



# Awards for Excellence Winners

2016

# 2016 STATION OF THE YEAR WINNERS

## TELEVISION

### SOCIAL AND DIGITAL MEDIA – TELEVISION

#### BEST WEBSITE

- 1st Place – WISN-TV, WISN.com
- 2nd Place – WLUK-TV, Fox 11 Online
- 3rd Place – WHA-TV, WisContext.org

#### BEST WEB STORY

- 1st Place – WSAW-TV, WSAW-TV Employees Find Missing Woman While Covering Story
- 2nd Place – WDJT-TV, CBS 58 Big Road Trip
- 3rd Place – WHA-TV, Elizabethkingia in Wisconsin

#### BEST USE OF USER-GENERATED CONTENT

- 1st Place – WISN-TV, Teacher's Aide Lured into Attack
- 2nd Place – WLUK-TV, Viral Arrest Video
- 3rd Place – WDJT-TV, Mom & Baby Trapped in Fire

#### BEST USE OF SOCIAL MEDIA LIVE STREAMING

- 1st Place – WDJT-TV, Horlick HS Cheer Team
- 2nd Place – WITI-TV, December Snow Storm
- 3rd Place – WBAY-TV, Daryl Holloway Released

#### BEST USE OF SOCIAL MEDIA

- 1st Place – WBAY-TV, WBAY TV
- 2nd Place – WTMJ-TV, Digital Decision 2016
- 3rd Place – WISC-TV, Channel3000.com Social Media Accounts

#### BEST PERSONALITY

- 1st Place – WISN-TV, Melinda Davenport
- 2nd Place – WITI-TV, Nicole Koglin
- 3rd Place – WBAY-TV, Dave Schroeder

#### BEST BREAKING NEWS COVERAGE

- 1st Place – WKOW-TV, Fitchburg Home Explosion
- 2nd Place – WBAY-TV, Mine Rescue
- 3rd Place – WISN-TV, Violence Erupts in Milwaukee after Deadly Officer-Involved Shooting

### LARGE MARKET TELEVISION

#### MORNING NEWSCAST

- 1st Place – WISN-TV, Violent Night
- 2nd Place – WDJT-TV, Sherman Park Unrest
- 3rd Place – WISN-TV, Sherman Park Unrest

#### EVENING NEWSCAST

- 1st Place – WISN-TV, Missing Boy Found
- 2nd Place – WTMJ-TV, Live at 10:00 – Dassey Conviction Overturned
- 3rd Place – WTMJ-TV, Live at 10:00 – Winter Storm

#### SPORTSCAST

- 1st Place – WISN-TV, Dan Needles
- 2nd Place – WITI-TV, Tim Van Vooren Composite
- 3rd Place – WTMJ-TV, On the Road with the Green & Gold

#### WEATHERCAST

- 1st Place – WISN-TV, Mark Baden
- 2nd Place – WITI-TV, Tom Wachs Composite
- 3rd Place – WISN-TV, Lindsey Slater

#### SPOT NEWS

- 1st Place – WDJT-TV, Sherman Park Unrest
- 2nd Place – WISN-TV, Unrest: State of Emergency
- 3rd Place – WISN-TV, Police Shooting Sparks Unrest

#### NEWS WRITING

- 1st Place – WISN-TV, True Love
- 2nd Place – WITI-TV, Fake Marine
- 3rd Place – WDJT-TV, Humans of Milwaukee

#### HARD NEWS/INVESTIGATIVE

- 1st Place – WITI-TV, Underground and Off the Grid
- 2nd Place – WDJT-TV, Wedding Wrecker
- 3rd Place – WISN-TV, Stolen Car Epidemic

#### SERIES OR DOCUMENTARY

- 1st Place – WISN-TV, Steven Avery: Inside the Case Files
- 2nd Place – WITI-TV, Felons in Possession
- 3rd Place – WISN-TV, Heroin Crisis

#### FEATURE

- 1st Place – WISN-TV, Lyla's Gift
- 2nd Place – WDJT-TV, Kidney Friends Forever
- 3rd Place – WISN-TV, Rich Holiday Spirit

#### LIVE ON-SCENE REPORTING

- 1st Place – WDJT-TV, Evan Kruegel
- 2nd Place – WISN-TV, Ben Hutchison
- 3rd Place – WITI-TV, Ben Handelman: Pulse Nightclub Shooting

#### BEST CONTINUING COVERAGE

- 1ST Place – WISN-TV, Milwaukee Unrest
- 2nd Place – WISN-TV, Steven Avery: Inside the Case Files
- 3rd Place – WDJT-TV, Za'layia Jenkins Shooting

#### BEST USE OF NEWS VIDEO

- 1st Place – WISN-TV, Raging Fire
- 2nd Place – WTMJ-TV, Marquette's Music Man
- 3rd Place – WISN-TV, Mr. Petries Parade

#### SPORTS REPORTING

- 1st Place – WISN-TV, Sound of Silence
- 2nd Place – WITI-TV, Unforgettable Opening Days
- 3rd Place – WDJT-TV, J.J. Watt Gives Back

#### BEST USE OF SPORTS VIDEO

- 1st Place – WISN-TV, Fishing and Football
- 2nd Place – WITI-TV, Riding to Greater Heights
- 3rd Place – WISN-TV, Brothers and Basketball

#### SIGNIFICANT COMMUNITY IMPACT

- 1st Place – WITI-TV, Contact 6
- 2nd Place – WTMJ-TV, TODAY's TMJ4 Sports Auction 4 MACC
- 3rd Place – WITI-TV, Dose of Reality

#### SPECIALTY PROGRAMMING

- 1st Place – WDJT-TV, Milwaukee at a Crossroads
- 2nd Place – WMVS-TV, Tour de Force – The Arts Page Special
- 3rd Place – WDJT-TV, Brett Favre: Making of a Legend

#### EDITORIAL/COMMENTARY

- 1st Place – WITI-TV, The Teditorial – SCOTUS Nomination Hearing
- 2nd Place – WITI-TV, The Teditorial – Voter ID
- 3rd Place – WISN-TV, Class Act

## TELEVISION CONTINUED

### PROMOTIONAL ANNOUNCEMENT

- 1st Place – WITI-TV, Fox6 Investigators
- 2nd Place – WITI-TV, Fox6 Wakeup
- 3rd Place – WISN-TV, Mark Baden Testimonial Campaign

### TOPICAL PROMOTION

- 1st Place – WDJT-TV, Milwaukee at a Crossroads
- 2nd Place – WTMJ-TV, Dead Voters
- 3rd Place – WITI-TV, Making a Murderer Detective Exclusive

### PUBLIC SERVICE ANNOUNCEMENT

- 1st Place – WYTU-TV, American Heart Association
- 2nd Place – WITI-TV, Fisher House
- 3rd Place – WISN-TV, Wheeling for Healing

### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

- 1st Place – WDJT-TV, Big Road Trip
- 2nd Place – WITI-TV, Kenosha Subaru
- 3rd Place – WYTU-TV, WE Energies Lighting Tips

### BEST ELECTION COVERAGE

- 1st Place – WTMJ-TV, Decision 2016: Focus on Voters
- 2nd Place – WISN-TV, Commitment 2016: Candidates Debate
- 3rd Place – WISN-TV, Countdown to Election 2016

## MEDIUM MARKET TELEVISION

### MORNING NEWSCAST

- 1st Place – WKOW-TV, Wake Up Wisconsin – October 21
- 2nd Place – WBAY-TV, Action 2 News This Morning – Clintonville Fire, Snow
- 3rd Place – WBAY-TV, Action 2 News This Morning – FDL Tavern Fire

### EVENING NEWSCAST

- 1st Place – WISC-TV, News 3 at Six
- 2nd Place – WKOW-TV, May 10
- 3rd Place – WLUK-TV, Fox 11 News at 5 – October 18, 2016

### SPORTSCAST

- 1st Place – WKOW-TV, Featuring Cealey Godwin
- 2nd Place – WKOW-TV, Featuring Lance Veaser
- 3rd Place – WBAY-TV, Chris Roth

### WEATHERCAST

- 1st Place – WLUK-TV, Patrick Powell
- 2nd Place – WKOW-TV, Brian Olson
- 3rd Place – WGBA-TV, Cameron Moorland Composite

### SPOT NEWS

- 1st Place – WISC-TV, Interstate Shooting
- 2nd Place – WKOW-TV, Fitchburg House Explosion
- 3rd Place – WISC-TV, House Explosion

### NEWS WRITING

- 1st Place – WISC-TV, The Wedding
- 2nd Place – WHA-TV, Ben's Grandpa
- 3rd Place – WBAY-TV, Turn of the Century

### HARD NEWS/INVESTIGATIVE

- 1st Place – WBAY-TV, Disappearing OWI Charges
- 2nd Place – WKOW-TV, Soldier's Unheard Plea
- 3rd Place – WISC-TV, News 3 Investigates: Ignition Interlocks Ignored by Drunken Drivers

### SERIES OR DOCUMENTARY

- 1st Place – WGBA-TV, Avery Uncut
- 2nd Place – WHA-TV, Too Many Candles: Milwaukee Gun Violence
- 3rd Place – WISC-TV, Joey Strong

### FEATURE

- 1st Place – WISC-TV, A New Normal
- 2nd Place – WHA-TV, Rube Goldberg
- 3rd Place – WMTV-TV, Love of Flags

### LIVE ON-SCENE REPORTING

- 1st Place – WKOW-TV, Gordon Severson
- 2nd Place – WMTV-TV, Amy Pflugshaupt
- 3rd Place – WKOW-TV, Caroline Bach

### BEST CONTINUING COVERAGE

- 1ST Place – WKOW-TV, Misty the Dog
- 2nd Place – WLUK-TV, Fox 11 Investigates: Prison Staff Shortage
- 3rd Place – WLUK-TV, Mayor Schmitt Campaign Finance Violations

### BEST USE OF NEWS VIDEO

- 1st Place – WISC-TV, Home for a Helicopter
- 2nd Place – WGBA-TV, Door County Fish Boil
- 3rd Place – WMTV-TV, Portage Skate Park

### SPORTS REPORTING

- 1st Place – WBAY-TV, HOF Game Field Conditions
- 2nd Place – WISC-TV, Erickson Motivates Future Darlington Generations
- 3rd Place – WISC-TV, Seven Yards for Jared

### BEST USE OF SPORTS VIDEO

- 1st Place – WKOW-TV, Pickelball
- 2nd Place – WLUK-TV, Lacrosse: The Oneida Nation Way
- 3rd Place – WISC-TV, Hit Hard, Hit Often, Keep on Hitting

### SIGNIFICANT COMMUNITY IMPACT

- 1st Place – WMTV-TV, Share Your Holidays
- 2nd Place – WBAY-TV, Toys for Tots
- 3rd Place – WFRV-TV, WFRV Volunteers – Founders Day 2016

### SPECIALTY PROGRAMMING

- 1st Place – WHA-TV, Wisconsin's Homegrown Farmer
- 2nd Place – WKOW-TV, WKOW Badgers Sports Special – Northwestern Game
- 3rd Place – WLUK-TV, Fox 11 Packers Family Night 2016

### EDITORIAL/COMMENTARY

- 1st Place – WISC-TV, Reductions in Water Testing
- 2nd Place – WFRV-TV, Tired of Campaign Ads?
- 3rd Place – WISC-TV, UW System's Self-Inflicted Wounds

### PROMOTIONAL ANNOUNCEMENT

- 1st Place – WMTV-TV, Building for You
- 2nd Place – WISC-TV, NEWS 3 – "Do Something Good"
- 3rd Place – WKOW-TV, WKOW Weather Image

### TOPICAL PROMOTION

- 1st Place – WMTV-TV, Heart Transplant Tonight
- 2nd Place – WFRV-TV, Power Out Weather POP
- 3rd Place – WKOW-TV, WKOW Mental Health

### PUBLIC SERVICE ANNOUNCEMENT

- 1st Place – WFRV-TV, Neville Public Museum – Ice Age Imperials :30
- 2nd Place – WGBA-TV, Caring and Connected
- 3rd Place – WLUK-TV, Runway for Life

### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

- 1st Place – WMTV-TV, Eddie's Alehouse and Eatery Save A Beer
- 2nd Place – WMTV-TV, Action Plumbing Problems Plunged 2016
- 3rd Place – WISC-TV, Circus World – "Go to the Circus"

### BEST ELECTION COVERAGE

- 1st Place – WLUK-TV, WLUK Election Coverage
- 2nd Place – WMTV-TV, Election 2016
- 3rd Place – WKOW-TV, WKOW Election Coverage

## TELEVISION CONTINUED

### SMALL MARKET TELEVISION

#### MORNING NEWSCAST

- 1st Place – WSAW-TV, Sunrise 7 Sunday – April 24, 2016
- 2nd Place – WKBT-TV, News 8 This Morning – Severe Flooding
- 3rd Place – WSAW-TV, Sunrise 7 – February 3, 2016

#### EVENING NEWSCAST

- 1st Place – WAOW-TV, WAOW 10pm Newscast – Antigo
- 2nd Place – WKBT-TV, News 8 at Six – Donald Trump Visits La Crosse
- 3rd Place – KBJR-TV, KBJR 6 News at 5pm

#### SPORTSCAST

- 1st Place – WSAW-TV, Newschannel 7 Sports with Chris Williamson
- 2nd Place – WJFW-TV, Mark Spillane Sportscast
- 3rd Place – WZAW-TV, WZAW Sports with Chris Williamson

