

Awards for Excellence 2002 Award Winners

MAJOR MARKET TELEVISION

SPOT NEWS STORY

First Place - WISN-TV, Milwaukee, *ANTIQUA SHOP FIRE*

Merit Award - WTMJ-TV, Milwaukee, *SIREN TORNADO*

Merit Award - WDJY-TV, Milwaukee, *TANKER FIRE*

HARD NEWS STORY

First Place - WITI-TV, Milwaukee, *HIDDEN CAM PLUMBING INVESTIGATION*

Merit Award - WITI-TV, Milwaukee, *WHAT ARE THEY WAITING FOR?*

Merit Award - WTMJ-TV, Milwaukee, *CO-PAY CONTROVERSY*

MINI-DOCUMENTARY OR SERIES

First Place - WITI-TV, Milwaukee, *SEX IN THE PARK*

Merit Award - WITI-TV, Milwaukee, *CONVENIENCE STORE CRACKPIPES*

Merit Award - WTMJ-TV, Milwaukee, *INTO THE BATTLE*

FEATURE LENGTH DOCUMENTARY

First Place - WMVS-TV, Milwaukee, *A DAY IN THE LIFE OF MILWAUKEE*

FEATURE

First Place - WITI-TV, Milwaukee, *THE BRAIN KILLER*

Merit Award - WTMJ-TV, Milwaukee, *APOSTLE ISLANDS*

Merit Award - WDJT-TV, Milwaukee, *KID PARENTS*

BEST USE OF VIDEO

First Place - WISN-TV, Milwaukee, *SAILING INTO HISTORY*

Merit Award - WTMJ-TV, Milwaukee, *ONE OF THE LAST RUNS: KETTLE MORAINE RAILWAY*

Merit Award - WITI-TV, Milwaukee, *BUCKS SPECIAL OPEN*

EDITORIAL/COMMENTARY

See Medium Market

BEST SPORTS REPORTING

First Place - WTMJ-TV, Milwaukee, *BUCKS PLAYOFF EXTRA-PREGAME*

COMMUNITY AFFAIRS ACTIVITY

First Place - WISN-TV, Milwaukee, *CHILDREN FIRST, "STREET SMART KID"*

Merit Award - WISN-TV, Milwaukee, *CHILDREN FIRST, "BEING BRAVE IN A WORLD"*

PUBLIC SERVICE ANNOUNCEMENT

First Place - WISN-TV, Milwaukee, *CHILDREN FIRST CAMPAIGN*

PROMOTIONAL ANNOUNCEMENT

First Place - WISN-TV, Milwaukee, *MARK SAID*

Merit Award - WISN-TV, Milwaukee, *WINTER NEWS IMAGE*

Merit Award - WITI-TV, Milwaukee, *REALITY SCORES*

COMMERCIAL ANNOUNCEMENT

First Place - WISN-TV, Milwaukee, *MILWAUKEE COUNTY PARKS WILD WEST TRAIN SHOW*

Merit Award - WISN-TV, Milwaukee, *MILWAUKEE TEACHERS EDUCATION ASSOCIATION "IMAGE"*

MEDIUM MARKET TELEVISION

SPOT NEWS STORY

First Place - WLUK-TV, Green Bay, *MORNING GLORY PLANE CRASH*

Merit Award - WGBA-TV, Green Bay, *MORNING GLORY PLANE CRASH*

Merit Award - WMTV-TV, Madison, *PRAIRIE DU CHIEN FLOODS*

HARD NEWS STORY

First Place - WBAY-TV, Green Bay, *CAPITOL CONFRONTATION*

Merit Award - WBAY-TV, Green Bay, *RETURN TO FREEDOM*

Merit Award - WFRV-TV, Green Bay, *OUTSTANDING WARRANTS*

MINI-DOCUMENTARY OR SERIES

First Place - WBAY-TV, Green Bay, *TARGET 2: DRUNK DRIVERS*

Merit Award - WISC-TV, Madison, *LUNG CANCER AND MY MOM*

Merit Awards - WFRV-TV, Green Bay, *PROBLEM PROPERTIES*

FEATURE LENGTH DOCUMENTARY

First Place - Wisconsin Public Television, Madison, *FOOD FIGHT: WISCONSIN'S BIOTECH CROPS*

