



Awards For Excellence

WINNERS LIST 2021

Large Market Television

Best Morning Newscast

- 1st Place WISN TV, [Waukesha Parade Tragedy](#)
- 2nd Place WISN TV, [Bucks In 6: NBA Champs](#)
- 3rd Place WTMJ TV, [TMJ4 News Today - Ryder Cup Begins](#)

Best Evening Newscast

- 1st Place WISN TV, [Bucks Victory Parade](#)
- 2nd Place WISN TV, [Waukesha Parade Tragedy](#)
- 3rd Place WITI TV, [FOX6 News at 10: Waukesha Parade Tragedy](#)

Best Sportscast

- 1st Place WITI TV, [Lily Zhao](#)
- 2nd Place WISN TV, [Stephanie Sutton](#)
- 3rd Place WITI TV, [Tim Van Vooren](#)

Best Weathercast

- 1st Place WITI TV, [Tom Wachs](#)
- 2nd Place WISN TV, [Lindsey Slater](#)
- 3rd Place WISN TV, [Mark Baden](#)

Best Continuing Coverage

- 1st Place WISN TV, [Waukesha Parade Tragedy](#)
- 2nd Place WITI TV, [Waukesha Parade Tragedy Suspect](#)
- 3rd Place WITI TV, [Major Harris](#)

Best Spot News

- 1st Place WISN TV, [Waukesha Parade Tragedy](#)
- 2nd Place WDJT TV, [Major Harris Car Found](#)
- 3rd Place WISN TV, [Bucks In 6: NBA Champs](#)

Best News Writing

- 1st Place WDJT TV, [Experimental Noise Peter Woods](#)
- 2nd Place WITI TV, [Rare Disease Red Tape](#)
- 3rd Place WDJT TV, [Karate in the Park](#)

Best Hard News/Investigative

- 1st Place WISN TV, [Election Clerk Threats](#)
- 2nd Place WITI TV, [Runaway Relationship](#)
- 3rd Place WISN TV, [MPD Gun Discharge Danger](#)

Best Series or Documentary

- 1st Place WMVS TV, [America's Dairyland: At the Crossroads](#)
- 2nd Place WITI TV, [Learning Loss](#)
- 3rd Place WITI TV, [Honoring Veterans Day](#)

Best Feature

- 1st Place WYTU TV, [Maquilladora comparte su historia de superacion](#)
- 2nd Place WITI TV, [Breathing Smarter](#)
- 3rd Place WITI TV, [Healing Through Sound](#)

Best Live On-Scene Reporting

- 1st Place WITI TV, [Aaron Maybin](#)
- 2nd Place WISN TV, [Hannah Hilyard](#)
- 3rd Place WITI TV, [Amelia Jones](#)

Best Use of Video

- 1st Place WDJT TV, [Internationally Ranked Water Skier](#)
- 2nd Place WDJT TV, [Sunrise Photographer](#)
- 3rd Place WITI TV, [Social Media Sensation](#)

Best Sports Reporting

- 1st Place WISN TV, [Stephen Watson](#)
- 2nd Place WISN TV, [Stephanie Sutton](#)
- 3rd Place WDJT TV, [Poblocki Reflects on Miller Park](#)

Best Significant Community Impact

- 1st Place WISN TV, [United For Waukesha](#)
- 2nd Place WISN TV, [Get The Facts On The Vax](#)
- 3rd Place WDJT TV, [Asian in Wisconsin: Battling Bias in the Badger State](#)

Best Specialty Programming

- 1st Place WTMJ TV, [The 2021 Positively Milwaukee Awards](#)
- 2nd Place WMVS TV, [Live from Bradley Symphony Center: The Milwaukee Symphony Orchestra](#)
- 3rd Place WISN TV, [Bucks Championship Parade](#)

Best Image Promotion

- 1st Place WTMJ TV, [That's TMJ4 News](#)
- 2nd Place WITI TV, [This is MKE Summer Version](#)
- 3rd Place WISN TV, [Trust](#)

Best Weather Promotion

- 1st Place WISN TV, [Baden & Slater – Famous Milwaukee Combos](#)
- 2nd Place WITI TV, [FOX6 Weather Experts](#)
- 3rd Place WISN TV, [Mark Baden Winter 2021](#)

Best Sports Promotion

- 1st Place WISN TV, [Celebrating NBA Champions](#)
- 2nd Place WISN TV, [NBA Finals Coverage on WISN 12](#)
- 3rd Place WITI TV, [Packers: All Season Long](#)

Best Topical Promotion

- 1st Place WYTU TV, [T63 News Construction Fraud](#)
- 2nd Place WISN TV, [12 News Investigates - The Reckoning for Renters](#)
- 3rd Place WDJT TV, [Canned Cocktails](#)

Best Public Service Announcement

- 1st Place WTMJ TV, [Hunger Task Force: Home for the Holidays](#)
- 2nd Place WTMJ TV, [The MACC Star Ornament](#)
- 3rd Place WITI TV, [Back to School](#)

Best Commercial or Underwriting Announcement

- 1st Place WTMJ TV, [FHK Open Enrollment](#)
- 2nd Place WISN TV, [Gerhard's Kitchen & Bath Store - We Got This](#)
- 3rd Place WISN TV, [Kettle Moraine Heating and AC - Snow Monster](#)

Best Coverage of Pandemic Recovery

- 1st Place WITI TV, [Vaccine Rollout Complications](#)
- 2nd Place WDJT TV, [Holiday Shopping Surge](#)
- 3rd Place WDJT TV, [It's a Job Seekers Market](#)

Best Website

- 1st Place WTMJ TV, [TMJ4.com - Wisconsin Breaking News, Weather, and Sports](#)
- 2nd Place WMVS TV, [Milwaukee PBS Website](#)
- 3rd Place WITI TV, [FOX6](#)

Best Web Story

- 1st Place WITI TV, [Public Records Show Students Struggling Across SE Wisconsin](#)
- 2nd Place WTMJ TV, [50 years later: An oral history of the 1971 Milwaukee Bucks championship season](#)
- 3rd Place WITI TV, [Confused about COVID-19 vaccine and pregnancy? Doctors push for change](#)

Best Use of Social Media

- 1st Place WISN TV, [Search for Missing 3-year-old Major Harris](#)
- 2nd Place WDJT TV, [Bucks Road to NBA Championship](#)
- 3rd Place WITI TV, [Kyle Rittenhouse Verdict](#)

Best Original Digital Content

- 1st Place WTMJ TV, [My Block: 'It's Not Just a Hood': Take a Tour of the Amani Neighborhood from those who know it best](#)
- 2nd Place WMVS TV, [My Wisconsin Backyard](#)
- 3rd Place WITI TV, [Deff-initely Milwaukee](#)

Best Online Personality

- 1st Place WDJT TV, [Jessob Reisbeck](#)
- 2nd Place WTMJ TV, [Vince Vitrano: Wisconsin's best online personality](#)
- 3rd Place WITI TV, [Suzanne Spencer](#)

Best Online Breaking News Coverage

- 1st Place WITI TV, [Waukesha Christmas Parade Tragedy](#)
- 2nd Place WDJT TV, [Waukesha Christmas Parade CBS58.com](#)
- 3rd Place WTMJ TV, [Waukesha Christmas Parade Tragedy - TMJ4](#)

