

# 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	<u>WISN Class Act School Supply Drive 2025</u>
2nd Place	WITI TV	<u>Make-a-Wish Season of Giving</u>
3rd Place	WISN TV	<u>WISN Pet Walk Milwaukee 2025</u>

### **Best Commercial or Underwriting Announcement**

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

### **Best Humorous Commercial or Underwriting Announcement**

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

### **Best Website**

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

### **Best Digital Story Presentation**

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

### **Best Use of Station Social Media Platforms**

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

### **Best Original Digital Content**

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

### **Best Digital Creator**

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

### **Best Digital Breaking News Coverage**

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

## **Medium Market Television**

### **Best Morning Newscast**

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

### **Best Evening Newscast**

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

### **Best Sportscast**

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

### **Best Weather Coverage**

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

### **Best Continuing Coverage**

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

### **Best Spot News**

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

### **Best News Writing**

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

### **Best Hard News/Investigative**

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

### **Best Series or Documentary**

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

### **Best Feature**

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

### **Best Live On-Scene Reporting**

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

### **Best Use of Video**

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

### **Best Sports Reporting**

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

### **Best Significant Community Impact**

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

### **Best Specialty Programming**

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

### **Best Image Promotion**

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



### **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	<a href="#"><u>Dairy Farmer Carves His Path Through Life</u></a>
2nd Place	WKBT TV	<a href="#"><u>Smoked to Perfection</u></a>
3rd Place	WKBT TV	<a href="#"><u>More Than Music</u></a>

### **Best Sports Reporting**

1st Place	WSAW TV	<a href="#"><u>A Special SPASH Cross Country Christmas</u></a>
2nd Place	WEAU TV	<a href="#"><u>Adaptive Golfer Joins Team USA</u></a>
3rd Place	WKBT TV	<a href="#"><u>News 8 Now Sports: Lifting to New Heights</u></a>

### **Best Significant Community Impact**

1st Place	WSAW TV	<a href="#"><u>Share Your Holidays</u></a>
2nd Place	WSAW TV	<a href="#"><u>WSAW Diaper Drive</u></a>
3rd Place	WEAU TV	<a href="#"><u>WEAU TV</u></a>

### **Best Specialty Programming**

1st Place	WSAW TV	<a href="#"><u>2025 Home Enhancement Show</u></a>
2nd Place	WSAW TV	<a href="#"><u>2025 Senior Living Show</u></a>
3rd Place	WKBT TV	<a href="#"><u>2025 Maple Leaf Parade</u></a>

### **Best Image Promotion**

1st Place	WSAW TV	<a href="#"><u>Live Local First</u></a>
2nd Place	WSAW TV	<a href="#"><u>Sunrise 7 Breakfast Image Promo</u></a>
3rd Place	WEAU TV	<a href="#"><u>WEAU Evening News - The Chippewa Valley's News Source</u></a>

### **Best Weather Promotion**

1st Place	WSAW TV	<a href="#"><u>First Alert Weather - Accurate</u></a>
2nd Place	WSAW TV	<a href="#"><u>First Alert Weather POP</u></a>
3rd Place	WAOW TV	<a href="#"><u>April Severe Weather POP</u></a>

### **Best Sports Promotion**

1st Place	WKBT TV	<a href="#"><u>Friday Night Frenzy 25</u></a>
2nd Place	WAOW TV	<a href="#"><u>WAOW Is Your WIAA Station</u></a>
3rd Place	WAOW TV	<a href="#"><u>Football Is Back Sports Express</u></a>

### **Best Topical Promotion**

1st Place	WSAW TV	<a href="#"><u>Over the Limit</u></a>
2nd Place	WKBT TV	<a href="#"><u>AI Scam</u></a>
3rd Place	WAOW TV	<a href="#"><u>May Severe Weather POP</u></a>

### **Best Public Service Announcement**

1st Place	WSAW TV	<a href="#"><u>Diaper Drive</u></a>
2nd Place	WSAW TV	<a href="#"><u>CMN Miracle Kids</u></a>
3rd Place	WAOW TV	<a href="#"><u>Patriot K9s - He Grounds Me</u></a>

### **Best Commercial or Underwriting Announcement**

1st Place	WKBT TV	<a href="#"><u>Sweet Valley - We Have That</u></a>
2nd Place	WAOW TV	<a href="#"><u>212 Fitness February Membership Deal</u></a>
3rd Place	WLAX TV	<a href="#"><u>2 Brothers - Built For You</u></a>

