

WISCONSIN BROADCASTER



The Wisconsin Broadcaster Association Newsletter • May-June 2026 Edition



Awards for Excellence



Stations & News Operations of the Year



 LIST OF ALL WINNERS INSIDE! Pages 15-25

Radio and television stations from across Wisconsin came together Saturday to celebrate their award-winning work at the 2026 Wisconsin Broadcasters Association Awards Gala. The awards were handed out at the Madison Marriott West in Middleton with 350 in attendance.

Competition for this year's awards was as strong as ever with 1,322 award entries. A total of 108 stations participated. Entries were judged by professional broadcasters outside Wisconsin.

"Broadcasters show year after year their dedication to their local communities and it's an honor to recognize their outstanding service," said WBA President and CEO Michelle Vetterkind. "There's so much for radio and TV broadcasters to be proud of and great reason to celebrate them and their work."

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 left 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 2026 awards will be given out at the Awards Gala on May 1, 2027 at the Madison Marriott West.

FROM WBA'S PRESIDENT & CEO

WBA's 75th an opportunity to look to future



By Michelle Vetterkind, CAE

Your WBA's celebration of our 75th anniversary was on full display at our Awards Gala on May 2. The theme of Diamond Jubilee was a huge hit, and is a wonderful lead into our WBA Summer Conference celebration June 17-18 at the beautiful Grand Geneva Resort. You can see the full agenda starting on page 10.

You can also find the full list of WBA Award winners on pages 15-25.

A heartfelt thank you to everyone who came to the reception

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FROM WBA'S CHAIR

Local broadcasters as 'guardians'



By Judson Beck

I like writing, but I was young when I realized my ambition of being a sportswriter like my dad was doomed. For two reasons: First, I write like I talk, with very little attention to grammar. I had an excellent English teacher in middle school that praised me as a creative writer but damned me for poor grammar. He gave me a "C." Thus, my future in

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FROM WBA'S PRESIDENT & CEO

Continued from page 1



WBA with journalists from around the world who were in Wisconsin to learn about journalism in the U.S.

to celebrate the new location for our WBA Hall of Fame at the Hilton Milwaukee. It was a memorable gathering of Hall of Famers and friends of Wisconsin broadcasters.

Please be sure to drop in to see the Hall of Fame if you're in downtown Milwaukee. It's something all Wisconsin broadcasters should be proud of. We know many of you are running the new promotional spots we recently shared. We thank you for that! Just let us know if you need the spots as we are more than happy to accommodate.

Your WBA was invited to meet with a group of journalists from around the world who were in Wisconsin with the U.S. State Department to learn about journalism in the U.S. Thank you to Anna Engelhart and Caroline Bach from Allen Media and Max Lenz from Godfrey & Kahn for sharing your insights with the group. We also learned a lot from this curious and engaged cohort of international journalists.

Your WBA Board of Directors is using the occasion of the WBA's 75th anniversary to

talk about the future of broadcasting and of your WBA. The board met in April for two days of strategic planning. The energy in the room was palpable. Board members were engaged in thoughtful conversations that will help chart a course of action for your WBA over the next several years.

You'll be seeing the results of those meetings soon. Please know that your WBA will be focused more than ever on helping your service to Wisconsin's local communities! ●

FROM WBA'S CHAIR

Continued from page 1

media sales, original home of the "C" student, was set at an early age. Second, I learned an important lesson as my dad's sidekick covering Missouri Tiger football games for the St. Louis Post Dispatch. He let me tag along to all the home games and we'd show up hours before kickoff and worked hours after the game. Every Saturday was a marathon getting those stories crafted for the Sunday paper. I loved it, but it was a long day. Conversely, I noticed the TV and radio guys showed up about 20 minutes before the game, all smiles. Then, they spent the fourth quarter talking about what restaurant they would hit after the game. At the gun, poof, they were gone. I knew a good thing when I saw it. "I'm in" I thought, broadcasters have more fun!

I learned a lot about journalism and media from my dad, and it has helped me throughout my career. His two primary sports were professional golf and college football. He had a national reputation for both, often being published in regional and national magazines in addition to his work for the paper. Rational, detailed questioning, listening, and observation was his trademark craftwork. Weaving a colorful story with perfectly constructed sentences, capturing a Masters win at Augusta, or an Orange Bowl win in Miami was his resultant work of art. His stories were based on fact-finding and often, unearthing the story behind the story. That is hard work, and another great lesson I learned. Objectivity was the centerpiece of almost

every action he took and every decision he made. He was a true and dedicated journalist. "Journalist" was a title he felt he had to earn every day through his actions. It was sacred and precious. He was a guardian.

As it turns out, broadcasting is a lot of fun. It also turns out to be a lot of work, even if you make good on those dinner reservations after the day shift is over. I like to think that the hard work that we all put into our media jobs has meaning beyond the revenue, ratings, or other "KPI's." I like to think it is allowing us, in our own way, to also be guardians.

Enjoy the WBA Summer Conference at beautiful Grand Geneva! Please join me in wishing the amazing Anna Engelhart a great year as WBA Chair! ●



WBA OFFICERS & BOARD OF DIRECTORS

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Brian Jackson Mid-West Family, La Crosse

Jessica Laszewski

WMTV-TV, Madison

Steve Lavin WBAY-TV, Green Bay

David Lee WUWM, Milwaukee

Shawn Oswald WISN-TV, Milwaukee

Chris Palmer WKBT-TV, La Crosse

Terry Stevenson Seehafer Broadcasting, Manitowoc

Eric Voight Results Broadcasting, Shawano

Monica Wittkopp iHeartMedia, Madison

Ex Officio - NAB Board

Jeanna Berge iHeartMedia, Eau Claire

WBA Team

President & CEO

Michelle Vetterkind, CAE
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Vice President

Kyle Geissler, CAE
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Membership Coordinator

Robin Stephens
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WBA Board minutes are always available for members. Please email Robin Stephens at rstephens@wi-broadcasters.org to request a copy.

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, **Anna Engelhart**, Allen Media, Madison, the current WBA Vice Chair and Chair-Elect, will automatically be elevated to the position of Chair of the Board at the 2026 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: **Randy Hawke**, Mid-West Family, Madison
 Vice Chair – TV: **Anne Brown**, WDJT-TV/CBS & Telemundo, Milwaukee
 Treasurer: **Colleen Valkoun**, iHeartMedia, Milwaukee
 Secretary: **Chris Palmer**, WKBT-TV, La Crosse

Two-Year Director Terms

Director (TV - NW District): **Jessica Laszewski**, WSAW-TV, Wausau
 Director (TV - SW District): **Scott Chastain**, WISC-TV, Madison
 Director (TV - NE District): **Terry Stevenson**, Seehafer Broadcasting, Manitowoc
 Director (Radio - SE District): **Greg Scalzo**, Good Karma Brands, Milwaukee

Serving a one-year remainder of a two-year term:

Director (TV - SE District): **Shawn Oswald**, WISN-TV, Milwaukee
 Mid-term Directors not facing re-election include:
 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

The WBA Board of Directors will also include **Judson Beck**, WFRV-TV, Green Bay who will serve as ex-officio Past Chair. At-large Directors are appointed by the Board; the committee recommended the Board appoint; **Peter Tanz**, Midwest Communications, Green Bay; **Cory Gylock**, WLAX-TV/WEUX-TV, La Crosse/Eau Claire; and reappoint **Eric Voight**, Results Broadcasting, Shawano.

At-large mid-term Director not facing re-election: **Terry Davis**, Radio Plus, Fond du Lac; **David Lee**, WUWM-FM, Milwaukee to the non-commercial seat; and **Juan Galdamez**, Xperi Corporation, Washington DC to the Associate member seat.

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 2026 NAB Show, April 18-22, in Las Vegas.

The 2026 NAB Show attracted 58,000 registered attendees from 146 countries. The show transformed the global reach for storytellers, with one out of four attendees traveling from outside the U.S. (22%), and 48% of participants registering for the first time.

“The 2026 NAB Show captured the energy and transformation driving today’s media and entertainment landscape, unveiling powerful new tools and technologies that put storytelling in everyone’s hands,” said Karen Chupka, executive vice president of NAB Show. “This year, we brought together a truly global community to spark innovation, elevate new voices and ignite the conversations shaping what comes next — where anyone, anywhere, can create and share stories that matter.”

The show featured more than 530 conference sessions and more than 900 speakers.

Host, production director wins raffle



Production Director and On-Air Host at a group of radio stations in the Wausau/Stevens Point area won the 50/50 raffle at the WBA Awards Gala on May 2.

Tonya Haze won \$820 in the raffle that generated \$1,640 in ticket sales. The raffle benefits the WBA Foundation.

Haze said she plans to put the winnings toward this year’s Morning Show Boot Camp.

More pictures from the WBA Gala



Stop Selling a Station. Start Selling a Brand

A Conversation About Why Platform Doesn't Matter

Part One: The Brand Is the Product



By Chris Brunt



By Bob Kernen

If you run a radio or TV station in a small or medium market, you already have something Google and Meta will never have: a brand your community trusts. You back the best concerts. You break the school closings. Your call letters mean something at the little league field and the chamber luncheon alike. So why are you still selling like it's 1998?

We sat down recently to talk about a shift that's been building for years but has finally hit a tipping point. On the radio side, broadcast and digital listening lines are converging. Digital now accounts for roughly 45 percent of total listening for many stations. On the TV side, stations across Wisconsin are already living this reality, building streaming channels, launching news apps, and selling CTV alongside their linear inventory. This decade, the old wall between "broadcast" and "digital" has disappeared. And if you're a broadcaster in Wisconsin heading into 2026, you've got an even more urgent reason to think this way. AdImpact projects \$253 million in political ad spending in this state for the 2026 cycle, with \$113 million of that going toward the open governor's race alone. Political spending at that scale doesn't just fill your linear air. It squeezes your local advertisers right off the air. The stations that have already built a multi-platform brand can move those displaced local clients to streaming, app, social, and digital inventory without missing a beat.

The stations that haven't? They're about to watch those advertisers walk to Meta and Google and never come back. What follows are the highlights of our conversation, lightly edited for clarity. If you're a broadcaster wondering how to grow revenue without adding more complexity to your sales pitch, keep reading.

Bob: If you have an audience, and that audience is targeted through your content and they fit into certain demographic and psychographic categories, that audience doesn't change much from platform to platform. Maybe your digital audience skews a little younger than your over-the-air audience. But if you're an AC station, you're still targeting mostly women, mostly 25 to 64. If you're the 10 o'clock news in Green Bay, those viewers are the same people whether they're watching on the family room TV set or streaming on their phone at the gym. So why should the CPM an advertiser pays be any different on any different channel? If they're hearing a message, they're hearing a message. That's worth something. If they're seeing a message, that's probably worth a little more.

Chris: Totally agree.

Bob: One of the big complaints you hear all the time is, "I've got too many things to sell." But you really don't. It's like Coca-Cola, you're selling the same product. You're just caught up in whether it's coming out of a fountain, a bottle, or a can. Whether it's a 30-second TV spot, a pre-roll on your stream, or a banner in your app. Your advertiser doesn't care. They just want your audience. And if you're selling them just one thing because that's what's top of mind, you're blowing it.

Chris: It reminds me of working at a station where a client got the title sponsorship to the concert. In theory, the client thinks that means they get everything. Then we

looked at the audit afterward and they weren't on the social media posts. "Why not?" "Well, it wasn't in the proposal." The client doesn't know about that. The client doesn't care. If you're the title sponsor, you're everywhere.

Bob: Right in the name. And so the shift here is actually going from something that's been needlessly complicated to something that can be much simpler and much easier to sell. Now it's just: these are our channels. There's six of them or whatever it is. If you're buying, you're buying.

Bob: In my humble opinion, your best digital channel is your mobile app. That's the thing sitting in their pocket. It's the device they're using four to eight hours a day.

Chris: Remember when radio stations used to give away refrigerator magnets as tchotchkes? Because people would fill out their ratings diaries in the kitchen, so you wanted your logo on the fridge. Well, now the logo's on people's phones. It's even better than being on the refrigerator because I can see it when I'm checking out at the grocery store.

Bob: And I can tap it and instantly get the product. I can't tap my refrigerator magnet and hear the radio station. Nobody who matters cares what speaker it comes out of.

Bob: I think particularly in smaller markets, broadcasters have the inside track on this. In smaller and medium-sized markets, those call letters mean something. They have a value proposition to the community. So deliver more.

Chris: In an era where there's more content than ever, and the flow of new content is growing exponentially with AI, having a trusted brand has never been more valuable.

Bob: Having a trusted brand and an editorial voice people trust. They know you back the best concerts. They know you're a key player at

the summer festivals. There's huge value to be derived from your brand, but don't confine it to your radio station or your TV tower. Move it around.

Bob: We just launched an app for a company in Memphis, and the call letters of the station are not what's on the header of the app. It's "Memphis." That's what they want to be, because they have multiple stations. There are so many ways to create leverage and synergies across media properties and brands.

Chris: Right. And that same thinking applies to a broadcast group in Wisconsin with stations in Milwaukee, Green Bay, Wausau, and La Crosse. You've got four towers, four websites, four apps, four streaming channels, and four social media presences. That's not four things to sell. That's one brand with twenty-plus touchpoints.

Bob: Another area where we've seen this is in news. Town Crier Wire in Southwest Michigan is the local news authority. Sitting here right now, I couldn't tell you the call letters of the news radio station it grew out of. I just know Town Crier Wire. It's an app, it's events, it's all kinds of stuff. That's how you think about it. You go to advertisers with a really strong brand promise and all these ways to deliver it.

Next month in Part Two: Chris and Bob discuss the election year opportunity, why CTV inventory is a competitive weapon, and how speaking the language of impressions wins younger buyers.

The WBA Digital Hotline is a free service of the WBA. To contact Chris Brunt directly with any questions relating to digital revenue, AI, and anything else in the digital space, he can be reached at Chris@jacobsmedia.com. Bob Kernen is the COO of jacapps.com. Contact him with questions about mobile apps for broadcasters at Bob@jacapps.com.

