Awards for Excellence  
2003 Award Winners

<table>
<thead>
<tr>
<th>Category</th>
<th>First Place</th>
<th>Merit Award</th>
<th>Merit Award</th>
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<tbody>
<tr>
<td>MAJOR MARKET TELEVISION</td>
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<tr>
<td>SPOT NEWS STORY</td>
<td>First Place - WTMJ-TV, Milwaukee, 1-43 FIERY CRASH</td>
<td>Merit Award - WDJT-TV, Milwaukee, 1-43 PILE-UP</td>
<td>Merit Award - WISN-TV, Milwaukee, 1-43 CRASH</td>
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<tr>
<td>HARD NEWS STORY</td>
<td>First Place - WISN-TV, Milwaukee, BANK ONE</td>
<td>Merit Award - WISN-TV, Milwaukee, 9-11 VIDEOTAPE</td>
<td>Merit Award - WTMJ-TV, Milwaukee, CAMPAIGN BINGO GAME &amp; INVESTIGATION</td>
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<tr>
<td>MINI-DOCUMENTARY OR SERIES</td>
<td>First Place - WISN-TV, Milwaukee, SOUNCING THE ALARM</td>
<td>Merit Award - WDJT-TV, Milwaukee, NECK MANIPULATION</td>
<td>Merit Award - WTMJ-TV, Milwaukee, WISCONSIN AT THE OLYMPICS</td>
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<tr>
<td>FEATURE LENGTH DOCUMENTARY</td>
<td>First Place - WISN-TV, Milwaukee, SOUNCING THE ALARM</td>
<td>Merit Award - WDJT-TV, Milwaukee, NECK MANIPULATION</td>
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<tr>
<td>FEATURE</td>
<td>First Place - WISN-TV, Milwaukee, TEN CHIMNEYS</td>
<td>Merit Award - WDJT- TV, Milwaukee, WE ENERGIES</td>
<td>Merit Award - WISN-TV, Milwaukee, PACKERS PHOTOGRAPHER</td>
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<tr>
<td>BEST USE OF VIDEO</td>
<td>First Place - WISN-TV, Milwaukee, BOYS OF SUMMER</td>
<td>Merit Award - WISN-TV, Milwaukee, DUCK RESCUE</td>
<td>Merit Award - WDJT-TV, Milwaukee, CRIME SCENE INVESTIGATORS</td>
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<td>EDITORIAL/COMMENTARY</td>
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<td>See Medium Market</td>
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<tr>
<td>BEST SPORTS REPORTING</td>
<td>First Place - WISN-TV, Milwaukee, BOYS OF SUMMER</td>
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<td>COMMUNITY AFFAIRS ACTIVITY</td>
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<td>NO AWARDS ENTERED IN THIS CATEGORY</td>
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<tr>
<td>PUBLIC SERVICE ANNOUNCEMENT</td>
<td>First Place - WISN-TV, Milwaukee, CHILDREN FIRST/FIRST STAGE MILWAUKEE</td>
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<tr>
<td>PROMOTIONAL ANNOUNCEMENT</td>
<td>First Place - WISN-TV, Milwaukee, WISN 12 NEWS, WEATHER, SPORTS, IMAGE</td>
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</table>
Merit Award - WISN-TV, Milwaukee, MILWAUKEE CHANNEL RELAUNCH

COMMERCIAL ANNOUNCEMENT
NO AWARDS ENTERED IN THIS CATEGORY

MEDIUM MARKET TELEVISION
SPOT NEWS STORY
First Place - WGBA-TV, Green Bay, CECIL STORMS
Merit Award - WGBA-TV, Green Bay, SUPER STORM
Merit Award - WBAY-TV, Green Bay, QUAD GRAPHICS FIRE

HARD NEWS STORY
First Place - WBAY-TV, Green Bay, FAREWELL TO OUR FALLEN HEROES
Merit Award - WBAY-TV, Green Bay, PRESCRIPTION FOR PROFIT

MINI-DOCUMENTARY OR SERIES
First Place - WBAY-TV, Green Bay, THE DISCIPLES
Merit Award - WISC-TV, Madison, ROAD TRIP 2002

FEATURE LENGTH DOCUMENTARY
First Place - WI Public TV, Madison, WISCONSIN STORIES: MORE THAN A GAME
Merit Award - WI Public TV, Madison, WHEN WISCONSIN WAS NEW FRANCE
Merit Award - WGBA-TV, Green Bay, PACKER ZONE: THE HOUSE THAT GREEN BAY BUILT

FEATURE
First Place - WKOW-TV, Madison, SUMMONING ANGELS
Merit Award - WGBA-TV, Green Bay, PIANO MAN
Merit Award - WI Public TV, Madison, FOOT NOTES