### **Best Humorous Commercial or Underwriting Announcement**

1st Place	WSAW TV	<a href="#"><u>Mitten's Holiday Savings</u></a>
2nd Place	WKBT TV	<a href="#"><u>Sealand's 60th Anniversary</u></a>
3rd Place	WSAW TV	<a href="#"><u>Nerds</u></a>

### **Best Website**

1st Place	WKBT TV	<a href="#"><u>News8000.com</u></a>
2nd Place	WAOW TV	<a href="#"><u>WAOW</u></a>
3rd Place	WSAW TV	<a href="#"><u>shareyourholidays.org</u></a>

### **Best Digital Story Presentation**

1st Place	WKBT TV	<a href="#"><u>Morgan Geyser Update</u></a>
2nd Place	WKBT TV	<a href="#"><u>Mobile Pediatric Unit</u></a>
3rd Place	WSAW TV	<a href="#"><u>Forgotten Wisconsin Cold Cases: Krista Sypher - Behind Closed Doors</u></a>

### **Best Use of Station Social Media Platforms**

1st Place	WEAU TV	<a href="#"><u>WEAU</u></a>
2nd Place	WSAW TV	<a href="#"><u>WSAW Instagram Compilation</u></a>
3rd Place	WKBT TV	<a href="#"><u>WKBT News 8 Now Compilation 1</u></a>

### **Best Original Digital Content**

1st Place	WSAW TV	<a href="#"><u>Forgotten: Wisconsin Cold Cases - Who Killed Gerald Mork?</u></a>
2nd Place	WKBT TV	<a href="#"><u>The Search for Eliotte Heinz</u></a>
3rd Place	WSAW TV	<a href="#"><u>Forgotten: Wisconsin Cold Cases - Testing for the Truth</u></a>

### **Best Digital Creator**

1st Place	WSAW TV	<a href="#"><u>Chief Meteorologist Mark Holley</u></a>
2nd Place	WEAU TV	<a href="#"><u>Derrek Dalman</u></a>
3rd Place	WSAW TV	<a href="#"><u>Kassandra Sepeda</u></a>

### **Best Digital Breaking News Coverage**

1st Place	WSAW TV	<a href="#"><u>Two People Found Dead in Wisconsin Rapids</u></a>
2nd Place	WSAW TV	<a href="#"><u>Missing Portage County Girl Found Safe</u></a>
3rd Place	WKBT TV	<a href="#"><u>Semi Fire Under Major Highway</u></a>



### **Best Morning Radio Show**

1st Place	WAUK AM	<a href="#"><u>WAUK All News All Morning</u></a>
2nd Place	WTMJ AM	<a href="#"><u>Wisconsin's Morning News Oct. 16, 2025</u></a>
3rd Place	WMDX AM	<a href="#"><u>John &amp; Gordy in the Morning</u></a>

### **Best Radio Show**

1st Place	WTLX FM	<a href="#"><u>Jim, Matt, &amp; Molly</u></a>
2nd Place	WGKB FM	<a href="#"><u>Truth to Power - Shots Fired in Milwaukee Entertainment District</u></a>
3rd Place	WTLX FM	<a href="#"><u>Wilde and Tausch</u></a>

### **Best Newscast**

1st Place	WAUK AM	<a href="#"><u>Stuart J. Wattles</u></a>
2nd Place	WTMJ AM	<a href="#"><u>Wisconsin's Morning News</u></a>

### **Best Sportscast**

1st Place	WIBA AM	<a href="#"><u>WIBA-AM Sports Host Doug Russell</u></a>
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### **Best Continuing Coverage**

1st Place	WUWM FM	<a href="#"><u>Communities Grapple with "Forever Chemicals"</u></a>
2nd Place	WTMJ AM	<a href="#"><u>Southeast Wisconsin Historic Flooding</u></a>
3rd Place	WUWM FM	<a href="#"><u>Milwaukee Flood Coverage</u></a>

### **Best Spot News**

1st Place	WTMJ AM	<a href="#"><u>Bob Uecker Dies</u></a>
2nd Place	WUWM FM	<a href="#"><u>Milwaukee Groups Call for Shared Risk in Wake of Judge Dugan's Arrest</u></a>
3rd Place	WTMJ AM	<a href="#"><u>Flooding in Wauwatosa</u></a>

### **Best News Writing**

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

### **Best Hard News/Investigative**

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

### **Best Feature**

1st Place	WTMJ AM	<u><a href="#">The 1975 Alexian Brothers Novitiate Standoff</a></u>
2nd Place	WORT FM	<u><a href="#">The Shocking Effects of Stray Voltage</a></u>
3rd Place	WTMJ AM	<u><a href="#">Salute to Service May 22</a></u>

