ON THE AIR

Awards
For Excellence

2006

washington
broadcasters
association
## Spot News Story
- **Major Market Television**
  - First Place: WDJT-TV, Milwaukee, Mcgee Protest
  - Merit: WISN-TV, Milwaukee, Cazenovia School Shooting
  - Merit: WDJT-TV, Milwaukee, Police Chase

- **Medium Market Television**
  - First Place: WKOW-TV, Madison, Blown Away
  - Merit: WFRV-TV, Green Bay, Total Loss
  - Merit: WLUK-TV, Green Bay, Eagle 3 Chopper Crash
  - Merit: WGBA-TV, Green Bay, Missing Boater

## Hard News Story
- **Major Market Television**
  - First Place: WTMJ-TV, Milwaukee, Prescription For Death
  - Merit: WTMJ-TV, Milwaukee, Deadbeat Dads
  - Merit: WDJT-TV, Milwaukee, Landlord Investigation

- **Medium Market Television**
  - First Place: WISC-TV, Madison, Downtown Madison After Hours
  - Merit: WMSN-TV, Madison, Nazi Rally
  - Merit: WBAY-TV, Green Bay, The Teresa Halbach Murder

## Feature
- **Major Market Television**
  - First Place: WTMJ-TV, Milwaukee, Cotton Candy!
  - Merit: WDJT-TV, Milwaukee, Inspirational Priest
  - Merit: WTMJ-TV, Milwaukee, Miss Seventeen

- **Medium Market Television**
  - First Place: WLUK-TV, Green Bay, MDA Girl from Plymouth
  - Merit: WI Public Television, Madison, Family House
  - Merit: WFRV-TV, Green Bay, Organize Me

## Mini-Documentary or Series
- **Major Market Television**
  - First Place: WISN-TV, Milwaukee, Wisconsin's Conjoined Twins
  - Merit: WTMJ-TV, Milwaukee, Does It Work?
  - Merit: WTMJ-TV, Milwaukee, Internet Predators

- **Medium Market Television**
  - First Place: WI Public Television, Madison, Meth In Wisconsin
  - Merit: WLUK-TV, Green Bay, Kids In Prison
  - Merit: WGBA-TV, Green Bay, Absent Without Leave

## Feature Length Documentary
- **Major Market Television**
  - First Place: WMTV-TV, Madison, Mike McKinney: Living Out The Dream
  - Merit: WI Public Television, Madison, Meth In Wisconsin
  - Merit: WI Public Television, Madison, Hometown Stories “Janesville”

- **Medium Market Television**
  - First Place: WISC-TV, Madison, News 3 at 6 pm: Pipe Bomb Investigation
  - Merit: WMBT-TV, Madison, Action 2 News at 5
  - Merit: WMTV-TV, Madison, NBC 15 at 10 pm: Madison Bomb Scare

## Best Locally Originated Newscast
- **Major Market Television**
  - First Place: WISN-TV, Milwaukee, WISN 12 News at 6:00 – 9/12/06
  - Merit: WTMJ-TV, Milwaukee, “Live at 10” Saturday
  - Merit: WISN-TV, Milwaukee, WISN 12 News at 6:00 – 9/15/06

- **Medium Market Television**
  - First Place: WISC-TV, Madison, Madison, One Giant Leap
  - Merit: WISC-TV, Madison, Torch Run
  - Merit: WFRV-TV, Green Bay, Sarah’s Story

## Best Use of Video
- **Major Market Television**
  - First Place: WKOW-TV, Madison, Hoofin It
  - Merit: WJS-N-TV, Madison, Shaw Conjoined Twins: Before & After Surgery
  - Merit: WISN-TV, Milwaukee, Soldier Flags

- **Medium Market Television**
  - First Place: WFRV-TV, Green Bay, A Family Affair/Modern Match Making
  - Merit: WISC-TV, Madison, Torch Run
  - Merit: WFRV-TV, Green Bay, Blade

## Best Sports Reporting
- **Major Market Television**
  - First Place: WTMJ-TV, Milwaukee, Dr. Gado
  - Merit: WDJT-TV, Milwaukee, The Kramer Tapes
  - Merit: WDJT-TV, Milwaukee, Inside the Huddle Kickoff Show

- **Medium Market Television**
  - First Place: WISCO-TV, Madison, Madison, One Giant Leap
  - Merit: WISC-TV, Madison, Torch Run
  - Merit: WFRV-TV, Green Bay, Sarah’s Story

## Special Interest Programming
- **Major Market Television**
  - First Place: WISN-TV, Milwaukee, On Assignment: Tragedy to Triumph
  - Merit: WTMJ-TV, Milwaukee, Positively Milwaukee Special

- **Medium Market Television**
  - First Place: WISC-TV, Madison, Madison, Act 4 AIDS Ride
  - Merit: WISC-TV, Madison, Madison, 150 Time Capsule
  - Merit: WMTV-TV, Madison, NBC 15’s Share Your Holidays

