

WBA is proud to announce...

2015

*Awards For Excellence
Winners*



May 7, 2016

Social and Digital Media Award Winners & Television Award Winners

All Markets

BEST WEBSITE

Television: WSAW-TV, WSAW-TV Website
Music: WIXX-FM, WIXX.com
News/Talk: WUWM-FM, WUWM.com

BEST USE OF SOCIAL MEDIA

Television: WLUK-TV, Fox 11 Social Media
Music: WYMS-FM, 88NINE Radio Milwaukee
Social Media
News/Talk: WTMJ-AM, WTMJ Social Media Outlets

BEST ONLINE/AD PROMOTION

Television: WLUK-TV, Six-Figure Housing Assistance
Facebook Promo

BEST USER-GENERATED CONTENT

Television: WITI-TV, View Beautiful, Rare Super
Moon Lunar Eclipse

BEST BREAKING NEWS COVERAGE

Television: WSAW-TV, Breaking News: Local Man
Kills His Wife
Music: WHBY-AM, @Cianciola LIVE from the
Neenah Standoff 12/5/15

BEST LIVE ON-SITE COVERAGE

Music: WNCY-FM, Y100's Country USA All Access

BEST WEB STORY

Television: WSAW-TV, High Speed Chase Through
Several Counties end in Rib Mountain
News/Talk: WI Public Radio, WisContext's "El Niño
In Wisconsin"

BEST PERSONALITY

Television: WISC-TV, Michelle Li
Music: WYMS-FM, Tarik Moody, 88Nine Radio
Milwaukee
News/Talk: WHBY-AM, Phil Cianciola, The Philcast 1150

Large Market Television

MORNING NEWSCAST

1st Place: WITI-TV, Fox6 Wakeup News
November 9, 2015
2nd Place: WITI-TV, Fox6 Wakeup News
November 20, 2015
3rd Place: WISN-TV, Winter Storm

EVENING NEWSCAST

1st Place: WISN-TV, Winter Storm Wallop
2nd Place: WISN-TV, Cold Case Break &
Deadly Park Shooting
3rd Place: WTMJ-TV, Tornado

SPORTSCAST

1st Place: WISN-TV, Dan Needles
2nd Place: WISN-TV, Stephanie Sutton
3rd Place: WTMJ-TV, WTMJ Sports Compilation 1

WEATHERCAST

1st Place: WISN-TV, Sally Severson
2nd Place: WISN-TV, Mark Baden
3rd Place: WITI-TV, Vince Condella

SPOT NEWS

1st Place: WISN-TV, Explosions & Fire on Milwaukee's
south side
2nd Place: WDJT-TV, Suspicious Device
3rd Place: WDJT-TV, Attacks in Paris

NEWS WRITING

1st Place: WITI-TV, Her Dying Wish
2nd Place: WISN-TV, Romanian Adoption
3rd Place: WISN-TV, Lawmaker Looking to Change
Her Party

HARD NEWS/INVESTIGATIVE

1st Place: WTMJ-TV, Coal Pile
2nd Place: WISN-TV, Sex Offender Shuffle
3rd Place: WTMJ-TV, Points of Impact

SERIES OR DOCUMENTARY

1st Place: WITI-TV, Speaking Up for Special Needs
2nd Place: WDJT-TV, Lily's Hope
3rd Place: WITI-TV, Untold Stories:
Saluting Our Vietnam Veterans

FEATURE

1st Place: WITI-TV, Trickett's Story
2nd Place: WISN-TV, Nicole's Journey
3rd Place: WYTU-TV, Family Helps Homeless Man
During Holidays

LIVE ON-SCENE REPORTING

1st Place: WTMJ-TV, Jermont Terry
2nd Place: WDJT-TV, Michele McCormack
3rd Place: WTMJ-TV, Bridget Shanahan

BEST CONTINUING COVERAGE

1st Place: WITI-TV, Risk on the Rails:
Bridge on the Brink
2nd Place: WTMJ-TV, Fugitive Chase & Capture
3rd Place: WISN-TV, The Rise and Fall of Scott Walker