### **Best Use of Audio in Radio News**

1st Place	WMDX AM	<u><a href="#">Evers Lights Holiday Tree at State Capitol</a></u>
2nd Place	WTMJ AM	<u><a href="#">Remembering the Edmund Fitzgerald</a></u>
3rd Place	WTMJ AM	<u><a href="#">Goodbye Mr. Baseball</a></u>

### **Best Live On-Scene Reporting**

1st Place	WTMJ AM	<u><a href="#">The Maxwell Anderson Verdict</a></u>
2nd Place	WTMJ AM	<u><a href="#">Along the Procession Route of a Fallen Officer</a></u>

### **Best Interview**

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

### **Best Sports Play By Play**

1st Place	WTLX FM	<u><a href="#">PrepMania: Bay Port vs. Arrowhead</a></u>
2nd Place	WTLX FM	<u><a href="#">Wisconsin Volleyball vs. Texas - Sweet Sixteen</a></u>
3rd Place	WGKB FM	<u><a href="#">Marquette vs. Brookfield Central High School</a></u>

### **Best Significant Community Impact**

1st Place	WTMJ AM	<u><a href="#">Lance Sijan Memorial Rededication</a></u>
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### **Best Specialty Programming**

1st Place	WTLX FM	<u><a href="#">Wisconsin College GameDay Postgame</a></u>
2nd Place	WGKB FM	<u><a href="#">The Truth Summit</a></u>
3rd Place	WTMJ AM	<u><a href="#">Steve Scaffidi's Salute to Service</a></u>

### **Best Promotional Announcement**

1st Place	WTMJ AM	<u><a href="#">Brewers vs. Mets</a></u>
2nd Place	WTMJ AM	<u><a href="#">WTMJ Severe Weather Alerts</a></u>

### **Best Public Service Announcement**

1st Place	WAUK AM	<u><a href="#">PSA for Mental Health: Father Talks</a></u>
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### **Best Commercial or Underwriting Announcement**

1st Place	WTMJ AM	<u><a href="#">Axis Legal Worn Down By Work</a></u>
2nd Place	WTMJ AM	<u><a href="#">Captivate Exhibits Slam Dunk</a></u>
3rd Place	WUWM FM	<u><a href="#">Paul's Jewelers</a></u>

### **Best Humorous Commercial or Underwriting Announcement**

1st Place	WTMJ AM	<u><a href="#">Sidex Bootiful Bathroom Contest</a></u>
2nd Place	WMDX AM	<u><a href="#">Sugar River Pizza - Kids Menu</a></u>
3rd Place	WMDX AM	<u><a href="#">Sugar River Pizza - Holiday Party</a></u>

### **Best Website**

1st Place	WTMJ AM	<u><a href="#">WTMJ.com</a></u>
2nd Place	WUWM FM	<u><a href="#">WUWM.com</a></u>

### **Best Digital Story Presentation**

1st Place	WUWM FM	<u><a href="#">What Happened to the Victims of the Bay View Massacre?</a></u>
2nd Place	WTMJ AM	<u><a href="#">Milwaukee Police Officer Laid to Rest</a></u>
3rd Place	WTMJ AM	<u><a href="#">Flying for Conservation</a></u>

### **Best Use of Station Social Media Platforms**

1st Place	WUWM FM	<u><a href="#">WUWM Social Media Platforms</a></u>
2nd Place	WTMJ AM	<u><a href="#">WTMJ Instagram</a></u>
3rd Place	WTMJ AM	<u><a href="#">WTMJ Social Media</a></u>

### **Best Podcast**

1st Place	WTMJ AM	<u><a href="#">You Need to Listen, Episode 15: Comedy &amp; Politics</a></u>
2nd Place	WTLX FM	<u><a href="#">Mr. Irrelevant</a></u>
3rd Place	WTLX FM	<u><a href="#">The Jump Around</a></u>

### **Best Original Digital Content**

1st Place	WTMJ AM	<u><a href="#">Capturing the Removal of "Deep Thought" from Lake Michigan</a></u>
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### **Best Digital Creator**

1st Place	WTMJ AM	<u><a href="#">Kristin Brey</a></u>
2nd Place	WUWM FM	<u><a href="#">Jimmy Gutierrez</a></u>

### **Best Digital Breaking News Coverage**

1st Place	WUWM FM	<u><a href="#">Historic Milwaukee-Area Flooding, August 2025</a></u>
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## **Medium Market Radio News and Talk**

### **Best Morning Radio Show**

1st Place	WTAQ AM	<u><a href="#">The Morning News with Matt and Rob</a></u>
2nd Place	WOMT AM	<u><a href="#">The Jim &amp; Rick Show - 16 to Vote</a></u>
3rd Place	WTAQ AM	<u><a href="#">The Morning News with Matt and Rob</a></u>

