

# **Awards for Excellence**

## **2005 Award Winners**

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### **MAJOR MARKET TELEVISION**

#### **SPOT NEWS STORY**

First Place-WISN-TV, Milwaukee, Power Tower Sabotage  
Merit-WDJT-TV, Milwaukee, Halloween Disturbance  
Merit-WTMJ-TV, Milwaukee, Protests Inside The Republican Convention

#### **HARD NEWS STORY**

First Place-WTMJ-TV, Milwaukee, Skipping Out  
Merit-WISN-TV, Milwaukee, Bad Landlord  
Merit-WDJT-TV, Milwaukee, Street Disturbance

#### **FEATURE**

First Place-WISN-TV, Milwaukee, Tornado Victim  
Merit-WISN-TV, Milwaukee, Greatest Generation  
Merit-WTMJ-TV, Milwaukee, Philly Cheese

#### **MINI-DOCUMENTARY OR SERIES**

First Place-WISN-TV, Milwaukee, Robert Henery  
Merit-WTMJ-TV, Milwaukee, Something To Chew On  
Merit-WTMJ-TV, Milwaukee, Wisconsin To Athens

#### **FEATURE LENGTH DOCUMENTARY**

First Place-WMVS-TV, Milwaukee, Milwaukee's Riverwest Neighborhood  
Merit-WTMJ-TV, Milwaukee, Wisconsin Democratic Debate

#### **BEST LOCALLY ORIGINATED NEWSCAST**

First Place-WTMJ-TV, Milwaukee, TMJ Today's News At 10  
Merit-WDJT-TV, Milwaukee, CBS58 At 10  
Merit-WISN-TV, Milwaukee, 12 News At 10

#### **BEST USE OF VIDEO**

First Place-WDJT-TV, Milwaukee, Halloween Disturbance  
Merit-WDJT-TV, Milwaukee, Street Disturbance  
Merit-WTMJ-TV, Milwaukee, Auto Pilot

#### **BEST SPORTS REPORTING**

First Place-WTMJ-TV, Milwaukee, Tiger Hunt  
Merit-WDJT-TV, Milwaukee, PGA Championship Preview  
Merit-WTMJ-TV, Milwaukee, Brett Favre Day On The Bayou

#### **COMMUNITY AFFAIRS ACTIVITY**

First Place-WDJT-TV, Milwaukee, WDJT-MDA Telethon  
Merit-WTMJ-TV, Milwaukee, I Have Cancer: The MACC Fund  
Merit-WTMJ-TV, Milwaukee, Today's TMJ4 Community Baby Shower

#### **PUBLIC SERVICE ANNOUNCEMENT**

First Place-WTMJ-TV, Milwaukee, Today's TMJ4 Blood Drive Challenge  
Merit-WISN-TV, Milwaukee, WISN Beastie Blast Off

Merit-WTMJ-TV, Milwaukee, Miller Lite Ride For The Arts: Pre-Tease

**PROMOTIONAL ANNOUNCEMENT**

First Place-WTMJ-TV, Milwaukee, Internet Predators  
Merit-WISN-TV, Milwaukee, WISN Disabled Cop  
Merit-WTMJ-TV, Milwaukee, Today's TMJ4.com

**COMMERCIAL ANNOUNCEMENT**

First Place-WTMJ-TV, Milwaukee, Faye's Pins  
Merit-WTMJ-TV, Milwaukee, Faye's Ponchos  
Merit-WISN-TV, Milwaukee, Handyman Connection: Spring To Do List

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**MEDIUM MARKET TELEVISION**

**SPOT NEWS STORY**

First Place-WBAY-TV, Green Bay, Fox Valley Flooding  
Merit-WBAY-TV, Green Bay, Cambulance Crash  
Merit-WLUK-TV, Green Bay, Flood Coverage

**HARD NEWS STORY**

First Place-WFRV-TV, Green Bay, Maloney Murder Re-examined  
Merit-WLUK-TV, Green Bay, Rock Art Vandalism  
Merit-WFRV-TV, Green Bay, Mark Price Conviction Reexamined

**FEATURE**

First Place-WISC-TV, Madison, Urban Chicken  
Merit-WMTV-TV, Madison, Did You Know: Barnyard Bats?  
Merit-WBAY-TV, Green Bay, Lucky 7

**MINI-DOCUMENTARY OR SERIES**

First Place-WBAY-TV, Green Bay, Deaf To The Danger  
Merit-WKOW-TV, Madison, 724<sup>th</sup> Homecoming

**FEATURE LENGTH DOCUMENTARY**

First Place-WISC-TV, Madison, Madison 53701  
Merit-Wisconsin Public Television, Madison, Wisconsin WWII Stories:  
Home Front  
Merit-WMTV-TV, Madison, Wisconsin's Soldiers: Mission Iraq

