaukee Executive Director Jordan Lee.

"Under Erin's leadership, our station has consistently delivered high-quality, innovative, and culturally relevant programming," he wrote. "She has an uncanny ability to identify emerging talent and introduce audiences to fresh, authentic voices, creating a platform that celebrates the diversity and vibrancy of Milwaukee's music scene. Her work has not only elevated the station but also bolstered Milwaukee's reputation as a hub for music and creativity."

"I feel gratified my journey has led me to a career in broadcast journalism, particularly in music. It's been continuously inspiring, engaging and rewarding," Wolf wrote.



Bruce and Don Grassman of Results Broadcasting had the vision to establish the grant. The grant was increased to \$3,000 in 2023 thanks to an additional contribution from Bruce Grassman. The idea for the grant is being replicated by other state broadcast associations.

Previous recipients of the grant include:
Rachel Frye, WTMJ-AM, Milwaukee

Morgan Schillinger, WBAY-TV, Green Bay
Allison Eggers, WDJT-TV, Milwaukee
Erin Bagatta, WYMS-FM, Milwaukee
Aisha Morales, WBAY-TV, Green Bay
Anyone interested in applying for the grant can find more information here.

Applications for the next round will be accepted beginning Jan. 1, 2026.

Jowett Fellowship supports training for photographers

The Rick Jowett Fellowship was established in 2017 by the Wisconsin Broadcasters Association Foundation to support educational opportunities for photographers and videographers who work in media in Wisconsin.



Jowett

Recipients of the fellowship can use the grant for professional development in the areas of photography and videography.

Applicants must specify how the funds will be used. Potential uses include but are not limited to courses offered by the National Press Photographers Association, the Poynter Institute, or any accredited college or university. This fellowship intends to award a total of up to \$2,000 in grants annually to multiple recipients to cover part or all of the recipients' expenses.

Apply at:
wbafoundation.org/scholarships-grants/rick-jowett-fellowship

About Rick Jowett

Rick grew up in a media family. His grandfather was CEO of Forward Communications which owned several television stations throughout the country. His family was also involved in the print media, the Wausau Herald. While in high school Rick began his career as a photographer working for the Wausau Herald. Rick Jowett completed his degree in journalism (UW-Madison) in the late 70s. Following graduation, Rick

*Submission
Deadline is
June 1*

started his career in broadcasting as a still photographer at WMTV-TV, in Madison. Rick began working with the WBA in 1985 as the Association's event photographer. He served graciously and unconditionally until his passing.

2025 WBA Hall of Famers announced

The Wisconsin Broadcasters Association Foundation is proud to announce the 2025 WBA Hall of Fame inductees:

Paul Braun has been a defining voice in Wisconsin sports broadcasting for more than five decades.

Denise Callaway has left an indelible mark on Wisconsin broadcasting as a trailblazer in the industry.

Bill Hubbard has been a cornerstone of Wisconsin broadcasting for more than four decades, dedicating his career to advancing media technology, engineering, and education.

Mark Zoromski shaped Wisconsin broadcasting as a journalist and educator.

The 2025 Hall of Fame honorees will be celebrated the night of June 19 at the 2025 Summer Conference at the La Crosse Radisson.

The Wisconsin Broadcasters Hall of Fame was created in 1989 to honor broadcasters that have devoted a minimum of 25 years to the broadcasting industry. Nominees are evaluated based on their "integrity, leadership, and impact on their station(s), communities served, and the state of Wisconsin broadcast industry."

The first 12 members of the Hall of Fame were inducted during the 1989 WBA Summer Conference. Since 1989, 164 outstanding broadcasters have been honored with Hall of Fame inductions.

Inductees are chosen each year from nominations by WBA members, family members and friends. Broadcasters who have been inducted into the Hall of Fame include managers, personalities, engineers, reporters, educators and those broadcast-pioneers who were all of the above.

In October 1989, Alfred C. Sykes, then Chairman of the Federal Communications Commission, came to Wisconsin to formally dedicate a Hall of Fame display, including plaques honoring the inductees, at the State Historical Society of Wisconsin Library in Madison. In 2010, due to remodeling of the SHSW facility, the display was removed and put in storage.