#### WEATHERCAST

- 1st Place – WSAW-TV, Meteorologist Chris Nelson
- 2nd Place – WJFW-TV, Geoff Weller Weathercast
- 3rd Place – WEAU-TV, SkyWarn 13 Weather

#### SPOT NEWS

- 1st Place – WSAW-TV, Antigo Prom Shooting
- 2nd Place – WKBT-TV, Severe Flooding
- 3rd Place – WAOW-TV, Active Shooter Scare at Hospital

#### NEWS WRITING

- 1st Place – WKBT-TV, Pen Pals
- 2nd Place – WJFW-TV, Veterans Fly-In
- 3rd Place – WEAU-TV, Adeline's Gift

#### HARD NEWS/INVESTIGATIVE

- 1st Place – WAOW-TV, Port Edwards Investigation
- 2nd Place – WJFW-TV, EpiPen Price Increase
- 3rd Place – WKBT-TV, Wrongly Convicted: Life after Prison

#### SERIES OR DOCUMENTARY

- 1st Place – WSAW-TV, Opiate Oppression
- 2nd Place – WSAW-TV, Veterans Emergency Care
- 3rd Place – WAOW-TV, Where the Locals Eat

#### FEATURE

- 1st Place – KBJR-TV, That's So McTavish
- 2nd Place – WKBT-TV, Sunflowers for Haley
- 3rd Place – WEAU-TV, Nolan's Rally

#### LIVE ON-SCENE REPORTING

- 1st Place – WAOW-TV, Rebecca Ribley Compilation
- 2nd Place – WKBT-TV, Nick Ragner – Live Shot Compilation
- 3rd Place – WSAW-TV, Rebecca Cardenas Live Reporting

#### BEST CONTINUING COVERAGE

- 1st Place – WAOW-TV, Antigo Prom Shooting
- 2nd Place – WJFW-TV, Antigo Prom Shooting
- 3rd Place – WAOW-TV, Farmer Dies from Fumes

#### BEST USE OF NEWS VIDEO

- 1st Place – WKBT-TV, News 8 Eye Piece – Jukebox Hero
- 2nd Place – WEAU-TV, Freedom Honor Flight
- 3rd Place – WAOW-TV, Shooter Training

#### SPORTS REPORTING

- 1st Place – WSAW-TV, The Game of Life – Defining Moments
- 2nd Place – WEAU-TV, Silent Champion
- 3rd Place – WAOW-TV, Turning Point – Derek Wattay

#### BEST USE OF SPORTS VIDEO

- 1st Place – WKBT-TV, News 8 Eye Piece – 'Spring' Training
- 2nd Place – WKBT-TV, News 8 Eye Piece – Bold Strategy
- 3rd Place – WEAU-TV, Top Football Plays of 216

#### SIGNIFICANT COMMUNITY IMPACT

- 1st Place – WSAW-TV, Share Your Holidays
- 2nd Place – WAOW-TV, Warm Up WI
- 3rd Place – WKBT-TV, Top Notch Teacher

#### SPECIALTY PROGRAMMING

- 1st Place – WKBT-TV, News 8 Highlight Zone High School Football Preview Show
- 2nd Place – WAOW-TV, Jefferson Award Special
- 3rd Place – WKBT-TV, Oktoberfest Maple Leaf Parade

#### EDITORIAL/COMMENTARY

- 1st Place – WKBT-TV, Mental Health – My Story
- 2nd Place – WAOW-TV, The Night Before the Election
- 3rd Place – WEAU-TV, Solving the Mystery of Tyler's Desk

#### PROMOTIONAL ANNOUNCEMENT

- 1st Place – WJFW-TV, Superhero School Closing
- 2nd Place – WAOW-TV, New Weather App
- 3rd Place – WJFW-TV, 50th Anniversary Promo Series

#### BEST TOPICAL PROMOTION

- 1st Place – WAOW-TV, Jordon on the Job Fire
- 2nd Place – WSAW-TV, The Game of Life: Defining Moments
- 3rd Place – WEAU-TV, SWEEPS: Drowning Family

#### PUBLIC SERVICE ANNOUNCEMENT

- 1st Place – WSAW-TV, Keep the Bells Ringing
- 2nd Place – WKBT-TV, Steppin' Out in Pink
- 3rd Place – WKBT-TV, iFeed

#### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

- 1st Place – WEAU-TV, Aerco Collision
- 2nd Place – WSAW-TV, Thorogood Weinbrenner
- 3rd Place – WKBT-TV, Gundersen Health System: Role Models

#### BEST ELECTION COVERAGE

- 1st Place – WKBT-TV, News 8 Election Coverage
- 2nd Place – WSAW-TV, Newschannel 7 – Your Election Authority
- 3rd Place – WEAU-TV, WEAU 13 News at 10 – Election Special

## RADIO - NEWS & TALK

### SOCIAL AND DIGITAL MEDIA - NEWS AND TALK

#### BEST WEBSITE

- 1st Place – WI Public Radio, WPR.org
- 2nd Place – WCLO-AM, WCLO.com
- 3rd Place – WTMJ-AM, WTMJ.com

#### BEST USE OF SOCIAL MEDIA

- 1st Place – WI Public Radio, WPR Facebook Strategy
- 2nd Place – WTMJ-AM, WTMJ on Social Media
- 3rd Place – WISN-AM, News/Talk 1130 WISN

#### BEST USE OF SOCIAL MEDIA LIVE STREAMING

- 1st Place – WCLO-AM, Your Talk Show at the Trump Rally
- 2nd Place – WTMJ-AM, Community Conversation: Milwaukee Riots
- 3rd Place – WHBY-AM, WHBY Facebook Live: Fox River Mall Threat

#### BEST PERSONALITY

- 1st Place – WHBY-AM, WHBY's Good Neighbor, Kathy Keene
- 2nd Place – WTAQ-AM, Melissa Barclay
- 3rd Place – WI Public Radio, Laurel White - Twitter

## RADIO - NEWS & TALK CONTINUED

### BEST BREAKING NEWS COVERAGE

- 1st Place – WTMJ-AM, Election Night 2016
- 2nd Place – WUWM-FM, Milwaukee Unrest
- 3rd Place – WI Public Radio, Milwaukee Unrest

### BEST WEB STORY

- 1st Place – WISN-AM, The Illegal American
- 2nd Place – WIZM-AM, You May Be Shocked to See What's in a Downtown La Crosse Needle-Exchange Bag
- 3rd Place – WKTY-AM, After 68 Years, Kearns Retires Lead Balloon Show