Merit Award - WKOW-TV, Madison, *WISCONSIN RESPONDS*

Merit Award - Wisconsin Public Television, Madison, *WISCONSIN STORIES, "REALLY BIG STUFF"*

FEATURE

First Place - WGBA-TV, Green Bay, *KRAUT KING*

Merit Award - WBAY-TV, Green Bay, *PICTURE PERFECT*

Merit Award - Wisconsin Public Television, Madison, *CHIEF BENDER*

BEST USE OF VIDEO

First Place - WBAY-TV, Green Bay, *HONORED GRAD*

Merit Award - WISC-TV, Madison, *MADISON'S MUSICAL LEGENDS*

Merit Award - WGBA-TV, Green Bay, *NO POWERBALL*

BEST SPORTS REPORTING

First Place - WMTV-TV, Madison, *SHANA MARTIN: COULD IT HAPPEN TO ME?*

Merit Award - WMTV-TV, Madison, *UW ATHLETICS: TEN YEARS WITH TITLE IX*

Merit Award - WGBA-TV, Green Bay, *WISCONSIN REFEREE*

COMMUNITY AFFAIRS ACTIVITY

First Place - WISC-TV, Madison, *UNITED WE STAND*

Merit Award - WKOW-TV, Madison, *UNITED WE STAND: WISCONSIN CARES*

Merit Award - Wisconsin Public Television, Madison, *CREATING HEALTH: GIRLS*

PUBLIC SERVICE ANNOUNCEMENT

First Place - WBAY-TV, Green Bay, *SHOW YOUR HEART, DO YOUR PART*

Merit Award - WMTV-TV, Madison, *SEPTEMBER 11th LOCAL CAMPAIGN*

Merit Award - WKOW-TV, Madison, *ART FAIR ON THE SQUARE*

PROMOTIONAL ANNOUNCEMENT

First Place - WISC-TV, Madison, *NEWS 3 CYBERLINK*

Merit Award - WACY-TV, Green Bay, *NEDIBAL*

Merit Award - WKOW-TV, Madison, *LIFETIME ON THE JOB*

COMMERCIAL ANNOUNCEMENT

First Place - WMTV-TV, Madison, *TELEPHONE REPAIR SERVICE*

Merit Award - WISC-TV, Madison, *NEWS 3 CHANNEL 3000: ALL NEW*

Merit Award - WKOW-TV, Madison, *THE GREAT DANE BREW PUB, "THE BEST BEER"*

SMALL MARKET TELEVISION

SPOT NEWS STORY

First Place - WAOW-TV, Wausau, *A NATION PRAYS*

Merit Award - WQOW-TV, Eau Claire, *THE CAMARADERIE*

Merit Award - WSAW-TV, Wausau, *CHAMPINE FIRE*

HARD NEWS STORY

First Place - WKBT-TV, La Crosse, *SARA BINDER*

Merit Award - WEAU-TV, Eau Claire, *CAMARADERIE FIRE*

Merit Award - WQOW-TV, Eau Claire, *MURDER VICTIMS MOTHER'S PLEA*

MINI-DOCUMENTARY OR SERIES

First Place - WKBT-TV, La Crosse, *ON THE METH TRAIL*

Merit Award - WKBT-TV, La Crosse, *GIFT OF LIFE*

Merit Award - WEAU-TV, Eau Claire, *LONDON SQUARE ALIVE*

FEATURE LENGTH DOCUMENTARY

First Place - WXOW-TV, La Crosse, *WHEN SIRENS SOUND*

Merit Award - WXOW-TV, La Crosse, *A REAL FIELD OF DREAMS*

FEATURE

First Place - WXOW-TV, La Crosse, *HANDY*

Merit Award - WQOW-TV, Eau Claire, *HYNEK THANKSGIVING*

Merit Award - WBT-TV, La Crosse, *PUT TO THE TEST*

BEST USE OF VIDEO

First Place - WEAU-TV, Eau Claire, *ENERGY*

Merit Award - WSAW-TV, Wausau, *POLISH HISTORY*

Merit Award - WAOW-TV, Wausau, *BEER PROPOSAL*

BEST SPORTS REPORTING

First Place - WAOW-TV, Wausau, *CANCER WRESTLER*
Merit Award - WEAU-TV, Eau Claire, *LAURA'S HAND*
Merit Award - WEAU-TV, Eau Claire, *ONE-LEGGED KICKER*