Medium Market Television

Best Morning Newscast

- 1st Place WISC TV, [News 3 Now This Morning: Overnight Tornadoes](#)
- 2nd Place WLUK TV, [Good Day Wisconsin - Jan. 15, 2021](#)
- 3rd Place WMTV TV, [NBC15's The Morning Show - June 15, 2021](#)

Best Evening Newscast

- 1st Place WISC TV, [News 3 Now at 6: ChemTool Explosion](#)
- 2nd Place WKOW TV, [27 News at 6 - Nov. 22, 2021](#)
- 3rd Place WMTV TV, [NBC15 News at 6 - Nov. 22, 2021](#)

Best Sportscast

- 1st Place WMTV TV, [NBC15 Sports](#)
- 2nd Place WKOW TV, [WKOW Sports](#)
- 3rd Place WMTV TV, [NBC15 Sports with Leah Doherty](#)

Best Weathercast

- 1st Place WKOW TV, [John Zeigler](#)
- 2nd Place WBAY TV, [Steve Beylon](#)
- 3rd Place WMTV TV, [First Alert Meteorologist Brian Doogs](#)

Best Continuing Coverage

- 1st Place WMTV TV, [Remembering Evan, Simon and Jack](#)
- 2nd Place WISC TV, [News 3 Now Investigates: Unemployment Issues](#)
- 3rd Place WFRV TV, [Town of Lawrence Investigation](#)

Best Spot News

- 1st Place WMTV TV, [Boscobel Tornado](#)
- 2nd Place WMTV TV, [Rockton Plant Fire](#)
- 3rd Place WISC TV, [Coverage of Overnight Tornadoes](#)

Best News Writing

- 1st Place WKOW TV, [Revisiting Key Figures in Madison Unrest](#)
- 2nd Place WISC TV, [Restaurants try to return](#)
- 3rd Place WKOW TV, [Marine in Crisis](#)

Best Hard News/Investigative

- 1st Place WISC TV, [News 3 Now Investigates: State of Hate](#)
- 2nd Place WBAY TV, [Dept. of Corrections Crisis](#)
- 3rd Place WKOW TV, [Madison's Most Dangerous Road](#)

Best Series or Documentary

- 1st Place WLUK TV, [Survivors' Story](#)
- 2nd Place WBAY TV, [9/11, Twenty Years Later](#)
- 3rd Place WISC TV, [Inside the Covid Wing](#)

Best Feature

- 1st Place WMTV TV, [Back on Track](#)
- 2nd Place WISC TV, [Punching against Parkinson's](#)
- 3rd Place WISC TV, [Wisconsin's Dr. Fauci: The Voice of Trust](#)

Best Live On-Scene Reporting

- 1st Place WMTV TV, [NBC15's Elizabeth Wadas](#)
- 2nd Place WKOW TV, [George Smith](#)
- 3rd Place WBAY TV, [Jason Zimmerman](#)

Best Use of Video

- 1st Place WMTV TV, [Pace of the Paddle](#)
- 2nd Place WMTV TV, [Big Art, Big Heart](#)
- 3rd Place WKOW TV, [Powering Politics](#)

Best Sports Reporting

- 1st Place PBS Wisconsin, [Para Nordic Skier](#)
- 2nd Place WMTV TV, [From Farm to Finish Line](#)
- 3rd Place WMTV TV, [Family Field Goals](#)

Best Significant Community Impact

- 1st Place WISC TV, [News 3 Now Vaccine Day](#)
- 2nd Place WMTV TV, [26th Annual NBC15 Share Your Holidays](#)
- 3rd Place WBAY TV, [CP Telethon Pivots for Pandemic](#)

Best Specialty Programming

- 1st Place WBAY TV, [Cover 2: Draft Edition](#)
- 2nd Place WBAY TV, [Cover 2: Road 2 Tampa](#)
- 3rd Place WMTV TV, [NBC15 Sounds of the Season 2021](#)

Best Image Promotion

- 1st Place WKOW TV, [Amber Noggle - "Career"](#)
- 2nd Place PBS Wisconsin, [PBS Wisconsin - Anywhere](#)
- 3rd Place WISC TV, [News 3 Now - "AM News Image 2021"](#)

Best Weather Promotion

- 1st Place WKOW TV, [Tornado: Deb Cross Plains](#)
- 2nd Place WMTV TV, [First Alert Spring 2021](#)
- 3rd Place WKOW TV, [4 Degree Guarantee - "Cold Hard Cash"](#)

Best Sports Promotion

- 1st Place WKOW TV, [Lance Veesser - "Career"](#)
- 2nd Place WBAY TV, [Cover 2 Video Game](#)
- 3rd Place WKOW TV, [Lance Veesser - "Wisconsin Fans"](#)

Best Topical Promotion

- 1st Place WKOW TV, [Ghost Kitchens](#)
- 2nd Place WISC TV, [News 3 Now - "Chauvin Verdict Reaction"](#)
- 3rd Place WBAY TV, [An Unforgettable Veteran](#)

Best Public Service Announcement

- 1st Place WKOW TV, [Taste Of Madison "Game Plan"](#)
- 2nd Place WFRV TV, [Veterans Day](#)
- 3rd Place WKOW TV, [Toys For Tots](#)

Best Commercial or Underwriting Announcement

- 1st Place WISC TV, [Attic Angel Community - "Smiles"](#)
- 2nd Place WFRV TV, [Sandberg K9 Solutions](#)
- 3rd Place WKOW TV, [Crazy Frank's](#)

Best Coverage of Pandemic Recovery

- 1st Place WMTV TV, [Moving Forward During The Pandemic](#)
- 2nd Place WKOW TV, [WKOW](#)
- 3rd Place WISC TV, [News 3 Now: Vaccine HQ](#)

Best Website

- 1st Place PBS Wisconsin, [Meet the Lab](#)
- 2nd Place WISC TV, [Channel3000.com's State of Hate](#)
- 3rd Place WISC TV, [Channel3000.com](#)

Best Web Story

- 1st Place WKOW TV, [Madison's Most Dangerous Road: the Uphill Fight to Make East Washington Avenue Safer](#)
- 2nd Place WISC TV, [State of Hate: Part 1](#)
- 3rd Place WISC TV, [The Chandler Halderson case: A Timeline](#)

Best Use of Social Media

- 1st Place WKOW TV, [27 News WKOW Social Media](#)
- 2nd Place WBAY TV, [Oneida Shooting](#)
- 3rd Place WLUK TV, [FOX 11 Social Media](#)

Best Original Digital Content

- 1st Place PBS Wisconsin, [Why Race Matters](#)
- 2nd Place WLUK TV, [1 Year of COVID-19: Timeline](#)
- 3rd Place PBS Wisconsin, [aka Teacher](#)

Best Online Personality

- 1st Place WMTV TV, [Tim Elliott](#)
- 2nd Place WKOW TV, [John Zeigler](#)
- 3rd Place WKOW TV, [George Smith](#)

Best Online Breaking News Coverage

- 1st Place WBAY TV, [Fox River Mall Shooting](#)
- 2nd Place WLUK TV, [Oneida Casino Shooting](#)
- 3rd Place WKOW TV, [Waukesha Parade Tragedy](#)

Small Market Television

Best Morning Newscast

- 1st Place WAOW TV, [Severe Storm Coverage](#)
- 2nd Place WQOW TV, [WQOW Daybreak](#)
- 3rd Place WKBT TV, [News 8 Now This Morning Fire and Snow](#)

