

Awards for Excellence 2003 Award Winners

MAJOR MARKET TELEVISION

SPOT NEWS STORY

First Place - WTMJ-TV, Milwaukee, 1-43 FIERY CRASH

Merit Award - WDJT-TV, Milwaukee, 1-43 PILE-UP

Merit Award - WISN-TV, Milwaukee, 1-43 CRASH

HARD NEWS STORY

First Place - WISN-TV, Milwaukee, BANK ONE

Merit Award - WISN-TV, Milwaukee, 9-11 VIDEOTAPE

Merit Award - WTMJ-TV, Milwaukee, CAMPAIGN BINGO GAME & INVESTIGATION

MINI-DOCUMENTARY OR SERIES

First Place - WISN-TV, Milwaukee, SOUNDING THE ALARM

Merit Award - WDJT-TV, Milwaukee, NECK MANIPULATION

Merit Award - WTMJ-TV, Milwaukee, WISCONSIN AT THE OLYMPICS

FEATURE LENGTH DOCUMENTARY

First Place - WISN-TV, Milwaukee, SOUNDING THE ALARM

Merit Award - WDJT-TV, Milwaukee, NECK MANIPULATION

Merit Award - WTMJ-TV, Milwaukee, WISCONSIN AT THE OLYMPICS

FEATURE

First Place - WISN-TV, Milwaukee, TEN CHIMNEYS

Merit Award - WDJT-TV, Milwaukee, WE ENERGIES

Merit Award - WISN-TV, Milwaukee, PACKERS PHOTOGRAPHER

BEST USE OF VIDEO

First Place - WISN-TV, Milwaukee, BOYS OF SUMMER

Merit Award - WISN-TV, Milwaukee, DUCK RESCUE

Merit Award - WDJT-TV, Milwaukee, CRIME SCENE INVESTIGATORS

EDITORIAL/COMMENTARY

See Medium Market

BEST SPORTS REPORTING

First Place - WISN-TV, Milwaukee, BOYS OF SUMMER

COMMUNITY AFFAIRS ACTIVITY

NO AWARDS ENTERED IN THIS CATEGORY

PUBLIC SERVICE ANNOUNCEMENT

First Place - WISN-TV, Milwaukee, CHILDREN FIRST/FIRST STAGE MILWAUKEE

PROMOTIONAL ANNOUNCEMENT

First Place - WISN-TV, Milwaukee, WISN 12 NEWS, WEATHER, SPORTS, IMAGE

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 - WKBT-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 - WKBT-TV, La Crosse, A STRENGTH WITHIN
Merit Award - WXOW-TV, La Crosse, KIDS OF CMN
Merit Award - WKBT-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 - WXOW-TV, La Crosse, 1 YEAR LATER

FEATURE

First Place - WQOW-TV, Eau Claire, SLOW AND STEADY
First Place - WEAU-TV, Eau Claire, JAPANESE CONDUCTOR
Merit Award - WKBT-TV, La Crosse, BECOMING A FIREFIGHTER
Merit Award - WXOW-TV, La Crosse, STATE BOUND

BEST USE OF VIDEO

First Place - WKBT-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 "BELLRINGERS"

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 SEEHAFFER

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, Marquette, 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, TWEEDLE-DUM, TWEEDLE-DEE

Merit Award - WIZM-AM, La Crosse, *BREAKFAST OF SHAME*

Merit Award - WTMJ-AM, Milwaukee, TIME TO MAKE A CHANGE