COMMUNITY AFFAIRS ACTIVITY

First Place - WEAU-TV, Eau Claire, *UNITED WAY-A STRONGER COMMUNITY*

PUBLIC SERVICE ANNOUNCEMENT

First Place - WEAU-TV, Eau Claire, *AMERICAN HEART ASSOCIATION PARTNERSHIPS*
Merit Award - WEAU-TV, Eau Claire, *AMERICAN RED CROSS*
Merit Award - WXOW-TV, La Crosse, *UNITED MEDIA/SEPTEMBER 11th FUND*

PROMOTIONAL ANNOUNCEMENT

First Place - WKBT-TV, La Crosse, *METH PROMO*
Merit Award - WKBT-TV, La Crosse, *LOMBARDI PROMO*
Merit Award - WEAU-TV, Eau Claire, *SPORTS SCENE 13*

COMMERCIAL ANNOUNCEMENT

First Place - WXOW-TV, La Crosse, *SMITH'S CYCLING & FITNESS*
Merit Award - WEAU-TV, Eau Claire, *FS APPLIANCE*
Merit Award - WEAU-TV, Eau Claire, *HEBERT DENTAL*

SMALL, MEDIUM, MAJOR MARKET TELEVISION EDITORIAL/COMMENTARY

First Place - WISC-TV, Madison, *WISCONSIN OR ILLINOIS?*
Merit Award - WISC-TV, Madison, *IT'S NOT THE HEAT, IT'S THE STUPIDITY*
Merit Award - WMVS-TV, Milwaukee, *DOING THE PEOPLE'S BUSINESS*

MAJOR MARKET RADIO**SPOT NEWS STORY**

First Place - WTMJ-AM, Milwaukee, *ATTACK ON AMERICA*
Merit Award - Wisconsin Public Radio, Madison, *NEVER THE SAME*
Merit Award - WTMJ-AM, Milwaukee, *OFFICER DOWN*

HARD NEWS STORY

First Place - WTMJ-AM, Milwaukee, *ABUSE OF POWER*
Merit Award - WIBA-AM, Madison, *THE PLEDGE*
Merit Award - WTMJ-AM, Milwaukee, *PHONY FIELD TRIP*

MINI-DOCUMENTARY OR SERIES

First Place - WTMJ-AM, Milwaukee, *SMALL POX: A REAL THREAT?*
Merit Award - WKTI-FM, Milwaukee, *I DIDN'T KILL TOM MONFELS*
Merit Awards - WNWC-FM, Madison, *RELEASED TIME EDUCATION*

