### Awards for Excellence
#### 2002 Award Winners

**MAJOR MARKET TELEVISION**

**SPOT NEWS STORY**
- **First Place** - WISN-TV, Milwaukee, *ANTIQUE 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 PAGENTS*

**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 - WOW-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 MONFILS
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 LAWN Care "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 AMERICA’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*