## Awards for Excellence
### 2004 Award Winners

### MAJOR MARKET TELEVISION
**SPOT NEWS STORY**
**First Place** - WISN-TV, Milwaukee, *Grass Fires*
**Merit Award** - WTMJ-TV, Milwaukee, *Chase and Crash*

**HARD NEWS STORY**
**First Place** - WTMJ-TV, Milwaukee, *Cops Party After Hours*
**Merit Award** - WISN-TV, Milwaukee, *Gang Minister*

**MINI-DOCUMENTARY OR SERIES**
**First Place** - WTMJ-TV, Milwaukee, *Eye on Iraq: On the Front Lines*
**Merit Award** - WISN-TV, Milwaukee, *Purse Parties*
**Merit Award** - WTMJ-TV, Milwaukee, *Danger in the Desert: Iraq After Saddam*

**FEATURE LENGTH DOCUMENTARY**
**First Place** - WMVS-TV, Milwaukee, *Wrestling City Kids*
**Merit Award** - WISN-TV, Milwaukee, *Mission: Afghanistan*

**FEATURE**
**First Place** - WTMJ-TV, Milwaukee, *Ding King*
**Merit Award** - WISN-TV, Milwaukee, *Making of Oscar*
**Merit Award** - WDJT-TV, Milwaukee, *Woman’s Professional Football*

**BEST USE OF VIDEO**
**First Place** - WISN-TV, Milwaukee, *Duane Gay: Brave Heart*
**Merit Award** - WTMJ-TV, Milwaukee, *Pants*
**Merit Award** - WDJT-TV, Milwaukee, *Reporter Firefighter*

**BEST SPORTS REPORTING**
**First Place** - WDJT-TV, Milwaukee, *Packers Pregame*
**Merit Award** - WDJT-TV, Milwaukee, *Marquette Final Four*

**COMMUNITY AFFAIRS ACTIVITY**
No Awards Entered In This Category

**PUBLIC SERVICE ANNOUNCEMENT**
**First Place** - WISN-TV, Milwaukee, *Black History Month Campaign*

**PROMOTIONAL ANNOUNCEMENT**
**First Place** - WISN-TV, Milwaukee, *Fall Image Campaign*
**Merit Award** - WISN-TV, Milwaukee, *Missing Men*

**COMMERCIAL ANNOUNCEMENT**
No Awards Entered In This Category

### MEDIUM MARKET TELEVISION
SPOT NEWS STORY
First Place - WKOW-TV, Madison, Neighborhood Watchdog
Merit Award - WISC-TV, Madison, Twister
Merit Award - WMTV-TV, Madison, Devils Lake Rescue

HARD NEWS STORY
First Place - WKOW-TV, Madison, Camp Randall Stampede Anniversary
Merit Award - WGBA-TV, Green Bay, Amber Wilde: 5 Years Missing
Merit Award - WBay-TV, Green Bay, Guilty Until Proven Innocent

MINI-DOCUMENTARY OR SERIES
First Place - WLUK-TV, Green Bay, Weather Why’s
Merit Award - WISC-TV, Madison, Water, Water Everywhere

FEATURE LENGTH DOCUMENTARY
First Place - WLUK-TV, Green Bay, Lambeau Field: Building on a Legend
Merit Award - Wisconsin Public Television, Madison, Freedom to Work

FEATURE
First Place - WMTV-TV, Madison, Crop Circle Mystery
First Place - WGBA-TV, Green Bay, Eight in the Hole
Merit Award - WMTV-TV, Madison, Road Kill Rec Room
Merit Award - Wisconsin Public Television, Madison, Whooping Cranes

BEST USE OF VIDEO
First Place - WISC-TV, Madison, Wheel & Deal
First Place - WGBA-TV, Green Bay, Dance Hall Days
Merit Award - WISC-TV, Madison, Why Buy?

