Awards for Excellence
2005 Award Winners

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 Rexamined

**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, 724th 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, 100th 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

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, Newsline 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

SMALL, MEDIUM, MAJOR MARKET TELEVISION
EDITORIAL/COMMENTARY
First Place - WMVS-TV, Milwaukee, Meanwhile Back On the Fringe

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?

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

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, Shawno, 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

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