BEST USE OF VIDEO
First Place - WGBA-TV, Green Bay, STRING REPAIRS
Merit Award - WISC-TV, Madison, THE BUDGET GAME
Merit Award - WISC-TV, Madison, RIVER OF CANDLES

BEST SPORTS REPORTING
First Place - WGBA-TV, Green Bay, JULIAN SWARTZ
Merit Award - WGBA-TV, Green Bay, OLYMPIC BIATHLETE
Merit Award - WBAY-TV, Green Bay, AGAINST THE ODDS

COMMUNITY AFFAIRS ACTIVITY
Merit Award - WBAY-TV, Green Bay, AMERICA'S SONG

PUBLIC SERVICE ANNOUNCEMENT
First Place - WISC-TV, Madison, TIME FOR KIDS
Merit Award - WKOW-TV, Madison, 9/11 SYMPATHY
Merit Award - WBAY-TV, Green Bay, AMERICA'S SONG

PROMOTIONAL ANNOUNCEMENT
First Place - WI Public TV, Madison, BE MORE ALIVE
Merit Award - WI Public TV, Madison, BE MORE: JEFF & Mr. ROGERS
Merit Award - WBAY, Green Bay, M-N-CLAY-0

COMMERCIAL ANNOUNCEMENT
First Place - WKOW-TV, Madison, AUDITIONS
Merit Award - WMTV, Madison, THE AGENCY
Merit Award - WISC-TV, Madison, THE BENNETTS

SMALL MARKET TELEVISION
SPOT NEWS STORY
First Place - WAOW-TV, Wausau, WAREHOUSE FIRE
Merit Award - WBET-TV, La Crosse, LADYSMITH TORNADO
Merit Award - WSAW-TV, Wausau, BODY FOUND

HARD NEWS STORY
First Place - WSAW-TV, Wausau, NIGHTMARE
Merit Award - WQOW-TV, Eau Claire, ONE YEAR LATER

MINI-DOCUMENTARY OR SERIES
First Place - WBCT-TV, La Crosse, A STRENGTH WITHIN
Merit Award - WQOW-TV, Eau Claire, KIDS OF CMN
Merit Award - WBET-TV, La Crosse, BATTLE READY (3 PARTS)

FEATURE LENGTH DOCUMENTARY
First Place - WEAU-TV, Eau Claire, WISCONSIN REMEMBERS
Merit Award - WQOW-TV, Eau Claire, CWD: HUNTING NATURES KILLER
Merit Award - WSO-TV, Wausau, 1 YEAR LATER

FEATURE
First Place - WQOW-TV, Eau Claire, SLOW AND STEADY
First Place - WEAU-TV, Eau Claire, JAPANESE CONDUCTOR
Merit Award - WBCT-TV, La Crosse, BECOMING A FIREFIGHTER
Merit Award - WSO-TV, Wausau, STATE Bound

BEST USE OF VIDEO
First Place - WBCT-TV, La Crosse, INFINITE BOUNDARIES RETREAT
First Place - WEAU-TV, Eau Claire, THE NEW FACE OF CATHOLICISM
Merit Award - WSAW-TV, Wausau, HODAG
Merit Award - WEAU-TV, Eau Claire, WISCONSIN NASCAR

BEST SPORTS REPORTING
First Place - WEAU-TV, Eau Claire, A CASE OF LIBEL
Merit Award - WAOW-TV, Wausau, DONALD DRIVER
Merit Award - WXOW-TV, LaCrosse, JOHN SHELTON STORY

COMMUNITY AFFAIRS ACTIVITY
First Place - WSAW-TV, Wausau, KNOW YOUR NEIGHBORS...KNOW YOURSELVES
Merit Award - WQOW-TV, Eau Claire, SPECIAL OLYMPICS
Merit Award - WEAU-TV, Eau Claire, AMERICAN HEART ASSOCIATION
PARTNERSHIP

PUBLIC SERVICE ANNOUNCEMENT
First Place - WXOW-TV, La Crosse, UNITED WAY "CAMPAIGN '02"
Merit Award - WEAU-TV, Eau Claire, PROJECT IMPACT - SEVERE WEATHER
Merit Award - WXOW-TV, La Crosse, SALVATION ARMY "BELLRINGER"

PROMOTIONAL ANNOUNCEMENT
First Place - WXOW-TV, La Crosse, WEATHER "WE CARE" WINTER, SUMMER
Merit Award - WEAU-TV, Eau Claire, NEWS CENTER 13 WEEKNIGHTS
Merit Award - WEAU-TV, Eau Claire, NEWS CENTER 13 FIRST CHOICE