Names in the News



Keys

Kendall Keys is the new weekend evening news anchor on WISN-TV in Milwaukee. She joins meteorologist Gino Recchia during WISN 12 News at 5:00 p.m., 6:00 p.m. and 10:00 p.m. on Saturdays, along with WISN 12 News at 5:30 p.m. and 10:00 p.m. on Sundays. Keys will also provide reporting during weekday newscasts. Keys has served as a reporter for WISN 12 News since August 2022. Prior to joining WISN 12 News, Keys worked at WNEM-TV5 in Michigan.



Haakonson

WFRV-TV's **Jaci Haakonson** retired on March 3 after more than 21 years at the station. Haakonson has been a part of the station's programming and research departments and played key roles in the launch of Local 5 Live, the launch of local news and an affiliate change for WJMN-TV in Marquette, Michigan, sports programming, and numerous systems transitions.



St. Hilaire

Amanda St. Hilaire has been promoted to vice president and News Director at Fox Television Stations' WITI-TV in Milwaukee. She will oversee all the editorial, business, and administration functions for the station and its streaming offerings. She's has been with WITI-TV since 2018, when she started as an investigative reporter and has spent the last four years as news content manager. In addition, St. Hilaire serves as an adjunct instructor for Marquette University, teaching courses in investigative reporting and television news production.



Brown

Justin Brown, Program Director and afternoon host at WJVL in Janesville, has been named "Reporter of the Year" by MusicRow Magazine. The award recognizes industry professionals who serve as key ambassadors for country music, helping to introduce new artists and songs to listeners across the nation.



Dunning

Jason Dunning joined WISN-TV as the station's new weekday morning meteorologist starting April 27. During his career, Dunning has provided critical forecasts of wide-ranging severe weather, from serious flooding to damaging winds, deadly tornados, and catastrophic hurricanes. Prior to joining WISN 12, Dunning worked at Gulf Coast News NBC / WBBH-TV in Florida.

Student station WRST-FM celebrates 60th birthday



Many things have changed since 1966, but one constant has been 90.3 WRST-FM, UW-Oshkosh's student-run radio station. WRST-FM celebrated the 60th anniversary of its first broadcast on April 20 with a birthday party at the station on the fourth floor of the Arts and Communication Center on campus.

UWO faculty, staff, students, and alumni joined the celebration, which featured tours of the station, merchandise giveaways, and cake.

Robert "Doc" Snyder was hired by the university in 1964 to start a broadcast media program. WRST-FM (The Radio Station of the Titans) first hit the airwaves on April 20, 1966, by playing The Mamas & the Papas hit, "Monday, Monday" at 6 p.m. on 88.1 FM.

Originally, the station aired content for just four hours each weeknight at its first broad-

cast studio - the former Fuller Goodman Lumber Company on Blackhawk Avenue. In 1971, the studios and antenna were moved to their current location at the Arts and Communication Center. Two years later, WRST's signal strength increased from 10 to 960 watts, and the station changed its frequency to 90.3 FM.

WRST became a Wisconsin Public Radio member station in 1992. Students produce their own shows for the remaining 11 hours of the day and air music, news, and Titan Athletics broadcasts.

The station remains one of the only places in the Fox Valley to air jazz in the afternoon in honor of Snyder, a jazz enthusiast.

A special phone line has been set up to collect the memories of alumni who were on the air at WRST during their college days. The number is 920-424-3115.



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Jordan Siegler named WPM Executive Director

Jordan Siegler has been named Executive Director of Wisconsin Public Media (WPM), a division at the University of Wisconsin–Madison that delivers the services of PBS Wisconsin and Wisconsin Public Radio (WPR) to statewide audiences.



Jordan Siegler

The appointment was announced March 25 by UW-Madi-

son Provost John Zumbrennen.

“Jordan is a proven leader who deeply understands the special connection that Wisconsin Public Media creates for people in every corner of our state,” Zumbrennen said. “I know that he will continue the excellent tradition of WPM engaging communities with important news, programming and resources that educate, inform and get to the heart of life in Wisconsin.”

Since joining WPM in 2015, Siegler has worked in several leadership roles, including

managing director of Corporate Giving & Events for PBS Wisconsin, chief development officer for WPR, and associate director of WPM.

“It is an incredible honor to be chosen to lead WPM, one of our state’s greatest public treasures,” Siegler said. “I have built my public service career at UW-Madison, and my goal now is to advance the essential work of our team of outstanding journalists, producers and technical staff to further enrich Wisconsin communities and help the university meet its

promise of the Wisconsin Idea.”

“Jordan has had a hugely positive impact on WPM and has helped lead the organization through challenging times for public media,” said Marta Bechtol, Wisconsin Educational Communications Board Executive Director. “He has been an active partner in envisioning the future of our networks while continuing to stay true to the mission of providing valuable educational and entertaining content to viewers and listeners throughout the state.”

WHBY updates branding to mark 100 years serving Appleton area

Following a historic year celebrating a century of service to northeast Wisconsin, WHBY (1150 AM / 103.5 & 106.3 FM) has announced a new brand identity and logo.

The rebranding effort comes on the heels of WHBY’s year-long 100th-anniversary celebration. While the festivities honored the station’s deep roots and legacy since 1925, the new visual identity is designed to carry that legacy into a multi-platform future.

The new look is encapsulated by the station’s rebrand slogan: “Brand New Look. Same Trusted Voice.”

According to a release from Woodward Community Media, “The updated logo features a clean, contemporary aesthetic that improves readability across digital platforms, mobile apps, and social media, while maintaining the professional authority listeners have relied on for decades.”

“We spent the last year looking back at a century of service to the Fox Valley, but today, we turn our gaze forward,” said B.J. DeGroot, Market Manager for Woodward Community Media. “After retiring our special 100-year commemorative look, we didn’t



B.J. DeGroot



Alex Thomas



want to just go back to ‘business as usual.’ We’re kicking off our second century with a fresh new look that reflects the evolution of WHBY and our unwavering commitment to the next generation of listeners.”

While the visuals have been modernized, the station’s core mission remains unchanged. WHBY continues to be the premier source for local news, insightful talk, and community-focused dialogue.

“We are excited to usher in a new era of WHBY. Our rebrand represents a new chapter of WHBY and reflects who we are today and where we are heading next,” Alex Thomas, WHBY Brand Manager said. “This transformation goes beyond a new logo. It represents our vision of strengthening community awareness, enhancing the way we deliver news and conversation in the Fox Cities and beyond. While our look may be changing, our core values remain the same. Being trusted, local, and community driven remains a pillar of WHBY.”

The new branding will be rolled out immediately across all station assets, including the WHBY website, social media channels, and community event presence.

Big Radio debuts ‘Showcase Studios’



Big Radio in Janesville is expanding with the debut of its new “Showcase Studios.”

On April 15, WJVL midday host Chet Daniels and WJVL PD/Afternoons host Justin Brown cracked the mics for the first time at Big Radio’s new “Showcase Studios” at 1 East Milwaukee Street on the corner of Main Street in downtown Janesville. The studios are approximately one block west of their office and studios at 1 Parker Place.

The showcase studios are interchangeable for any of the five locally owned and operated stations of Big Radio Janesville, and all stations will share and rotate use of the new studio space.

Sold-out crowd celebrates 100 years of WOMT

A sold-out crowd of more than 250 attendees gathered April 9 to celebrate a century of live, local radio in Manitowoc at "Hungry for History: 100 Years of WOMT Radio."

The evening served as a tribute to WOMT's 100-year legacy, honoring the station's deep roots in the community and its continued commitment to local broadcasting. Guests were transported back in time with a 1920s-inspired experience, complete with curated specialty cocktails and a themed dinner that reflected the era in which WOMT first took to the airwaves.

Attendees also enjoyed a vintage radio exhibit featuring more than 25 historic radios, courtesy of Manitowoc collector Steve Kanter. The exhibit will continue to grow as part of a traveling display throughout 2026.

The program began with opening remarks from Seehafer News Director Ryan Brahm, who welcomed attendees and set the tone for a night centered on reflection, storytelling, and community pride. A highlight of



the evening was a video presentation featuring past and present WOMT employees, along with family members of Don and Jean Seehafer, sharing stories and memories that underscored the station's lasting impact.

Terry Stevenson, Vice President of Seehafer Broadcasting and grandson of Don and

Jean Seehafer, followed with a historical presentation. Stevenson brought the audience back to the 1920s—painting a vivid picture of what life was like when radio first emerged and what it meant to communities like Manitowoc. He reflected on the many defining moments WOMT has experienced alongside its

listeners, including The Great Depression, World War II, the rise of TV, the birth of the internet, 9/11, and the COVID-19 pandemic.

Stevenson also emphasized a rare distinction in the broadcasting industry: in 100 years, WOMT has had only three ownership groups—the founders Francis and Lillian Kadow, the Manitowoc Fuel & Light Company, and Seehafer Broadcasting. That continuity, he noted, has helped build a foundation of trust that continues to resonate with listeners today.

In a heartfelt moment, Lee Douglas announced his upcoming retirement, with Jim Medley set to take over WOMT's morning show in June.

Due to overwhelming interest, an encore presentation of Hungry for History: 100 Years of WOMT Radio is scheduled for Oct. 15 at PetSkull Brewing Company in Manitowoc. Proceeds from the event will support the Manitowoc County Historical Society and its ongoing mission to preserve and share the region's rich history.

WSUM named 'Best College Station in the Nation'

WSUM, UW-Madison's student radio station, has been named Best College Station in the Nation by Intercollegiate Broadcasting System (IBS).

WSUM students were presented with the award at the IBS conference in New York City on Feb. 21. The following day, WSUM celebrated its 24th year on the air.

The IBS Media Awards program is a nationwide contest with more than 3,000 entries from more than 100 schools across the country and world. All contest entries are produced entirely by students.

In order to qualify for Best College Station in the Nation, WSUM was first recognized as Best College/University Station of schools with more than 10,000 students.

The IBS Media committee then judged WSUM against all college radio and television stations at schools of any size, and awarded WSUM its highest honor.

In addition to winning Best College Station in the Nation, WSUM was also recognized with four other IBS Media Awards:

--Former WSUM Sportscasters Anthony Winker and Evan Schmid won Best Hockey Play-by-Play.

--WSUM News and Sports Director Nathan Jahn won Best News Interview.

--Former WSUM Web Director Camille Forster won Best Phone App.

--WSUM Student Radio won Best College/University Station (10,000+ students).



WISN-TV raises \$88K for Autism United Milwaukee



Through the 'WISN 12 Day of Giving' initiative, \$88,280 was raised in support of Autism United of Wisconsin.

On April 16, generous viewers and local organizations donated to empower the organization in improving the lives of people with autism and their family members. The timely campaign took place during Autism Acceptance Month, which is celebrated every April.

"The generosity of our viewers is unparalleled," said Shawn Oswald, President and General Manager of WISN 12. "Roughly 1 in 26 Wisconsin children are diagnosed with autism, so this charitable campaign will make a big impact on so many lives in our state."

WISN 12 devoted significant coverage on-air, online, and through a phone bank for the fundraising effort. As a result, community members across southeastern Wisconsin donated money to support Autism United of Wisconsin in developing resources, providing training, hosting events, and offering programs.

Donations were bolstered by matching contributions from John and Bonnie Meerschaeft, Nick and Kelly Backus, Riv and Alan Goldman, Unisource Insurance, Sysco, West Bend Insurance, and the Autism United of Wisconsin Board of Directors.

"Autism Acceptance Month is a call to action each April," Oswald said. "And southeastern Wisconsin answered that call to help promote inclusion, understanding, and active participation involving people with autism."

WISN 12's support for Autism United of Wisconsin is the latest fundraising effort in the 'WISN 12 Day of Giving' campaign. The ongoing charitable initiative supports a different local non-profit each month. Through the campaign, WISN 12 is helping organizations in advancing their mission, pursuing their goals, and most importantly, improving people's lives. Since the launch of the 'WISN 12 Day of Giving,' the station has raised \$357,631 for non-profit organizations in Wisconsin.

Reedsburg radio auction exceeds fundraising goal



The 75th annual radio auction held by Reedsburg radio station WRDB exceeded its goal of raising \$75,000.

The auction was held Jan. 26-30 to benefit more than 30 local non-profit groups in the Reedsburg area.

More than 300 volunteers helped raise \$77,762, an all-time record for the event. More than 1,800 items were also donated.

"To our partners at Magnum Media, the 'Radio Auction' simply wouldn't exist without your continued support," wrote Reedsburg Mayor Dave Estes. "The donation of airtime is the bread and butter of this entire operation."

"Special thanks to Tom Demmin and Reid Magnum for ensuring our voices reached the community loud and clear across both the FM and AM dials," Estes wrote. "WRDB was our very first sponsor 75 years ago, and after the success of this banner year, we look forward to the next 75 years of partnership."

Station rallies community for 5th annual trash clean up



The 5th annual Tory Lowe Community Clean Up brought together over 170 volunteers to remove more than 6,000 gallons of trash across three Milwaukee locations, continuing its mission to create cleaner, safer neighborhoods.

This year's event, run by Good Karma Brands' 101.7 The Truth (WGKB) expanded its impact with a hazardous waste drop-off hosted by Milwaukee Metropolitan Sewerage District, giving residents a convenient way to safely dispose of difficult materials.

The station said the growing initiative highlights the power of community collaboration in driving meaningful change across the city.

More than 1 million diapers raised

WMTV-TV in Madison raised an incredible 1,055,846 diapers in just one week for The Village Diaper Bank during its 6th Annual Diaper Drive. The campaign collected 22,001 diapers and raised \$165,415 in cash donations - \$156,352 of that total in just one day!

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 36 partner agencies. With their buying power, \$1 can buy \$3 worth of diapers.

"The mission of the Village Diaper Bank is to eradicate diaper need to improve the physical, mental, and economic health of the families we serve," said Erin Woodard, Executive Director of The Village Diaper Bank. "Diapers donated through the WMTV Diaper Drive are essential to this goal and will be provided to our partner agencies so local children



have the resources they need to thrive. We are deeply grateful to WMTV15 News for amplifying our efforts and to the community for their participation in this year's drive."

The 2026 drive was held over a one-week period from Feb. 25 to March 4. Those who donated diapers in-person could drop them off at 15 community drop sites.