**BEST LOCALLY ORIGINATED NEWSCAST**

First Place-WBAY-TV, Green Bay, Action 2 News At Five  
Merit-WISC-TV, Madison, News 3 At 6PM  
Merit-WLUK-TV, Green Bay, Fox 11 News At Nine

**BEST USE OF VIDEO**

First Place-WISC-TV, Madison, Mr. Thompson Goes To Washington  
First Place-Wisconsin Public Television, Madison, 100<sup>th</sup> Anniversary Of  
Wildlife Refuges  
Merit-WLUK-TV, Green Bay, Tall Ships

Merit-WKOW-TV, Madison, Chapel Renduation

**BEST SPORTS REPORTING**

First Place-WMTV-TV, Madison, Like Mother, Like Son  
Merit-WISC-TV, Madison, Hope Through Hockey: Dan Boeser Series  
Merit-WMTV-TV, Madison, Track Team Family

**COMMUNITY AFFAIRS ACTIVITY**

First Place-WMTV-TV, Madison, NBC 15's Share Your Holidays  
Merit-WFRV-TV, Green Bay, Fit Kids-Get Out  
Merit-WMTV-TV, Madison, Take Your Brat To Work Day

**PUBLIC SERVICE ANNOUNCEMENT**

First Place-WMTV-TV, Madison, Take Your Brat To Work Day  
Merit-WISC-TV, Madison, Express Yourself  
Merit-WISC-TV, Madison, Pet Project  
Merit-WBAY-TV, Green Bay, Pink Flamingo Music Festival

**PROMOTIONAL ANNOUNCEMENT**

First Place-WBAY-TV, Green Bay, Deaf To The Danger  
Merit-WISC-TV, Madison, Karcher In Iraq  
Merit-WMTV-TV, Madison, TrueView Weather

**COMMERCIAL ANNOUNCEMENT**

First Place-WMTV-TV, Madison, Looks Like You Need Some Action (Action Plumbing)  
Merit-WFRV-TV, Green Bay, Milk On The Run  
Merit-WKOW-TV, Madison, Mike's Towing: Here When You Need Us

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**SMALL MARKET TELEVISION**

**SPOT NEWS STORY**

First Place-WSAW-TV, Wausau, Residents React To Flooding  
Merit-WAOW-TV, Wausau, Stand Off  
Merit-WQOW-TV, Eau Claire, Tilden's Heroes

**HARD NEWS STORY**

First Place-WQOW-TV, Eau Claire, Heart Starter: Coach Saved  
Merit-WXOW-TV, La Crosse, Fatal Fire  
Merit-WQOW-TV, Eau Claire, Windshield Safety

**FEATURE**

First Place-WXOW-TV, La Crosse, Slippers  
Merit-WXOW-TV, La Crosse, Vietnam Moving Wall  
Merit-WQOW-TV, Eau Claire, New Appreciation For Old Glory

**MINI-DOCUMENTARY OR SERIES**

First Place-WEAU-TV, Eau Claire, Angelina's Mother  
Merit-WSAW-TV, Wausau, Cold Case

Merit-WXOW-TV, La Crosse, Healthy Living Together

**FEATURE LENGTH DOCUMENTARY**

First Place- WKBT-TV, La Crosse, 50 Years Of WKBT-TV  
Merit-WEAU-TV, Eau Claire, 50 Years With WEAU-TV  
Merit-WKBT-TV, La Crosse, In Search Of... Special

**BEST LOCALLY ORIGINATED NEWSCAST**

First Place-WAOW-TV, Wausau, Newline 9 At 6-President Bush Visit  
Merit-WKBT-TV, La Crosse, Downtown Explosion  
Merit-WSAW-TV, La Crosse, Storm Newscast

**BEST USE OF VIDEO**

First Place-WKBT-TV, La Crosse, Not Just For Kids Anymore  
Merit-WXOW-TV, La Crosse, Paradise Of Lanes Boro  
Merit-WKBT-TV, La Crosse, Kitty In A Pipe

**BEST SPORTS REPORTING**

First Place-WKBT-TV, La Crosse, Not Just For Kids Anymore  
Merit-WQOW-TV, Eau Claire, Coach Heart Attack  
Merit-WSAW-TV, Wausau, Circle Of Friends

**COMMUNITY AFFAIRS ACTIVITY**

First Place-WXOW-TV, La Crosse, CMN Medley  
Merit-WQOW-TV, Eau Claire, Tuesday's Child: Austin's Adventure  
Merit-WAOW-TV, Wausau, Fort McCoy Donation

**PUBLIC SERVICE ANNOUNCEMENT**

First Place-WXOW-TV, La Crosse, Amy's Mom  
Merit-WXOW-TV, La Crosse, CMN Christmas Cards  
Merit-WJFW-TV, Rhinelander, Sertoma International Hearing