## Community Affairs Activity
- **Major Market Television**
  - First Place: WISC-TV, Madison, Act 4 AIDS Ride
  - Merit: WISC-TV, Madison, Madison 150 Time Capsule
  - Merit: WMTV-TV, Madison, NBC 15’s Share Your Holidays

- **Medium Market Television**
  - First Place: WISCO-TV, Madison, Madison, One Giant Leap
  - Merit: WISC-TV, Madison, Torch Run
  - Merit: WFRV-TV, Green Bay, Sarah’s Story

## Public Service Announcement
- **Major Market Television**
  - First Place: WISC-TV, Madison, Time For Kids -- Put A Lid On It!
  - Merit: WISCO-TV, Madison, Madison, Excuses
  - Merit: WISCO-TV, Madison, Madison, Time For Kids -- Quality Time

- **Medium Market Television**
  - First Place: WISCO-TV, Madison, Wisconsin Sports Sunday Image
  - Merit: WISCO-TV, Madison, Wisconsin, Wisconsin Sports Sunday Image
  - Merit: WFRV-TV, Green Bay, A Family Affair/Modern Match Making

## Commercial Announcement
- **Major Market Television**
  - First Place: WISCO-TV, Madison, Lynnteriors “Style On A Dime”
  - Merit: WISCO-TV, Madison, Fan Forecast -- Bielema
  - Merit: WISCO-TV, Madison, Sunseekers – White Commercial

- **Medium Market Television**
  - First Place: WISCO-TV, Madison, Lynnteriors “Style On A Dime”
  - Merit: WISCO-TV, Madison, Fan Forecast -- Bielema
  - Merit: WISCO-TV, Madison, Sunseekers – White Commercial

**Editorial/Commentary**

- First Place: WI Public Television, Madison, Election Survival
- Merit: WISCO-TV, Madison, Legislative Priorities Misplaced
- Merit: WMVS-TV, Milwaukee, Same-Sex Marriage

*Market size categories have been dropped so that all television entries compete against one another.*
<table>
<thead>
<tr>
<th>Small Market Television</th>
</tr>
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<tbody>
<tr>
<td><strong>SPOT NEWS STORY</strong></td>
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<tr>
<td>First Place – WEAU-TV, Eau Claire, Industrial Fire</td>
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<td>First Place - WISN-AM, Milwaukee, Verdict</td>
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<td>Merit – WTMJ-AM, Milwaukee, Milwaukee’s Missing Boys</td>
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<td>Merit – WUWM-FM, Milwaukee, Jude Beating Case</td>
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<td>First Place – WTMJ-AM, Milwaukee, Conversations: It’s Your Vote-Preview of the Primary Election</td>
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<td>Merit – WTMJ-AM, Milwaukee, Insight 2006</td>
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<td>Merit – WUWM-FM, Milwaukee, Primary Night Coverage</td>
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<td><strong>COMMUNITY AFFAIRS ACTIVITY</strong></td>
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<td><strong>BEST USE OF AUDIO</strong></td>
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<td>First Place – WTMJ-AM, Milwaukee, Unique Ceremony Commemorates Lives Lost in War</td>
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<td>Merit – WTMJ-AM, Milwaukee, Prairie Chicken</td>
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<td>Merit – WTMJ-AM, Milwaukee, Saying Goodbye and Thanks</td>
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**Medium Market Radio**

**SPOT NEWS STORY**
First Place – WFDL-FM, Fond du Lac, Smash and Dash
Merit - WFDL-FM, Fond du Lac, Emergency Evacuation
Merit - KFIZ-AM, Fond du Lac, Riverside Standoff

**HARD NEWS STORY**
First Place - WCLO-AM, Janesville, Police Memorial
Merit - WTAQ-AM, Green Bay, Caught in the Crossfire
Merit - WTAQ-AM, Green Bay, Applebee’s

**FEATURE**
First Place – WRJN-AM, Racine, Hockey Cups
Merit - WTAQ-AM, Green Bay, Ham On The Lamb
Merit – WFDL-FM, Fond du Lac, Extreme Surprise

**MINI-DOCUMENTARY OR SERIES**
First Place – WTAQ-AM, Green Bay, Back To School ’06
Merit – WLIP-AM, Kenosha, In Memory of Irene Buri Nelson
Merit – WTAQ-AM, Green Bay, In The Shadows

**FEATURE LENGTH DOCUMENTARY**
No Entries

**BEST LOCALLY ORIGINATED NEWSCAST**
First Place - WTAQ-AM, Green Bay, 7:30AM News; 9/11
Merit – WSAU-AM, Wausau, WSAU Morning Newscast
Merit – WTAQ-AM, Green Bay, May 10th 8:30 am News

**BEST USE OF AUDIO**
First Place – WAYY-AM, Eau Claire, Renaissance Faire
Merit – WAYY-AM, Eau Claire, Marching On

**BEST SPORTS REPORTING**
First Place – WOMT-AM, Manitowoc, Roncalli Doubles Champs
Merit – WOMT-AM, Manitowoc, Free is BMOC