BEST USE OF NEWS VIDEO

1st Place: WISN-TV, Coast Guard Training
2nd Place: WISN-TV, Inside the Fire Line
3rd Place: WDJT-TV, Whistling Straits Spotlight

Television Award Winners - Continued

SPORTS REPORTING

- 1st Place: WDJT-TV, Sewer Diving for the Packers
2nd Place: WITI-TV, Lean On Me
3rd Place: WTMJ-TV, Concussion Concerns

BEST USE OF SPORTS VIDEO

- 1st Place: WISN-TV, Slope Style Skier
2nd Place: WISN-TV, Swimming Sensation
3rd Place: WDJT-TV, From Cancer to the Court

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WISN-TV, Class Act
2nd Place: WTMJ-TV, Community Baby Shower
3rd Place: WITI-TV, Buddy Check 6

SPECIALTY PROGRAMMING

- 1st Place: WISN-TV, On Assignment
2nd Place: WISN-TV, Season to Celebrate
3rd Place: WTMJ-TV, Making the Milwaukee

EDITORIAL/COMMENTARY

- 1st Place: WITI-TV, The Teditorial: Full-Court Press
2nd Place: WISN-TV, Class Act
3rd Place: WITI-TV, The Teditorial: Four One, Four All

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WISN-TV, Leading the Way Campaign
2nd Place: WTMJ-TV, TODAY's TMJ4:
Your Official Packers Station
3rd Place: WISN-TV, WISN History News Image

TOPICAL PROMOTION

- 1st Place: WTMJ-TV, Veterans Suffering in Silence
2nd Place: WDJT-TV, Anatomy of an Art Heist
3rd Place: WTMJ-TV, Exclusive Interview with Bart Starr

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WISN-TV, Class Act School Supply Drive
2nd Place: WTMJ-TV, Green, Gold & Growing
3rd Place: WTMJ-TV, The TODAY'S TMJ4 Community
Baby Shower

BEST COMMERCIAL

- 1st Place: WDJT-TV, You Move Me
2nd Place: WTMJ-TV, Skiin Anti-Aging Lounge
3rd Place: WTMJ-TV, Radio 620 WTMJ:
Home of the Brewers

Medium Market Television

MORNING NEWSCAST

- 1st Place: WBAY-TV, Action 2 News This Morning
March 25, 2015
2nd Place: WLUK-TV, Good Day Wisconsin
All Access Tailgate Party
3rd Place: WMTV-TV, Take Your Brat to Work Day

EVENING NEWSCAST

- 1st Place: WGBA-TV, Trestle Trail Shooting
2nd Place: WISC-TV, News 3 at 6: No Charges in the
Death of Tony Robinson
3rd Place: WLUK-TV, Fox 11 News at Five
November 26, 2015

SPORTSCAST

- 1st Place: WKOW-TV, WKOW
2nd Place: WFRV-TV, Best Sports Team
3rd Place: WLUK-TV, Drew Smith

WEATHERCAST

- 1st Place: WGBA-TV, Cameron Moreland
2nd Place: WMTV-TV, Weather Authority
3rd Place: WFRV-TV, Luke Sampe, Chief Meteorologist

SPOT NEWS

- 1st Place: WBAY-TV, State Trooper Killed
2nd Place: WISC-TV, News 3 at 6:
No Charges for the Death of Tony Robinson
3rd Place: WBAY-TV, Neenah Shooting and Standoff

NEWS WRITING

- 1st Place: WFRV-TV, Barneveld Tornado Survivor
2nd Place: WISC-TV, Wisconsin's Fast Girl:
Suzy Favor Hamilton
3rd Place: WMTV-TV, Let's Be Frank

HARD NEWS/INVESTIGATIVE

- 1st Place: WBAY-TV, Missing People
2nd Place: WHA-TV, Syrian Asylum Seeker
3rd Place: WLUK-TV, Shawano Housing Investigation