## LARGE MARKET RADIO - NEWS AND TALK

### BEST MORNING RADIO SHOW

- 1st Place – WTMJ-AM, Wisconsin's Morning Show with Gene Mueller
- 2nd Place - WISN-AM, The Jay Weber Show
- 3rd Place - WSSP-AM, Chuck and Winkler on the FAN

### BEST RADIO SHOW

- 1st Place – WTMJ-AM, Midday with Charlie Sykes
- 2nd Place - WUWM-FM, Lake Effect - Bubbler Talk Mixtape
- 3rd Place - WISN-AM, The Vicki McKenna Show

### BEST NEWSCAST

- 1st Place – WTMJ-AM, WTMJ Newscast - November 1, 2016
- 2nd Place - WTMJ-AM, Election Day
- 3rd Place - WISN-AM, The WISN Morning Briefing

### BEST SPORTSCAST

- 1st Place - WTMJ-AM, Doug Russell Sportscast
- 2nd Place - WSSP-AM, Chuck Freimund Sportscast
- 3rd Place - WTMJ-AM, Greg Matzek Sportscast

### SPOT NEWS

- 1st Place - WTMJ-AM, Milwaukee Riots
- 2nd Place - WORT-FM, Thousands Attend Day Without Latinos Rally
- 3rd Place - WTMJ-AM, Debate Sparks Protests at UWM

### NEWS WRITING

- 1st Place - WTMJ-AM, Inside a Bar Shooting
- 2nd Place - WISN-AM, Life, Death, God and Words with Friends
- 3rd Place - WUWM-FM, Parents Juggle to Buy EpiPens

### HARD NEWS/INVESTIGATIVE

- 1st Place - WISN-AM, Blood on the Blackboard
- 2nd Place - WTMJ-AM, Child Marriages in Wisconsin
- 3rd Place - WTMJ-AM, Wisconsin Vets Coming Home

### ORIGINAL FEATURE

- 1st Place - WTMJ-AM, A Tradition of Hunting
- 2nd Place - WOZN-FM, Ted is Not the Father
- 3rd Place - WORT-FM, Campus Report: Slang of Today

### BEST USE OF AUDIO IN RADIO NEWS

- 1st Place - WI Public Radio, All Present and Accounted for at the High-ground
- 2nd Place - WISN-AM, The Unnoticed Miracle in the Milwaukee Riots
- 3rd Place - WTMJ-AM, Flying with the 128th Air Refueling Wing

### LIVE ON-SCENE REPORTING – only 2 entries

- 1st Place – WTMJ-AM, Red Arrow Park Protests
- 2nd Place - WTMJ-AM, Election Night in Wisconsin

### BEST CONTINUING COVERAGE

- 1st Place - WISN-AM, The Milwaukee Riot
- 2nd Place - WUWM-FM, Sherman Park Unrest
- 3rd Place - WTMJ-AM, Milwaukee Riots

### BEST INTERVIEW

- 1st Place - WTMJ-AM, Donald Trump on the Wisconsin Primary
- 2nd Place - WISN-AM, Justice for Chris
- 3rd Place - WUWM-FM, We Gotta Get out of This Place

### BEST SPORTS PLAY-BY-PLAY – only 2 entries

- 1st Place - WTSO-AM, Wisconsin Volleyball's Sweet 16 Win over Ohio State
- 2nd Place - WTMJ-AM, Division 1 State Football Championship
- 3rd Place - WSSP-AM, WBY Shootout

### SIGNIFICANT COMMUNITY IMPACT

- 1st Place - WI Public Radio, Wisconsin Life: Literacy Series
- 2nd Place - WTMJ-AM, WTMJ's Week of Hope
- 3rd Place - WTMJ-AM, Treyton's Field of Dreams

### SPECIALTY PROGRAMMING

- 1st Place - WSSP-AM, Green and Gold Post Game Show - Packers Loss
- 2nd Place - WOZN-FM, The Wisconsin Basketball Preview Show
- 3rd Place - WUWM-FM, Project Milwaukee Innovation Forum: Excerpts

### EDITORIAL/COMMENTARY

- 1st Place - WUWM-FM, Immigrants and Food
- 2nd Place - WUWM-FM, In Praise of Small Towns
- 3rd Place - WORT-FM, Democracy Checkup

### PROMOTIONAL ANNOUNCEMENT

- 1st Place - WOZN-FM, The Voice of the People
- 2nd Place - WTMJ-AM, Tug the Tavern
- 3rd Place - WTMJ-AM, From Titledown to Canton

### PUBLIC SERVICE ANNOUNCEMENT – no entries

### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

- 1st Place - WSSP-AM, John Paul's Automotive: "The Kids Table"
- 2nd Place - WTMJ-AM, You've Heard it All Before
- 3rd Place - WSSP-AM, Milwaukee Bucks: "Sounds of Excitement"

### BEST HUMOROUS COMMERCIAL

- 1st Place - WSSP-AM, John Paul's Automotive: "Paws Event"
- 2nd Place - WSSP-AM, Philly's Premium Beverages: "Premium Police"
- 3rd Place - WTMJ-AM, Meet the Family - Timeless Yellow

### MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL – only 1 entry

- 1st Place - WSSP-AM, Nice Ash Cigar Bar: Pappy's in the House

### BEST ELECTION COVERAGE

- 1st Place - WUWM-FM, WUWM 2016 Election Coverage
- 2nd Place - WISN-AM, Decision 2016
- 3rd Place - WTMJ-AM, Decision 2016 Coverage

## MEDIUM MARKET RADIO - NEWS AND TALK

### BEST MORNING RADIO SHOW

- 1st Place – WCLO-AM, Southern Wisconsin's Morning News - 6/14/16
- 2nd Place - WHBY-AM, WHBY Morning Show: Election Day 11/8/16
- 3rd Place - WSAU-FM, Wisconsin Morning News

### BEST RADIO SHOW

- 1st Place – WHBY-AM, In the Huddle with Jared Cook and Trevor Davis
- 2nd Place - WIZM-AM, The Phone Book Show
- 3rd Place - WCLO-AM, Your Talk Show - "Napkins"

### BEST NEWSCAST

- 1st Place – WHBY-AM, July 7, 5 a.m.
- 2nd Place - WTAQ-AM, WTAQ's Morning News
- 3rd Place - WSAU-FM, November 17, 2016

### BEST SPORTSCAST

- 1st Place – WCLO-AM, WCLO's Sports with Josh
- 2nd Place - WHBY-AM, WHBY Sports with Justin Hull
- 3rd Place - WHBY-AM, Joey D with WHBY Sports

## RADIO - NEWS & TALK CONTINUED

### SPOT NEWS

- 1st Place – WCLO-AM, Shooting Standoff
- 2nd Place - WRJN-AM, Lincoln Returns
- 3rd Place - KFIZ-AM, Fond du Lac Plane Crash