FEATURE LENGTH DOCUMENTARY

First Place - WUWM-FM, Milwaukee, *THE MAN AND HIS MUSIC: A*

TRIBUTE TO MARVIN GAYE

Merit Award - WUWM-FM, Milwaukee, *FOREST CARNIVORE COMMUNITY*

FEATURE

First Place - WTMJ-AM, Milwaukee, *GENCON: THE FINAL FRONTIER*

Merit Award - Wisconsin Public Radio, Madison, *THE RAVE WAVE*

Merit Award - WTMJ-AM, Milwaukee, *TALKIN' FOOTBALL FOR LADIES*

BEST USE OF AUDIO

First Place - WTMJ-AM, Milwaukee, *VETERAN'S DAY RENEWED*

Merit Award - WTMJ-AM, Milwaukee, *THE SUMMERFEST DIET*

Merit Award - WMGN-FM, Madison, *MAGIC 98 WTC MONTAGES*

BEST SPORTS REPORTING

First Place - WTMJ-AM, Milwaukee, *WINNERS, WHINERS & LOSERS*

Merit Award - WTMJ-AM, Milwaukee, *SEASON'S OVER*

Merit Award - Wisconsin Public Radio, Madison, *MINIATURE GOLF*

COMMUNITY AFFAIRS ACTIVITY

First Place - WTMJ-AM, Milwaukee, *TEDDY BEAR PATROL*

Merit Award - WUWM-FM, Milwaukee, *LIVING WITH DYING*

Merit Award - WJZI-FM, Milwaukee, *PENFIELD HOLIDAY C.D.*

PUBLIC SERVICE ANNOUNCEMENT

First Place - WTMJ-AM, Milwaukee, *THE SHOTS RHYME*

Merit Award - WTMJ-AM, Milwaukee, *POWER OF THE*

PROMOTIONAL ANNOUNCEMENT

First Place - WMGN-FM, Madison, *MAGIC 98 \$98 AN HOUR PAYROLL*

Merit Award - WJZI-FM, Milwaukee, *TRIP A DAY, "DAILY DEMONS"*

Merit Award - WLUM-FM, Milwaukee, *FREE GAS FRIDAYS*

COMMERCIAL ANNOUNCEMENT

First Place - WTMJ-AM, Milwaukee, *AL & GEORGE W.*

Merit Award - WTDY-FM, Madison, *SEASON'S LAWCARE "CHOKING"*

Merit Award - WTLX-AM, Madison, *PERNAT-HAASE MEATS*

MEDIUM MARKET RADIO

SPOT NEWS STORY

First Place - WHBY-AM, Appleton, 9-11: *FIVE O'CLOCK NEWS*

Merit Award - WGEE-AM, Green Bay, 9-1-1 *AT 5 O'CLOCK*

Merit Award - WIZM-AM, La Crosse, *MAN UNDER CAR*

HARD NEWS STORY

First Place - WFDL-FM, Fond du Lac, *GUNNED DOWN*

Merit Award - WRJN-AM, Racine, *NAKED CONTROVERSY*

Merit Award - KFIZ-AM, Fond du Lac, *HOMICIDE OF 16 MONTH OLD CHILD*

MINI-DOCUMENTARY OR SERIES

First Place - WIZM-AM, La Crosse, *SMULICK MURDER*

Merit Award - WAYY-AM, Eau Claire, *BREAST CANCER AWARENESS*
Merit Award - WAYY-AM, Eau Claire, *JOURNEY ACROSS AMERICAN'S UNBEATEN PATH*

FEATURE LENGTH DOCUMENTARY

First Place - WHBY-AM, Appleton, *HUDSON SENTENCING*

FEATURE

First Place - WIZM-AM, La Crosse, *NAKED SLIP-N-SLIDE THIEVES*
Merit Award - WAYY-AM, Eau Claire, *GILBERT GRADUATES*
Merit Award - WAYY-AM, Eau Claire, *PATROLLING THE RAILS*

BEST USE OF AUDIO

First Place - WAYY-AM, Eau Claire, *ANTI DROWNING BAGS*
Merit Award - WAYY-AM, Eau Claire, *FIREFIGHTER MEMORIAL*
Merit Award - KFIZ-AM, Fond du Lac, *AMERICA STANDS UNITED*

BEST SPORTS REPORTING

First Place - WGEE-AM, Green Bay, *RED-EYE REVIEW*
Merit Award - WFHR-AM, Wisconsin Rapids, *DEER SEASON 2001: A WEATHER ODYSSEY*

COMMUNITY AFFAIRS ACTIVITY

First Place - WEZY-FM, Racine, *DOMESTIC VIOLENCE*
Merit Award - WEZY-FM, Racine, *STAYING SAFE*

PUBLIC SERVICE ANNOUNCEMENT

First Place - WAXX-FM, Eau Claire, *INTERFAITH HOSPITALITY NETWORK*
Merit Award - WEZY-FM, Racine, *DOMESTIC VIOLENCE*
Merit Award - WKSZ-FM, Green Bay, *JDF WALK TO CURE DIABETES*