COMMERCIAL ANNOUNCEMENT
First Place - WXOW-TV, La Crosse, DCS AUTO "AUTOMIZED"
Merit Award - WQOW-TV, Eau Claire, KARMA
Merit Award - WXOW-TV, La Crosse, VALLEY VIEW MALL "BTS CHOICES"

SMALL, MEDIUM, MAJOR MARKET TELEVISION
EDITORIAL/COMMENTARY

First Place - WKOW, Madison, 9/11 SYMPATHY

MAJOR MARKET RADIO
SPOT NEWS STORY
First Place - WISN-AM, Milwaukee, THE 1-43 PILEUP
Merit Award - WTMJ-AM, Milwaukee, DEADLY DAY TRIP

HARD NEWS STORY
First Place - WTMJ-AM, Milwaukee, COURTHOUSE SHOOTOUT
Merit Award - WTDY-AM, Madison, ELECTION 2002
Merit Award - WIBA-AM, Madison, CAPITAL CRIMINALS

MINI-DOCUMENTARY OR SERIES
First Place - WISN-AM, Milwaukee, ALL-STAR MILWAUKEE
Merit Award - WI Public Radio, Madison, WE THE PEOPLE, WE THE CANDIDATES
Merit Awards - WUWM-FM, Milwaukee, BODY OF WORK

FEATURE LENGTH DOCUMENTARY
First Place - WUWM-FM, Milwaukee, HOMELESS TEENS
Merit Award - WUWM-FM, Milwaukee, BLACK FEMALE PERSPECTIVES
Merit Award - WMCS-AM, Milwaukee, 911 ONE YEAR LATER

FEATURE
First Place - WI Public Radio, Madison, PET CARE
Merit Award - WTDY-AM, Madison, SNOOPER MOM
Merit Award - WUWM-FM, Milwaukee, ABSTINENCE EDUCATION

BEST USE OF AUDIO
First Place - WI Public Radio, Madison, FADING FISHING HISTORY
Merit Award - WUWM-FM, Milwaukee, GHOST HUNT
Merit Award - WTMJ-AM, Milwaukee, GETTING READY FOR THE BIG GIG

BEST SPORTS REPORTING
First Place - WTMJ-AM, Milwaukee, FIT TO BE TIED
Merit Award - WUWM-FM, Milwaukee, BREWERS STRUGGLES
Merit Award - WTMJ-AM, Milwaukee, WINNERS, WINNERS, & LOSERS

COMMUNITY AFFAIRS ACTIVITY
First Place - WTMJ-AM, Milwaukee, TEDDY BEAR PATROL

PUBLIC SERVICE ANNOUNCEMENT
First Place - WTMJ-AM, Milwaukee, GYPSY MOTH TRAVEL

PROMOTIONAL ANNOUNCEMENT
First Place - WISN-AM, Milwaukee, News Promos
Merit Award - WMGN-FM, Madison, SUPERBOWL OF SUPERSOUL
Merit Award - WMGN-FM, Madison, HOMETOWN STAFF

COMMERCIAL ANNOUNCEMENT
First Place - WTMJ-AM, Milwaukee, WHO'S ON FIRST?
Merit Award - WTMJ-AM, Milwaukee, LEAVE IT TO EDDIE
Merit Award - WTUX-AM, Madison, OLD DEERFIELD ANTIQUES "THE LAMP"

MEDIUM MARKET RADIO
SPOT NEWS STORY
First Place - WAYY-AM, Eau Claire, WAR PROTEST
Merit Award - WAYY-AM, Eau Claire, LADYSMITH TORNADO

HARD NEWS STORY
First Place - WOSH-AM, Oshkosh, THE PAULUS TAPES
Merit Award - WCLO-AM, Janesville, STRIP CLUB PROTEST
Merit Award - WIZM-AM, La Crosse, WILD WILD WEST SALEM

MINI-DOCUMENTARY OR SERIES
First Place - WGEE-AM, Green Bay, GHOST STORIES
Merit Award - WAYY-AM, Eau Claire, DAY IN THE LIFE...
Merit Award - WHBY-AM, Appleton, COLLEGE AVENUE=A NEW CENTURY, A NEW LIFE

FEATURE LENGTH DOCUMENTARY
First Place - WHBY-AM, Appleton, MURDER OR MISCARRIAGE OF JUSTICE: THE JOHN MALONEY STORY

FEATURE
First Place - WCLO-AM, Janesville, PEACE PARK BUILD
Merit Award - WAYY-AM, Eau Claire, HANDICAP UMPIRE
Merit Award - WGTD-FM, Kenosha, BART STARR