**PROMOTIONAL ANNOUNCEMENT**

First Place-WXOW-TV, La Crosse, We Are  
Merit-WEAU-TV, Eau Claire, Compass: Angelina's Mother  
Merit-WSAW-TV, Wausau, Streaming Video

**COMMERCIAL ANNOUNCEMENT**

First Place-WKBT-TV, La Crosse, Pimp Your Ride  
Merit-WXOW-TV, La Crosse, The Crib Story (Red Giraffe)  
Merit-WJFW-TV, Rhinelander, Wausau Harley Image

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**SMALL, MEDIUM, MAJOR MARKET TELEVISION  
EDITORIAL/COMMENTARY**

First Place -WMVS-TV, Milwaukee, Meanwhile Back On the Fringe

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**MAJOR MARKET RADIO**

**SPOT NEWS STORY**

First Place-WTMJ-AM, Milwaukee, June Twister  
Merit-WIBA-AM, Madison, Audrey Found  
Merit-WUWM-FM, Milwaukee, Ballot Battle

**HARD NEWS STORY**

First Place-WUWM-FM, Milwaukee, Girl Scouts Behind Bars  
Merit-WTMJ-AM, Milwaukee, Sounding A False Alarm?  
Merit-WIBA-AM, Madison, Audrey's Story

**FEATURE**

First Place-Wisconsin Public Radio, Madison, Laser Monks  
Merit-WTMJ-AM, Milwaukee, Honor, Service, Duty  
Merit-Wisconsin Public Radio, Madison, White Cane Awareness

**MINI-DOCUMENTARY OR SERIES**

First Place-Wisconsin Public Radio, Madison, Aging Series-Mom & Dad  
Growing Old  
Merit-WISN-AM, Milwaukee, Wisconsin State Patrol  
Merit-WUWM-FM, Milwaukee, Spear Fishing Revisited

**FEATURE LENGTH DOCUMENTARY**

First Place-WISN-AM, Milwaukee, Your Decision 2004  
Merit-WUWM-FM, Milwaukee, Let's Talk About Race At Nicolet High School  
Merit-WUWM-FM, Milwaukee, Bread Of Healing

**BEST LOCALLY ORIGINATED NEWSCAST**

First Place-WTMJ-AM, Milwaukee, Wisconsin's Morning News  
Merit-WISN-AM, Milwaukee, Twelve Noon Report  
Merit-WISN-AM, Milwaukee, Eleven O'Clock Report

**BEST USE OF AUDIO**

First Place-WMGN-FM, Madison, Reagan Tribute  
Merit-WMGN-FM, Madison, 2003 Year In Review  
Merit-WTMJ-AM, Milwaukee, Outside The Democratic Debate

**BEST SPORTS REPORTING**

First Place-WTMJ-AM, Milwaukee, Green And Gold Christmas  
Merit-WTMJ-AM, Milwaukee, The Angel Of Irv  
Merit-Wisconsin Public Radio, Madison, Northwoods Baseball League

**COMMUNITY AFFAIRS ACTIVITY**

First Place-WOLX-FM, Madison, The Worlds Largest BratFest  
First Place-WTMJ-AM, Milwaukee, The Teddy Bear Patrol  
Merit, WUWM-FM, Milwaukee, Iraq War

**PUBLIC SERVICE ANNOUNCEMENT**

First Place-WTMJ-AM, Milwaukee, Arts Test-Miller Lite Ride For The Arts  
Merit-WTMJ-AM, Milwaukee, Healthcare Checkup: Greater Milwaukee  
Business Foundation On Health

**PROMOTIONAL ANNOUNCEMENT**

First Place-WIBA-AM, Madison, Severe Weather Station  
Merit-WISN-AM, Milwaukee, News Promos  
Merit-WIBA-AM, Madison, When You Read It, It's History

**COMMERCIAL ANNOUNCEMENT**

First Place-WHIT-FM, Madison, Wil Kil Carpenter Ants  
Merit-WTMJ-AM, Milwaukee, Patio Preview  
Merit-WTMJ-AM, Milwaukee, T'Sup?

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**MEDIUM MARKET RADIO****SPOT NEWS STORY**

First Place-WFDL-FM, Fond du Lac, Water, Water Everywhere  
Merit-WHBY-AM, Appleton, Storm Chasing  
Merit-WCUB-AM, Manitowoc, Clark's Mills Tornado

**HARD NEWS STORY**

First Place-KFIZ-AM, Fond du Lac, Within A Whisper  
Merit-WHBY-AM, Appleton, Joe Paulus Story  
Merit-WCUB-AM, Manitowoc, Picking Up The Pieces In Clarks Mills

**FEATURE**

First Place-WCLO-AM, Janesville, Performing Arts Center Dedication  
Merit-WIZM-AM, La Crosse, Sleepy Eye For The Creepy Guy  
Merit-KFIZ-AM, Fond du Lac, The Christmas Story