BEST SPORTS REPORTING
First Place - WGBA-TV, Green Bay, Rowing on the River
Merit Award - WKOW-TV, Madison, One-Legged Skier
Merit Award - WGBA-TV, Green Bay, Lawn Mower Racing

COMMUNITY AFFAIRS ACTIVITY
First Place - Wisconsin Public Television, Madison, Community Forums on Race & Diversity
Merit Award - WGBA-TV, Green Bay, Wisconsin’s Bravest
Merit Award - WMTV-TV, Madison, NBC 15's Share Your Holidays

PUBLIC SERVICE ANNOUNCEMENT
First Place - WKOW-TV, Madison, Taste of Madison 2003
Merit Award - WBAY-TV, Green Bay, Reading Magic
Merit Award - WMTV-TV, Madison, Tellurian Golf Outing

PROMOTIONAL ANNOUNCEMENT
First Place - WACY-TV, Green Bay, UPN32-Nightlife
Merit Award - WMTV-TV, Madison, WMTV Storm Team True View
Merit Award - WBAY-TV, Green Bay, Monday Night Mouse

COMMERCIAL ANNOUNCEMENT
First Place - WMTV-TV, Madison, Ginza of Tokyo-Don’t Try this at Home
Merit Award - WMTV-TV, Madison, The Camera Company-Nikon D100
Merit Award - WKOW-TV, Madison, Wander Wisconsin

SMALL MARKET TELEVISION
SPOT NEWS STORY
First Place - WEAU-TV, Eau Claire, Car Bomb
Merit Award - WSAW-TV, Wausau, Car Bomb
Merit Award - WQOW-TV, Eau Claire, Missing Student Search

HARD NEWS STORY
First Place - WSAW-TV, Wausau, Car Accident
Merit Award - WAOW-TV, Wausau, Street Name Investigation
Merit Award - WKBTV, La Crosse, A Soldier’s Homecoming

MINI-DOCUMENTARY OR SERIES
First Place - WKBTV, La Crosse, Operation Fire Safe

FEATURE LENGTH DOCUMENTARY
First Place - WXOW-TV, La Crosse, Golden Dream
Merit Award - WEAU-TV, Eau Claire, New Lambeau Legacy

FEATURE
First Place - WAOW-TV, Wausau, French Fry

BEST USE OF VIDEO
First Place - WAOW-TV, Wausau, Annika Reaction
Merit Award - WKBTV, La Crosse, Pumpkin Patch
Merit Award - WEAU-TV, Eau Claire, Violin Maker

BEST SPORTS REPORTING
First Place - WXOW-TV, La Crescent, The Heart of the Team
Merit Award - WQOW-TV, Eau Claire, Player to Coach
Merit Award - WKBTV, La Crosse, Tough Enough

COMMUNITY AFFAIRS ACTIVITY
First Place - WXOW-TV, La Crosse, United Way of La Crosse Campaign ’03
Merit Award - WKBTV, La Crosse, Top Notch Teacher
Merit Award - WSAW-TV, Wausau, Buddy Check 7

PUBLIC SERVICE ANNOUNCEMENT
First Place - WXOW-TV, La Crosse, Safe Communities "Child Safety Seats"
"Speeding Along"
Merit Award - WEAU-TV, Eau Claire, WEAU-The More You Know
Merit Award - WXOW-TV, La Crosse, United Way of La Crosse

PROMOTIONAL ANNOUNCEMENT
First Place - WAOW-TV, Wausau, Changing World
Merit Award - WXOW-TV, La Crosse, 100% Important
Merit Award - WAOW-TV, Wausau, News Image
COMMERCIAL ANNOUNCEMENT
First Place - WXOW-TV, La Crosse, Pischke Motors "Got the Jeeps"
Merit Award - WKBTV, La Crosse, Custom Fit
Merit Award - WXOW-TV, La Crosse, Brush Museum "Museum/Taxidermy"

SMALL, MEDIUM, MAJOR MARKET TELEVISION
EDITORIAL/COMMENTARY
First Place - WISC-TV, Madison, Editorial-Concealed Carry, Concealed Safety

MAJOR MARKET RADIO
SPOT NEWS STORY
First Place - WTMJ-AM, Milwaukee, Elton John: "Too Gay" For Harley?
Merit Award - Wisconsin Public Radio, Madison, Mad Rally
Merit Award - WTMJ-AM, Milwaukee, Down Goes Saddam