### NEWS WRITING

- 1st Place – WCLO-AM, Wreck the Deck
- 2nd Place - WCLO-AM, Proud Parade
- 3rd Place - WTAQ-AM, Clown Craze

### BEST HARD NEWS/INVESTIGATIVE

- 1st Place – WCLO-AM, Candidate Visit Series
- 2nd Place - WFDL-AM, A Community Opposed
- 3rd Place - WHBY-AM, Mayor Schmitt Charges

### ORIGINAL FEATURE

- 1st Place – WRST-FM, Karl Schmidt Remembrance
- 2nd Place - WIZM-AM, What's Buried on Brad's Desk
- 3rd Place - WTAQ-AM, The Only One in the Room

### BEST USE OF AUDIO IN RADIO NEWS

- 1st Place – WTAQ-AM, Bonnie the Bus Driver
- 2nd Place - WFDL-AM, IRS Scam
- 3rd Place - WTAQ-AM, Active Shooter Training

### BEST LIVE ON-SCENE REPORTING

- 1st Place – WHBY-AM, Fox River Mall Threat
- 2nd Place - WCLO-AM, Neighborhood Nightmare
- 3rd Place - WTAQ-AM, Hazmat Call to Green Bay School

### BEST CONTINUING COVERAGE

- 1st Place – WFDL-AM, Saving a Park
- 2nd Place - WHLA-FM, Aging in the Coulee Region
- 3rd Place - WCLO-AM, Ticket to Trump

### BEST INTERVIEW

- 1st Place – WHWC-FM, Al Ross with Nobu Yasuda
- 2nd Place - WRJN-AM, Alex Hart Upendo
- 3rd Place - WRJN-AM, Haley Schonter

### BEST SPORTS PLAY-BY-PLAY

- 1st Place – WMEQ-AM, Eau Claire Express at St. Cloud Rox - NWL Playoffs - Pete Knutson
- 2nd Place - WHBY-AM, Playoff Football: Kimberly vs. Fond du Lac - Level 3
- 3rd Place - WCLO-AM, Janesville Craig Girls Basketball

### SIGNIFICANT COMMUNITY IMPACT

- 1st Place – WCLO-AM, Bike Rodeo
- 2nd Place - WHBY-AM, The PhilCast Kids and Christmas
- 3rd Place - WOMT-AM, #LOVEMANITOWOC

### SPECIALTY PROGRAMMING

- 1st Place – WHLA-FM, A "Big River Radio Wave" Christmas
- 2nd Place - WCLO-AM, A Christmas Story
- 3rd Place - WCLO-AM, Solen-Breu Debate

### EDITORIAL/COMMENTARY

- 1st Place – WCLO-AM, Josh's Sports Commentary - Slow Pitch Season
- 2nd Place - WOSH-AM, My Two Cents
- 3rd Place - WLIP-AM, WLIP on Redistricting

### PROMOTIONAL ANNOUNCEMENT

- 1st Place – WSCO-AM, The Score - Remembering Athletes that Sucked 2016
- 2nd Place - WCLO-AM, Elections Night
- 3rd Place - WRJN-AM, Delagarve Promo

### PUBLIC SERVICE ANNOUNCEMENT

- 1st Place – WSCO-AM, Community Foundation
- 2nd Place - WHBY-AM, Nami Fox Valley Mental
- 3rd Place - WCLO-AM, United Way - "Campaign"

### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

- 1st Place – WCLO-AM, Jackson Monument
- 2nd Place - WHBY-AM, Road America - Indy Car Kohler
- 3rd Place - WIZM-AM, 1st C.C.U. Dating Profile

### BEST HUMOROUS COMMERCIAL

- 1st Place - WSCO-AM, Papa Murphy's - A Few Good Pizza's
- 2nd Place - WCLO-AM, Glitz N' Go
- 3rd Place - WSCO-AM, Zarcom - Midevil

### MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place – WIZM-AM, Floor Crafters - Transition
- 2nd Place - WSCO-AM, FNB Fox Valley - Drew First Time Home Buyer
- 3rd Place - WSCO-AM, Tusler Law - Wills

### BEST ELECTION COVERAGE

- 1st Place - WTAQ-AM, WTAQ's Election 2016
- 2nd Place - WSAU-FM, Rep. Sean Duffy and Prof. Mary Hoeft Debate
- 3rd Place - WHBY-AM, 2016 Election Year

## SMALL MARKET RADIO - NEWS AND TALK

### BEST MORNING RADIO SHOW

- 1st Place - WBEV-AM, After 53 Years, "Uncle" Bill McCollum Leaves WBEV Morning Show
- 2nd Place - WWIS-FM, Buyline 4/2/16
- 3rd Place - WHYB-FM, Chuck and Jim Veterans Day Show 2016

### BEST RADIO SHOW

- 1st Place - WBEV-AM, Idea Exchange with Brenda Murphy ft. "Nobody's Hero"
- 2nd Place - WHYB-FM, Hometown Pros
- No 3rd Place

### BEST NEWSCAST

- 1st Place - WWIS-FM, Newscast 8/26/16
- 2nd Place - WBEV-AM, November 16 Newscast
- 3rd Place - WTCH-AM, The WTCH Local Newscast

### BEST SPORTSCAST

- 1st Place - WTCH-AM, WTCH Local Sportscast
- 2nd Place - WBEV-AM, Green & Gold Fix
- 3rd Place - WHYB-FM, Friday Night High School Round-Up

### SPOT NEWS

- 1st Place - WBEV-AM, Missing Teens Rescued from Bat Cave
- 2nd Place - WRJO-FM, Antigo High School Shooting
- 3rd Place - WTCH-AM, Milk Spill Mess

### NEWS WRITING

- 1st Place - WTCH-AM, Special Delivery from Dispatch
- 2nd Place - WHYB-FM, Save a Heart
- 3rd Place - WBEV-AM, John Muir Script

### BEST HARD NEWS/INVESTIGATIVE

- 1st Place - WWIS-FM, Fall Flooding Rips Gate from Black River Dam
- 2nd Place - WHYB-FM, McClintock Park Murders 40th Anniversary
- 3rd Place - WBEV-AM, Officials Scramble to Place Sex Offenders

### ORIGINAL FEATURE

- 1st Place - WXPR-FM, Lemonade for Love
- 2nd Place - WBEV-AM, Drunk Driving Awareness Advocate Passes
- 3rd Place - WTCH-AM, E-VOC Training

## RADIO - NEWS & TALK CONTINUED

### BEST USE OF AUDIO IN RADIO NEWS

- 1st Place - WTCH-AM, Behind the Scenes of Charlie Brown
- 2nd Place - WRJO-FM, 2016 Lumberjack World Championships
- 3rd Place - WTCH-AM, Touch a Truck Fun