Best Evening Newscast

- 1st Place WZAW TV, [Evening Newscast: Feb. 4, 2021](#)
- 2nd Place WSAW TV, [July Storm Clean-up](#)
- 3rd Place WQOW TV, [6 p.m. Report](#)

Best Sportscast

- 1st Place WQOW TV, [WQOW Sportscast](#)
- 2nd Place WKBT TV, [News 8 Sports](#)
- 3rd Place WEAU TV, [Sportscene 13](#)

Best Weathercast

- 1st Place WXOW TV, [Alyssa Triplett Compilation](#)
- 2nd Place WZAW TV, [Chad Franzen Meteorologist Compilation](#)
- 3rd Place WEAU TV, [Darren Maier Compilation](#)

Best Continuing Coverage

- 1st Place WKBT TV, [Troubled Taps](#)
- 2nd Place WQOW TV, [DA Gary King Resigns](#)
- 3rd Place WEAU TV, [Allegations of Misconduct](#)

Best Spot News

- 1st Place WAOW TV, [Plane Crash](#)
- 2nd Place WSAW TV, [July Storm Leaves People Cleaning Up](#)
- 3rd Place WQOW TV, [Megacryometeor](#)

Best News Writing

- 1st Place WEAU TV, [Vaccine 180](#)
- 2nd Place WQOW TV, [Bloodlines of Service](#)
- 3rd Place WSAW TV, [Three Generations of Athens Basketball](#)

Best Hard News/Investigative

- 1st Place WAOW TV, [Sex Predators in the Classroom](#)
- 2nd Place WKBT TV, [Center of Contamination](#)
- 3rd Place WSAW TV, [Billed for a COVID-19 Vaccine](#)

Best Series or Documentary

- 1st Place WXOW TV, [Top of Mind](#)
- 2nd Place WXOW TV, [Roger Harring: Football and Beyond](#)
- 3rd Place WSAW TV, [Finding Refuge in Central Wisconsin](#)

Best Feature

- 1st Place WKBT TV, [Painting with a Purpose](#)
- 2nd Place WSAW TV, [Rudolph Rock Turns 50](#)
- 3rd Place WEAU TV, [Unlikely Adoption](#)

Best Live On-Scene Reporting

- 1st Place WSAW TV, [Emerson Lehmann Live Reporting Compilation](#)
- 2nd Place WEAU TV, [Phoebe Murray Compilation](#)
- 3rd Place WAOW TV, [Mike Breunling](#)

Best Use of Video

- 1st Place WKBT TV, [A Mighty Response](#)
- 2nd Place WKBT TV, [Cathedral Restoration](#)
- 3rd Place WSAW TV, [You Know You're From Medford: Cole Hartl](#)

Best Sports Reporting

- 1st Place WXOW TV, [Drew's Crew](#)
- 2nd Place WSAW TV, [The Perseverance of Noah Eckelberg](#)
- 3rd Place WEAU TV, [Kenny The Jet](#)

Best Significant Community Impact

- 1st Place WQOW TV, [Dancing with the Eau Claire Stars](#)
- 2nd Place WSAW TV, [Share Your Holidays](#)
- 3rd Place WSAW TV, [Buddy Check 7 Awareness Week](#)

Best Specialty Programming

- 1st Place WSAW TV, [The Home Enhancement Show 2021](#)
- 2nd Place WSAW TV, [The Wausau Conservatory of Music - 40th Anniversary](#)
- 3rd Place WAOW TV, [Jefferson Award Special](#)

Best Image Promotion

- 1st Place WKBT TV, [Mom Thoughts](#)
- 2nd Place WSAW TV, [Anchor Changes - Musical Chairs](#)
- 3rd Place WSAW TV, [Local News Matters](#)

Best Weather Promotion

- 1st Place WKBT TV, [Here We Go](#)
- 2nd Place WEAU TV, [December Storms POP](#)
- 3rd Place WJFW TV, [What's the Weather?](#)

Best Sports Promotion

- 1st Place WAOW TV, [Bucks Parade](#)
- 2nd Place WKBT TV, [Foul Ball](#)
- 3rd Place WQOW TV, [Sports Overtime Promo](#)

Best Topical Promotion

- 1st Place WSAW TV, [Fighting for the Future](#)
- 2nd Place WAOW TV, [Child Predators](#)
- 3rd Place WSAW TV, [Shaken Baby Syndrome](#)

Best Public Service Announcement

- 1st Place WLAX TV, [Get on Living Stronger](#)
- 2nd Place WEAU TV, [The Hub](#)
- 3rd Place WAOW TV, [School Bus Safety](#)

Best Commercial or Underwriting Announcement

- 1st Place WJFW TV, [S&B Asphalt Paving](#)
- 2nd Place WKBT TV, [Making it Cool](#)
- 3rd Place WKBT TV, [HD Metal](#)

Best Coverage of Pandemic Recovery

- 1st Place WKBT TV, [Packet Problems](#)
- 2nd Place WAOW TV, [COVID Longhaul](#)
- 3rd Place WEAU TV, [La Crosse County Covid-19. One Year Later](#)

Best Website

- 1st Place WQOW TV, [WQOW.com](#)
- 2nd Place WAOW TV, [WAOW.com](#)
- 3rd Place WEAU TV, [WEAU 13 News](#)

Best Web Story

- 1st Place WEAU TV, [Historic December Storms Leave Widespread Damage. Power Outages in Western Wisconsin](#)
- 2nd Place WSAW TV, [Need to Be Heard](#)
- 3rd Place WEAU TV, [Icy roads lead to multiple crashes, road closures on I-94](#)

Best Use of Social Media

- 1st Place WEAU TV, [WEAU 13 News Social Media](#)
- 2nd Place WQOW TV, [WQOW Social Media](#)
- 3rd Place WKBT TV, [News 8 Now](#)

Best Original Digital Content

- 1st Place WSAW TV, [NewsChannel 7 Sports Podcasts](#)
- 2nd Place WLAX TV, [FOX Fantasy Insiders](#)
- 3rd Place WEAU TV, [9th Annual Clearwater Winter Parade](#)

Best Online Personality

- 1st Place WSAW TV, [Holly Chilsen Social Media](#)
- 2nd Place WZAW TV, [Mark Holley Social Media](#)
- 3rd Place WSAW TV, [Kassandra Sepeda Social Media](#)

Best Online Breaking News Coverage

- 1st Place WKBT TV, [La Crosse Triple Homicide](#)
- 2nd Place WAOW TV, [Storm Coverage](#)
- 3rd Place WEAU TV, [Dec. 23 Interstate 94 Crashes & Closure](#)



Best Morning Radio Show

- 1st Place WGKB FM, [MKE in the Morning](#)
- 2nd Place WKTJ FM, [Jen, Gabe, and Chewy](#)
- 3rd Place WSSP AM, [Bart Winkler Morning Show - Predicting NBA Championship](#)

Best Radio Show

- 1st Place WUWM FM, [Lake Effect Dec. 30, 2021](#)
- 2nd Place WTMJ AM, [Wisconsin's Afternoon News](#)
- 3rd Place WISN AM, [The Dan O'Donnell Show](#)

Best Newscast

- 1st Place WTMJ AM, [Wisconsin's Afternoon News](#)
- 2nd Place WTMJ AM, [Wisconsin's Morning News](#)
- 3rd Place No entry

Best Sportscast

- 1st Place WTMJ AM, [Greg Matzek](#)
- 2nd Place WTMJ AM, [Bryan Dee](#)
- 3rd Place No entry

