



# 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 Veaser - "Career"
- 2nd Place WBAY TV, Cover 2 Video Game
- 3rd Place WKOW TV, Lance Veaser - "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, SportsScene 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, Cassandra 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

## *Large Market Radio News and Talk*

### **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, Waunakee 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, Bally, 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, MPSD 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, Carney 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-saurus
- 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