News stories during the week-

long campaign highlighted the need and costs for families. The fact that public assistance benefits cannot be used to purchase diapers was also explained.

"Our viewers' generosity in providing diapers truly changes lives," said Don Vesely, Regional Vice President, Gray Media - Wisconsin. "It supports the health and development of a child and gives a mom the ability to use daycare so she can work and provide for her family. Every package of diapers and every dollar donated this year makes a real difference for local families."

WMTV 15 News Director Bridget Fargen said, "As a mom, I know how quickly a kid goes through diapers and they're not cheap. To see the community respond to help other parents who need a hand is amazing. It's a team effort in the newsroom to share all the stories in the community and I'm proud of how our efforts will help a lot of families."

Life 102.5 listeners donate nearly 1,400 items



Thanks to the generosity of the community, nearly 1,400 toys, games, and creative activities were donated through Life 102.5's (WNWC) annual Heart for Kids collection drive, bringing comfort and joy to young patients at American Family Children's Hospital in Madison.

Each year, Life 102.5 invites listeners to help brighten the days of children staying at the hospital by donating items such as LEGO sets, activity books, Play-Doh, craft supplies, and other creative toys. Donations were collected through the hospital's Amazon wish list and in person at the Life 102.5 studios.

For children facing long or unexpected hospital stays, toys and crafts can offer an important distraction, helping make a difficult experience a little more normal and joyful.

"I am completely blown away by the number of wonderful things we've received and how generous and sup-

portive your listeners have been," said Paige, a Child Life Specialist at American Family Children's Hospital. "The amount of kids who will enjoy these toys is innumerable and makes such a huge impact on not just their hospital stays, but their ongoing lives. It helps the hospital feel like less of a scary place to have to go or be in. The joy on a patient's face when you present them with a LEGO set of their favorite animal, or a sketchbook and markers because they left theirs at home, is indescribable. Those looks are a huge part of why I do my job."

Hospital Child Life teams rely on donations like these throughout the year to support patients emotionally while they receive care.

Life 102.5 thanks the many listeners and community members who contributed to this year's Heart for Kids Drive and helped bring smiles to children in the hospital.



CELEBRATING 75 YEARS OF THE WBA

SUMMER CONFERENCE

JUNE 17-18 | LAKE GENEVA



SCAN TO REGISTER BY MAY 28
(HOTEL DEADLINE IS MAY 25)

SPONSORED BY:



HOLIDAY VACATIONS



GODFREY#KAHN LLC





SUMMER CONFERENCE AGENDA

Wednesday, June 17

10 a.m. – 11 a.m.

Time Management: Doing More with Less

In today's fast-paced broadcasting world, many professionals are wearing multiple hats, juggling overlapping roles, and facing tighter deadlines than ever before. As stations downsize or shift responsibilities, the challenge isn't just getting it all done—it's getting the right things done, with less time and fewer resources.

This interactive workshop will help you rethink how you manage your time, prioritize your tasks, and stay focused under pressure. Whether you're producing content, managing a team, handling sales, or all of the above, you'll leave with practical tools and strategies to maximize your productivity, protect your energy, and reduce burnout.

This session is designed for anyone in broadcasting who feels stretched thin—and is ready to take back control of their time.



Amanda Fontaine,
President of the Mississippi Association of Broadcasters,
President and CEO of She Gets Success

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

1 p.m. – 2:15 p.m.

Myth vs. Reality: Overcoming the Biggest Objections to Buying Broadcast TV

An engaging presentation led by Brian Allers, TVB's Executive Vice President of Business Development. This session aims to address common misconceptions about broadcast television and provide evidence-based responses to the biggest objections that sellers are facing right now.

Key points covered:

- Myth: People don't spend time with television like they once did
 - Myth: Streaming TV is bigger than traditional TV
 - Myth: To build streaming budgets, you should just take \$\$ from broadcast schedules
 - Myth: Lower Funnel Tactics are all advertisers need
 - Myth: Everyone just gets their news from social media
- Attendees will walk away with:
- Clear, confident responses to the objections they hear every day
 - A stronger understanding of how broadcast and streaming work together, not in competition
 - Practical talk tracks backed by credible research and marketplace realities
 - Renewed confidence to defend and grow broadcast TV budgets
 - This session is designed for sales teams and leaders who want to move from playing defense to controlling the narrative with advertisers.
 - Don't miss the opportunity to equip yourself with the knowledge and tools to advocate for the enduring value of Broadcast TV in today's media landscape.



Brian Allers,
TVB



SUMMER CONFERENCE AGENDA



The End of the Guessing Game: Real-Time AM/FM Measurement from the Vehicle

Radio today often relies on a “gut feeling,” outdated ratings, and small sample sizes. However, there are more than 60,000 vehicles on the road in Wisconsin today providing real-time data on AM/FM listening habits. This session will delve into how accessing in-vehicle consumption data within 24-hours can transform our understanding of listener behaviors for AM/FM broadcast radio.

2:30 p.m. – 3:30 p.m.



Juan Galdamez,
Xperi

Hiring Session – More information coming soon

3:30 p.m. – 4:45 p.m.



David Oxenford,
Wilkinson, Barker,
Knauer LLP

Legislative Update



David Oxenford,
Wilkinson, Barker,
Knauer LLP



Brandon Scholz,
The Capitol Group



Michelle Vetterkind,
WBA President and
CEO

and the WBA
Legislative
Committee

5:30 p.m. – 7 p.m. **Reception** 7 p.m. – 10 p.m. **Dinner**



Sam Ness returns to the 2026 WBA Summer Conference, this time leading the Sam Ness Trio. He was honored as the Wisconsin Area Music Industry Folk Performer of the Year this last year. In 2024 Sam became the youngest person to enter the Madison Music Hall of Fame, after winning Male Vocalist of the Year four times. The Sam Ness Trio will entertain during the reception with a few songs. Following dinner, the Trio will perform a concert featuring songs from Sam’s new album “Of Heart and Home.”

Mixing Traditional Folk/Americana roots with an Alternative-Indie feel, with a vault of international busking adventures and more than 1,300 shows under his belt, Sam’s catalog is steeped in authenticity. His songs trace the roads he’s walked — from city streets to quiet cabins — always searching for something true. If you’re looking for grit, melody and a voice that moves, Sam’s already on the road.

SUMMER CONFERENCE AGENDA



WISCONSIN
BROADCASTERS
ASSOCIATION

Thursday, June 18 (Registration open 7:30 a.m. – 6 p.m.)

8:30 a.m. – 10 a.m.

Business Breakfast and WBA Update

10 a.m. – 10:30 a.m.

Economic Update – Bob Beggs, U.S. Bank

10:45 a.m. – 11:45 a.m.

Creating Good Profit: Social Intrapreneurship for Business Growth

This session explores how organizations can build cultures of innovation by tapping into the diverse, multigenerational ideas already within their workforce. This session shows leaders how to empower employees to think like entrepreneurs inside their organization, unlocking new products, services, and initiatives that generate both business growth and positive social impact.

Noon – 2:30 p.m.



Zach Blumenfeld,
CultureCon



Nick Lombardino,
CultureCon

Keynote and Lunch



Curtis LeGeyt,
President and
CEO, NAB

Local Broadcast Legends



With remarks from WBA
Hall of Famer Tom Bolger
(L-R) Randy Allen, Dave
Luczak, Rod Perry, and
Susan Siman

2:45 p.m. – 4 p.m.

Be a Coach, Not a “Fixer”

In this interactive session with WBA Hall of Famer Jill Geisler, you’ll learn how to coach people and improve work, rather than being a “fixer.” This session isn’t just for managers, because anyone benefit from becoming a coach. You’ll learn specific skills, a step-by-step process, and we’ll practice in real time.



Jill Geisler,
Loyola University
Chicago
WBA Hall of Famer

5 p.m. – 6 p.m. **Hall of Fame Reception** 6 p.m. – 7 p.m. **Hall of Fame Dinner**

7 p.m. – 8:30 p.m.

Hall of Fame presentations



(L-R) Dave Magnum,
Kelly Radandt, Jeff Tyler,
and Steve Wexler

WBA DUKE WRIGHT MEDIA TECHNOLOGY INSTITUTE

Tuesday, June 16 (8 a.m. - 4:30 p.m.)

Grand Geneva Resort

8:30 a.m.

Breakfast

9 a.m. - Noon

- Intro, Welcome and Orientation
- Leading, Managing, Doing



Bill Hubbard,
WBA Duke
Wright MTI

Noon - 1 p.m.

Lunch



Jeff Welton,
Nautel

1 - 4:30 p.m.

Project Management, Leadership, and Supply Chain Considerations



**Gokcen
Arkali Olcay,**
UW-Green Bay

Wrap up and Feedback

5 p.m.

Reception

FEES

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

\$149 rate available for educators/students

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



SCAN TO REGISTER
FOR WBA DUKE WRIGHT
MEDIA TECHNOLOGY
INSTITUTE BY MAY 28
(HOTEL DEADLINE: MAY 25)

Wednesday, June 17 (8:30 a.m. - 4:30 p.m.)

Grand Geneva Resort

8:30 a.m.

Breakfast

9 a.m. - Noon

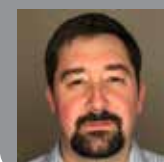
- Transmitter Site Safety
- Radio Requency Transmission



Jeff Welton,
Nautel

Noon - 1 p.m.

Lunch



Steve Wilde,
American
Amplifier
Technologies

1 - 3 p.m.

- Hands On Transmission Testing and Training (continued)
- Site Visit - WLKG Lake 96.1



**Nancy
Douglass,**
WLKG



Jay Mielke,
WLKG

5:30 p.m.

Reception

7 p.m.

Dinner

Thursday, June 18 (8:30 a.m. - 4:30 p.m.)

Grand Geneva Resort

8 a.m.

Breakfast (served at the WBA Business Breakfast)

8:30 a.m.

Data Network Equipment and Configurations

Noon - 1 p.m.

Lunch

1- 4:30 p.m.

Information Security



Awards for Excellence

2025 Winners List

Large Market Television

Best Morning Newscast

- 1st Place WISN TV Historic Flooding
- 2nd Place WISN TV Mayville Tornadoes
- 3rd Place WITI TV FOX6 Wakeup News - June 19, 2025

Best Evening Newscast

- 1st Place WITI TV FOX6 News at 10:00 - June 26, 2025
- 2nd Place WDJT TV CBS 58 News at 5 p.m. - Historic Flooding
- 3rd Place WISN TV Historic Flooding

Best Sportscast

- 1st Place WITI TV Brandon Cruz
- 2nd Place WISN TV Stephanie Sutton
- 3rd Place WDJT TV Lance Allan 2025

Best Weather Coverage

- 1st Place WISN TV Lindsey Slater
- 2nd Place WITI TV FOX6 Rob Haswell Composite
- 3rd Place WISN TV Mark Baden

Best Continuing Coverage

- 1st Place WITI TV Bred for the Lab
- 2nd Place WITI TV Maxwell Anderson on Trial
- 3rd Place WISN TV NFL Draft

Best Spot News

- 1st Place WITI TV Anderson Trial Verdict
- 2nd Place WITI TV Officer Kendall Corder Killed
- 3rd Place WTMJ TV Historic August Flooding

Best News Writing

- 1st Place WISN TV Wisconsin's "Black Church" Roots
- 2nd Place WITI TV Wakesurfing Stalemate
- 3rd Place WITI TV Pipe Dream

Best Hard News/Investigative

- 1st Place WISN TV Face ID: Risk to Rights?
- 2nd Place WTMJ TV Broken on Water Street: The Fight for Answers and Accountability
- 3rd Place WTMJ TV Duty to Disclose

Best Series or Documentary

- 1st Place WISN TV Finding Justice for Sade Robinson
- 2nd Place WITI TV Tightening the Leash
- 3rd Place WDJT TV Natalie's Everyday Heroes

Best Feature

- 1st Place WYTU TV "Sonrisas Sin Fronteras" Misión Médica de Wisconsin Llega a Colombia
- 2nd Place WDJT TV Two Thumbs Up: Checking Out with Saint
- 3rd Place WTMJ TV Milwaukee's Purr-fect Place

Best Live On-Scene Reporting

- 1st Place WISN TV TJ Dysart
- 2nd Place WDJT TV Andie Bernhardt
- 3rd Place WITI TV Bria Jones Composite

Best Use of Video

- 1st Place WDJT TV The Beast of Bray Road
- 2nd Place WISN TV Drug-Sniffing Therapy Dog
- 3rd Place WISN TV Buc-ee's Hype vs. Reality

Best Sports Reporting

- 1st Place WISN TV Zack Baun
- 2nd Place WISN TV Sportscast Director "Strikes Back"
- 3rd Place WDJT TV Luke Prokop's Inspiring Journey

Best Significant Community Impact

- 1st Place WDJT TV Natalie's Everyday Heroes
- 2nd Place WISN TV No License Loophole Fix
- 3rd Place WDJT TV Crime Stoppers

Best Specialty Programming

- 1st Place WISN TV Project Community: Celebrating Hispanic Heritage
- 2nd Place WISN TV NFL Draft
- 3rd Place WDJT TV Officer Corder Funeral Coverage

Best Image Promotion

- 1st Place WISN TV WISN News Leader All Year Long
- 2nd Place WISN TV WISN Morning News from Your Neighborhood
- 3rd Place WDJT TV CBS 58 One Shot News Image

Best Weather Promotion

- 1st Place WTMJ TV Storm Team 4 Seasons
- 2nd Place WISN TV WISN Winter Weather Image
- 3rd Place WISN TV WISN Historic Coverage, Disaster Coverage Campaign

Best Sports Promotion

- 1st Place WISN TV WISN Operation Football 2025
- 2nd Place WDJT TV CBS 58 Lance Everywhere Image
- 3rd Place WISN TV WISN Brewers Playoff Coverage Campaign

Best Topical Promotion

- 1st Place WITI TV Forever Lost
- 2nd Place WITI TV Bred for the Lab
- 3rd Place WYTU TV T63 News - Home Invasion