PROMOTIONAL ANNOUNCEMENT

First Place - WAXX-FM, Eau Claire, *COUNTRY JAM KUMBAYA*
Merit Award - WKSZ-FM, Green Bay, *STATION PROMO: DENI'S SPORTS SHOP*
Merit Award - WKSZ-FM, Green Bay, *STATION PROMO: CUPID CRASHER*

COMMERCIAL ANNOUNCEMENT

First Place - WAPL-FM, Appleton, *SOUTHERN DOOR SNOW TRAVELERS*
Merit Award - WKSZ-FM, Green Bay, *BARE ESSENTIALS*
Merit Award - WBFM-FM, Sheboygan, *HAPPY TIMES COSTUMES*

SMALL MARKET RADIO

SPOT NEWS STORY

First Place - WTCH-FM, Shawano, *RELIEF IS UNBELIEVABLE-THANK YOU!*
Merit Award - WRJO-FM, Eagle River, *SEPTEMBER 11th*
Merit Award - WRPN-FM, Ripon, *RC SEXUAL ASSAULT*

HARD NEWS STORY

First Place - WDDC-FM, Portage, *KUTZ CIVIL VERDICT*
Merit Award - WPDR-AM, Portage, *COLSTAD SENTENCING*

Merit Award - WRJO-FM, Eagle River, *VICTIM-WITNESS PROGRAM*

MINI-DOCUMENTARY OR SERIES

First Place - WBEV-AM, Beaver Dam, *FARMING: THE SPAN OF A GENERATION*

Merit Award - WPDR-AM, Portage, *ACTIONPARENTING.COM*

FEATURE LENGTH DOCUMENTARY

First Place - WLKG-FM, Lake Geneva, *LAKEVIEW MAGAZINE-ATTACK ON AMERICA*

FEATURE

First Place - WBEV-AM, Beaver Dam, *KRISTI'S MOMENTS*

Merit Award - WJMQ-FM, Clintonville, *NEW LONDON CHAMBER BANQUET*

Merit Award - WMRH-AM, Waupun, *WARRIOR VOLLEYBALL "THEY DID IT AGAIN!"*

BEST SPORTS REPORTING

First Place - WTCH-FM, Shawano, *REMEMBERING DAD-VINCE LOMBARDI JR.*

Merit Award - WGLR-FM, Lancaster, *KEVIN HARVICK WINS!*

Merit Award - WXRO-FM, Beaver Dam, *PACKER SECURITY*

COMMUNITY AFFAIRS ACTIVITY

First Place - WRPN-AM, Ripon, *HELPING THE RIPON UNITED WAY*

Merit Award - WRPN-FM, Ripon, *FIRE SAFETY DAY*

Merit Award - WPDR-AM, Portage, *DISTINGUISHED MAN (OR WOMAN) OF THE YEAR*

PROMOTIONAL ANNOUNCEMENT

First Place - WRPN-FM, Ripon, *RADIOTHON 2*

Merit Award - WBWI-FM, West Bend, *GARTH*

Merit Award - WRPN-AM, Ripon, *RIPON BEATS SPRINGS*

COMMERCIAL ANNOUNCEMENT

First Place - WBWI-FM, West Bend, *HAMMERTOES-RIETER PODIATRY*

Merit Award - WLKG-FM, Lake Geneva, *GREAT WHITE GOLF BALL CO.-FORE!*

Merit Award - WXRO-FM, Beaver Dam, *BRUNELLE REALTY*

SMALL, MEDIUM, MAJOR MARKET RADIO

EDITORIAL/COMMENTARY

First Place - WKTY-AM, La Crosse, *THE WAR OF 1812 OVERTURE*

Merit Award - WIZM-AM, La Crosse, *AZILIT - MCVEIGH IS DEAD*

Merit Award - WTMJ-AM, Milwaukee, *TIMEOUT FOR SPORTS AFTER 9-11*