Best Continuing Coverage

- 1st Place WTMJ AM, [Bucks Championship Run](#)
- 2nd Place WTMJ AM, [Kyle Rittenhouse Trial](#)
- 3rd Place WISN AM, [The Waukesha Parade Massacre](#)

Best Spot News

- 1st Place WTMJ AM, [Waukesha Christmas Parade Tragedy](#)
- 2nd Place WORT FM, [East High School Students Walk Out Over Alleged Assault](#)
- 3rd Place WTMJ AM, [Overnight tornadoes hit southeast Wisconsin](#)

Best News Writing

- 1st Place WTMJ AM, [Vegan Fish Fry](#)
- 2nd Place WTMJ AM, [Bee Farming](#)
- 3rd Place WUWM FM, [‘It’s Tangible’: George Marshall Clark, Milwaukee’s Only Known Lynching Victim, Now Memorialized With Headstone](#)

Best Hard News/Investigative

- 1st Place WORT FM, [On Call With Madison’s Crisis Response Team](#)
- 2nd Place WGKB FM, [The Tory Lowe Show Electrical Fires](#)
- 3rd Place WISN AM, [A Tragedy 15 Years in the Making](#)

Best Feature

- 1st Place WUWM FM, [The Art & Science of Making Cowbells](#)
- 2nd Place WTMJ AM, [Remembering Austin](#)
- 3rd Place WISN AM, [A Greek Freak, An American Story](#)

Best Use of Audio in Radio News

- 1st Place WUWM FM, [Milwaukee Father-Son Duo Carries On Rich Tradition Of Latin Percussion](#)
- 2nd Place WTMJ AM, [Pond Hockey](#)
- 3rd Place WORT FM, [Watch Repairing: A Journey And Craft](#)

Best Live On-Scene Reporting

- 1st Place WTMJ AM, [Ryder Cup](#)
- 2nd Place WTMJ AM, [Bucks Championship Parade](#)
- 3rd Place No entry

Best Interview

- 1st Place WTMJ AM, [Congressman Mike Gallagher](#)
- 2nd Place WGKB FM, [Truth in the Afternoon with Dr. Ken Harris](#)
- 3rd Place WGKB FM, [Truth in the Afternoon with Dr. Ken Harris](#)

Best Sports Play By Play

- 1st Place WIBA AM, [Waukesha Wins 7th State Football Championship](#)
- 2nd Place WKTI FM, [Catholic Memorial at Pewaukee](#)
- 3rd Place WIBA AM, [Franklin Caps Off Unbeaten Season With State Football Championship](#)

Best Significant Community Impact

- 1st Place WTMJ AM, [WTMJ Cares- Penfield Children’s Center](#)
- 2nd Place WGKB FM, [Senior Spotlight - 101.7 The Truth](#)
- 3rd Place WTMJ AM, [Kids 2 Kids Christmas](#)

Best Specialty Programming

- 1st Place Wisconsin Public Radio, [The People and Their Packers](#)
- 2nd Place WKTI FM, [Scalzo & Brust Championship Afterparty](#)
- 3rd Place WTMJ AM, [Remembering Hank Aaron](#)

Best Promotional Announcement

- 1st Place WTMJ AM, [Brew October](#)
- 2nd Place WORT FM, [833-WORTCAR](#)
- 3rd Place WKTI FM, [Bucks Are Championship Dogs](#)

Best Public Service Announcement

- 1st Place No entry
- 2nd Place No entry
- 3rd Place No entry

Best Commercial or Underwriting Announcement

- 1st Place WTMJ AM, [Valvoline](#)
- 2nd Place WTMJ AM, [Mars Cheese Castle](#)
- 3rd Place WSSP AM, [John Paul’s Automotive: Everytime A Bell Rings](#)

Best Humorous Commercial or Underwriting Announcement

- 1st Place WTMJ AM, [Midwest Heating & Cooling](#)
- 2nd Place WSSP AM, [Just Not Salt and Pepper: “Bob’s Here”](#)
- 3rd Place WSSP AM, [Just Not Salt and Pepper: “Bob’s Hot”](#)

Best Coverage of Pandemic Recovery

- 1st Place WTMJ AM, [Vacs Facts Roundtable](#)
- 2nd Place WTMJ AM, [Salute to Service](#)
- 3rd Place No entry

Best Website

- 1st Place WTMJ AM, [WTMJ.com](#)
- 2nd Place Wisconsin Public Radio, [WPR.org](#)
- 3rd Place Wisconsin Public Radio, [WPR’s Coronavirus Section](#)

Best Web Story

- 1st Place WTMJ AM, [9/11: 20 Years Later](#)
- 2nd Place Wisconsin Public Radio, [A Semi-Pro Football Team That Always Drew A Crowd: The Little Chute Flying Dutchmen](#)
- 3rd Place Wisconsin Public Radio, [Evacuees at Fort McCoy](#)

Best Use of Social Media

- 1st Place WTMJ AM, [Bucks Championship Parade](#)
- 2nd Place WSSP AM, [Bart Winkler’s Parade Guarantee](#)
- 3rd Place Wisconsin Public Radio, [WPR’s Facebook Pages](#)

Best Original Digital Content

- 1st Place Wisconsin Public Radio, [WHYsconsin](#)
- 2nd Place Wisconsin Public Radio, [Mapped Out](#)
- 3rd Place WORT FM, [Local Election Guide: Spring 2021](#)

Best Online Personality

- 1st Place WTMJ AM, [Bryan Dee](#)
- 2nd Place Wisconsin Public Radio, [Angela Major - Twitter](#)
- 3rd Place WTMJ AM, [Greg Matzek](#)

Best Online Breaking News Coverage

- 1st Place Wisconsin Public Radio, [Waukesha Parade](#)
- 2nd Place Wisconsin Public Radio, [Kyle Rittenhouse Trial Verdict](#)
- 3rd Place WTMJ AM, [Powerful storms hit southeast Wisconsin](#)

*Medium Market Radio
News and Talk*

Best Morning Radio Show

- 1st Place WKTY AM, [Best Morning Show 1](#)
- 2nd Place WAYY AM, [The Dan Kasper Show](#)
- 3rd Place WOMT AM, [Jim and Rick Show](#)

Best Radio Show

- 1st Place WSCO AM, [Appleton Trophy Fantasy Football Show with Leo. Balky. and Alex - Nov. 4, 2021](#)
- 2nd Place WOMT AM, [Rick Sawyer](#)
- 3rd Place WHWC FM, [The West Side - Sexual Assault Awareness & Prevention](#)

Best Newscast

- 1st Place WSAU FM, [The WSAU Wisconsin Morning News](#)
- 2nd Place WRJN AM, [Martice Fuller Trial](#)
- 3rd Place WTAQ AM, [WTAQ's Morning News](#)

Best Sportscast

- 1st Place WFDL AM, [The Source Sportscast](#)
- 2nd Place WOMT AM, [WOMT Sports](#)
- 3rd Place None selected

Best Continuing Coverage

- 1st Place WFDL AM, [Covid Recovery](#)
- 2nd Place WTAQ AM, [Fox Fiver Mall Shooting](#)
- 3rd Place WTAQ AM, [Oneida Casino Shooting](#)

Best Spot News

- 1st Place WOMT AM, [Mishicot Girls Basketball Welcomed Home](#)
- 2nd Place WTAQ AM, [Baby at Walgreens](#)
- 3rd Place WFDL AM, [Blown Away](#)