SERIES OR DOCUMENTARY

- 1st Place: WISC-TV, Marijuana: Beyond the Money
2nd Place: WMTV-TV, Making a Difference
3rd Place: WKOW-TV, Our Wisconsin – An Hour in 1970

FEATURE

- 1st Place: WKOW-TV, Now I Lay Me Down to Sleep
2nd Place: WMTV-TV, Chris Farley
3rd Place: WBAY-TV, Rex and the Ice Bowl

LIVE ON-SCENE REPORTING

- 1st Place: WISC-TV, Leah Linscheid Compilation
2nd Place: WMTV-TV, John Stofflet Live
3rd Place: WBAY-TV, Kristyn Allen

BEST CONTINUING COVERAGE

- 1st Place: WISC-TV, Right to Work Moves Through
Wisconsin
2nd Place: WISC-TV, Continuing Coverage:
Tony Robinson
3rd Place: WFRV-TV, Trestle Trail Shooting

Television Award Winners - Continued

BEST USE OF NEWS VIDEO

- 1st Place: WBAY-TV, Duck Banding
2nd Place: WISC-TV, No Excuses
3rd Place: WKOW-TV, The Dangers of Campus Crosswalks

SPORTS REPORTING

- 1st Place: WLUK-TV, Hortonville Linebacker Calls it Quits after Suffering Concussion
2nd Place: WMTV-TV, Blake Geoffrion Classic
3rd Place: WISC-TV, The Golden Rule

BEST USE OF SPORTS VIDEO

- 1st Place: WISC-TV, Another Miracle on Ice
2nd Place: WHA-TV, Harness Racing
3rd Place: WISC-TV, The Heart of a Lancer

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WBAY-TV, Brake 4 Buses
2nd Place: WHA-TV, Here and Now #1336: Police and Race Relations
3rd Place: WISC-TV, WISC and Buddy Check 3

SPECIALTY PROGRAMMING

- 1st Place: WLUK-TV, The High Cost of Higher Education
2nd Place: WLUK-TV, Fox 11 Packers Family Night
3rd Place: WISC-TV, Return for the Title: Live in Indianapolis

EDITORIAL/COMMENTARY

- 1st Place: WFRV-TV, Thanks for Your Service
2nd Place: WISC-TV, Punishing the Poor
3rd Place: WISC-TV, State Embarrassment

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WISC-TV, Live at Four - Launch
2nd Place: WMTV-TV, NBC 15 News - Decisions
3rd Place: WMTV-TV, NBC 15 News - Winter Shorts

TOPICAL PROMOTION

- 1st Place: WHA-TV, Wisconsin Winter
2nd Place: WLUK-TV, Fox 11 Investigates: VA Whistleblower
3rd Place: WMTV-TV, NBC 15 News - Guardrails

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WMTV-TV, NBC 15 Take Your Brat to Work Day
2nd Place: WMTV-TV, NBC 15 Back to School
3rd Place: WKOW-TV, Toys for Tots

BEST COMMERCIAL

- 1st Place: WLUK-TV, Lamers Dairy "Farm to Table"
2nd Place: WMSN-TV, Mooyah Thank You Spot
3rd Place: WISC-TV, Wisconsin Weather Calendar "Wisconsin Colors"

Small Market Television

MORNING NEWSCAST

- 1st Place: WKBT-TV, News 8 This Morning: 15th Anniversary Show
2nd Place: KBJR-TV, KBJR 6 News Today
3rd Place: WAOW-TV, Badgers Lose NCAA

EVENING NEWSCAST

- 1st Place: WAOW-TV, Newsline 9 at 10 January 16, 2015
2nd Place: WSAW-TV, News Channel 7 at Six June 4, 2015
3rd Place: WAOW-TV, Newsline 9 at 5 January 11, 2015

SPORTSCAST

- 1st Place: WKBT-TV, News 8 Sports: Preps to Packers
2nd Place: WAOW-TV, Brandon Kinnard
3rd Place: WEAU-TV, SportScene 13 - 1/30, 3/5, 10/31