Best Public Service Announcement

1st Place	WISN TV	WISN Class Act School Supply Drive 2025
2nd Place	WITI TV	Make-a-Wish Season of Giving
3rd Place	WISN TV	WISN Pet Walk Milwaukee 2025

Best Commercial or Underwriting Announcement

1st Place	WITI TV	Harley-Davidson Museum
2nd Place	WISN TV	Capri Communities
3rd Place	WISN TV	Structural Elements

Best Humorous Commercial or Underwriting Announcement

1st Place	WISN TV	Kettle Moraine HVAC 5 Star
2nd Place	WISN TV	Holiday Lights Festival Presented by Steins

Best Website

1st Place	WITI TV	Fox6Now.com
2nd Place	WYTU TV	TelemundoWI.com
3rd Place	WISN TV	WISN 12 News - Leading the way

Best Digital Story Presentation

1st Place	WITI TV	FOX6 - Dugan Trial Verdict
2nd Place	WISN TV	Maxwell Anderson Guilty in Sade Robinson Murder Case
3rd Place	WITI TV	FOX6 - August Flooding

Best Use of Station Social Media Platforms

1st Place	WISN TV	Officer Kendall Corder Killed in the Line of Duty
2nd Place	WITI TV	Maxwell Anderson Found Guilty
3rd Place	WISN TV	Milwaukee Historic Flooding

Best Original Digital Content

1st Place	WTMJ TV	Bringing Cheese Curds to the NFL Draft
2nd Place	WISN TV	NFL Draft - 'Packers Pick-by-Pick'
3rd Place	WITI TV	Passing of Bob Uecker

Best Digital Creator

1st Place	WISN TV	Meteorologist Lindsey Slater
2nd Place	WITI TV	FOX6 Milwaukee
3rd Place	WISN TV	Mariana La Roche

Best Digital Breaking News Coverage

1st Place	WITI TV	Dugan Verdict
2nd Place	WITI TV	August Flooding
3rd Place	WISN TV	Historic Flooding in Milwaukee



Best Morning Newscast

1st Place	WLUK TV	Good Day Wisconsin NFL Draft Day 2
2nd Place	WKOW TV	Wake Up Wisconsin - Packers MNF Preview Nov. 10, 2025
3rd Place	WBAY TV	WBAY 6 a.m. Draft Day in Green Bay

Best Evening Newscast

1st Place	WISC TV	News 3 Now at Six
2nd Place	WMTV TV	One Year After ALCS School Shooting
3rd Place	WKOW TV	WKOW Best Evening Newscast - 6 p.m. Nov. 24, 2025

Best Sportscast

1st Place	WLUK TV	NFL Draft Coverage
2nd Place	WLUK TV	WLUK Playoff Report
3rd Place	WBAY TV	WBAY Sportscast

Best Weather Coverage

1st Place	WMTV TV	Meteorologist Brian Doogs
2nd Place	WKOW TV	Cameron Hopman
3rd Place	WBAY TV	WBAY

Best Continuing Coverage

1st Place	WMTV TV	ALCS School Shooting
2nd Place	WISC TV	Missing Ballots
3rd Place	WFRV TV	Preble School Weapons System

Best Spot News

1st Place	WMTV TV	UW-Platteville School Shooting
2nd Place	WLUK TV	Fatal Shooting on Highway 172
3rd Place	WISC TV	Tornadoes

Best News Writing

1st Place	WKOW TV	Avian Drama
2nd Place	WMTV TV	Closing Time
3rd Place	WKOW TV	Edmund Fitzgerald Sinking 50 Years

Best Hard News/Investigative

1st Place	WGBA TV	Cold-Case Murder Reshapes Crimesolving
2nd Place	WMTV TV	Waiting for Justice
3rd Place	WISC TV	Minocqua Brewing

Best Series or Documentary

1st Place	WLUK TV	Echoes of the Edmund Fitzgerald
2nd Place	WMTV TV	WMTV Crystal Apple Awards
3rd Place	WMTV TV	The Great Divide

Best Feature

1st Place	WMTV TV	A Special Craft
2nd Place	WISC TV	A Daughter's Perfect Match
3rd Place	WFRV TV	Racing Through Adversity

Best Live On-Scene Reporting

1st Place	WMTV TV	Phoebe Murray
2nd Place	WLUK TV	Good Day Wisconsin Compilation 1
3rd Place	WLUK TV	Good Day Wisconsin Compilation 2

Best Use of Video

1st Place	PBS Wisconsin	Snowmobile Watercross
2nd Place	WMTV TV	A Tornado and Tears
3rd Place	WMTV TV	Rooting for River

Best Sports Reporting

1st Place	WMTV TV	A Menace in Milton
2nd Place	WMTV TV	Overcoming the Darkness: The ALCS Basketball Team
3rd Place	WFRV TV	Double Dribble: Day with UWGB Coach Gottlieb

Best Significant Community Impact

1st Place	WMTV TV	WMTV Share Your Holidays
2nd Place	WMTV TV	WMTV Diaper Drive
3rd Place	WISC TV	Community Impact

Best Specialty Programming

1st Place	PBS Wisconsin	Bucky!
2nd Place	WISC TV	Winter Ready
3rd Place	WISC TV	Wisconsin Gameday

Best Image Promotion

1st Place	PBS Wisconsin	End of Year Sizzle 2025
2nd Place	WGBA TV	In Your Neighborhood
3rd Place	WISC TV	News 3 Now - "Sarah Returns"



Best Weather Promotion

- 1st Place WMTV TV 15 First Alert POP Nov. 29, 2025
- 2nd Place WKOW TV Historic February Tornadoes: One Year Later
- 3rd Place WFRV TV Storm Team 5 Severe Winter WX

Best Sports Promotion

- 1st Place WBAY TV WBAY Cover 2 Sports
- 2nd Place WKOW TV Endzone with Karl Winter
- 3rd Place WISC TV News 3 Now Sports - "Sports Madness"

Best Topical Promotion

- 1st Place PBS Wisconsin Bucky! Star of the Show
- 2nd Place WMTV TV 15 News Plus - Poisoning Plot
- 3rd Place WKOW TV The Gales of November

Best Public Service Announcement

- 1st Place WISC TV Time For Kids
- 2nd Place WMTV TV TYBTWD Bratenshteen
- 3rd Place WKOW TV Toys for Tots 2025

Best Commercial or Underwriting Announcement

- 1st Place WISC TV Dektex - "Your Backyard Re-Imagined"
- 2nd Place WFRV TV Fox Valley Lutheran
- 3rd Place WKOW TV Children's Theater of Madison Presents: A Christmas Carol

Best Humorous Commercial or Underwriting Announcement

- 1st Place WMTV TV Ehlenbach's "Sissy the Cow"
- 2nd Place WKOW TV Madison Mallards Mount Horeb Troll Bobblehead Giveaway
- 3rd Place WMTV TV Forever Home Real Estate "Dog Home"

Best Website

- 1st Place PBS Wisconsin pbswisconsin.org/news
- 2nd Place WLUK TV FOX 11 Online
- 3rd Place WFRV TV wearegreenbay.com

Best Digital Story Presentation

- 1st Place WMTV TV Elaborate Poisons Used in Wisconsin Couple's Plot
- 2nd Place WLUK TV NFL Draft Events
- 3rd Place WLUK TV Wisconsin State Parks

Best Use of Station Social Media Platforms

- 1st Place WMTV TV WMTV TikTok
- 2nd Place WLUK TV FOX 11 Social Media
- 3rd Place WLUK TV NFL Draft Social Media Coverage

Best Original Digital Content

- 1st Place PBS Wisconsin Welcome Poets
- 2nd Place WGBA TV Chalk Talk with Kelly
- 3rd Place WMTV TV Drowning in Deception: The Case of the Missing Kayaker

Best Digital Creator

- 1st Place WGBA TV Day in the Life: Covering Sports with Kelly Hallinan
- 2nd Place WKOW TV Emma Hietpas
- 3rd Place WLUK TV Pete Petoniak

Best Digital Breaking News Coverage

- 1st Place WMTV TV Morgan Geyser Group Home Escape
- 2nd Place WLUK TV Packers Trade for Micah Parsons
- 3rd Place WMTV TV UW-Platteville Shooting

Best Morning Newscast

- 1st Place WKBT TV News 8 Now This Morning: Blackhawk Bridge Demolition
- 2nd Place WSAW TV Sunrise 7 - March 20, 2025
- 3rd Place WEAU TV Hello Wisconsin

Best Evening Newscast

- 1st Place WSAW TV NewsChannel 7 at 10 Jan. 29, 2025
- 2nd Place WKBT TV News 8 Now at 6 p.m.: Winter Storm
- 3rd Place WEAU TV WEAU 13 News at Ten

Best Sportscast

- 1st Place WSAW TV Katlynn Gill
- 2nd Place WEAU TV SportScene 13
- 3rd Place WKBT TV News 8 Now Sports

Best Weather Coverage

- 1st Place WKBT TV Greg Barnhart
- 2nd Place WEAU TV Darren Maier
- 3rd Place WSAW TV Chief Meteorologist Mark Holley

Best Continuing Coverage

- 1st Place WSAW TV Bradyn's Law
- 2nd Place WEAU TV Filling the Healthcare Void
- 3rd Place WKBT TV Hiding in the Cold: The Long Pursuit of Virgil Thew

Best Spot News

- 1st Place WSAW TV Amber Alert: The Search for Ruby Lehmann
- 2nd Place WSAW TV Wisconsin Rapids Death Investigations
- 3rd Place WEAU TV Eau Claire High Speed Chase

Best News Writing

- 1st Place WKBT TV Rural School Consolidation
- 2nd Place WSAW TV Remembering Corey Proulx
- 3rd Place WSAW TV Local Family Continues Brewing Up New Business

Best Hard News/Investigative

- 1st Place WKBT TV Private School Loophole
- 2nd Place WSAW TV Honoring Bradyn's Legacy
- 3rd Place WEAU TV Controversy in the Town of Stubbs

Best Series or Documentary

- 1st Place WLAX TV Rivertown - Tragedy on the River
- 2nd Place WSAW TV Over the Limit
- 3rd Place WKBT TV The House on the Hill: The Unsolved Murder of Linda Wegner

Best Feature

- 1st Place WSAW TV Beer Historian Taps into Unique Career Path
- 2nd Place WKBT TV Principal by Day, Race Car Driver by Night
- 3rd Place WAOW TV Cancer & Kidney Survivor

Best Live On-Scene Reporting

- 1st Place WEAU TV Kim Leadholm
- 2nd Place WAOW TV Hodag Festival - Justin Loew
- 3rd Place WEAU TV Kelsey Schnitz

Best Use of Video

1st Place	WSAW TV	Dairy Farmer Carves His Path Through Life
2nd Place	WKBT TV	Smoked to Perfection
3rd Place	WKBT TV	More Than Music

Best Sports Reporting

1st Place	WSAW TV	A Special SPASH Cross Country Christmas
2nd Place	WEAU TV	Adaptive Golfer Joins Team USA
3rd Place	WKBT TV	News 8 Now Sports: Lifting to New Heights

Best Significant Community Impact

1st Place	WSAW TV	Share Your Holidays
2nd Place	WSAW TV	WSAW Diaper Drive
3rd Place	WEAU TV	WEAU TV

Best Specialty Programming

1st Place	WSAW TV	2025 Home Enhancement Show
2nd Place	WSAW TV	2025 Senior Living Show
3rd Place	WKBT TV	2025 Maple Leaf Parade

Best Image Promotion

1st Place	WSAW TV	Live Local First
2nd Place	WSAW TV	Sunrise 7 Breakfast Image Promo
3rd Place	WEAU TV	WEAU Evening News - The Chippewa Valley's News Source

Best Weather Promotion

1st Place	WSAW TV	First Alert Weather - Accurate
2nd Place	WSAW TV	First Alert Weather POP
3rd Place	WAOW TV	April Severe Weather POP

Best Sports Promotion

1st Place	WKBT TV	Friday Night Frenzy 25
2nd Place	WAOW TV	WAOW Is Your WIAA Station
3rd Place	WAOW TV	Football Is Back Sports Express

Best Topical Promotion

1st Place	WSAW TV	Over the Limit
2nd Place	WKBT TV	AI Scam
3rd Place	WAOW TV	May Severe Weather POP

Best Public Service Announcement

1st Place	WSAW TV	Diaper Drive
2nd Place	WSAW TV	CMN Miracle Kids
3rd Place	WAOW TV	Patriot K9s - He Grounds Me

Best Commercial or Underwriting Announcement

1st Place	WKBT TV	Sweet Valley - We Have That
2nd Place	WAOW TV	212 Fitness February Membership Deal
3rd Place	WLAX TV	2 Brothers - Built For You

Best Humorous Commercial or Underwriting Announcement

1st Place	WSAW TV	Mitten's Holiday Savings
2nd Place	WKBT TV	Sealand's 60th Anniversary
3rd Place	WSAW TV	Nerds

Best Website

1st Place	WKBT TV	News8000.com
2nd Place	WAOW TV	WAOW
3rd Place	WSAW TV	shareyourholidays.org

Best Digital Story Presentation

1st Place	WKBT TV	Morgan Geyser Update
2nd Place	WKBT TV	Mobile Pediatric Unit
3rd Place	WSAW TV	Forgotten Wisconsin Cold Cases: Krista Sypher - Behind Closed Doors

Best Use of Station Social Media Platforms

1st Place	WEAU TV	WEAU
2nd Place	WSAW TV	WSAW Instagram Compilation
3rd Place	WKBT TV	WKBT News 8 Now Compilation 1

Best Original Digital Content

1st Place	WSAW TV	Forgotten: Wisconsin Cold Cases - Who Killed Gerald Mork?
2nd Place	WKBT TV	The Search for Eliotte Heinz
3rd Place	WSAW TV	Forgotten: Wisconsin Cold Cases - Testing for the Truth

Best Digital Creator

1st Place	WSAW TV	Chief Meteorologist Mark Holley
2nd Place	WEAU TV	Derrek Dalman
3rd Place	WSAW TV	Kassandra Sepeda