### **Best Radio Show**

1st Place	WGBW AM	<u><a href="#">NEWisco Weekend - Pride</a></u>
2nd Place	WISS AM	<u><a href="#">NEWisco Weekend - Pride</a></u>
3rd Place	WHBY AM	<u><a href="#">Focus Fox Valley with Hayley Tenpas on Aug. 26, 2025</a></u>

### **Best Newscast**

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

### **Best Sportscast**

1st Place	KFIZ AM	<u><a href="#">KFIZ Morning Sports with Chuck Freimund</a></u>
2nd Place	WFDL AM	<u><a href="#">Source Prep Sports Coverage</a></u>
3rd Place	WOMT AM	<u><a href="#">WOMT Sports</a></u>

### **Best Continuing Coverage**

- 1st Place WTAQ AM [Niko Sila Firing](#)
- 2nd Place WOMET AM [Two Rivers' Search for a New City Manager](#)
- 3rd Place WOMET AM [Kohler Golf Course Lawsuit](#)

### **Best Spot News**

- 1st Place WOMET 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 WOMET AM [Manitowoc Homicide Breaks Seven-Year Streak](#)

### **Best News Writing**

- 1st Place WOMET AM [EEA Chapter 383 Restoring Their Own "Grumpy Duck", the RC-3 Seabee](#)
- 2nd Place WOMET 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 WOMET 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 WOMET 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 WOMET 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 WOMET AM [The Jim & Rick Show - Richest Guy](#)
- 3rd Place WOMET AM [The Jim & Rick Show - Burns Out](#)

### **Best Public Service Announcement**

- 1st Place WOMET AM [Manitowoc County Recycling Center Safety Around Large Equipment](#)
- 2nd Place WTAQ AM [Good Dog Giving Tree - Wag](#)
- 3rd Place WOMET 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 WOMET AM [Woodfire Lodge](#)

### **Best Humorous Commercial or Underwriting Announcement**

- 1st Place WOMET AM [Sputnik Fest](#)
- 2nd Place WOMET AM [Nichols Electric - Holiday](#)
- 3rd Place WOGO AM [Josef's Cheesecake "What Would YOU Do?"](#)

### **Best Website**

- 1st Place WOMET AM [SeehaferNews.com](#)
- 2nd Place KFIZ AM [KFIZ.com](#)
- 3rd Place WHBY AM [WHBY 100](#)

### **Best Digital Story Presentation**

- 1st Place WOMET AM [Packers Running Back Josh Jacobs Reflects on One Year in Titletown](#)
- 2nd Place WOMET 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 WOMET AM [Rock Your Putter](#)

### **Best Podcast**

- 1st Place WOMET AM [The Jim and Rick Show - After the Show Podcast](#)
- 2nd Place WOMET 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 WOMET 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	<u>The Shoreline Shopping Show</u>
2nd Place	WHYB FM	<u>Chuck and Jim - Veterans Day Show 2025</u>
3rd Place	WBZH	<u>Joel and Gray in the Morning</u>

## **Best Radio Show**

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

## **Best Newscast**

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

## **Best Sportscast**

1st Place	WBEV FM	<u>WBEV Sports</u>
2nd Place	WHYB FM	<u>High School Football Roundup</u>

## **Best Continuing Coverage**

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

## **Best Spot News**

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

## **Best News Writing**

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

## **Best Hard News/Investigative**

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

## **Best Feature**

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

## **Best Use of Audio in Radio News**

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

## **Best Live On-Scene Reporting**

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

## **Best Interview**

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

## **Best Sports Play By Play**

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

## **Best Significant Community Impact**

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

## **Best Specialty Programming**

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

## **Best Promotional Announcement**

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

## **Best Public Service Announcement**

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

## **Best Commercial or Underwriting Announcement**

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

## **Best Humorous Commercial or Underwriting Announcement**

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

## **Best Website**

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

## **Best Digital Story Presentation**

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

## **Best Use of Station Social Media Platforms**

1st Place	WBEV FM	<u>WBEV Facebook</u>
2nd Place	WHYB FM	<u>12 Days of Christmas</u>

## **Best Podcast**

1st Place	WBEV FM	<u>Inside BDHS Athletics</u>
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### **Best Original Digital Content**

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

### **Best Digital Creator**

1st Place	WHYB FM	<u>M&amp;M Game Coverage</u>
2nd Place	WHYB FM	<u>News Director Melissa Ebsch</u>
3rd Place	WBEV FM	<u>Wade Bates</u>