### BEST LIVE ON-SCENE REPORTING

- 1st Place - WBEV-AM, Million Dollar Mayor
- 2nd Place - WTCH-AM, Water Shut-off in Shawano
- 3rd Place - WTCH-AM, Bonduel Elementary Fire

### BEST CONTINUING COVERAGE

- 1st Place - WHYB-FM, Lead in Local Water
- 2nd Place - WHYB-FM, Bandshell Nativity Scene
- 3rd Place - WBEV-AM, Internet Crimes Against Children Task Force

### BEST INTERVIEW

- 1st Place - WTCH-AM, Johnny Lee Interview
- 2nd Place - WRJO-FM, UFFDA - Disabled Hunters
- 3rd Place - WMAM-AM, Sports Buzz - Jimmy Nelson of the Milwaukee Brewers

### BEST SPORTS PLAY-BY-PLAY

- 1st Place - WHYB-FM, Adam Nolde Scores One Thousandth Point
- 2nd Place - WMAM-AM, Marinette -vs- Menominee Basketball
- 3rd Place - WTCH-AM, WIAA State Wrestling Semi-Final

### SIGNIFICANT COMMUNITY IMPACT

- 1st Place - WBEV-AM, 2016 Children's Radiothon Raises over \$106,000
- 2nd Place - WHYB-FM, Brats for Breakfast and Shop with a Cop Program
- 3rd Place - WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon

### SPECIALTY PROGRAMMING

- 1st Place - WBEV-AM, BDACT Radio Play "A Christmas Carol"
- 2nd Place - WWIS-FM, Remember Pearl Harbor
- 3rd Place - WBEV-AM, Tribute to Veterans

### EDITORIAL/COMMENTARY - only 2 entries

- 1st Place - WHYB-FM, Chuck and Jim Show State of the Cities Address
- 2nd Place - WTCH-AM, To Catch a Pokemon

### PROMOTIONAL ANNOUNCEMENT

- 1st Place - WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon
- 2nd Place - WRJO-FM, WRJO Shopping Show
- 3rd Place - WWIS-FM, The Boys of Fall - Football Promo

### PUBLIC SERVICE ANNOUNCEMENT

- 1st Place - WBEV-AM, YMCA Wild, Wild West Fundraiser
- 2nd Place - WRJO-FM, Gyro's for Hero's
- 3rd Place - WHYB-FM, Pro-School, Anti-Drugs

### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

- 1st Place - WBEV-AM, Surefire & Santa
- 2nd Place - WRJO-FM, Farmers Feed Store
- 3rd Place - WBEV-AM, Back to the... 175th Anniversary!

### BEST HUMOROUS COMMERCIAL

- 1st Place - WRJO-FM, Dublins Colin Kaepernick
- 2nd Place - WHYB-FM, Cowpie Bingo
- 3rd Place - WTCH-AM, Mountain Bay Outfitters - Cousins

### MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place - WBEV-AM, Vita Park Singing Eye Docs Christmas Carol
- 2nd Place - WRJO-FM, River Valley Phone Wash
- 3rd Place - WTCH-AM, Bubba's BBQ - Bull

### BEST ELECTION COVERAGE

- 1st Place - WRJO-FM, WRJO Election Coverage 2016
- 2nd Place - WTCH-AM, Your Vote Matters
- 3rd Place - WHYB-FM, 2016 Election Coverage

## RADIO - MUSIC FORMAT

### SOCIAL AND DIGITAL MEDIA - MUSIC

#### BEST WEBSITE

- 1st Place - WZOR-FM, Razor947.com
- 2nd Place - WAPL-FM, WAPL.com
- 3rd Place - WKZG-FM, KZ 104.3 Website

#### BEST USE OF SOCIAL MEDIA

- 1st Place - WYMS-FM, National & North
- 2nd Place - WAPL-FM, 105.7 WAPL
- 3rd Place - WNCY-FM, #Y100SelfieSummer Hashtag Promotion

#### BEST USE OF SOCIAL MEDIA LIVE STREAMING

- 1st Place - WAPL-FM, Rick and Len KISS OFF
- 2nd Place - WLDB-FM, CV & Van McNeil in the Morning - 2016 Facebook LIVE!
- 3rd Place - WYMS-FM, Radio Milwaukee Music Awards

#### BEST PERSONALITY

- 1st Place - WYMS-FM, Tarik Moody
- 2nd Place - WZOR-FM, Cutter
- 3rd Place - WLKG-FM, Melody Judge

#### BEST LIVE ON-SITE COVERAGE

- 1st Place - WKSZ-FM, Octoberfest 2016
- 2nd Place - WYMS-FM, Rock the Green 2016
- 3rd Place - WKSZ-FM, KISS FM Pool Party

### LARGE MARKET RADIO - MUSIC FORMAT

#### BEST MORNING SHOW

- 1ST Place - WXSS-FM, Riggs & Alley (with producer Gibbons)
- 2nd Place - WRIT-FM, Murphy & Meg
- 3rd Place - WJQM-FM, Marco and Krista

#### BEST RADIO SHOW

- 1ST Place - WKTI-FM, New Country Nites with Jillene
- 2nd Place - WMIL-FM, Ridder Radio Show
- 3rd Place - WRIT-FM, The Eric Paulsen Show

#### BEST NEWSCAST

- 1st Place - WLDB-FM, CV & Van McNeil in the Morning - Feel Good Stories of the Day
- 2nd Place - WRIT-FM, 95.7 Big FM News
- 3rd Place - WYMS-FM, 88Nine's Daily Music News

#### BEST INTERVIEW

- 1ST Place - WKTI-FM, Josh Thompson on New Country Nites with Jillene
- 2nd Place - WLDB-FM, CV & Van McNeil in the Morning - 2016 Interviews
- 3rd Place - WCCX-FM, A Woman of Courage

#### ORIGINAL FEATURE

- 1ST Place - WYMS-FM, Neighborly Love Wins Presidential Volunteer Service Award
- 2nd Place - WYMS-FM, Milwaukee Bus Driver Saves Girl from a Harmful Situation
- 3rd Place - WVMO-FM, Monona History Moment

#### BEST LIVE ON-SITE BROADCAST REMOTE

- 1ST Place - WKTI-FM, Summerfest from the Sky Glider with Jillene
- 2nd Place - WMIL-FM, Ridder Live from Kenny Chesney
- 3rd Place - WWQM-FM, Hole in the Wall Tour

#### BEST USE OF AUDIO (NON-NEWS)

- 1ST Place - WXSS-FM, Owen Reads Kanye Tweets
- 2nd Place - WYMS-FM, Landmark Lane's "Rockin' Roy"
- 3rd Place - WVMO-FM, Listening to Records Club - Halloween Show

## RADIO - MUSIC FORMAT CONTINUED

### BEST SPORTS COVERAGE

- 1ST Place - WKTI-FM, The Voice of the Packers with 94.5 KTl Country
- 2nd Place - WVMO-FM, Back in the Day - Soul of Baseball
- 3rd Place - WVMO-FM, Hooked on Monona