WEATHERCAST

- 1st Place: WSAW-TV, Chris Nelson's Forecast
2nd Place: WKBT-TV, News 8 Meteorologist Bill Graul
3rd Place: WJFW-TV, Wren Clair Weathercast

SPOT NEWS

- 1st Place: WEAU-TV, Mitchell Owens Search
2nd Place: WKBT-TV, French Island Fire
3rd Place: WAOW-TV, Hostage Situation

NEWS WRITING

- 1st Place: WKBT-TV, Wheel of Todd
2nd Place: KBJR-TV, Stoney's Free Library
3rd Place: WKBT-TV, Fighting for Kareena

HARD NEWS/INVESTIGATIVE

- 1st Place: WSAW-TV, Mosinee Peeping Tom
2nd Place: WKBT-TV, Fighting for Victims Rights
3rd Place: WEAU-TV, From Jane to Julia

SERIES OR DOCUMENTARY

- 1st Place: WKBT-TV, La Crosse Honor Flight
2nd Place: WEAU-TV, Cross-Checked
3rd Place: WKBT-TV, Paying the Price for Saving Lives

FEATURE

- 1st Place: WLAX-TV, Young Cancer Patient Inspires Others
2nd Place: WEAU-TV, Power of Music
3rd Place: WJFW-TV, Blasting Beaver Dams

LIVE ON-SCENE REPORTING

- 1st Place: WAOW-TV, Rebecca Ribley Compilation
2nd Place: WKBT-TV, Brittany Schmidt Compilation
3rd Place: WAOW-TV, Molly Koweek Compilation

Television Award Winners - Continued & Radio News and Talk Winners

BEST CONTINUING COVERAGE

- 1st Place: WJFW-TV, Ashlee Martinson Double Homicide Case
2nd Place: WEAU-TV, Confluence Project
3rd Place: WKBT-TV, Homeless in La Crosse

BEST USE OF NEWS VIDEO

- 1st Place: WKBT-TV, News 8 Eyepiece: Axe Cutting
2nd Place: WEAU-TV, Apostle Islands Ice Caves
3rd Place: WEAU-TV, Pumpkin Launching Physics Lab

SPORTS REPORTING

- 1st Place: WEAU-TV, Jake Dowell
2nd Place: WEAU-TV, Higley Makes a Splash as an Old Abe
3rd Place: KBJR-TV, Aurora Archer Hunts for Gold Medal

BEST USE OF SPORTS VIDEO

- 1st Place: WEAU-TV, Curtis Excels at Next Level
2nd Place: WEAU-TV, Top 10 Football Plays
3rd Place: WKBT-TV, The Sunny Side of Life

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WKBT-TV, Steppin' Out in Pink
2nd Place: WSAW-TV, Share Your Holidays 2015
3rd Place: WAOW-TV, Jefferson Awards

SPECIALTY PROGRAMMING

- 1st Place: WSAW-TV, The World Championship Snowmobile Derby
2nd Place: WKBT-TV, High School Football Preview Show
3rd Place: WEAU-TV, Clearwater Winter Parade

EDITORIAL/COMMENTARY

- 1st Place: WEAU-TV, National Cheese Curd Day
2nd Place: WEAU-TV, Cookie Taste Test
3rd Place: WAOW-TV, Johnnie Gray 2

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WEAU-TV, SportScene 13 Football Scrimmage
2nd Place: WSAW-TV, Under Construction Series
3rd Place: WSAW-TV, Hannah Anderson Image Series

BEST TOPICAL PROMOTION

- 1st Place: WAOW-TV, Hodag Promo
2nd Place: WSAW-TV, In the Ring
3rd Place: WEAU-TV, Hello Wisconsin Fall 2015

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WSAW-TV, Share Your Holidays Campaign
2nd Place: WLAX-TV, Coulee Region Humane Society PSA
3rd Place: WSAW-TV, Sharrows