Best Digital Breaking News Coverage

1st Place	WSAW TV	Two People Found Dead in Wisconsin Rapids
2nd Place	WSAW TV	Missing Portage County Girl Found Safe
3rd Place	WKBT TV	Semi Fire Under Major Highway



Best Morning Radio Show

1st Place	WAUK AM	WAUK All News All Morning
2nd Place	WTMJ AM	Wisconsin's Morning News Oct. 16, 2025
3rd Place	WMDX AM	John & Gordy in the Morning

Best Radio Show

1st Place	WTLX FM	Jim, Matt, & Molly
2nd Place	WGKB FM	Truth to Power - Shots Fired in Milwaukee Entertainment District
3rd Place	WTLX FM	Wilde and Tausch

Best Newscast

1st Place	WAUK AM	Stuart J. Wattles
2nd Place	WTMJ AM	Wisconsin's Morning News

Best Sportscast

1st Place	WIBA AM	WIBA-AM Sports Host Doug Russell
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Best Continuing Coverage

1st Place	WUWM FM	Communities Grapple with "Forever Chemicals"
2nd Place	WTMJ AM	Southeast Wisconsin Historic Flooding
3rd Place	WUWM FM	Milwaukee Flood Coverage

Best Spot News

1st Place	WTMJ AM	Bob Uecker Dies
2nd Place	WUWM FM	Milwaukee Groups Call for Shared Risk in Wake of Judge Dugan's Arrest
3rd Place	WTMJ AM	Flooding in Wauwatosa

Best News Writing

1st Place	WUWM FM	Unearthing the History of Milwaukee's Celery Farms
2nd Place	WUWM FM	Violence at the Court: The Fight Over Act 10
3rd Place	WTMJ AM	Young New Berlin Woman Wants Changes After Crash on Milwaukee's Water Street

Best Hard News/Investigative

1st Place	WTMJ AM	The Search for Travis Decker
2nd Place	WTMJ AM	Construction Crews Call for Change Following Work Zone Crash
3rd Place	WUWM FM	As UWM's Atmospheric Science Program Ends, Its Students Face an Uncertain Future

Best Feature

1st Place	WTMJ AM	The 1975 Alexian Brothers Novitiate Standoff
2nd Place	WORT FM	The Shocking Effects of Stray Voltage
3rd Place	WTMJ AM	Salute to Service May 22

Best Use of Audio in Radio News

1st Place	WMDX AM	Evers Lights Holiday Tree at State Capitol
2nd Place	WTMJ AM	Remembering the Edmund Fitzgerald
3rd Place	WTMJ AM	Goodbye Mr. Baseball

Best Live On-Scene Reporting

1st Place	WTMJ AM	The Maxwell Anderson Verdict
2nd Place	WTMJ AM	Along the Procession Route of a Fallen Officer

Best Interview

1st Place	WUWM FM	Making Wisconsin: How Sanctuary Movements Have Succeeded and Failed
2nd Place	WGKB FM	Mother Says She Raised a Psycho
3rd Place	WTMJ AM	WTMJ Conversations: Teri Jendusa Nicolai

Best Sports Play By Play

1st Place	WTLX FM	PrepMania: Bay Port vs. Arrowhead
2nd Place	WTLX FM	Wisconsin Volleyball vs. Texas - Sweet Sixteen
3rd Place	WGKB FM	Marquette vs. Brookfield Central High School

Best Significant Community Impact

1st Place	WTMJ AM	Lance Sijan Memorial Rededication
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Best Specialty Programming

1st Place	WTLX FM	Wisconsin College GameDay Postgame
2nd Place	WGKB FM	The Truth Summit
3rd Place	WTMJ AM	Steve Scaffidi's Salute to Service

Best Promotional Announcement

1st Place	WTMJ AM	Brewers vs. Mets
2nd Place	WTMJ AM	WTMJ Severe Weather Alerts

Best Public Service Announcement

1st Place	WAUK AM	PSA for Mental Health: Father Talks
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Best Commercial or Underwriting Announcement

1st Place	WTMJ AM	Axis Legal Worn Down By Work
2nd Place	WTMJ AM	Captivate Exhibits Slam Dunk
3rd Place	WUWM FM	Paul's Jewelers

Best Humorous Commercial or Underwriting Announcement

1st Place	WTMJ AM	Sidex Bootiful Bathroom Contest
2nd Place	WMDX AM	Sugar River Pizza - Kids Menu
3rd Place	WMDX AM	Sugar River Pizza - Holiday Party

Best Website

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

Best Digital Story Presentation

1st Place	WUWM FM	What Happened to the Victims of the Bay View Massacre?
2nd Place	WTMJ AM	Milwaukee Police Officer Laid to Rest
3rd Place	WTMJ AM	Flying for Conservation

Best Use of Station Social Media Platforms

1st Place	WUWM FM	WUWM Social Media Platforms
2nd Place	WTMJ AM	WTMJ Instagram
3rd Place	WTMJ AM	WTMJ Social Media

Best Podcast

1st Place	WTMJ AM	You Need to Listen, Episode 15: Comedy & Politics
2nd Place	WTLX FM	Mr. Irrelevant
3rd Place	WTLX FM	The Jump Around

Best Original Digital Content

1st Place	WTMJ AM	Capturing the Removal of "Deep Thought" from Lake Michigan
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Best Digital Creator

1st Place	WTMJ AM	Kristin Brey
2nd Place	WUWM FM	Jimmy Gutierrez

Best Digital Breaking News Coverage

1st Place	WUWM FM	Historic Milwaukee-Area Flooding, August 2025
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Medium Market Radio News and Talk

Best Morning Radio Show

1st Place	WTAQ AM	The Morning News with Matt and Rob
2nd Place	WOMT AM	The Jim & Rick Show - 16 to Vote
3rd Place	WTAQ AM	The Morning News with Matt and Rob

Best Radio Show

1st Place	WGBW AM	NEWisco Weekend - Pride
2nd Place	WISS AM	NEWisco Weekend - Pride
3rd Place	WHBY AM	Focus Fox Valley with Hayley Tenpas on Aug. 26, 2025

Best Newscast

1st Place	WHBY AM	Your News Now on WHBY w/Jonathan Krause and Terry Kovarik
2nd Place	WHBY AM	WHBY 5 a.m. Newscast Nov. 13, 2025
3rd Place	WOMT AM	Steven Devine Newscast Oct. 15, 2025

Best Sportscast

1st Place	KFIZ AM	KFIZ Morning Sports with Chuck Freimund
2nd Place	WFDL AM	Source Prep Sports Coverage
3rd Place	WOMT AM	WOMT Sports

Best Continuing Coverage

1st Place	WTAQ AM	Niko Sila Firing
2nd Place	WOMT AM	Two Rivers' Search for a New City Manager
3rd Place	WOMT AM	Kohler Golf Course Lawsuit

Best Spot News

1st Place	WOMT AM	Sheriff Says Local Law Enforcement Does Not Have Authority to Make Immigration Arrests
2nd Place	WXCO AM	Wausau Ethics Board: Mayor Diny Violated City Code
3rd Place	WOMT AM	Manitowoc Homicide Breaks Seven-Year Streak

Best News Writing

1st Place	WOMT AM	EEA Chapter 383 Restoring Their Own "Grumpy Duck", the RC-3 Seabee
2nd Place	WOMT AM	Police Report Released Following Investigation into Former Sheboygan City Attorney

Best Hard News/Investigative

1st Place	WTAQ AM	Appleton "No Kings" Protest
2nd Place	WXCO AM	Marathon County Sheriff's Dept. Investigated Over Cooperation with ICE
3rd Place	WFHR FM	Historic Kraft Mill Site Leveled to Make Way for Development

Best Feature

1st Place	WTAQ AM	Proprietor Politics: Partisanship in Small Business
2nd Place	WGBW AM	Marching Band Shows Off Talent
3rd Place	WHBY AM	WHBY 100 Vignettes

Best Use of Audio in Radio News

1st Place	WOMT AM	USS Cobia Officially Leaves Manitowoc for Drydocking
2nd Place	WISS AM	Glow in the Park, on World Miniature Golf Day

Best Live On-Scene Reporting

1st Place	WOMT AM	S.S. Badger Returns to Manitowoc
2nd Place	WFBZ FM	ESPN 105.5 Post Game
3rd Place	WFBZ FM	WFBZ Post Game

Best Interview

1st Place	WOSH AM	Ron Ross Speaks on WNAM's Final Day
2nd Place	WTAQ AM	"Ice Bowl" Hero Chuck Mercein
3rd Place	WOMT AM	Bird Flu - The Jim & Rick Show

Best Sports Play By Play

1st Place	WFBZ FM	Aaron & Scotty - Onalaska vs. Holmen
2nd Place	KUWS FM	UW-Superior vs. UW-Stevens Point Men's Hockey
3rd Place	KFIZ AM	Laconia Lady Spartans Sectional Final

Best Significant Community Impact

1st Place	WTAQ AM	Families of Children with Cancer Radiothon 2025
2nd Place	WHBY AM	Women Who Wow Us 2025
3rd Place	KFIZ AM	KFIZ Annual Halloween Party

Best Specialty Programming

1st Place	WFDL AM	Laconia Ladies, a Dynasty!
2nd Place	WFBZ FM	2025 NFL Draft Show

Best Promotional Announcement

1st Place	WFBZ FM	ESPN 105.5 Football
2nd Place	WOMT AM	The Jim & Rick Show - Richest Guy
3rd Place	WOMT AM	The Jim & Rick Show - Burns Out

Best Public Service Announcement

1st Place	WOMT AM	Manitowoc County Recycling Center
2nd Place	WTAQ AM	Safety Around Large Equipment
3rd Place	WOMT AM	Good Dog Giving Tree - Wag

Best Commercial or Underwriting Announcement

1st Place	WOGO AM	Josef's Cheesecake "The Holy Grail of Treats!"
2nd Place	WOGO AM	Muldoon's Men's Wear "75th Anniversary!"
3rd Place	WOMT AM	Woodfire Lodge

Best Humorous Commercial or Underwriting Announcement

1st Place	WOMT AM	Sputnik Fest
2nd Place	WOMT AM	Nichols Electric - Holiday
3rd Place	WOGO AM	Josef's Cheesecake "What Would YOU Do?"

Best Website

1st Place	WOMT AM	SeehaferNews.com
2nd Place	KFIZ AM	KFIZ.com
3rd Place	WHBY AM	WHBY 100

Best Digital Story Presentation

1st Place	WOMT AM	Packers Running Back Josh Jacobs Reflects on One Year in Tittletown
2nd Place	WOMT AM	Roncalli Girls Basketball Celebrates 50th Anniversary of Making History
3rd Place	WTAQ AM	Ride Along in the CLAAS Jaguar 1200 Forage Harvester

Best Use of Station Social Media Platforms

1st Place	WTAQ AM	WTAQ at the NFL Draft
2nd Place	WTAQ AM	WTAQ Social Media 2025
3rd Place	WOMT AM	Rock Your Putter

Best Podcast

1st Place	WOMT AM	The Jim and Rick Show - After the Show Podcast
2nd Place	WOMT AM	On the Line - Josh Myers

Best Original Digital Content

1st Place	WTAQ AM	VanStraten Farms Cabbage Harvest
2nd Place	WFBZ FM	ESPN 105.5 Sports Girls Basketball
3rd Place	WHBY AM	Jonathan Krause Finds a Fan from All 32 Teams at the NFL Draft

Best Digital Creator

1st Place	WHBY AM	Hayley Tenpas
2nd Place	WAYY AM	Dan Kasper
3rd Place	WTAQ AM	Rob Sussman

Best Digital Breaking News Coverage

1st Place	KFIZ AM	High-Speed Chase in Downtown Fond du Lac
2nd Place	KFIZ AM	KFIZ News Director Chases Rotating Storm North of Madison
3rd Place	WOMT AM	Sheboygan Man Charged with Shooting 2-Year-Old Passes Away

Small Market Radio News and Talk

Best Morning Radio Show

1st Place	WHYB FM	The Shoreline Shopping Show
2nd Place	WHYB FM	Chuck and Jim - Veterans Day Show 2025
3rd Place	WBZH	Joel and Gray in the Morning

Best Radio Show

1st Place	WHYB FM	SWAP SHOP
2nd Place	WBEV FM	Hometown Today - Hitting the Right Notes
3rd Place	WBEV FM	Hometown Today - Charity Softball Game

Best Newscast

1st Place	WBEV FM	WBEV News for Nov. 18, 2025
2nd Place	WBEV FM	WBEV News for May 19, 2025
3rd Place	WBZH	Northwoods News with Maddie Schaffer

Best Sportscast

1st Place	WBEV FM	WBEV Sports
2nd Place	WHYB FM	High School Football Roundup

Best Continuing Coverage

1st Place	WHYB FM	Menominee's Marijuana Mile
2nd Place	WBEV FM	Sheriff Demands Changes After Second Train Derailment
3rd Place	WBEV FM	Beaver Dam Data Center

Best Spot News

1st Place	WBEV FM	Tornado Devastates Juneau and Mayville
2nd Place	WBEV FM	Minneapolis Tragedy Has Beaver Dam Connection
3rd Place	WHYB FM	Menominee Brownfield Redevelopment

Best News Writing

1st Place	WBEV FM	You Have the Right to an Attorney - If You Can Find One
2nd Place	WBEV FM	Beaver Dam Offspring Study
3rd Place	WHYB FM	KKIL & City of Menominee Collaboration

Best Hard News/Investigative

1st Place	WBEV FM	Tornado Touch-Down
2nd Place	WBZH	Sawyer County Recovery Court Marks First Graduation
3rd Place	WHYB FM	Cannabis-Induced Psychosis

Best Feature

1st Place	WXPR FM	75 Years of Culture, Dancing, and Joy
2nd Place	WHYB FM	Marinette Mayor Speaks about Lawsuit from Alderperson
3rd Place	WBEV FM	FFA Student of the Week

Best Use of Audio in Radio News

1st Place	WBEV FM	AI = Angry Individuals
2nd Place	WHYB FM	Former Menominee Mayor Stegman Puts Current Mayor Hoffman in His Place
3rd Place	WBEV FM	Battle of the Marsh

