

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

Medium Market Television

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