Best News Writing

- 1st Place WTAQ AM, [Kwik Trip Fangirl](#)
- 2nd Place WSAU FM, [Last Call for Schofield Mobile Home Park Residents](#)
- 3rd Place WRJN AM, [O.W.I. Charges](#)

Best Hard News/Investigative

- 1st Place WTAQ AM, [Hubbard Street Violence](#)
- 2nd Place WOMT AM, [Afghan Interpreter, Give Them the Opportunity to Live](#)
- 3rd Place WFDL AM, [Riverboat Outbreak](#)

Best Feature

- 1st Place WTAQ AM, [9/11 Twenty Years Later: Wisconsin Remembers](#)
- 2nd Place WTAQ AM, [Old Glory Honor Flight Is Back In The Sky](#)
- 3rd Place WOMT AM, [Battling PTSD One Dog at a Time](#)

Best Use of Audio in Radio News

- 1st Place WOMT AM, [Inline Speed Skating Team Competes](#)
- 2nd Place WTAQ AM, [Tailgaters Flock Back To Lambeau Field](#)
- 3rd Place WTAQ AM, [Zebra On The Loose](#)

Best Live On-Scene Reporting

- 1st Place WOMT AM, [Remember the Fallen](#)
- 2nd Place WTAQ AM, [Lambeau Field Is Open For Business](#)
- 3rd Place WOMT AM, [S.S. Badger Season Arrives](#)

Best Interview

- 1st Place WLBL FM, [ISIS Threat](#)
- 2nd Place WSAU FM, [Marathon County Health Department says don't take the horse meds](#)
- 3rd Place WOMT AM, [Prevea Health Matters](#)

Best Sports Play By Play

- 1st Place WSCO AM, [Joey D. : Lourdes Academy vs. The Prairie School March 5, 2021](#)
- 2nd Place WRIG AM, [D.C. Everest football vs Marshfield](#)
- 3rd Place KFIZ AM, [St. Mary Springs Back To Back State Hockey Champions](#)

Best Significant Community Impact

- 1st Place WOMT AM, [Giving Tree](#)
- 2nd Place No entry
- 3rd Place No entry

Best Specialty Programming

- 1st Place WKTY AM, [A Lead Balloon Tribute to Mike Kearns](#)
- 2nd Place WOMT AM, [5:30 Fair Report](#)
- 3rd Place WOMT AM, [Sports Talk](#)

Best Promotional Announcement

- 1st Place WTAQ AM, [9/11 Remembered](#)
- 2nd Place WOMT AM, [WOMT Shoreline Text Line](#)
- 3rd Place WOMT AM, [WOMT Events Calendar](#)

Best Public Service Announcement

- 1st Place WOMT AM, [Puppergram](#)
- 2nd Place No entry
- 3rd Place No entry

Best Commercial or Underwriting Announcement

- 1st Place WOGO AM, [The Medicine Shoppe "We'll Bring Them To You!"](#)
- 2nd Place WOGO AM, [The Medicine Shoppe "We Take The Time"](#)
- 3rd Place WOMT AM, [Schnell Electric](#)

Best Humorous Commercial or Underwriting Announcement

- 1st Place WOGO AM, [JY Collision Center "Real Winter Drivers"](#)
- 2nd Place WOGO AM, [MyPillow "It's A Wonderful Night's Sleep"](#)
- 3rd Place WSAU F, [Death-Grip Motorsports](#)

Best Coverage of Pandemic Recovery

- 1st Place WFDL AM, [The Pandemic Roller Coaster](#)
- 2nd Place WOMT AM, [Pandemic Recovery](#)
- 3rd Place No entry

Best Website

- 1st Place WSAU FM, [WSAU.com](#)
- 2nd Place WAYY AM, [sportstalk1051.com](#)
- 3rd Place WOMT AM, [SeehaferNews.com](#)

Best Web Story

- 1st Place WOMT AM, [Give Them the Opportunity to Live](#)
- 2nd Place WSAU FM, [Wausau Mayor Declares City "A Community For All," County Supervisors Respond to NYT Article](#)
- 3rd Place WOMT AM, [Big Blue Wins Coolest Thing Made in WI](#)

Best Use of Social Media

- 1st Place WOMT AM, [Facebook Frenzy](#)
- 2nd Place WSAU FM, [WSAU Facebook and Twitter](#)
- 3rd Place WOMT AM, [Boelter's Remote](#)

Best Original Digital Content

- 1st Place WOMT AM, [Remember the Fallen](#)
- 2nd Place WIZM AM, [Music, It's All The Same Damn Thing](#)
- 3rd Place WSAU FM, [Tom King's Blog](#)

Best Online Personality

- 1st Place WAYY AM, [Dan Kasper](#)
- 2nd Place WOMT AM, [Ryan Brahm](#)
- 3rd Place WOMT AM, [Terry Stevenson](#)

Best Online Breaking News Coverage

- 1st Place WOMT AM, [MPD Teacher Assault](#)
- 2nd Place WOMT AM, [Nuclear Power Plant Vaccine Mandate](#)
- 3rd Place No entry

Small Market Radio News and Talk

Best Morning Radio Show

- 1st Place WRJO FM, [Wake up with The Wolf](#)
- 2nd Place WHYB FM, [Our Town Opioid Crisis Grant](#)
- 3rd Place WBEV AM, [WBEV Morning Show](#)

Best Radio Show

- 1st Place WBEV AM, [Breaktime](#)
- 2nd Place WFBZ FM, [The Sports Lead](#)
- 3rd Place WFBZ FM, [ESPN High School Post Game Show](#)

Best Newscast

- 1st Place WBEV AM, [Newscast March 17, 2021](#)
- 2nd Place WRJO FM, [July 21, 2021 Bruce Marcus News](#)
- 3rd Place WHYB FM, [PM News Feb. 16, 2021](#)

Best Sportscast

- 1st Place WFBZ FM, [ESPN Sports Center](#)
- 2nd Place WHYB FM, [High School Football](#)
- 3rd Place WBEV AM, [Daily Dodge Sports](#)

Best Continuing Coverage

- 1st Place WHYB FM, [Vannieuwenhoven Murder Trial](#)
- 2nd Place WTCH AM, [Shawano School Drama](#)
- 3rd Place WBEV AM, [Downtown Committee Consolidation](#)

Best Spot News

- 1st Place WBEV AM, [Uncle Bill Announces Passing Of Colleague, Friend John Moser](#)
- 2nd Place WTCH AM, [Neighbors Pitch In](#)
- 3rd Place WHYB FM, [Governor visits covid clinic](#)

Best News Writing

- 1st Place WBEV AM, [John Moser Passes Away](#)
- 2nd Place WHYB FM, [The Dogs Belly and 60 Islands](#)
- 3rd Place WHYB FM, [Recovery Residence Receives Approval](#)

Best Hard News/Investigative

- 1st Place WXPR FM, [Vilas County Board Chair Investigation](#)
- 2nd Place WBEV AM, [Turbulent Transition To City Administrator](#)
- 3rd Place WHYB FM, [PFAS and Covid](#)

Best Feature

- 1st Place WTCH AM, [Locals Look Back At 9/11](#)
- 2nd Place WRJO FM, [2021 4th of July Celebration](#)
- 3rd Place WBEV AM, [Beaver Dam Area Orchestra Farewell To Conductor](#)