### **Best Digital Breaking News Coverage**

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

## **Large Market Radio Music Format**

### **Best Morning Radio Show**

1st Place	WVMO FM	<u>This Week in Music History</u>
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### **Best Radio Show**

1st Place	WHQG FM	<u>Mindy Novotny</u>
2nd Place	WHQG FM	<u>Borna &amp; Mandy</u>
3rd Place	WVMO FM	<u>We Had Joy, We Had Fun</u>

### **Best Newscast**

1st Place	WVMO FM	<u>Bird Report</u>
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### **Best Interview**

1st Place	WKLH FM	<u>Dave, Dorene, &amp; Marcus with Hugh Jackman</u>
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### **Best Original Feature**

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

### **Best Live On-Site Broadcast Remote**

1st Place	WLSP LP	<u>2025 Classic Car Show</u>
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### **Best Use of Audio (Non-News)**

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

### **Best Sports Coverage**

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

### **Best Significant Community Impact**

1st Place	WWQM FM	<u>WWQM AFCH Radiothon</u>
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### **Best Specialty Programming**

1st Place	WVMO FM	<u>Conectados: A Bilingual Experience Live</u>
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### **Best Promotional Announcement**

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

### **Best Station Promo**

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

### **Best Station Event Promo**

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

### **Best Client Event Promo**

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

### **Best Public Service Announcement**

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

### **Best Commercial or Underwriting Announcement**

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

### **Best Humorous Commercial or Underwriting Announcement**

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

### **Best Website**

1st Place	WZEE FM	<u>Z104</u>
2nd Place	WWQM FM	<u>WWQM</u>

### **Best Use of Station Social Media Platforms**

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

### **Best Podcast**

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

### **Best Original Digital Content**

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

### **Best Digital Creator**

1st Place	WJMR FM	<u>Don Black</u>
2nd Place	WWQM FM	<u>Cailynn Hensen</u>

### **Best Digital Live Event Coverage**

No Entries

# Medium Market Radio Music Format

## **Best Morning Radio Show**

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

## **Best Radio Show**

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

## **Best Newscast**

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

## **Best Interview**

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

## **Best Original Feature**

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

## **Best Live On-Site Broadcast Remote**

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

## **Best Use of Audio (Non-News)**

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

## **Best Sports Coverage**

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

## **Best Significant Community Impact**

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

## **Best Specialty Programming**

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

## **Best Promotional Announcement**

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

## **Best Station Promo**

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

## **Best Station Event Promo**

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

## **Best Client Event Promo**

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

## **Best Public Service Announcement**

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

## **Best Commercial or Underwriting Announcement**

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

## **Best Humorous Commercial or Underwriting Announcement**

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

## **Best Website**

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

## **Best Use of Station Social Media Platforms**

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

## **Best Podcast**

1st Place	WLKN FM	<u>The Art Beat</u>
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## **Best Original Digital Content**

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

## **Best Digital Creator**

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

## **Best Digital Live Event Coverage**

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

# Small Market Radio Music Format

## **Best Morning Radio Show**

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

## **Best Radio Show**

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

## **Best Newscast**

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

## **Best Interview**

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

## **Best Original Feature**

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

## **Best Live On-Site Broadcast Remote**

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

## **Best Use of Audio (Non-News)**

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

## **Best Sports Coverage**

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

## **Best Significant Community Impact**

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

## **Best Specialty Programming**

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

## **Best Promotional Announcement**

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

## **Best Station Promo**

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

## **Best Station Event Promo**

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

## **Best Client Event Promo**

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

## **Best Public Service Announcement**

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

## **Best Commercial or Underwriting Announcement**

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

## **Best Humorous Commercial or Underwriting Announcement**

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

## **Best Website**

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

## **Best Use of Station Social Media Platforms**

1st Place	WLST FM	<u>Weather Kid Wednesday</u>
2nd Place	WHTL FM	<u>WHTL Social Media</u>
3rd Place	WLST FM	<u>RadioThon for M&amp;M Children's Museum</u>

## **Best Podcast**

1st Place	WCOW FM	<u>Ben &amp; Arnie Backstage Podcast CMA</u>
2nd Place	WCOW FM	<u>Ben &amp; Arnie Backstage Podcast</u>

## **Best Original Digital Content**

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

## **Best Digital Creator**

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

## **Best Digital Live Event Coverage**

1st Place	WLST FM	<u>M&amp;M Game</u>
2nd Place	WLST FM	<u>Blues, Brews, &amp; BBQ</u>
3rd Place	WLKG FM	<u>Merry Switchmas!</u>

# 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