### BEST SIGNIFICANT COMMUNITY IMPACT

- 1ST Place - WJMR-FM, Milwaukee Live It Love It
- 2nd Place - WXSS-FM, Milwaukee Unrest - An Open Conversation about Peace in MKE
- 3rd Place - WRIT-FM, The Make-A-Wish Radio-A-Thon

### BEST SPECIALTY PROGRAMMING

- 1ST Place - WLUM-FM, FM 102.1 Retro Brunch
- 2nd Place - WKTI-FM, 94.5 KTl Country - Countdown to 2017
- 3rd Place - WRIT-FM, There is Nothing Fair about ALS

### BEST PROMOTIONAL ANNOUNCEMENT

- 1ST Place - WHQG-FM, Whose Got the Biggest Sack
- 2nd Place - WMYX-FM, 991 The Mix: Fair and Balanced
- 3rd Place - WKLH-FM, Sand in Your Stockings

### BEST STATION PROMO

- 1ST Place - WKLH-FM, Creepy Clowns
- 2nd Place - WOLX-FM, Back to the Classics
- 3rd Place - WYMS-FM, The Afternoon Show Needs a Jingle

### BEST STATION EVENT PROMO

- 1ST Place - WMIL-FM, Labor of Love Music Festival
- 2nd Place - WHQG-FM, Vote Rock Girl
- 3rd Place - WXSS-FM, All American

### BEST CLIENT EVENT PROMO

- 1ST Place - WJMR-FM, Mama's Kitchen Crisis
- 2nd Place - WVMO-FM, Hoot Hoot Hustle
- 3rd Place - WKLH-FM, Easter Kegs

### BEST PUBLIC SERVICE ANNOUNCEMENT

- 1ST Place - WWQM-FM, American Red Cross - Support Your Local Chapter Helping Victims of Matthew
- 2nd Place - WMGN-FM, Down with the Dealer - Traveling Dealer
- 3rd Place - WMGN-FM, Down with the Dealer - Teaser

### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

- 1ST Place - WMYX-FM, Family Care Dental: "Don't Talk with Your Mouth Full"
- 2nd Place - WXSS-FM, Gene Wagner Plumbing: Here to Help
- 3rd Place - WKTI-FM, Huckstorf Diesel - Diesel Dabbling?

### BEST HUMOROUS COMMERCIAL

- 1ST Place - WMYX-FM, Dickensschrauf H-VAC: "An Easy Name"
- 2nd Place - WXSS-FM, Golden Chicken
- 3rd Place - WMGN-FM, Madison Children's Museum Summer Palooza

### MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1ST Place - WOLX-FM, Hasheider Roofing: "Brad & Kevin"
- 2nd Place - WMMM-FM, Jeweler's Workshop: "Uniquely You"
- 3rd Place - WKLH-FM, All Occasions Catering

### BEST ELECTION COVERAGE

- 1st Place - WXSS-FM, Owen Reads Trump Tweets
- 2nd Place - WYMS-FM, Tune In. Turn Out. Vote
- 3rd Place - WVMO-FM, Back in the Day - Peace Love & Understanding

## MEDIUM MARKET RADIO - MUSIC FORMAT

### BEST MORNING SHOW

- 1st Place - WFON-FM, The Crooked Crew
- 2nd Place - WAXX-FM, Alex & Cora
- 3rd Place - WIZM-FM, Brittany and Tracy Morning Buzz

### BEST RADIO SHOW

- 1st Place - WIXX-FM, Middays with Otis Day
- 2nd Place - WKSZ-FM, 92oh! Night Show with Chuck Charles
- 3rd Place - WIXX-FM, Jayson Slade Night Show

### BEST NEWSCAST

- 1st Place - WECL-FM, Morning Newscast
- 2nd Place - WAPL-FM, Rick & Len: News with Carol Patrizi
- 3rd Place - WJVL-FM, News with Stan Stricker

### BEST INTERVIEW

- 1st Place - WKSZ-FM, Kevin Costner with Doug & Mary
- 2nd Place - WAPL-FM, John Cleese
- 3rd Place - WAPL-FM, Tom Kiefer of Cinderella

### ORIGINAL FEATURE

- 1st Place - WJVL-FM, The Great Outdoors
- 2nd Place - WGTD-FM, WGTD Radio Theater: "The Kane Show - A REAR WINDOW Murder"
- 3rd Place - WZOR-FM, Cutter's Guitar Shop

### BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place - WGTD-FM, WGTD Radio Theater: "The New Dean Martin HOLIDAY Show"
- 2nd Place - WAPL-FM, International Incident 2016
- 3rd Place - WKSZ-FM, Bar Shuttle Broadcast

### BEST USE OF AUDIO (NON-NEWS)

- 1st Place - WJVL-FM, Jimmy Bond Double Knot Spy
- 2nd Place - WIFC-FM, Kallaway on the Rise - Dave & Susan Feature a Mating Turtle
- 3rd Place - WIXX-FM, Green Bay Phoenix NCAA

### BEST SPORTS COVERAGE

- 1st Place - WTCX-FM, Game Plan with Jeff Janis, Geronimo Allison, Gregg Owens & Keith Heisler
- 2nd Place - WOZZ-FM, Mark Daniels Training Camp Report
- 3rd Place - WTCX-FM, St. Mary Springs Sportscast

### BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place - WIXX-FM, WIXX Christmas Wish
- 2nd Place - WAPL-FM, International Incident Baseball Project
- 3rd Place - WIFC-FM, Stand Up to Bullying

### BEST SPECIALTY PROGRAMMING

- 1st Place - WKSZ-FM, Top 95.9 of 2016 on KISS FM
- 2nd Place - WAPL-FM, Home Brewed
- 3rd Place - WNCY-FM, St. Jude Radiothon 2016

### BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place - WZOR-FM, Steel Panther Giveaways
- 2nd Place - WOZZ-FM, Rock 94.7 Says "Goodbye"
- 3rd Place - WAPL-FM, Free Bird Giveaway

### BEST STATION PROMO

- 1st Place - WZOR-FM, Top 94 of 2016 Countdown
- 2nd Place - WOZZ-FM, Electric Lunch
- 3rd Place - WOZZ-FM, AM Show

### BEST STATION EVENT PROMO

- 1st Place - WZOR-FM, One-Club Golf Outing
- 2nd Place - WKSZ-FM, Mini Golf on the Town
- 3rd Place - WJVL-FM, Mother's Day Promotion

### BEST CLIENT EVENT PROMO

- 1st Place - WOZZ-FM, Central Wisconsin State Fair Cowbells
- 2nd Place - WAPL-FM, Marvel Universe Live
- 3rd Place - WBCV-FM, Fireworks Country Extravaganza