Best Use of Audio in Radio News

- 1st Place WXPR FM, [The Sounds of Spring](#)
- 2nd Place WRJO FM, [Vilas County Memorial Day](#)
- 3rd Place WRJO FM, [Bucks Championship Parade](#)

Best Live On-Scene Reporting

- 1st Place WTCH AM, [A Stormy Night In Pulaski](#)
- 2nd Place WRJO FM, [December Northwoods Winter Storm](#)
- 3rd Place WHYB FM, [Camey Fire](#)

Best Interview

- 1st Place WBEV AM, [Because He's Jeff Goldblum](#)
- 2nd Place WBEV AM, [Period. End of Sentence](#)
- 3rd Place WFBZ FM, [Jered Hemmersbach - Cashton Football](#)

Best Sports Play By Play

- 1st Place WFBZ FM, [Mitchell Speltz West Salem - Onalaska](#)
- 2nd Place WBGR FM, [Brodhead Volleyball Advances To State Championship](#)
- 3rd Place WFBZ FM, [Mitchell Speltz West Salem Football](#)

Best Significant Community Impact

- 1st Place WBEV AM, [Children's Radiothon raises over \\$111,000](#)
- 2nd Place WHYB FM, [Brats for Breakfast](#)
- 3rd Place No entry

Best Specialty Programming

- 1st Place WOBT FM, [The Hodag Increments - Play](#)
- 2nd Place WBEV AM, [It's A Wonderful Radio Play](#)
- 3rd Place WFBZ FM, [ESPN NFL Draft Show](#)

Best Promotional Announcement

- 1st Place WBEV AM, [Breaktime Alexa](#)
- 2nd Place WRJO FM, [WRJO 50th Anniversary Party](#)
- 3rd Place WBEV AM, [Light Up The Holidays](#)

Best Public Service Announcement

- 1st Place WRJO FM, [WRJO & VFW Post 8637 Gyro's for Heroes](#)
- 2nd Place WRJO FM, [Non-Profit Holiday Help](#)
- 3rd Place WBEV AM, [Loco Vocals New Years Eve](#)

Best Commercial or Underwriting Announcement

- 1st Place WBEV AM, [Vita Park Singing Eye Docs Christmas Carol](#)
- 2nd Place WRJO FM, [Pirates Hideaway - Sing Along](#)
- 3rd Place WRJO FM, [Boat Sport Marine - Gone Fishing](#)

Best Humorous Commercial or Underwriting Announcement

- 1st Place WBEV AM, [Rechek's Save-a-sauras](#)
- 2nd Place WRJO FM, [Kneaded Relief Christmas Massage](#)
- 3rd Place WBEV AM, [Surefire - Bulltinkle](#)

Best Coverage of Pandemic Recovery

- 1st Place WRJO FM, [Covid Recovery 2021](#)
- 2nd Place WXPR FM, [Here for a Year: The Impact of COVID-19 on Our Lives](#)
- 3rd Place WBEV AM, [Masks Drive Division In Beaver Dam Schools](#)

Best Website

- 1st Place WHYB FM, [Bay Cities Radio Website](#)
- 2nd Place WFBZ FM, [ESPNLACROSSE.COM](#)
- 3rd Place WBEV AM, [DailyDodge.com](#)

Best Web Story

- 1st Place WFBZ FM, [Aaron Morse on La Crosse Central Stars](#)
- 2nd Place WBEV AM, [Local Broadcast Legend John Moser Laid To Rest](#)
- 3rd Place WHYB FM, [Train Derailment](#)

Best Use of Social Media

- 1st Place WBEV AM, [Daily Dodge Facebook](#)
- 2nd Place WFBZ FM, [ESPN La Crosse 105.5](#)
- 3rd Place WHYB FM, [Shoreline Shopping Show](#)

Best Original Digital Content

- 1st Place WBEV AM, [Big Cheese Wheelchair Basketball](#)
- 2nd Place WWIS FM, [Virtual Home & Sport Show Spaulding Place](#)
- 3rd Place WBEV AM, [Career Opening - The Office](#)

Best Online Personality

- 1st Place WWIS FM, [Mary Gerdes](#)
- 2nd Place WHYB FM, [Play by Play Host Josh Kellner on Social Media](#)
- 3rd Place WBEV AM, [Wade Bates](#)

Best Online Breaking News Coverage

- 1st Place WHYB FM, [Carney Fire](#)
- 2nd Place WBEV AM, [Beaver Dam Apartment Fire Displaces 15 Families](#)
- 3rd Place No entry



Best Morning Radio Show

- 1st Place WLDB FM, ["Feel Good Mornings With Joe"](#)
- 2nd Place WKLH FM, [The Morning KLH with Dave & Dorene](#)
- 3rd Place WHQG FM, [Bob & Brian](#)

Best Radio Show

- 1st Place WLSP LP, [Greg's List](#)
- 2nd Place WLSP LP, [Song Archaeology](#)
- 3rd Place WHQG FM, [The Afternoon Program With Borna & Mandy](#)

Best Newscast

- 1st Place WLSP LP, [Sun Prairie News](#)
- 2nd Place No entry
- 3rd Place No entry

Best Interview

- 1st Place WLUM FM, [Adler talks with Mariana Van Zeller of Trafficked on NatGeo](#)
- 2nd Place WLUM FM, [Adler talks with comedian Josh Johnson](#)
- 3rd Place WMMM FM, [Nirvana Couch Surfing in Madison](#)

Best Original Feature

- 1st Place WMMM FM, [Luther Allison: "A Concert We'll Never Forget"](#)
- 2nd Place No entry
- 3rd Place No entry

Best Live On-Site Broadcast Remote

- 1st Place No entry
- 2nd Place No entry
- 3rd Place No entry

Best Use of Audio (Non-News)

- 1st Place WRXS FM, [Pure Oldies 106.9 Launch](#)
- 2nd Place WLDB FM, [Listeners Ask Smart Speakers To Play B93.3](#)
- 3rd Place WMSE FM, [CTSI Discovery Radio Episode 83 Facts about the Vax](#)

Best Sports Coverage

- 1st Place WLUM FM, [Adler talks to Damian Priest of WWE](#)
- 2nd Place WLUM FM, [Adler talks with Cody Rhodes of AEW](#)
- 3rd Place WLSP LP, [WIAA Division 1 Football State Championship Game: Sun Prairie vs. Franklin](#)

Best Significant Community Impact

- 1st Place WLSP LP, [Multicultural Fair Radio Reboot](#)
- 2nd Place No entry
- 3rd Place No entry

Best Specialty Programming

- 1st Place WLUM FM, [Retro Brunch](#)
- 2nd Place WMSE FM, [CTSI Discovery Radio Episode 85 Breast Cancer Race & Place](#)
- 3rd Place WLSP LP, [The Parenting Game](#)

Best Promotional Announcement

- 1st Place No entry
- 2nd Place No entry
- 3rd Place No entry

Best Station Promo

- 1st Place WLDB FM, ["B" My Valentine Weekend](#)
- 2nd Place WLDB FM, ["Smart Speaker Can't Hear You"](#)
- 3rd Place No entry

Best Station Event Promo

- 1st Place WHQG FM, [BACONFEST X](#)
- 2nd Place WHQG FM, [HOG Fest](#)
- 3rd Place No entry

Best Client Event Promo

- 1st Place WJMR FM, [Jammin 98.3's Cutest Couple](#)
- 2nd Place WKLH FM, [Cabin Fever Reliever](#)
- 3rd Place WKLH FM, [Winter Blows](#)