BEST COMMERCIAL

- 1st Place: WKBT-TV, Gunderson Health System: Power of One
2nd Place: WLAX-TV, Games by James
3rd Place: WJFW-TV, Minocqua Popcorn Company

Large Market Radio News and Talk

BEST MORNING RADIO SHOW

- 1st Place: WSSP-AM, Chuck & Wickett
2nd Place: WISN-AM, The Jay Weber Show
3rd Place: WTMJ-AM, Wisconsin's Morning News with Gene Mueller

BEST RADIO SHOW

- 1st Place: WISN-AM, The Vicki McKenna Show
2nd Place: WTMJ-AM, Sports Central with Greg Matzek
3rd Place: WUWM-FM, Lake Effect: February 12, 2015

BEST NEWSCAST

- 1st Place: WISN-AM, The WISN Morning Briefing
2nd Place: WTMJ-AM, WTMJ Newscast – July 14, 2015
3rd Place: WTMJ-AM, WTMJ Newscast September 21, 2015

BEST SPORTSCAST

- 1st Place: WIBA-AM, Sportscast from Madison in the Morning
2nd Place: WTMJ-AM, WTMJ Sports – Doug Russell
3rd Place: WTMJ-AM, WTMJ Sports – Greg Matzek

SPOT NEWS

- 1st Place: WTMJ-AM, Paris Under Attack
2nd Place: WOZN-FM, Miracle in Motown
3rd Place: WTMJ-AM, Walker Drops Out

NEWS WRITING

- 1st Place: WTMJ-AM, Escaping Cancer on the Football Field
2nd Place: WI Public Radio, Wisconsin School Districts Increasingly Turn to Local Referendums for Funding
3rd Place: WI Public Radio, Frac Sand Mining Leads to a Tangle of Annexations

HARD NEWS/INVESTIGATIVE

- 1st Place: WISN-AM, The Epidemic of Our Time
2nd Place: WI Public Radio, Tomah VA Scandal Prompts Wider Look at Retaliation in the Veterans Health Administration
3rd Place: WTMJ-AM, Trouble at the Tomah VA

ORIGINAL FEATURE

- 1st Place: WI Public Radio, Paddle to the Sea
2nd Place: WTMJ-AM, Packers Dorm Life
3rd Place: WUWM-FM, Black Love Matters

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WISN-AM, A Night to Remember
2nd Place: WI Public Radio, Wisconsin's Love Affair with Brandy
3rd Place: WTMJ-AM, Flying with the Thunderbirds

Radio News and Talk Winners - Continued

LIVE ON-SCENE REPORTING

- 1st Place: WTMJ-AM, Protests Disrupt Red Arrow Park Christmas Tree Lighting
2nd Place: WTMJ-AM, Severe Weather Rocks Southeast Wisconsin

BEST CONTINUING COVERAGE

- 1st Place: WTMJ-AM, Governor Walker's Run for the White House
2nd Place: WI Public Radio, Walker Runs for President
3rd Place: WISN-AM, The Right to Work Debate

BEST INTERVIEW

- 1st Place: WTMJ-AM, Billy Beane on Coming Out in Professional Sports
2nd Place: WISN-AM, Mark Belling with Chief Ed Flynn
3rd Place: WSSP-AM, Brewers Manager Craig Counsell – Chuck & Wickett

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WSSP-AM, Milwaukee Admirals
2nd Place: WTMJ-AM, 2015 WIAA Division 1 State Football Championship

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WTMJ-AM, Operation Parallel
2nd Place: WSSP-AM, Student Athlete of the Week Wendy's Varsity Blitz

SPECIALTY PROGRAMMING

- 1st Place: WXXM-FM, Bernie Sanders Presidential Rally, Madison, WI July 7, 2015
2nd Place: WTMJ-AM, WTMJ Presents: A Christmas Carol

EDITORIAL/COMMENTARY

- 1st Place: WUWM-FM, Auslander
2nd Place: WUWM-FM, The Day Bacon Died
3rd Place: WI Public Radio, The Ways We Misunderstand Each Other