**MINI-DOCUMENTARY OR SERIES**

First Place-WIZM-AM, La Crosse, Gay Series  
Merit-WIZM-AM, La Crosse, Referendum Series  
Merit-WHBL-AM, Sheboygan, Sunset At Sunny Ridge

**FEATURE LENGTH DOCUMENTARY**

No Entries

**BEST LOCALLY ORIGINATED NEWSCAST**

First Place- WCLO-AM, Janesville, Rock County's Morning News  
Merit-WHBY-AM, Appleton, 6AM Newscast  
Merit-WHBY-AM, Appleton, 5PM Newscast

**BEST USE OF AUDIO**

First Place-WHBY-AM, Appleton, Kerry Rally  
Merit-WIZM-AM, La Crosse, Come On In And Have A Bite  
Merit-WFDL-FM, Fond du Lac, Water, Water Everywhere

**BEST SPORTS REPORTING**

First Place-WCUB-AM, Manitowoc, John Meets Diane-A Lifesaver

**COMMUNITY AFFAIRS ACTIVITY**

First Place-WCLO-AM, Janesville, Rock County United Way

Merit-WAYY-AM, Eau Claire, Truckloads Of Toys  
Merit-KFIZ-AM, Fond du Lac, Taser Fundraiser

**PUBLIC SERVICE ANNOUNCEMENT**

First Place-WJVL-FM, Janesville, Curfew  
Merit-KFIZ-AM, Fond du Lac, Workzone Safety

**PROMOTIONAL ANNOUNCEMENT**

First Place-WZOR-FM, Appleton, Leinen Kugel's Honey Money Roll  
Merit-WCLO-AM, Janesville, School House Block  
Merit-WJVL-FM, Janesville, Joe The Hummin' Janitor

**COMMERCIAL ANNOUNCEMENT**

First Place-WZOR-FM, Appleton, Third Dimension  
Merit-WHBY-AM, Appleton, EZ Glide Anonymous  
Merit-WAXX-FM, Altoona, 3 Bears

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**SMALL MARKET RADIO**

**SPOT NEWS STORY**

First Place-WRJO-FM, Eagle River, Vilas County Trail  
First Place-WRJO-FM, Eagle River, Tribal Elections  
Merit-WPDR-AM, Portage, Montello Twister

**HARD NEWS STORY**

First Place-WPDR-AM, Portage, Portage Bomb Threat  
Merit-WRJO-FM, Eagle River, Juvenile Detention  
Merit-WRJO-FM, Eagle River, Vilas County Court-Wagner

**FEATURE**

First Place-WGLR-FM, Lancaster, A Grand Excursion In Cassville  
Merit-WTCH-AM, Shawano, The Moving Wall Really Moves  
Merit-WRJO-FM, Eagle River, Cloned Deer

**MINI-DOCUMENTARY OR SERIES**

First Place-WTCH-AM, Shawano, Taking To The Roads  
Merit-WJMQ-FM, Shawano, I Will Sing My Songs: The Ronnie Fuller Story

**FEATURE LENGTH DOCUMENTARY**

First Place-WRJO-FM, Eagle River, LZ Reflections

**BEST LOCALLY ORIGINATED NEWSCAST**

First Place-WBKV-AM, West Bend, Best Locally Originated Newscast  
Merit-WPDR-AM, Portage, 7AM News

**BEST USE OF AUDIO**

First Place-WGLR-FM, Lancaster, JFK: Celebrating The Spirit Of America  
Tour Comes To Lancaster

**BEST SPORTS REPORTING**

First Place-WTCH-AM, Shawano, Favre Continues To Excel On Field With Off Field Tragedies

**COMMUNITY AFFAIRS ACTIVITY**

First Place-WBKY-FM, Tomah, H2O-To-Go-Relief Fund  
Merit-WRJO-FM, Eagle River, Pay To Play 2004

**PUBLIC SERVICE ANNOUNCEMENT**

First Place-WRJO-FM, Eagle River, Forward Service PSA Services

**PROMOTIONAL ANNOUNCEMENT**

First Place-WGNV-FM, Milladore, Bible Quiz "Ring"  
Merit-WGNV-FM, Milladore, Bible Quiz "Howard Screams"

**COMMERCIAL ANNOUNCEMENT**

First Place-WBEV-FM, Beaver Dam, Glacier Rock Farms  
Merit-WXRO-FM, Beaver Dam, Rainbow Connection

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**SMALL, MEDIUM, MAJOR MARKET RADIO  
EDITORIAL/COMMENTARY**

First Place-WOLX-FM, Madison, Honoring Les Paul  
Merit-WHBY-AM, Appleton, Fox Cities Viewpoint-Truth In Politics  
Merit-WRJO-FM, Eagle River, She Should Not Have Been Driving