The display now resides at the Hilton Milwaukee City Center. The Wisconsin Broadcasters Hall of Fame also has a permanent, virtual display at the online Wisconsin Museum of Broadcasting which debuted in 2009 at www.wisconsinbroadcastingmuseum.org, where the Wisconsin Broadcasters Hall of Fame Gallery is one of our major attractions.

Join us June 19 at the La Crosse Radisson to honor these WBA Hall of Famers.

Paul Braun

Paul Braun has been a defining voice in Wisconsin sports broadcasting for more than five decades.



Braun

Best known as the legendary play-by-play announcer for University of Wisconsin hockey, Paul's signature call—"Shot and a goal!"—has echoed through generations of Badger fans. Beginning his tenure in 1973, he covered five NCAA championships and worked across radio and television, including WIBA, WTSO, and WMTV-TV in Madison. He also played a key role in establishing statewide tape-delay broadcasts of Badger hockey, a tradition that lasted more than 20 years. Beyond the booth, Braun has mentored countless broadcasters, earning a reputation for professionalism, warmth,

Continued on page 31 >

Denise Callaway

A trailblazer in the industry, Denise Callaway has left an indelible mark on Wisconsin broadcasting. Callaway was one of the first Black female reporters when she started at WTMJ-TV in Milwaukee, where she worked from 1979 to 1991. Her journalistic excellence took her across the country and around the world, covering major stories such as the Iranian hostage crisis, the Northern Ireland conflict, and civil rights issues both nationally and in Milwaukee.

Beyond reporting, Callaway played a pivotal role in media and community engagement. She transitioned into leadership roles in communications, serving as the Executive Director of Communications and Outreach for Milwaukee Public Schools and as Director of



Callaway

Continued on page 31 >

Bill Hubbard

Bill Hubbard has been a cornerstone of Wisconsin broadcasting for more than four decades, dedicating his career to advancing media technology, engineering, and education.

A graduate of the University of Wisconsin-Platteville, Hubbard began as a broadcast engineer at WLUK-TV in Green Bay before taking on key roles at the UW-Green Bay Center for Television Production, Wisconsin Public Television, and WBAY-TV. His expertise in broadcast production and transmission systems played a pivotal role in shaping Green Bay and Wisconsin's television landscape.

Beyond his technical contributions, Hubbard has been a passionate advocate for training future generations. He leads and continues to enhance the WBA Duke



Hubbard

Continued on page 31 >

Mark Zoromski

Mark Zoromski shaped Wisconsin broadcasting as a journalist and educator. Beginning as a producer at WEAU-TV in Eau Claire and WLUK-TV in Green Bay, he later became a newsroom leader at WITI-TV in Milwaukee (1983-1997). There, his editorial expertise and innovation shaped news coverage. He created a statewide microwave news network, helped establish the Wisconsin Election Service, and served as broadcast pool coordinator for the Jeffrey Dahmer trial, earning accolades from the Wisconsin Supreme Court.

Zoromski's true calling emerged in education. At the University of Wisconsin-Milwaukee (1997-2016), he built PantherVision, a student newscast that made history by becoming the only collegiate news organization to win a professional national Edward



Zoromski

Continued on page 31 >

2025 Local Broadcast Legends announced

Four Wisconsin broadcasters are 2025 WBA Local Broadcast Legends.

Judy Clark, a trusted and familiar presence in the Eau Claire community for more than three decades

Pat O'Neill, a legendary voice in Wisconsin radio, described as "Madison's last great morning radio legend."

John Stofflet, a true icon in Wisconsin broadcasting, serving audiences for 41 years, most of those in Madison serving southern Wisconsin.

Gary Suhr, the trusted voice of Racine,

bringing high school and semi-pro sports to life on WRJN radio.

The WBA Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, owner/president of Results Radio. The award recognizes individuals who work behind the scenes and within their communities fulfilling the commitment broadcasters have made to serve their local communities. They exemplify localism. This award is a means to extend recognition of these individuals beyond their local communities.

Individuals with 15 years or more service in Wisconsin broadcasting may be nominated by their company, co-workers, community leaders, family members, and friends. The station or organization which the nominee is associated with submits the nomination on behalf of the nominating individual(s).

The WBA is grateful to Bruce Grassman for his vision to establish the award.

This year's honorees will be recognized at the keynote lunch on June 19 during the 2025 WBA Summer Conference at the La Crosse Radisson.