**SPECIAL INTEREST PROGRAMMING**
First Place – WLIP-AM, Kenosha, Sheriff’s Debate
Merit – KFIZ-AM, Fond du Lac, Coverage of the 2006 Experimental Aircraft Association Convention
Meir – WCLO-AM, Janesville, Milam Show – Record Referendum

**COMMUNITY AFFAIRS ACTIVITY**
First Place – KFIZ-AM, Fond du Lac, Jerry’s Battle
Merit – WFON-FM, Fond du Lac, Opening of the Pollack Park
Merit – KFIZ-AM, Fond du Lac, Cagers for Crohns
Merit – WAXX-FM, Eau Claire, WAXX 104.5/Country Jam USA Family Support Center Auction

**PUBLIC SERVICE ANNOUNCEMENT**
First Place - WIZD-FM, Wausau, Portage County Coalition for Alcohol Prevention
Merit - WLIP-AM, Janesville, United Way-Trust
Merit – WLIP-AM, Kenosha, Fight with Fact – Smoking PSA

**PROMOTIONAL ANNOUNCEMENT**
First Place – WIFC-FM, Wausau, Distorted Drive-Thru
Merit – WBKV-AM, West Bend, Wind-Whipped Win-Version 1
Merit – WBKV-AM, West Bend, Wind-Whipped Win-Version 2

**COMMERCIAL ANNOUNCEMENT**
First Place – WPVL-FM, Platteville, Netux Solutions – "CSI"
Merit – WBKV-AM, West Bend, Rubicon Ranch Riot – Version 2

**EDITORIAL/COMMENTARY**
First Place – WTMJ-AM, Milwaukee, Schoolhouse Door
Merit – WIZM-AM, La Crosse, As I See It (Huebsch-Ocrite)
Merit – WTDY-AM, Madison, Morrissey Editorial: Club Majestic

*Market size categories have been dropped so that all radio entries compete against one another.*

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**Small Market Radio**

**SPOT NEWS STORY**
First Place – WBKV-AM, West Bend, Rubicon Ranch Riot – Version 1
Merit – WJMQ-FM, Clintonville, Suicide Standoff
Merit – WBKV-AM, West Bend, Rubicon Ranch Riot – Version 2

**HARD NEWS STORY**
First Place – WRPN-AM, Ripon, Andrew Wallace Ceremony
Merit – WRDB-AM, Reedsburg, Weston School Shooting
Merit – WRJO-FM, Eagle River, Waswagoning Arson React

**FEATURE**
First Place – WRPN-AM, Ripon, Paranormal At The Grand
Merit – WGLR-FM, Lancaster, A Conversation with Barbara Mandrell
Merit - WPVL-FM, Plateville, Helen Thomas, Former White House Bureau Chief

**MINI-DOCUMENTARY OR SERIES**
First Place – WTCH-AM, Shawano, Are They Safe
Merit – WPVL-FM, Plateville, Bullying In The Workplace

**FEATURE LENGTH DOCUMENTARY**
First Place – WTCH-AM, Shawano, 6th Assembly Forum
Merit – WTCH-AM, Shawano, Shawano County Sheriff Forum

**BEST LOCALLY ORIGINATED NEWSCAST**
First Place - WTCH-AM, Shawano, WTCH’s 7:30 AM Newscast
Merit – WTCH-AM, Shawano, WTCH Noon Newscast

**BEST USE OF AUDIO**
First Place – WTCH-AM, Shawano, Relay

**BEST SPORTS REPORTING**
First Place – WJMQ-FM, Clintonville, Local Super Bowl Hero
Merit – WRJO-FM, Eagle River, Eagle River Pond Hockey
Merit – WBKV-AM, West Bend, Wind-Whipped Win-Version 1
Merit – WBKV-AM, West Bend, Wind-Whipped Win-Version 2

**SPECIAL INTEREST PROGRAMMING**
First Place - WRPN-AM, Ripon, Round About
Merit – WFCL-AM, Clintonville, Shawano Fall Festival Homecoming Parade

**COMMUNITY AFFAIRS ACTIVITY**
First Place – WACD-FM, Antigo, 105th Cavalry Homecoming
Merit - WLKG-FM, Lake Geneva, More Than Special
Merit – WRJO-FM, Eagle River, Summer Street Dances

**PUBLIC SERVICE ANNOUNCEMENT**
First Place – WBKV-AM, West Bend, Lock Up Your Liquor
Merit – WTCH-AM, Shawano, Coats For Kids
Merit – WTCH-AM, Shawano, Christmas Crusade

**PROMOTIONAL ANNOUNCEMENT**
First Place – WQNV-FM, Milladore, Friendraiser: Distorted Drive-Thru
Merit – WLKG-FM, Lake Geneva, Crazy Promo
Merit – WLKG-FM, Lake Geneva, Karlz Promo

**COMMERCIAL ANNOUNCEMENT**
First Place – WPVL-FM, Platteville, Netux Solutions – "CSI"
Merit – WBKV-AM, West Bend, Where’s Verlo
Merit – WLKG-FM, Lake Geneva, House of Darkness