

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 -WKBT-TV, La Crosse, A Soldier's Homecoming

MINI-DOCUMENTARY OR SERIES

First Place -WKBT-TV, 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 -WKBT-TV, La Crosse, Pumpkin Patch
Merit Award -WEAU-TV, Eau Claire, Violin Maker

BEST SPORTS REPORTING

First Place -WXOW-TV, La Crosse, The Heart of the Team
Merit Award -WQOW-TV, Eau Claire, Player to Coach
Merit Award -WKBT-TV, La Crosse, Tough Enough

COMMUNITY AFFAIRS ACTIVITY

First Place -WXOW-TV, La Crosse, United Way of La Crosse Campaign '03
Merit Award -WKBT-TV, 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 -WKBT-TV, 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-AM, Milwaukee, Gypsy Dangerfeld - 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 -WOMT-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 -WJVL-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