Judy Clark

Judy Clark has been a trusted and familiar presence in the Eau Claire community for more than three decades, delivering the news with warmth, professionalism, and integrity.

A graduate of UW-Eau Claire, Clark's broadcasting journey began in radio before transitioning to television at WEAU-TV in 1990. She quickly became a respected anchor, earning the trust of viewers across western Wisconsin.

A mentor to young journalists, Clark has guided and inspired the next generation of broadcasters, emphasizing ethics, accuracy, and a commitment to community storytelling. Her efforts have been recognized with the Eau Claire Chamber's Woman of Achievement award and the deep respect of her colleagues and audience.

Clark's dedication goes beyond the news desk. She has conducted thousands of interviews promoting local events and giving voice to non-profits, small businesses, and community leaders.



Clark

Pat O'Neill

Pat O'Neill is a legendary voice in Wisconsin radio, described as "Madison's last great morning radio legend."

A native of Oregon, Wisconsin, he began his career in the 1970s, learning from WBA Hall of Famer Jonathan Little and Charlie Simon at WISM. After gaining experience across the Midwest, Pat returned to Madison, where he spent 35 years as the morning host, Program Director, and Operations Manager for WMGN Magic 98—a tenure unmatched on local radio.

O'Neill built Magic 98 into a powerhouse, blending engaging personalities, innovative programming, and deep community connections. He pioneered beloved features like Saturday at the 70s and the Holiday Wish program, which has provided thousands of dollars in aid to families in need. His leadership and mentorship shaped countless radio professionals, many of whom credit him for their success.

Even after leaving Magic 98, O'Neill continued his



O'Neill

John Stofflet

John Stofflet is a true icon in Wisconsin broadcasting, serving audiences for 41 years, most of those in Madison serving southern Wisconsin.

Beginning at WIBA-AM in 1982, he quickly rose through the ranks, anchoring and reporting at WKOW-TV in Madison before spending 16 years at KING-TV in Seattle. There, he also contributed to National Geographic Channel and HGTV. In 2005, Stofflet returned to Madison, serving as the evening anchor for WMTV-TV until his retirement in 2023.

A master storyteller, Stofflet's work has been recognized with 26 Regional Emmy Awards, four Edward R. Murrow Awards, and numerous honors from the Wisconsin Broadcasters Association and Milwaukee Press Club. He was inducted into the Wisconsin Silver Circle in 2024.

Beyond the newsroom, he has been a tireless advocate for the community, leading WMTV's Share Your Holidays campaign, which has provided over 70 million meals to fami-



Stofflet

Gary Suhr

For more than 35 years, Gary Suhr was the trusted voice of Racine, bringing high school and semi-pro sports to life

on WRJN radio. Beginning in 1962, he dedicated his career to covering local athletics, broadcasting more than 1,300 basketball games, 417 high school football games, and 396 Racine Raiders semi-pro football games. His signature play-by-play style and deep passion for the teams he covered made him a beloved figure in the community.

Beyond sports, Suhr was a dedicated journalist, covering government meetings, court cases, and breaking news. He also had a passion for education, hosting Inside Your Schools, a program that highlighted educators, students, and key issues in Racine's school system. His efforts earned him recognition from the Association of Wisconsin School Administrators in 1985.

After retiring in 1998, Suhr continued to serve his community through mento-



Suhr

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WBA HALL OF FAME

< *Continued from page 29*

Paul Braun

and dedication to the industry. He also owned and operated radio stations in Platteville, contributing to local broadcasting in Wisconsin. After stepping away to care for his wife, Braun returned as the lead voice for Wisconsin women's hockey on iHeartRadio, proving his passion for the game and his enduring talent. Braun's wife, Karen, died of Alzheimer's in 2015, which has since inspired Braun to become a tireless advocate for Alzheimer's awareness. He has co-hosted the Wisconsin Alzheimer's Association's Walk to End Alzheimer's and supports the UW-Madison Initiative to End Alzheimer's. Paul Braun's career shows his commitment to excellence, integrity, and service in broadcasting.

Denise Callaway

Communications for the Greater Milwaukee Foundation. At that time, she also worked for Milwaukee PBS in broadcasting roles including hosting its 4th Street Forum. Today she leads discussions on Connect MKE on MY24/CW18, tackling critical issues such as race and policy in Milwaukee.