Best Public Service Announcement

- 1st Place No entry
- 2nd Place No entry
- 3rd Place No entry

Best Commercial or Underwriting Announcement

- 1st Place WMYX FM, [Exec Park "Back to Travel"](#)
- 2nd Place WHQG FM, [Hill Has Eyes / Rock Sports Complex](#)
- 3rd Place WOLX FM, [Grahams Auto "The Name Says It All"](#)

Best Humorous Commercial or Underwriting Announcement

- 1st Place WOLX FM, [Hasheider Roofing "Gesundheit!"](#)
- 2nd Place WKLH FM, [WKLH Sales Recruitment](#)
- 3rd Place WKLH FM, [Sons Of Tun Pest Control](#)

Best Pandemic-Related Service to Community

- 1st Place WMSE FM, [CTSI Discovery Radio Episode 82 Contain COVID Clinical Trial](#)
- 2nd Place WMSE FM, [CTSI Discovery Radio Episode 83 Facts about the Vax](#)
- 3rd Place No entry

Best Website

- 1st Place No entry
- 2nd Place No entry
- 3rd Place No entry

Best Use of Social Media

- 1st Place No entry
- 2nd Place No entry
- 3rd Place No entry

Best Original Digital Content

- 1st Place WLDB FM, ["Feel Good Fridays" With B93.3 On CBS 58](#)
- 2nd Place WLUM FM, [Adler talks with Billie Eilish](#)
- 3rd Place WLDB FM, ["One Good Thing" With CBS 58 and B93.3](#)

Best Online Personality

- 1st Place No entry
- 2nd Place No entry
- 3rd Place No entry

Best Live Online On-Site Coverage

- 1st Place No entry
- 2nd Place No entry
- 3rd Place No entry

Medium Market Radio Music Format

Best Morning Radio Show

- 1st Place WBCV FM, [Big Cheese Morning Show with Trav](#)
- 2nd Place WIFC FM, [WIFC's Kallaway On The Rise!](#)
- 3rd Place WFDL FM, [The Morning Sun with Nick and Heather](#)

Best Radio Show

- 1st Place WIFC FM, [Mike Mathers Best Show Entry 2021](#)
- 2nd Place WYTE FM, [The Big Announcement](#)
- 3rd Place No entry

Best Newscast

- 1st Place WFDL FM, [Morning News](#)
- 2nd Place None selected
- 3rd Place No entry

Best Interview

- 1st Place WISM FM, [Debbie Gibson](#)
- 2nd Place WGTD FM, [Local Musical Connection to Biden Inauguration](#)
- 3rd Place WQCC FM, [Randy Houser for Riverfest](#)

Best Original Feature

- 1st Place WGTD FM, [With "Noon Toons" Classical Music Station Finds Way to Support Local Musicians of All Stripes](#)
- 2nd Place WGTD FM, [The 17th Season of the WGTD Radio Theater](#)
- 3rd Place WVTY FM, [Military Appreciation](#)

Best Live On-Site Broadcast Remote

- 1st Place WGTD FM, [2021 WGTD Radio Theater Holiday Extravaganza Live from Lake Lawn Resort](#)
- 2nd Place None selected
- 3rd Place No entry

Best Use of Audio (Non-News)

- 1st Place WGTD FM, [The WGTD Radio Theater - "2021 Cartoon Mashup: Wanted, A Kingdom"](#)
- 2nd Place WIFC FM, [Miller Beer Bottle Races](#)
- 3rd Place WISM FM, [New Year's Eve Countdown](#)

Best Sports Coverage

- 1st Place WJMT AM, [Chad Holmes Merrill Softball Sectional Final](#)
- 2nd Place WIFC FM, [Will he play or will he go?](#)
- 3rd Place WTCX FM, [Gameplan with AJ Dillon](#)

Best Significant Community Impact

- 1st Place WECL FM, [Paws For The Cause](#)
- 2nd Place WYTE FM, [19th Annual Y106.5 CMN Radiothon](#)
- 3rd Place WGTD FM, ["Inside the Rittenhouse Trial" Podcast Gives Listeners Daily Insight into Trial](#)

Best Specialty Programming

- 1st Place WGLX FM, [Cricket's Alternate Universe](#)
- 2nd Place WLXR AM, [Midwest Race Report](#)
- 3rd Place WGTD FM, [Eleanor R.: The First Lady of the World](#)

Best Promotional Announcement

- 1st Place WVBO FM, [Message For Swingers](#)
- 2nd Place WHTQ FM, [Magical Family Getaway](#)
- 3rd Place WIFC FM, [WIFC Plastic Payoff](#)

Best Station Promo

- 1st Place WIFC FM, [WIFC Music Test](#)
- 2nd Place WHTQ FM, [Shopaholic Payday](#)
- 3rd Place No entry

Best Station Event Promo

- 1st Place WKBH FM, [Rotary Lights](#)
- 2nd Place No entry
- 3rd Place No entry

Best Client Event Promo

- 1st Place WWIB FM, [Stockman's Farm Supply and More "Real Reindeer!"](#)
- 2nd Place WIAL FM, [25 Days Of Thanks](#)
- 3rd Place No entry

Best Public Service Announcement

- 1st Place WIFC FM, [Gigi's Playhouse With Music](#)
- 2nd Place None selected
- 3rd Place No entry

Best Commercial or Underwriting Announcement

- 1st Place WWIB FM, [AMK Cleaning Services "Love Your Home Again!"](#)
- 2nd Place WGLX FM, [Gorski's Clean Floor](#)
- 3rd Place WWIB FM, [Stockman's Farm Supply and More "A Savings Carol"](#)

Best Humorous Commercial or Underwriting Announcement

- 1st Place WIFC FM, [Tomahawk Furniture & Gun - Deer Stand](#)
- 2nd Place WWIB FM, [The Raven Team "Now Listing"](#)
- 3rd Place WWIB FM, [The Medicine Shoppe "You Have The Medicine Shoppe!"](#)

Best Pandemic-Related Service to Community

- 1st Place WIFC FM, [Interview with Dr. Sanjay Gupta](#)
- 2nd Place None selected
- 3rd Place No entry

Best Website

- 1st Place WVTY FM, [VTY Country Website](#)
- 2nd Place WIFC FM, [WIFC.com](#)
- 3rd Place WISM FM, [greatesthits981.com](#)

Best Use of Social Media

- 1st Place WDEZ FM, [WDEZ Connects With You](#)
- 2nd Place WHTQ FM, [715 Day](#)
- 3rd Place WTCX FM, [Daughtry FDL Fair](#)

Best Original Digital Content

- 1st Place WGTD FM, ["Inside the Rittenhouse Trial" Podcast Gives Listeners Daily Insight into Trial](#)
- 2nd Place WIFC FM, [Getting Reel](#)
- 3rd Place WISM FM, [Tuesday Afternoons With Luc's Mum](#)

Best Online Personality

- 1st Place WEAQ AM, [Meg Ann Lee](#)
- 2nd Place WIFC FM, [Nikki's Thinkin](#)
- 3rd Place No entry

Best Live Online On-Site Coverage

- 1st Place WVTY FM, [VTY Country Facebook](#)
- 2nd Place No entry
- 3rd Place No entry