Best Live On-Scene Reporting

1st Place	WBEV FM	Wandering Wade at the Dodge County Fair
2nd Place	WHYB FM	Live at the Turkey Drop
3rd Place	WBEV FM	Live at Arts, Blooms, and Brews

Best Interview

1st Place	WBEV FM	Data Center Opposition - The Data Doesn't Add Up
2nd Place	WHYB FM	Kids Interview for Kids Museum Radiothon
3rd Place	WHYB FM	M&M Health Assessment Survey

Best Sports Play By Play

1st Place	WHYB FM	Menominee vs. Pewamo-Westphalia
2nd Place	WBEV FM	Mayville Cardinals Win State Championship
3rd Place	WBEV FM	High School Boys Basketball - Randolph vs. Rio

Best Significant Community Impact

1st Place	WBEV FM	Children's Radiothon Raises Over \$163,000
2nd Place	WHYB FM	Radiothon for Children's Museum

Best Specialty Programming

1st Place	WHYB FM	Chad Koehne - Mother's Day Book
2nd Place	WBEV FM	Old Time Radio Show - A Christmas Carol
3rd Place	WBEV FM	Veterans Day 2025

Best Promotional Announcement

1st Place	WBEV FM	172 Cans of Beer
2nd Place	WHYB FM	Maroons State Championship Promo
3rd Place	WBEV FM	Poker Run Promo

Best Public Service Announcement

1st Place	WBEV FM	Cow Pies for the Kids
2nd Place	WBEV FM	Food Pantry
3rd Place	WHYB FM	Dementia

Best Commercial or Underwriting Announcement

1st Place	WBEV FM	JB Mechanical - Dog Days of Summer
2nd Place	WHYB FM	Camp 5 Terror
3rd Place	WBEV FM	Professional Floor Covering - Sad Wally

Best Humorous Commercial or Underwriting Announcement

1st Place	WHYB FM	Buy-Rite Hippo for Christmas
2nd Place	WBEV FM	Fox Brothers Piggly Wiggly - Sad Starving Wally
3rd Place	WBEV FM	Hometown Glass - The "Talk"

Best Website

1st Place	WBEV FM	DailyDodge.com
2nd Place	WHYB FM	BAY CITIES CONNECT
3rd Place	WHYB FM	Local News

Best Digital Story Presentation

1st Place	WHYB FM	Peshtigo Historical Day Parade
2nd Place	WHYB FM	The City of Marinette Caught in PFAS Lawsuit Over Harbor Dredging
3rd Place	WBEV FM	Meta Steps Forward as Beaver Dam AI Data Center Owner

Best Use of Station Social Media Platforms

1st Place	WBEV FM	WBEV Facebook
2nd Place	WHYB FM	12 Days of Christmas

Best Podcast

1st Place	WBEV FM	Inside BDHS Athletics
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Best Original Digital Content

1st Place	WBEV FM	Belonging - AAUW Unity in Community - featuring John Noltner
2nd Place	WBEV FM	Beaver Dam Mock Crash
3rd Place	WHYB FM	Freedom for Patriots

Best Digital Creator

1st Place	WHYB FM	M&M Game Coverage
2nd Place	WHYB FM	News Director Melissa Ebsch
3rd Place	WBEV FM	Wade Bates

Best Digital Breaking News Coverage

1st Place	WBEV FM	May 15th Tornado
2nd Place	WBEV FM	Train Derailment
3rd Place	WHYB FM	Fifth Street Fire

Large Market Radio Music Format

Best Morning Radio Show

1st Place	WVMO FM	This Week in Music History
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Best Radio Show

1st Place	WHQG FM	Mindy Novotny
2nd Place	WHQG FM	Borna & Mandy
3rd Place	WVMO FM	We Had Joy, We Had Fun

Best Newscast

1st Place	WVMO FM	Bird Report
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Best Interview

1st Place	WKLH FM	Dave, Dorene, & Marcus with Hugh Jackman
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Best Original Feature

1st Place	WJMR FM	Grandma's Court
2nd Place	WZEE FM	Madtown Modern: The Holiday Battle 50% Rule
3rd Place	WYMS FM	Closing of This Is It! Brings Out the Community

Best Live On-Site Broadcast Remote

1st Place	WLSP LP	2025 Classic Car Show
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Best Use of Audio (Non-News)

1st Place	WLSP LP	A Christmas Carol
2nd Place	WRIS FM	Riot Fest
3rd Place	WZEE FM	Inside Krista's Head

Best Sports Coverage

1st Place	WLSP LP	Sun Prairie East Softball vs. Waunakee
2nd Place	WLSP LP	Sun Prairie West Football vs. Oregon

Best Significant Community Impact

1st Place	WWQM FM	WWQM AFCH Radiothon
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Best Specialty Programming

1st Place	WVMO FM	Conectados: A Bilingual Experience Live
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Best Promotional Announcement

1st Place	WHQG FM	Queen's Request
2nd Place	WKLH FM	Where Do You Stash?
3rd Place	WHQG FM	Stash Your Cash

Best Station Promo

1st Place	WRXS FM	Uncle Sam Jam '25
2nd Place	WVMO FM	New Music Discovery Show
3rd Place	WLSP LP	Support WLSP Programming

Best Station Event Promo

1st Place	WVMO FM	Lola's Xmas
2nd Place	WKLH FM	Miracle Marathon 2025 Thank You
3rd Place	WJJO FM	Your Fly's Open

Best Client Event Promo

1st Place	WHQG FM	Ozem-PIG/Baconfest
2nd Place	WVMO FM	Cranksgiving
3rd Place	WZEE FM	29th Annual Celebrity Golf Tournament

Best Public Service Announcement

1st Place	WLSP LP	Election Open House
2nd Place	WLSP LP	Sun Prairie Media Center Membership
3rd Place	WZEE FM	Tellurian: College Peer Pressure

Best Commercial or Underwriting Announcement

1st Place	WRXS FM	Ultimate Confections/Fall Chocolates
2nd Place	WZEE FM	Saunaday

Best Humorous Commercial or Underwriting Announcement

1st Place	WHQG FM	Yutka Fence/In & Out
2nd Place	WJJO FM	Vegas Gentleman's Club - Nothing Fake About The Steak
3rd Place	WZEE FM	TMJ & Sleep Center

Best Website

1st Place	WZEE FM	Z104
2nd Place	WWQM FM	WWQM

Best Use of Station Social Media Platforms

1st Place	WWQM FM	WWQM
2nd Place	WJMR FM	Jammin 98-3
3rd Place	WKLH FM	96.5 WKLH/Dave, Dorene, and Marcus

Best Podcast

1st Place	WYMS FM	The Milwaukee Group Aiming to Change the Face of Golf
2nd Place	WYMS FM	From Planks to Pride: The Local Program Building Boats, Confidence and Character
3rd Place	WZEE FM	Madtown Mom Squad: CEO of Tellurian Discusses Ridding the Stigma of Mental Health

Best Original Digital Content

1st Place	WWQM FM	WWQM
2nd Place	WJMR FM	Joyous Kwanzaa
3rd Place	WYMS FM	Koss: A Symbol of Milwaukee

Best Digital Creator

1st Place	WJMR FM	Don Black
2nd Place	WWQM FM	Cailynn Hensen

Best Digital Live Event Coverage

No Entries

Medium Market Radio Music Format

Best Morning Radio Show

1st Place	WRJN AM	Don Rosen Morning Show
2nd Place	WLKN FM	Melissa in the Morning
3rd Place	WHTQ FM	Kori with a K and The More Music Morning Show - Graduation Show

Best Radio Show

1st Place	WKSZ FM	Reed and Eddie in the Afternoon
2nd Place	WBCV FM	Middays with The Dude
3rd Place	WKSZ FM	Middays with Jayson Slade

Best Newscast

1st Place	WCFW FM	Turkeys
2nd Place	WKSZ FM	KISS FM News with Landen Moore
3rd Place	WKBH FM	A First for Western Wisconsin

Best Interview

1st Place	WRJN AM	Bob Barry
2nd Place	WAPL FM	Craig Gass with Laura Lee and Cutter
3rd Place	WKSZ FM	Hilary from Timber Rattlers in Labor on Air

Best Original Feature

1st Place	WKSZ FM	Name That Tune - Piano Edition with Reed and Eddie
2nd Place	WKSZ FM	Steve on the Street
3rd Place	WLKN FM	Just Kids Dental Tips

Best Live On-Site Broadcast Remote

1st Place	WKSZ FM	Otis, Katie, & Nick at the NFL Draft
2nd Place	WAPL FM	International Incident Costa Rica
3rd Place	WKSZ FM	Reed and Eddie at the NFL Draft

Best Use of Audio (Non-News)

1st Place	WYTE FM	Y106.5 Wake-Up Call - MAAFO
2nd Place	WFON FM	The Bull Pen with Chandra Lynn and Guy David
3rd Place	WKSZ FM	Reed and Eddie - Guess the Celebrity Toe Stubber

Best Sports Coverage

1st Place	WNAM AM	Perez Grand Slam
2nd Place	WNAM AM	Broca Wins Four in a Row
3rd Place	WKSZ FM	Aaron Rodgers is Married

Best Significant Community Impact

1st Place	WBCV FM	Tailgate Tour 2025
2nd Place	WYTE FM	Y106.5 CMN Radiothon Raises Over \$250K
3rd Place	WFON FM	Fond du Lac County Veterans Park Project

Best Specialty Programming

1st Place	WGLX FM	The Forge - Ozzy Tribute
2nd Place	WNAM AM	WNAM Concludes 78 Year History
3rd Place	WRJN AM	Dan Markus Wax Museum

Best Promotional Announcement

1st Place	WHTQ FM	Fly Back to the Millennium
2nd Place	WBCV FM	Flip Flop Jackpot
3rd Place	WKSZ FM	KISSmas Tree Promo

Best Station Promo

1st Place	WBCV FM	AC/DC Ticket Giveaway
2nd Place	WAPL FM	WAPL 80s Weekend
3rd Place	WKSZ FM	Old Skool Jam Weekend

Best Station Event Promo

1st Place	WAPL FM	WAPL X-Mas Bash On Sale
2nd Place	WKSZ FM	Jordan Love Charity Softball Game
3rd Place	WZOR FM	Free Beer and Hot Wings Live

Best Client Event Promo

1st Place	WAPL FM	Free Gas Friday with Kwik Trip
2nd Place	WZOR FM	Grill Like a Pro with Bud Light
3rd Place	WKSZ FM	Let's Do Lunch with The Bar!

Best Public Service Announcement

1st Place	WLKN FM	Good Dog Giving Tree - Wag
2nd Place	WKSZ FM	B.A.B.E.S. Holiday Toy Drive
3rd Place	WKSZ FM	Coats for Kids Campaign

Best Commercial or Underwriting Announcement

1st Place	WWIB FM	The Medicine Shoppe Pharmacies "Protect Yourself"
2nd Place	WWIB FM	Window Depot USA of Northwest WI "Problem Windows"
3rd Place	WKSZ FM	Avenue Jewelers - Big Bling Sale

Best Humorous Commercial or Underwriting Announcement

1st Place	WLKN FM	Manitowoc County Recycling Center
2nd Place	WWIB FM	The Medicine Shoppe Pharmacies - "At Least You Have the Medicine Shoppe!"
3rd Place	WYTE FM	Manke Automotive - Deer Mosquito

Best Website

1st Place	WAPL FM	WAPL.com
2nd Place	WHTQ FM	Hot 96.7
3rd Place	WKSZ FM	95.9 KISS FM

Best Use of Station Social Media Platforms

1st Place	WFDL FM	Mike and Marty Moving
2nd Place	WTCX FM	Gobblefest 26
3rd Place	WHTQ FM	Teacher of the Year 2025

Best Podcast

1st Place	WLKN FM	The Art Beat
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Best Original Digital Content

1st Place	WGEE FM	Savor Wisconsin - Tavern in the Sky
2nd Place	WGEE FM	Operation Christmas Cheer
3rd Place	WLKN FM	Rock Your Putter

Best Digital Creator

1st Place	WFON FM	The Bull Pen with Chandra Lynn and Guy David
2nd Place	WLKN FM	Radio the Dog
3rd Place	WVTY FM	Reid & Chelsey

Best Digital Live Event Coverage

1st Place	WKSZ FM	KISS FM at The NFL Draft - April 24, 2025
2nd Place	WKSZ FM	KISS FM at The NFL Draft - April 25, 2025
3rd Place	WLKN FM	USA Women's Champion Disk Golf Panel

Small Market Radio Music Format

Best Morning Radio Show

1st Place	WLKG FM	LifeMatters with Tom & Nancy
2nd Place	WLST FM	Kit in the Morning
3rd Place	WCQM FM	Joel and The Gray Area Morning Show

Best Radio Show

1st Place	WLKG FM	Middays with Andi
2nd Place	WGLR FM	The Afternoon Cruise with Dave Murphy
3rd Place	WLKG FM	Afternoon Drive with Mike Mason

Best Newscast

1st Place	WLKG FM	Tim Vander Tuuk - November 20, 2025
2nd Place	WGLR FM	WGLR News Reports Concerning UW-Platteville Shooting
3rd Place	WLKG FM	Tim Vander Tuuk - December 4, 2025

Best Interview

1st Place	WJMC FM	Wisconsin Beef Council Sep. 18, 2025
2nd Place	WGLR FM	Interview with Country Star Ashley Ryan
3rd Place	WLKG FM	LifeMatters Interview with Walt Chadick, Yerkes Observatory

Best Original Feature

1st Place	WLKG FM	Gary Theatre
2nd Place	WHTL FM	Get Outdoors - Bria Pank
3rd Place	WSFQ FM	Remember That Year

Best Live On-Site Broadcast Remote

1st Place	WRLS FM	Spooner Rodeo Royalty Committee Chairman Kate Peck
2nd Place	WCOW FM	Live from Hoofbeat Country Fest
3rd Place	WCOW FM	Dairy Breakfast Saturday

Best Use of Audio (Non-News)

1st Place	WHTL FM	Tech Talk Show Open
2nd Place	WLKG FM	Eric's Cassette Collection
3rd Place	WLKG FM	Gary Theatre