BEST USE OF AUDIO
First Place - WAYY-AM, Eau Claire, FIREFIGHTER PRACTICE
Merit Award - WFHR, Wisconsin Rapids, MEAT PACKER DEBATE

BEST SPORTS REPORTING
First Place - WFHR-AM, Wisconsin Rapids, CHAMPIONS 2002

COMMUNITY AFFAIRS ACTIVITY
First Place - KFIZ-AM, Fond du Lac, KFIZ HALLOWEEN PARTY

PUBLIC SERVICE ANNOUNCEMENT
First Place - WAXX-FM, Eau Claire, WAXX 104.5 CANDLE PROJECT LADYSMITH BENEFIT
Merit Award - WMZK-FM, Wausau/Merrill, Z104 ANTI-SMOKING PSA NATALIE SEEHAFER
Merit Award - WAPL-FM, Appleton, WBA SCHOLARSHIPS

PROMOTIONAL ANNOUNCEMENT
First Place - WHBL-AM, Sheboygan, QUESTIONS
Merit Award - WAPL-FM, Appleton, ROCK FOR HUNGER

COMMERCIAL ANNOUNCEMENT
First Place - WAYY-AM, Eau Claire, SILAGE/GOLDEN HARVEST SEED CO.
Merit Award - WECL-FM, Eau Claire, IT'S YOUR CABLING
Merit Award - WAYY-AM, Eau Claire, AMY/GOLDEN HARVEST SEED CO.

SMALL MARKET RADIO
SPOT NEWS STORY
First Place - WRPN-FM, Ripon, BROWN RESIGNATION
Merit Award - WPDR-AM, Portage, FLEX FOAM
Merit Award - WBKV-AM, West Bend, TEEN SMOKERS

HARD NEWS STORY
NO AWARDS ENTERED IN THIS CATEGORY

MINI-DOCUMENTARY OR SERIES
First Place - WBKV-AM, West Bend, GAIL TRAPP
Merit Award - WTTN-AM, Watertown, LADYSMITH TORNADO
Merit Award - WTCH-AM, Shawano, A LEARNING OPPORTUNITY

FEATURE LENGTH DOCUMENTARY
First Place - WLKG-FM, Lake Geneva, LAKEVIEWS MAGAZINE INTERVIEW ARCHBISHOP TIMOTHY DOLAN
Merit Award - WGLR-AM, Lancaster, BEFORE THE HUNT
Merit Award - WLKG-FM, Lake Geneva, LAKEVIEWS MAGAZINE INTERVIEW

FEATURE
First Place - WBKV-AM, West Bend, MISS SLINGER SPEEDWAY
Merit Award - WMRH-AM, Waupun, NY COP VISITS WAUPUN KIDS
Merit Award - WTTN-AM, Watertown, ROSY LANE FARM

BEST USE OF AUDIO
First Place - WTTN-AM, Watertown, NINE-ELEVEN
Merit Award - WTTN-AM, Watertown, MILWAUKEE BRIDGE
Merit Award - WBKV-AM, West Bend, BEHIND THE SCENES 4T OF JULY PARADE

BEST SPORTS REPORTING
First Place - WLKG-AM, West Bend, THE SUMMER SUNS
Merit Award - WLKG-FM, Lake Geneva, SATURDAY SPORTSJAM HIGH SCHOOL REPORT

COMMUNITY AFFAIRS ACTIVITY
First Place - WRDB-AM, Reedsburg, WATCH THE FIRE, LISTEN TO THE RADIO
Merit Award - WLKG-FM, Lake Geneva, SATURDAY SPORTSJAM HIGH SCHOOL REPORT
Merit Award - WPDR-AM, Portage, THE GREAT PIE AUCTION

PROMOTIONAL ANNOUNCEMENT
First Place - WBWI-FM, West Bend, A MILLION BUCKS
Merit Award - WRPN-FM, Ripon, RADIOTHON THREE
Merit Award - WLST-FM, Marainette, DUDE, YOU'RE GOIN TO THE DELLS

COMMERCIAL ANNOUNCEMENT
First Place - WLKG-FM, Lake Geneva, THE GREAT WHITE GOLF BALL CO.
Merit Award - WLKG-FM, Lake Geneva, THE MARTIN ZONE
Merit Award - WBWI-FM, West Bend, ROYAL NERD ORDER

SMALL, MEDIUM, MAJOR MARKET RADIO
EDITORIAL/COMMENTARY
First Place - WIZM-AM, La Crosse, TWEEDE-DUM, TWEEDE-DEE
Merit Award - WIZM-AM, La Crosse, BREAKFAST OF SHAME
Merit Award - WTMJ-AM, Milwaukee, TIME TO MAKE A CHANGE