

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 |
|-----------|---------|----------------------------------|

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 |
|-----------|---------|-----------------------------------|

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 |
|-----------|---------|-------------------------------------|

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 |
|-----------|---------|--|

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 |
|-----------|---------|---|

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 |
|-----------|---------|-----------------------|

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 |
|-----------|---------|----------------------------|

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 |
|-----------|---------|-------------|

Best Interview

| | | |
|-----------|---------|--|
| 1st Place | WKLH FM | Dave, Dorene, & Marcus with Hugh Jackman |
|-----------|---------|--|

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 |
|-----------|---------|-----------------------|

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 |
|-----------|---------|---------------------|

Best Specialty Programming

| | | |
|-----------|---------|---|
| 1st Place | WVMO FM | Conectados: A Bilingual Experience Live |
|-----------|---------|---|

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 |
|-----------|---------|--------------|

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, Wausaw



News and Talk Radio

LARGE MARKET

WTMJ-AM, Milwaukee



MEDIUM MARKET

WOMT-FM, Manitowoc



SMALL MARKET

WBEV-FM, Beaver Dam



Music Radio

LARGE MARKET - 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, Wausaw



News and Talk Radio

LARGE MARKET

WTMJ-AM, Milwaukee



MEDIUM MARKET

WOMT-AM, Manitowoc



SMALL MARKET

WBEV-FM, Beaver Dam