Callaway's dedication extends to her past and current service on numerous boards, including the Milwaukee Public Library, Radio Milwaukee, WUWM, and the Milwaukee County Commission on Aging. Recognized by the Milwaukee Press Club Hall of Fame and the National Academy of Television Arts and Sciences, she has mentored and inspired countless journalists. Denise Callaway's career demonstrates a strong commitment to journalism, ethics, and public service that all broadcasters should aspire to.

Bill Hubbard

Wright Media Technology Institute, first established by his colleague and fellow Hall of Famer, Terry Buan. He has also been an active member of the Society of Broadcast Engineers Chapter 80 for more than 40 years, holding multiple leadership positions and mentoring countless engineers.

Hubbard's contributions extend to major national events, where he serves as the NFL Frequency Coordinator for Lambeau Field, ensuring seamless broadcast operations for Green Bay Packers games. His commitment to excellence has earned him national recognition, including the prestigious James C. Wulliman Educator of the Year award from SBE.

With an unwavering dedication to broadcast engineering and educating the next generation of engineers, Bill Hubbard has left an enduring legacy on the industry and all the people he's worked with.

Mark Zoromski

R. Murrow Award. At Marquette University (2016-2022), he modernized student media and fostered a culture of excellence, leading to the Marquette Wire being named one of the top five student media organizations in the country. He earned teaching excellence awards from both universities.

In retirement, Zoromski continues to elevate broadcasting. As Chair of the WBA Education Committee, he oversees the Student Forum and established the Boyd Huppert debt relief grant and writing awards. Zoromski remains active with the Milwaukee Press Club and the National Academy of Television Arts and Sciences.

Respected for his high standards, compassion, commitment to ethical journalism and helping future journalists, Mark Zoromski has left an enduring impact on Wisconsin broadcasting.

LOCAL BROADCAST LEGENDS

< *Continued from page 30*

Judy Clark

Her long-running feature segments have helped raise awareness and support for numerous charitable organizations, including the Alzheimer's Association, Easter Seals, and the Eau Claire Children's Theatre. Through decades of dedicated service, Judy Clark has not only informed but uplifted her community. She's a pillar of trust and dedication for western Wisconsin.

Pat O'Neill

passion for local radio, hosting on WVMQ in Monona. His warm, relatable style and dedication to entertaining, informing, and uplifting his audience cement his legacy as one of southern Wisconsin's most influential radio personalities.

John Stofflet

lies in need. He also served as president of the Badger Childhood Cancer Network, securing record-breaking donations to support children with cancer. John Stofflet's commitment to journalism, mentorship, and public service has left an enduring impact on both broadcasting and the communities he's served. He's a trusted voice and dedicated community leader.

Gary Suhr

ring, volunteering at a homeless shelter, and assisting students with reading programs. In 2017, he was honored with the Deep Roots Award for Broadcasting Excellence by the Racine County Sports Hall of Fame.

A dedicated broadcaster, mentor, and community advocate, Gary Suhr's legacy lives on through the countless lives he touched in the Racine area and beyond.



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@WisconsinBroadcasters

**WE LIVE HERE.
WE WORK HERE.
WE SERVE HERE.**

Wisconsin Broadcasters help keep our ranks full so we can serve when called upon. What you do matters. Thank you for your support.

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Your wba Calendar

May 15, 2025
Webinar: FCC, Government, & Regulatory Update
with David Oxenford

June 5, 2025
Ethical Implications of A.I. in Journalism with AI Tompkins
UW-Madison

June 18-19, 2025
WBA Summer Conference
La Crosse Radisson, La Crosse

June 18, 2025
Golf Outing at WBA Summer Conference
Forest Hills Golf Course

June 17-19, 2025
WBA Duke Wright Media Technology Institute
La Crosse Radisson, La Crosse

Summer 2025
WBA's Doug Chickering - WIAA Sports Workshop
Lambeau Field, Green Bay

Sept. 15, 2025
Golf Outing at Midwest Regional Broadcasters Clinic
Madison Marriott West

Sept. 16-17, 2025
Midwest Regional Broadcasters Clinic
Madison Marriott West

Jan. 21, 2026
State Legislative Day
State Capitol

More details
registration at
wi-broadcasters.org/events



Stay on top of how AI is affecting broadcasters

Follow developments from Jacobs Media Director of AI, Chris Brunt, and sign up for his weekly newsletter