Best Sports Coverage

1st Place	WGLR FM	Belmont Braves State Softball Championship Call
2nd Place	WJMC FM	HS Volleyball Sectional Final - Barron vs. Grantsburg Nov. 1, 2025
3rd Place	WLKG FM	Badger High School Baseball - State Semifinals

Best Significant Community Impact

1st Place	WLKG FM	Bridge the Gap Stocking Stuffer Campaign
2nd Place	WLKG FM	Power Partners
3rd Place	WHTL FM	The Veterans Connection

Best Specialty Programming

1st Place	WMBZ FM	Wisconsin State Fair
2nd Place	WRJC FM	Dementia Live
3rd Place	WCOW FM	April Fools

Best Promotional Announcement

1st Place	WLKG FM	Good Morning Wisconsin
2nd Place	WCOW FM	CMA Personality of the Year
3rd Place	WCOW FM	Ben & Arnie Survey Triple Play

Best Station Promo

1st Place	WLKG FM	We Are Where You Are
2nd Place	WCOW FM	CMA's 2025
3rd Place	WCOW FM	Crank Some Country

Best Station Event Promo

1st Place	WLKG FM	96 Days of Summer
2nd Place	WLKG FM	Bridge the Gap Stocking Stuffer Campaign
3rd Place	WGLR FM	WGLR Tim McGraw Online Ticket Giveaway

Best Client Event Promo

1st Place	WCOW FM	TDS Giveaway
2nd Place	WHTL FM	Ashley for the Arts Music Promo 2025
3rd Place	WLKG FM	The Bottle Shop - Decade Party

Best Public Service Announcement

1st Place	WTMB FM	Stroke Awareness
2nd Place	WCOW FM	Sparta Area Cancer Support
3rd Place	WLKG FM	Lake Geneva Jaycees - Venetian Fest

Best Commercial or Underwriting Announcement

1st Place	WHTL FM	Solid Exteriors
2nd Place	WLKG FM	Next Door Pub - Rollback Burgers
3rd Place	WGLR FM	National Mississippi River Museum - Ice Dinosaurs Exhibit

Best Humorous Commercial or Underwriting Announcement

1st Place	WHTL FM	Falls Meat Service Hand Cream (Citrus)
2nd Place	WCOW FM	Sparks Auto Body Deer Talk
3rd Place	WRJC FM	Hometown Heating & Cooling - Grandpa

Best Website

1st Place	WHTL FM	WHTL
2nd Place	WJMC FM	Northwest Now
3rd Place	WLDF FM	92.9: The Torch

Best Use of Station Social Media Platforms

1st Place	WLST FM	Weather Kid Wednesday
2nd Place	WHTL FM	WHTL Social Media
3rd Place	WLST FM	RadioThon for M&M Children's Museum

Best Podcast

1st Place	WCOW FM	Ben & Arnie Backstage Podcast CMA
2nd Place	WCOW FM	Ben & Arnie Backstage Podcast

Best Original Digital Content

1st Place	WRCO AM	Hard of Hearing Student Athlete's Success: Character Inspires Others
2nd Place	WMDC FM	Mayville Football Thriller
3rd Place	WLST FM	Year of Weather Kid - Stephanie, Maddie Edge

Best Digital Creator

1st Place	WLST FM	Wiener Wednesday - Maddie Edge
2nd Place	WCOW FM	Ty Anna
3rd Place	WLKG FM	Good Morning Wisconsin with Eric Paulsen

Best Digital Live Event Coverage

1st Place	WLST FM	M&M Game
2nd Place	WLST FM	Blues, Brews, & BBQ
3rd Place	WLKG FM	Merry Switchmas!

Station of the Year

Television

LARGE MARKET

WISN-TV, Milwaukee



MEDIUM MARKET

WMTV-TV, Madison



SMALL MARKET

WSAW-TV, Wausau



News and Talk Radio

LARGE MARKET

WTMJ-AM, Milwaukee



MEDIUM MARKET

WOMT-FM, Manitowoc



SMALL MARKET

WBEV-FM, Beaver Dam



Music Radio

LARGE MARKET - TIE

WLSP-LP, Sun Prairie
WVMO-LP, Monona



MEDIUM MARKET

WKSZ-FM, Green Bay



SMALL MARKET

WLKG-FM, Lake Geneva



News Operation of the Year

Television

LARGE MARKET

WISN-TV, Milwaukee



MEDIUM MARKET

WMTV-TV, Madison



SMALL MARKET

WSAW-TV, Wausau



News and Talk Radio

LARGE MARKET

WTMJ-AM, Milwaukee



MEDIUM MARKET

WOMT-AM, Manitowoc



SMALL MARKET

WBEV-FM, Beaver Dam





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 Year Award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A subcommittee of the WBA Board of Directors selected the Young Professional of the Year, who will be recognized at the 2026 WBA Summer Conference on June 17-18 in Lake Geneva.

WBA YP of the Year brings patience, positivity to Green Bay newsroom

McKenna Rentmeester

The assistant news director for WFRV-TV in Green Bay, McKenna Rentmeester, is the WBA Young Professional of the Year. Rentmeester was selected by a subcommittee of the WBA Board of Directors from a pool of six YP of the Month honorees highlighted since July 2025 who were recognized for making a significant impact on their stations and communities.

Rentmeester started her career in broadcasting began at the University of Wisconsin - Stevens Point. She used the skills learned as a news intern at WFRV-TV to strengthen SPTV at UWSP. Not long after graduation, she began producing newscasts at WFRV.

She was nominated by WFRV-TV News Director Joe Radske who wrote, "McKenna not only is extremely proficient at producing a compelling newscast, she is a leader who inspires and elevates the individuals who contribute to the newscast."

He said it was her patient leadership that led to her elevation to the position of Executive News Producer and her current position as Assistant News Director.

"I could not find a better person to work alongside as my Assistant ND," Radske wrote. "Before I arrived, WFRV put together all encompassing coverage of

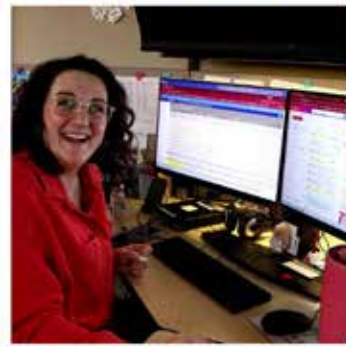
the NFL Draft. Planning began a year out from Draft Day in March, 2025. McKenna was the leader of the coverage plan. Highlights included a story a day, specials produced throughout the year and daylong coverage on Draft Day. Along with keeping a steady eye on daily news coverage, WFRV produces at least (2) specials every month. McKenna is the lead manager to coordinate specials related to Veteran Affairs, Positive Stories and Sustainably Speaking.

Radske said Rentmeester brings patience and positivity to the newsroom every day.

"Every business has a go-to person. McKenna is that go-to person. It doesn't matter if it's mandated news coverage or decorating the newsroom for a holiday, McKenna will be involved.

Rentmeester said her inspiration for getting into broadcasting started with a newscast.

"We were watching a morning news reporter live at a county fair that led us to having a deeper conversation on how I could pursue a job like that. I've always enjoyed reading, telling stories, and a curiosity that drives me to look deeper at obstacles I may face. My studies at the University of Stevens Point further cemented my passion for journalism."



She said she appreciates the new ideas brought in by young broadcasters and the experience of veterans.

"The balance of new and fresh to meet experience and stability is key to any successful news organization."

She encourages other young journalists to be bold and ask questions.

"Asking questions is how we learn best practices to set ourselves up for success. It may seem simple but your perspective matters because more often than not, a viewer will be thinking the same thing."

Rentmeester was recognized at the 2026 Awards Gala on May 2 at the Madison Marriott West.

YP of the Month honorees and YP of the Year nominees included:

- Haley Clark
- Steven Devine
- Emerson Lehmann
- Kayla Williams
- Zach Zelinski

If you'd like to nominate a young professional for this recognition, you can do that here:



WBA celebrates new Hall of Fame space at Hilton Milwaukee

Your WBA Hall of Fame is now available in a newly renovated, more expansive location in the Hilton Milwaukee and a reception was held April 2 to celebrate it.

As part of a wider renovation project at the hotel, the Hall of Fame recently reopened at its new location in a space on the second floor near the high-traffic skyway to the Baird Center. The new location provides more space for expansion of the Hall of Fame for many years to come. It also features a new, larger video display that plays the most recent WBA Hall of Fame program.

The Hilton Milwaukee in downtown Milwaukee has always been a favorite venue for many radio and television events and the tower on top of the building has stood as an icon for broadcasting in Wisconsin since the 1930s. The Hall of Fame, established in 1989, initially opened at the Hilton Milwaukee in 2015.

Ben Marcus, founder of the Marcus Corporation which owns the Hilton, once owned and operated several radio stations in south-eastern Wisconsin. Marcus was also the founder of the Children's Variety Club of Wisconsin, a charity that tied into Wisconsin radio and television stations for decades.

WBA Hall of Famer Bill Hurwitz was instrumental in bringing the Hall of Fame to the Hilton in 2015 and also in making the move to this new space in 2026.

American Awards and Promotions dedicated many hours and tireless effort to this project to make the move possible.

All of the iconic WBA Hall of Fame videos are available to Hall of Fame guests through QR codes posted near each plaque.

This year's inductees will also be announced in the spring and will be recognized June 18 at the WBA Summer Conference at the Grand Geneva Resort in Lake Geneva.



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WMTV-TV, Madison
- Steve Wexler
WEXL Coaching
- Emeritus Members**
- Greg Bell
Retired Broadcaster
- Bill Hurwitz
Retired Broadcaster
- Chuck Steinmetz
Retired Broadcaster

4 to be inducted into WBA Hall of Fame

The Wisconsin Broadcasters Association Foundation is proud to announce the 2026 WBA Hall of Fame inductees:

Dave Magnum has turned a network of radio stations into a second generation legacy in Wisconsin.

Kelly Radandt's broadcasting career reflects a rare blend of strategic leadership, compassion, and unwavering dedication to people and community.

Jeff Tyler's career stands as a testament to integrity, strategic leadership, and a deep belief in the enduring value of local broadcasting.

Steve Wexler has a distinguished career spanning on-air performance, executive leadership, and industry mentorship.

The 2026 Hall of Fame honorees will be celebrated the night of June 18 at the 2026 Summer Conference at the Grand Geneva Resort in Lake Geneva.

Resort in Lake Geneva.

The Wisconsin Broadcasters Hall of Fame was created in 1989 to honor broadcasters that have devoted a minimum of 20 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, more than 160 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 broadcasting 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 in a newly renovated space at the Hilton Milwaukee. 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 18 at the Grand Geneva Resort in Lake Geneva to honor these WBA Hall of Famers.

Dave Magnum

Dave Magnum's first time on the air was in 1976 at age 13 on WNN0 in his hometown of Wisconsin



Magnum

Dells helping his church raise funds for Camp Wawbeek through a radio auction. At 15, WNN0 hired him as a deejay. At 19, he was on WI-BA-FM in Madison. Radio jobs then took him to Kansas and Texas. Dave met his future wife, Lynn, in 1987 when he became Program Director of a Michigan station where she worked in the office. In 1989, the newlyweds moved to Albuquerque, where Dave joined Drake-Chenault as a Regional Manager.

The couple returned to Wisconsin in 1991 to build their first radio station from scratch, a Construction Permit licensed to Tomah they called WBOG to locally brand with the area's cranberry

Continued on page 30 >

Kelly Radandt

Kelly Radandt's broadcasting career reflects a rare blend of strategic leadership, compassion, and unwavering dedication to people



Radandt

and community. Beginning her career in sales, she joined Woodward Community Media in 1989 and quickly distinguished herself through hard work, persistence, and an instinctive understanding of radio's role in local life. Over time, she advanced into senior leadership positions, including General Manager and Director of Broadcast, guiding teams through periods of rapid technological and industry change.

Radandt became known for her empathetic, people-first leadership style. She fosters workplace cultures that valued collaboration, professional development, and work-life balance—often ahead of industry trends. Her ability to

Continued on page 30 >

Jeff Tyler

Jeff Tyler's nearly 50-year broadcasting career is marked by versatility, vision, and a lasting impact on local radio.



Tyler

Beginning as an on-air personality in Wisconsin, Tyler quickly developed a reputation for understanding both the creative and business sides of broadcasting. That rare combination propelled him into leadership roles that would shape major radio markets across Wisconsin and the country.

Over the decades, Tyler guided stations through transformative industry shifts, including ownership consolidation, digital expansion, and multi-platform integration. As a senior executive with iHeartMedia, he served as Market Manager, Regional President, Division President, and ultimately Area President, earning national recognition

Continued on page 30 >

Steve Wexler

Steve Wexler's broadcasting journey began with a childhood passion for radio, making recordings in his home-



Wexler

made "WEXL Studios" in his bedroom, and evolved into a distinguished career spanning on-air performance, executive leadership, and industry mentorship. Wexler worked on-air at WTMJ, WKTI, and WISN before transitioning into management roles that expanded his influence across radio and television.

Wexler held senior leadership positions with major broadcast organizations including Hearst, King Broadcasting, Journal Communications, E.W. Scripps, and Good Karma Brands. His career took him to markets across the country, where he oversaw television and radio operations, guided teams through ownership transitions, and built strong

Continued on page 30 >

4 to be honored as Local Broadcast Legends

Four Wisconsin broadcasters are 2026 WBA Local Broadcast Legends.

Randy Allen, an on-air presence with deep knowledge of country music and unwavering professionalism which has made him a trusted companion to listeners throughout the Green Bay, Appleton, and Oshkosh markets.

Dave Luczak, the voice Milwaukee woke up to, becoming one of the most trusted and enduring figures in local radio.

Rod Perry, a lifelong broadcaster whose career has spanned more than 65 years, making him one of Wisconsin's most enduring voices in

radio.

Susan Siman, a trusted voice in Wisconsin television journalism for nearly four decades, earning a reputation for extraordinary professionalism, integrity, and compassion.

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 20 years at one specific Wisconsin station, or in one specific Wisconsin community or market 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).

This year's honorees will be recognized at the keynote lunch on June 18 during the WBA Summer Conference at the Grand Geneva Resort.