HARD NEWS STORY
First Place - WISN-AM, Milwaukee, 100 Years of Harley Davidson
Merit Award - WTMJ-AM, Milwaukee, 100 Years, 10,000 Bikes
Merit Award - Wisconsin Public Radio, Madison, Priest Abuse Survivors

MINI-DOCUMENTARY OR SERIES
First Place - Wisconsin Public Radio, Madison, Preserving Cultures
Merit Award - WUWM-FM, Milwaukee, Media Might
Merit Award - WISN-AM, Milwaukee, Failing the Fire Test

FEATURE LENGTH DOCUMENTARY
First Place - WUWM-FM, Milwaukee, Happy Birthday W-2
Merit Award - WUWM-FM, Milwaukee, Valentine’s Day
Merit Award - WYMS-FM, Milwaukee, Milwaukee Jazz with Lem Banks

FEATURE
First Place - WTMJ-AM, Milwaukee, Firefighter For a Day
Merit Award - WUWM-FM, Milwaukee, Knuckles
Merit Award - WTMJ-AM, Milwaukee, The Great Oz has Spoken

BEST USE OF AUDIO
First Place - WISN-AM, Milwaukee, The Great Circus Train
Merit Award - WTMJ-AM, Milwaukee, The Great Oz has Spoken
Merit Award - WTMJ-AM, Milwaukee, Milwaukee Cathouse

BEST SPORTS REPORTING
First Place - WUWM-FM, Milwaukee, Chess Team
Merit Award - WTMJ-AM, Milwaukee, Sausage Gate
Merit Award - WTMJ-AM, Milwaukee, Winners, Whiners, and Losers

COMMUNITY AFFAIRS ACTIVITY
First Place - WTMJ-AM, Milwaukee, The Teddy Bear Patrol
Merit Award - WMCS-AM, Milwaukee, Christmas Family Feast

PUBLIC SERVICE ANNOUNCEMENT
First Place - WTMJ-AM, Milwaukee, Gypsy Dangerfeld - Caterpillars
Merit Award - WMGN-FM, Madison, Troop Support
Merit Award - WTMJ-FM, Milwaukee, Gypsy Dangerfield - Egg Masses

PROMOTIONAL ANNOUNCEMENT
First Place - WKTI-FM, Milwaukee, Halloween Thriller
Merit Award - WISN-AM, Milwaukee, News Promos
Merit Award - WTMJ-AM, Milwaukee, WTMJ Sports

COMMERCIAL ANNOUNCEMENT
First Place - WMGN-FM, Madison, Steep N’ Brew "You Can"
Merit Award - WKTI-FM, Milwaukee, "Birdfeeder" Landmark Feed Seed & Supply
Merit Award - WKTI-FM, Milwaukee, "Midnight Cry" First Stage Children’s Theatre"

MEDIUM MARKET RADIO
SPOT NEWS STORY
First Place - WHBY-AM, Appleton, Crash Heroes
Merit Award - WFDL-FM, Fond du Lac, Highway 26 Fatality
Merit Award - WMT-AM, Manitowoc, Two Rivers Homicide

HARD NEWS STORY
First Place - WIZM-AM, La Crosse, Trempealeau Shooting
Merit Award - WHBL-AM, Sheboygan, Police Shootout
Merit Award - WHBY-AM, Appleton, Local Coverage of War

MINI-DOCUMENTARY OR SERIES
First Place - WIZM-AM, La Crosse, Soda Series
Merit Award - WLSU-FM, La Crosse, First Person Wisconsin
Merit Award - WHBY-AM, Appleton, Yang Vue Vang

FEATURE LENGTH DOCUMENTARY
No Awards Entered In This Category

FEATURE
First Place - WHBY-AM, Appleton, Cause We Never Have to Say Goodbye
Merit Award - WHBL-AM, Sheboygan, Harley Riders