Small Market Radio Music Format

Best Morning Radio Show

- 1st Place WXRO FM, [95X Morning Show](#)
- 2nd Place WLKG FM, [Good Morning Wisconsin with Diane Ebert](#)
- 3rd Place WLKG FM, [LifeMatters](#)

Best Radio Show

- 1st Place WLKG FM, [Mike Mason](#)
- 2nd Place WCOW FM, [Classic COW97](#)
- 3rd Place WGLR FM, [The Afternoon Cruise with Murph](#)

Best Newscast

- 1st Place WJMC FM, [Local News 12 p.m. - Nov. 5, 2021](#)
- 2nd Place WLKG FM, [Ted Pankau - Dec. 31, 2021 News](#)
- 3rd Place WJMC FM, [Local News 6 a.m. - Dec. 8, 2021](#)

Best Interview

- 1st Place WXRO FM, [Kelefa Sanneh - Major Labels](#)
- 2nd Place WCOW FM, [Randy Houser](#)
- 3rd Place WGLR FM, [Guest Spotlight Interview - The Road to Recovery](#)

Best Original Feature

- 1st Place WLKG FM, [Gary Theatre](#)
- 2nd Place WCOW FM, [Features Fest Reveal](#)
- 3rd Place WCOW FM, [Country Music News](#)

Best Live On-Site Broadcast Remote

- 1st Place WJMC FM, [Barron County June Dairy Breakfast with Amber](#)
- 2nd Place WLKG FM, [Live From Falz Fest](#)
- 3rd Place WXRO FM, [The Whiparound live at Best Dam Fest](#)

Best Use of Audio (Non-News)

- 1st Place WHTL FM, [Middays with Mark Western Open](#)
- 2nd Place WLKG FM, [Gary Theatre](#)
- 3rd Place WLKG FM, [Sports Jam](#)

Best Sports Coverage

- 1st Place WKCH FM, [UW-La Crosse at UW-Whitewater](#)
- 2nd Place WCOW FM, [COW97 Sports Update](#)
- 3rd Place WCOW FM, [COW97 Sports](#)

Best Significant Community Impact

- 1st Place WCOW FM, [Dream Christmas 2021](#)
- 2nd Place WLKG FM, [Heidi's Hope](#)
- 3rd Place WLKG FM, [Wet Nose Wednesday](#)

Best Specialty Programming

- 1st Place WXRO FM, [95X 21 in 21 New Years Eve Countdown](#)
- 2nd Place WCOW FM, [George Strait Radio Special](#)
- 3rd Place WCOW FM, [Camp Douglas Line Up Reveal](#)

Best Promotional Announcement

- 1st Place WXRO FM, [The Whiparound - Rick Springfield](#)
- 2nd Place WKFX FM, [Who's on Fox?](#)
- 3rd Place WLKG FM, [12 Days of Christmas](#)

Best Station Promo

- 1st Place WLKG FM, [Saturday at the 70s](#)
- 2nd Place WGLR FM, [Grass Kicker Giveaway](#)
- 3rd Place WCOW FM, [George Strait](#)

Best Station Event Promo

- 1st Place WLKG FM, [96 Days of Summer](#)
- 2nd Place WCOW FM, [Ride for St. Jude Promo](#)
- 3rd Place WCOW FM, [Kids Club Tractor Pull](#)

Best Client Event Promo

- 1st Place WCOW FM, [Features Fest 2021](#)
- 2nd Place WLKG FM, [Streets of Lake Geneva "Christmas Market"](#)
- 3rd Place WLKG FM, [Primex "Falz Fest"](#)

Best Public Service Announcement

- 1st Place WCOW FM, [Boys & Girls Club House of Shadows](#)
- 2nd Place WLKG FM, [Kunes Family Foundation - Hometown Hero](#)
- 3rd Place WLKG FM, [Lake Geneva Jaycees - Venetian Fest](#)

Best Commercial or Underwriting Announcement

- 1st Place WDDC FM, [Prem Meats Rap](#)
- 2nd Place WJHJ FM, [El Charro Whisper](#)
- 3rd Place WLKG FM, [Champs "Join the Team"](#)

Best Humorous Commercial or Underwriting Announcement

- 1st Place WHTL FM, [Bite Me Bait Shop Commercial](#)
- 2nd Place WLKG FM, [Herner's Hideaway "Dine With Your Dog"](#)
- 3rd Place WCOW FM, [Sparks Auto Body - Signs](#)

Best Pandemic-Related Service to Community

- 1st Place WGLR FM, [Grant Regional Health Vaccine Day](#)
- 2nd Place WCOW FM, [Covid Updates](#)
- 3rd Place No entry

Best Website

- 1st Place WCOW FM, [COW97.com](#)
- 2nd Place WLKG FM, [www.lake961.com](#)
- 3rd Place No entry

Best Use of Social Media

- 1st Place WMBZ FM, [92.5 Buzz Country](#)
- 2nd Place WHTL FM, [Engaged with our listeners](#)
- 3rd Place WCOW FM, [COW97](#)

Best Original Digital Content

- 1st Place WLKG FM, [Heidi's Hope](#)
- 2nd Place WCOW FM, [COW97 TikTok Duck](#)
- 3rd Place WHTL FM, [Big Bucket Of Candy Promotional Video](#)

Best Online Personality

- 1st Place WHTL FM, [Mike Gilbertson](#)
- 2nd Place WCOW FM, [Ben & Arnie](#)
- 3rd Place WLKG FM, [Heidi Lee](#)

Best Live Online On-Site Coverage

- 1st Place WCOW FM, [Armed Forces Day Concert 2021](#)
- 2nd Place WLKG FM, [Deputy Blanchard Homecoming](#)
- 3rd Place WCOW FM, [Country Boom 2021](#)

2021 Station of the Year

Television

LARGE MARKET



WISN TV, Milwaukee

MEDIUM MARKET



WKOW TV, Madison

SMALL MARKET



WSAW TV, Wausau

News and Talk Radio

LARGE MARKET



WTMJ AM, Milwaukee

MEDIUM MARKET



WOMT AM, Manitowoc

SMALL MARKET

YOUR HOMETOWN STATION



WBEV AM, Beaver Dam

Music Radio

LARGE MARKET



WLSW LP, Madison & WLUM FM, Milwaukee
(a tie)



MEDIUM MARKET



WIFC FM, Wausau

SMALL MARKET



WCOW FM, Sparta & WLKG FM, Lake Geneva
(a tie)



2021 News Operation of the Year

Television

LARGE MARKET



WISN TV, Milwaukee

MEDIUM MARKET



WMTV TV, Madison

SMALL MARKET



WAOW TV, Wausau

News and Talk Radio

LARGE MARKET



WTMJ AM, Milwaukee

MEDIUM MARKET



WTAQ AM, Green Bay

SMALL MARKET

YOUR HOMETOWN STATION



WBEV AM, Beaver Dam

2021 Social & Digital Media Operation of the Year

Television

LARGE MARKET

MEDIUM MARKET

SMALL MARKET



WITI TV & WTMJ TV, Milwaukee (a tie)

WKOW TV

WEAU TV, Eau Claire

News and Talk Radio

LARGE MARKET

MEDIUM MARKET

SMALL MARKET



Wisconsin Public Radio, Madison

WOMT AM, Manitowoc

WBEV AM, Beaver Dam

Music Radio

LARGE MARKET

MEDIUM MARKET

SMALL MARKET



WLDB FM, Milwaukee

WVTY FM, Racine

WCOW FM, Sparta