## RADIO - MUSIC FORMAT CONTINUED

### BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place - WBCV-FM, Big Brothers Big Sisters
- 2nd Place - WVTY-FM, St. Monica - Memory Care Unit
- 3rd Place - WFON-FM, 107.1 The Bull Charity

### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

- 1st Place - WZOR-FM, The Sandlot/Watering Hole: Shaman's Harvest
- 2nd Place - WKSZ-FM, The Morgue 2016 tag 1-2
- 3rd Place - WSJY-FM, Ketterhagen Motors - Back in the Day

### BEST HUMOROUS COMMERCIAL

- 1st Place - WAPL-FM, Black and Tan: Phone Call
- 2nd Place - WJVL-FM, Kobs & Roberts
- 3rd Place - WGLX-FM, Manke Automotive

### MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place - WIZM-FM, Itsy Bitsy Spider
- 2nd Place - WIFC-FM, JD Byrider Dave
- 3rd Place - WJVL-FM, E & D Waterworks

### BEST ELECTION COVERAGE

- 1st Place - WKSZ-FM, Pick Your President
- 2nd Place - WAPL-FM, Rick & Len's Campaign Cash Quiz
- 3rd Place - WFDL-FM, Election Coverage 2016

## SMALL MARKET RADIO - MUSIC FORMAT

### BEST MORNING SHOW

- 1st Place - WCOW-FM, Ben and Arnie
- 2nd Place - WCOW-FM, Ben and Arnie on COW97
- 3rd Place - WKLG-FM, LifeMatters

### BEST RADIO SHOW

- 1st Place - WCOW-FM, Mike in the Midday
- 2nd Place - WCOW-FM, COW97 Classics with Arnie Andrews
- 3rd Place - WCQM-FM, DJ Rick for Nearly 20 Years!

### BEST NEWSCAST

- 1st Place - WJMC-FM, November 29
- 2nd Place - WLST-FM, Ken & Kit Newscast
- 3rd Place - WJMC-FM, November 23

### BEST INTERVIEW

- 1st Place - WCOW-FM, Ben & Arnie with Tracy Lawrence
- 2nd Place - WLKG-FM, Speaker Paul Ryan Interview
- 3rd Place - WLKG-FM, Gary Meier Interview

### ORIGINAL FEATURE

- 1st Place - WLKG-FM, Interview with Santa
- 2nd Place - WLKG-FM, What's Up Walworth County
- 3rd Place - WCOW-FM, Ben & Arnie's Country Music News

### BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place - WCOW-FM, COW97 Live from Country Fest 2016
- 2nd Place - WCOW-FM, Live from the Armed Forces Day Concert Event
- 3rd Place - WLKG-FM, Live at the Walworth County Fair

### BEST USE OF AUDIO (NON-NEWS)

- 1st Place - WCOW-FM, Kenny Rogers Winner
- 2nd Place - WLKG-FM, Robyn's Retro Cafe Intro
- 3rd Place - WCOW-FM, Kenny Chesney Winner

### BEST SPORTS COVERAGE

- 1st Place - WDDC-FM, Reid Magnum Interviews Coach Sean Stout
- 2nd Place - WDUX-FM, Amherst Falcons State Title
- 3rd Place - WSFQ-FM, Abbotsford at Coleman

### BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place - WCOW-FM, Dream Christmas
- 2nd Place - WLKG-FM, Feeding Walworth County
- 3rd Place - WCOW-FM, Greenlight a Vet

### BEST SPECIALITY PROGRAMMING

- 1st Place - WRJC-FM, Local Frequencies - Dixie Duncan
- 2nd Place - WCQM-FM, Deer Hunter's Take Over the Radio!
- 3rd Place - WCOW-FM, Country Fest Lineup Reveal

### BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place - WCOW-FM, Ben & Arnie
- 2nd Place - WCOW-FM, Best of Ben & Arnie
- 3rd Place - WLKG-FM, Robyn's Retro Cafe

### BEST STATION PROMO

- 1st Place - WCOW-FM, COW97's 2016
- 2nd Place - WLKG-FM, More of Your Favorite Music
- 3rd Place - WLKG-FM, Come On Turn It Up!

### BEST STATION EVENT PROMO

- 1st Place - WLKG-FM, That's What She Shed
- 2nd Place - WCOW-FM, Bags to Cash 2016
- 3rd Place - WCOW-FM, St. Jude 2016

### BEST CLIENT EVENT PROMO

- 1st Place - WAQE-FM, 12 Days of Christmas
- 2nd Place - WJMC-FM, Leinie's at the Lake
- 3rd Place - WCOW-FM, Justin Moore - Crystal Grand Theatre

### BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place - WRDN-AM, Parents Who Host, Lose the Most
- 2nd Place - WCOW-FM, COW Calendar
- 3rd Place - WCOW-FM, Game On - Riverfront 2016

### BEST COMMERCIAL

- 1st Place - WCOW-FM, Sparks Auto Body - Cool Buttons
- 2nd Place - WDUX-FM, East Side Mobil Cold Case
- 3rd Place - WRJC-FM, Shopping Show Pirate Ad

### BEST HUMOROUS COMMERCIAL

- 1st Place - WCOW-FM, Wehers Truck & Auto - Ole and Sven
- 2nd Place - WCQM-FM, Redneck Christmas Story
- 3rd Place - WDUX-FM, Cheesie Bob Polka

### MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place - WCQM-FM, Far Out Heating and Cooling
- 2nd Place - WXYM-FM, Mauston Furniture & Appliance
- 3rd Place - WLKG-FM, Lake Geneva Regional News - Taste of the Lake

### BEST ELECTION COVERAGE - only 1 entry

- 1st Place - WCOW-FM, COW97 Election Coverage 2016

# BEST OF THE BEST

## STATION OF THE YEAR

### Music Radio

Large Market – WKTI-FM  
Medium Market – WAPL-FM  
Small Market – WCOW-FM

### News/Talk Radio

Large Market – WTMJ-AM  
Medium Market – WCLO-AM  
Small Market – WBEV-AM

### Television

Large Market – WISN-TV  
Medium Market – WKOW-TV  
Small Market – WKBT-TV

## NEWS OPERATION OF THE YEAR

### Television

Large Market – WISN-TV  
Medium Market – WISC-TV  
Small Market – WKBT-TV

### News/Talk Radio

Large Market – WTMJ-AM  
Medium Market – WCLO-AM  
Small Market – WTCH-AM

## SOCIAL & DIGITAL MEDIA STATION OF THE YEAR

### Television

WISN-TV

### News/Talk Radio

WI Public Radio

### Music Radio

WYMS-FM

CONGRATULATIONS  
TO ALL OF THE 2016  
WBA AWARDS FOR EXCELLENCE WINNERS!