Randy Allen

Randy Allen's broadcasting career spans more than four decades, earning him legendary status in northeast Wisconsin



Allen

radio. Known by his peers as "The Legend," Allen spent nearly 50 years on the air at stations including WGEE, WNCY (Y100), and WGEE-FM in Green Bay. His warm on-air presence, deep knowledge of country music, and unwavering professionalism made him a trusted companion to listeners throughout the Green Bay, Appleton, and Oshkosh markets.

Allen's passion for radio extended well beyond daily programming. He served as emcee for thousands of concerts over his career, including notable introductions for Johnny Cash, who developed a personal friendship with Allen and invited him to shows and private gatherings. Whether on stage, in the studio, or at community events, Allen was known for his genuine connection with audiences and fellow broadcasters alike.

Equally important was

Continued on page 30 >

Dave Luczak

For more than four decades, Dave Luczak was the voice Milwaukee woke up to, becoming one of the most trusted



Luczak

and enduring figures in local radio. Arriving in Milwaukee in 1984, Luczak became the first morning host of what would evolve into 96.5 WKLH. Through format changes, ownership transitions, and an ever-changing media landscape, he remained a constant presence, helping build one of the market's most successful and recognizable morning shows. His style blended humor, music, and local storytelling, creating an authentic connection with listeners that spanned generations.

Luczak's impact extended far beyond the studio. He served as the longtime host of the Children's Wisconsin Miracle Marathon, personally leading every radiothon for more than 25 years and helping raise over \$30 million for children and families across the region. He also played a central role in annual initiatives such as Christmas Is for

Continued on page 30 >

Rod Perry

Rod Perry's broadcasting career began on Christmas Day in 1961 and has spanned more than 65 years, making him one of



Perry

Wisconsin's most enduring voices in radio. During 25 years at WRCO in Richland Center, Perry rose from announcer to program director and station manager, becoming not just the voice of the station, but the voice of the community. His work included news, editorials, talk programming, and play-by-play coverage of more than 5,000 high school sporting events.

Perry's influence extended far beyond the airwaves. Alongside his broadcast career, he dedicated decades to public service, serving on the Richland Center City Council, as acting mayor, leading local utility commissions, and continuing today as a Richland County Board Supervisor. He was also a mentor to generations of broadcasters, many of whom credit Perry with launching and shaping their careers.

Today, Perry remains active in broadcasting through

Continued on page 30 >

Susan Siman

Susan Siman has been a trusted voice in Wisconsin television journalism for nearly four decades, earning a reputation



Siman

for extraordinary professionalism, integrity, and compassion. Beginning her career in Rhinelander, Wausau, and Champaign, Illinois before joining WISC-TV in Madison in 1996, where she has anchored and reported across virtually every newscast, special report, and major breaking news event imaginable. Her calm presence and rigorous preparation have made her one of the most respected journalists in the state.

Beyond the newsroom, Siman has been deeply committed to community service. She has supported countless nonprofit organizations and fundraising efforts, lending her voice and visibility to causes ranging from health care and cancer research to youth services and social equity. She is also a dedicated mentor, providing guidance and support to young journalists and shaping news-

Continued on page 30 >

WBA HALL OF FAME

< *Continued from page 28*

Dave Magnum

bogs. In 1994, they consolidated two more stations. Their plan was to build an all-Wisconsin group with the goal of overlapping I-90/94 signals from La Crosse through Madison to Milwaukee. In 2002, at age 33, Lynn died of breast cancer. Her legacy lives on through their sons, Reid and Ty, plus Reid's wife, Chelsey, who are taking Magnum Media into its second generation.

As of 2026, Magnum has owned 27 AM and FM stations, 25 FM translators, and three LP-TV stations. Dave credits the growth to talented and loyal coworkers. He has also served on the Wisconsin Broadcasters Association Board of Directors and as a Rotarian.

Kelly Radandt

navigate difficult decisions with fairness and transparency earned her the respect of colleagues across departments and markets. She was also a passionate mentor, helping develop countless broadcasters and managers throughout her career.

Her service to the Wisconsin Broadcasters Association has been extensive and impactful. Radandt served on the WBA Board of Directors, became Board Chair in 2014, and continues her involvement through the WBA Foundation. She championed professional education, industry advocacy, and initiatives addressing the future workforce of broadcasting, including engineering development.

Through decades of leadership, mentorship, and advocacy, Kelly Radandt has left an enduring mark on Woodward Community Media and the Wisconsin broadcast industry as a whole.

Jeff Tyler

for his steady leadership and people-first management style. Throughout his career, he mentored countless broadcasters, many of whom now lead stations and markets of their own.

Tyler also played a pivotal role in sports broadcasting, overseeing landmark partnerships with the Green Bay Packers, Wisconsin Badgers, Minnesota Vikings, and Minnesota Gophers. These relationships strengthened local radio's connection to fans and reinforced radio's relevance in an evolving media landscape.

A longtime supporter of the Wisconsin Broadcasters Association, Tyler served on its Board of Directors and actively participated in advocacy and professional development efforts. His career stands as a testament to integrity, strategic leadership, and a deep belief in the enduring value of local broadcasting.

Steve Wexler

station cultures. As head of Journal Radio Group, he led a multi-market operation through significant industry change and later oversaw its successful sale.

A respected thought leader in broadcasting, Wexler has served as Chair of the Wisconsin Broadcasters Association, and on the boards of the National Association of Broadcasters, and the Radio Advertising Bureau, and currently serves on the Wisconsin Broadcasters Foundation Board. Today, through his leadership coaching and consulting work, he continues to mentor broadcasters nationwide, extending a legacy defined by vision, service, and a lifelong commitment to excellence in broadcasting.

LOCAL BROADCAST LEGENDS

< *Continued from page 29*

Randy Allen

Allen's commitment to service. He played a major role in fundraising efforts such as the St. Jude Radiothon and consistently supported local and national charities. Through decades of community involvement, mentorship, and dedication to local radio, Randy Allen exemplifies the power of broadcasting to entertain, connect, and give back.

Dave Luczak

Kids, reinforcing radio's ability to unite a community around service and compassion.

Following his on-air career, Luczak continued his commitment to Children's Wisconsin as a member of the Foundation Board. A broadcaster defined by heart, credibility, and community service, Dave Luczak's legacy reaches far beyond the microphone.

Rod Perry

community radio, with three generations of his family sharing the airwaves on WVMO in Monona. His career reflects the very best of local broadcasting—service, leadership, mentorship, and an unwavering commitment to the communities he served.

Susan Siman

room culture through example.

Known for treating every interview subject with dignity and respect, Siman has built trust with viewers and sources alike. Her career embodies the highest ideals of local journalism—credibility, humanity, and a steadfast commitment to serving Wisconsin communities.

7 graduates added to Walker Broadcast Management Institute



Seven graduates of the Walker Broadcast Management Institute got their briefcases on April 15 as the Institute marked the end 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 Betsy Hagan about developing the people around you, Patricia Clason about leading with emotional intelligence, and Brian Lee on strategic marketing. Matt Kures from UW-Extension spoke at the graduation dinner at the Fluno Center about Wisconsin's economic future.

This year's graduates are:
Mikayla Browne - WNWC-FM

B.J. DeGroot - Woodward Community Media
Nicole Ehlers - Woodward Community Media
Adam Hargrove - Educational Communications Board
Cristina Kay - WNWC-FM
Ken Lundberg - Mid-West Family

Katie Stevenson - Seehafer Broadcasting
The graduates get briefcases to mark their accomplishment. The next Institute courses will be held spring 2027 on the UW-Madison campus. Dates are not yet determined.

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.

WBA Foundation announces date for gubernatorial debate

The WBA Foundation Board will continue its 36-year tradition of holding statewide televised debates for Wisconsin's voters by airing a general election debate in the 2026 Wisconsin gubernatorial race.

Qualifying gubernatorial candidates will be invited to participate in a debate on Oct. 9 at 7 p.m., hosted



Geisler

by Milwaukee PBS. Radio and television stations from across Wisconsin will participate in the production of the debate. Details including panelists and format will be announced later.

The hour-long debate will be made available to radio and television stations throughout Wisconsin for live or delayed broadcast.

"The WBA Foundation is honored to provide this important service to Wisconsin's voters as part of our long history of using our debates to promote the civic and



political process." WBAF President and CEO Michelle Vetterkind said.

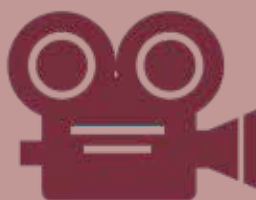
The debate will be moderated by veteran television debate moderator and WBA Hall of Fame inductee Jill Geisler. Geisler is Clinical Professor of Journalism, Leadership and Ethics at Loyola University Chicago. She's from

Wisconsin and was one of the first female news directors of a major market affiliate when she was news director at WITI-TV in Milwaukee. She moderated the WBAF debates in 2014, 2016, 2018, 2022, and 2024.

The WBA encourages its members to inform the public by airing this debate and their own programming to help educate voters ahead of the election. The WBA Foundation debate is sponsored by the Wisconsin Counties Association.

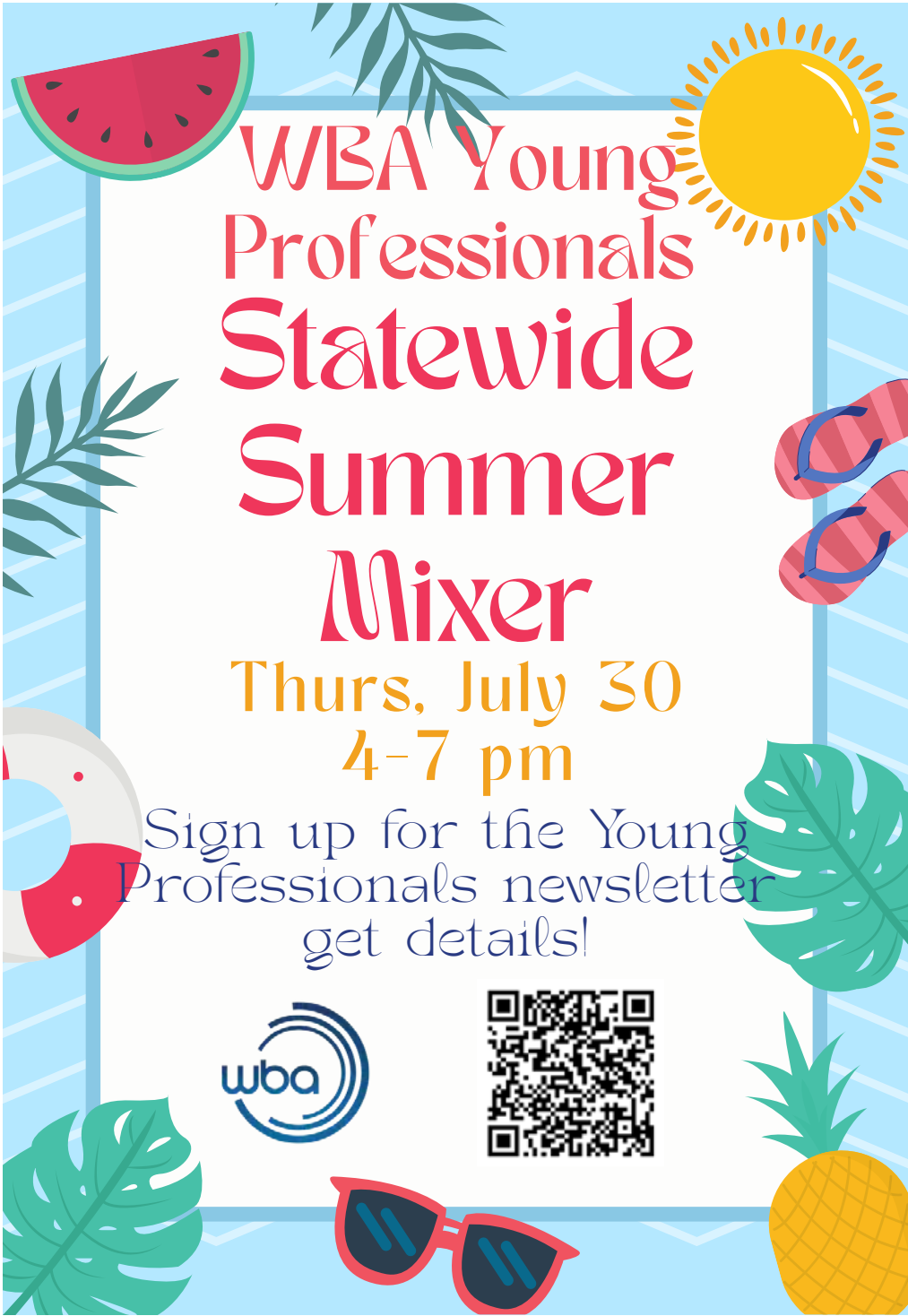
Jowett Fellowship supports training for photographers

This grant is for professional development in the areas of photography and videography. It awards up to \$2,000 in grants annually.



*Submission
Deadline is
June 1*


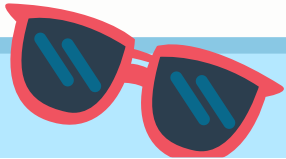


Scan this QR code or apply at: wbafoundation.org/scholarships-grants/rick-jowett-fellowship



WBA Young Professionals Statewide Summer Mixer

Thurs, July 30
4-7 pm

Sign up for the Young Professionals newsletter get details!



May 13
Where Advertisers are Spending on Radio in 2026
Online

May 21
2026 Broadcast Policy Update
Online

June 17-18, 2026
WBA Summer Conference 75th Anniversary
Grand Geneva Resort, Lake Geneva

June 17, 2026
Golf Outing at WBA Summer Conference
Grand Geneva Resort, Lake Geneva

June 16-18, 2026
WBA Duke Wright Media Technology Institute
Grand Geneva Resort, Lake Geneva

Sept. 15-16, 2026
Midwest Regional Broadcasters Clinic
Madison Marriott West

Jan. 20, 2027
WBA State Legislative Day
Wisconsin State Capitol

May 1, 2027
WBA Awards Gala
Madison Marriott West

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