BEST USE OF AUDIO
First Place - WIZM-AM, La Crosse, Reality Bites Again
Merit Award - WHBL-AM, Sheboygan, Police Shootout
Merit Award - WHBY-AM, Appleton, Concert for an Angel

BEST SPORTS REPORTING
First Place - WOMT-AM, Manitowoc, Championship Reunion
Merit Award - WLSU-FM, La Crosse, Wait 'till Next Year
Merit Award - WFHR-AM, Wisconsin Rapids, March Madness Begins

COMMUNITY AFFAIRS ACTIVITY
First Place - WCLO-AM, Janesville, Schoolhouse Block
Merit Award - WAPL-FM, Appleton, WAPL Rock For Kids Radiothon  
Merit Award - WKSZ-FM, Green Bay, Mix 95.9 Mix Miracle Marathon  

PUBLIC SERVICE ANNOUNCEMENT  
First Place - WAXX-FM, Eau Claire, Feona-Doggy Divas  
Merit Award - WJVL-FM, Janesville, Share  
Merit Award - WHBY-AM, Appleton, Fox Cities Viewpoint  

PROMOTIONAL ANNOUNCEMENT  
First Place - WJVLM-FM, Janesville, Whole Hog  
Merit Award - WCLO-AM, Janesville, Matrix  
Merit Award - WHBL-AM, Sheboygan, The Tape  

COMMERCIAL ANNOUNCEMENT  
First Place (tie) - WHBY-AM, Appleton, Riverside Florist  
First Place (tie) - WKSZ-FM, Green Bay, Barlow Planetarium  
Merit Award - WEMI-FM, Appleton, Life Promotions  
Merit Award - WZOR-FM, Appleton, Stadium View  

SMALL MARKET RADIO  
SPOT NEWS STORY  
First Place - WRPN-AM, Ripon, Green Lake Incident  
Merit Award - WPDR-AM, Portage, Gas Leak at Rusch  

HARD NEWS STORY  
First Place - WTCH-AM, Shawano, Granddaughter Needs a Liver  
Merit Award - WRPN-AM, Ripon, Fallen Brother Remembered  

MINI-DOCUMENTARY OR SERIES  
First Place - WTCH-AM, Shawano, Celebrate Life  
Merit Award - WBKV-AM, West Bend, Harley Davidson  
Merit Award - WPDR-AM, Portage, 2002 Year in Review  

FEATURE LENGTH DOCUMENTARY  
First Place - WLKG-FM, Lake Geneva, Kelly Sullivan Goddess Queen  
Merit Award - WLKG-FM, Lake Geneva, Francine Ward Esteemable Acts  

FEATURE  
First Place - WBWI-FM, West Bend, David Who?  
Merit Award - WGLR-FM, Lancaster, Ryan Long Laid to Rest  

BEST USE OF AUDIO  
First Place - WRPN-AM, Ripon, Remembering Deputy Williams  

BEST SPORTS REPORTING  
First Place - WBKV-AM, West Bend, Working Overtime  

COMMUNITY AFFAIRS ACTIVITY  
First Place - WLKG-FM, Lake Geneva, WLKG Christmas Wish Program: Harlem Globetrotters  
Merit Award - WLKG-FM, Lake Geneva, WLKG Christmas Wish Program:
Katy & Lisa

PUBLIC SERVICE ANNOUNCEMENT
First Place - WBWI-FM, West Bend, One Last Drink

PROMOTIONAL ANNOUNCEMENT
First Place - WBWI-FM, West Bend, Little Umbrellas

COMMERCIAL ANNOUNCEMENT
First Place - WRJO-FM, Eagle River, Huntin-Camp Eagle Sports
Merit Award - WEKZ-FM, Monroe, We Deliver
Merit Award - WLKG-FM, Lake Geneva, Verlo Mattress "Big Tent Sale"

SMALL, MEDIUM, MAJOR MARKET RADIO
EDITORIAL/COMMENTARY
First Place - WMCS-AM, Milwaukee, Michigan Affirmative Action
Merit Award - WAYY-AM, Eau Claire, Keep It In The State
Merit Award - WMCS-AM, Milwaukee, Saddam Defeated