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WIBA-AM, WIBA-AM Sports
2nd Place: WOZN-FM, Alvarez Interview Part 1
3rd Place: WTMJ-AM, WTMJ Presents: A Christmas Carol

BEST COMMERCIAL

- 1st Place: WSSP-AM, The Malt Shoppe: "Tailgate"
2nd Place: WOZN-FM, Tundra Talk with Ty Montgomery
3rd Place: WTMJ-AM, Two Happiest Days

BEST HUMOROUS COMMERCIAL

- 1st Place: WSSP-AM, Philly's Premium Beverages: "Revolution of Flavor"
2nd Place: WSSP-AM, Midway Hotels: "Smooth and Easy"
3rd Place: WTMJ-AM, So Leave A Message!

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WTMJ-AM, Beer Town
2nd Place: WSSP-AM, Nice Ash Cigar: "Whiskesha"
3rd Place: WSSP-AM, The Malt Shoppe: "Poker Night"

Medium Market Radio News and Talk

BEST MORNING RADIO SHOW

- 1st Place: WSAU-FM, Wisconsin Morning News with Seth Mela
2nd Place: WCLO-AM, Southern Wisconsin's Morning News – 12/29/15
3rd Place: WHBY-AM, WHBY Morning Show with Dave, Carol and Alex

BEST RADIO SHOW

- 1st Place: WLBL-FM, Route 51
2nd Place: WHBY-AM, "In the Huddle" with T.J. Lang & James Jones
3rd Place: WSCO-AM, High School Preview on The Score

BEST NEWSCAST

- 1st Place: WSAU-FM, WSAU Newscast with Larry Lee
2nd Place: WTAQ-AM, WTAQ's Morning News at 7 12/7/15
3rd Place: WTAQ-AM, WTAQ's Morning News at 6 AM 7/24/15

BEST SPORTSCAST

- 1st Place: WSCO-AM, Sports on The Score
2nd Place: WCLO-AM, WCLO's Sports with Al
3rd Place: WHBY-AM, Philcast Sports with Marques Pfaff

SPOT NEWS

- 1st Place: WAYY-AM, Kidnap Suspect Found Dead
2nd Place: WTAQ-AM, Trooper Casper
3rd Place: WRJN-AM, Casino Death Blow

NEWS WRITING

- 1st Place: WCLO-AM, End of Tour
2nd Place: WFDL-AM, Give a Heart to Gilly
3rd Place: WTAQ-AM, Kaukauna Deflatgate

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WTAQ-AM, Eagle Nation Cycles
2nd Place: WTAQ-AM, Behind the Badge
3rd Place: WFDL-AM, Officer down

ORIGINAL FEATURE

- 1st Place: WFDL-AM, A Daisy a Day
2nd Place: WCLO-AM, High Heeled Heroes
3rd Place: WTAQ-AM, Defending Your Life

Radio News and Talk Winners - Continued

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WTAQ-AM, Lambeau Tour
2nd Place: WTAQ-AM, Sail Away
3rd Place: WAYY-AM, Sounds of the Fair

BEST LIVE ON-SCENE REPORTING

- 1st Place: WFDL-AM, Officer Down
2nd Place: WHBY-AM, Trestle Trail Shooting
3rd Place: WTAQ-AM, Smitty's Fire

BEST CONTINUING COVERAGE

- 1st Place: WTAQ-AM, Walker For President
2nd Place: WTAQ-AM, Mystery In Door County
3rd Place: WFDL-AM, Not In My Backyard

BEST INTERVIEW

- 1st Place: WHBY-AM, Dave Edwards with Jesse Heffernan
2nd Place: WSAU-FM, Stevens Point Police Chief Kevin Ruder on Why He's Leaving
3rd Place: WSAU-FM, Ralph Dixon on Jordan and Recovering – Coping with the Loss of Michael

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WFDL-AM, Waupun Softball to State
2nd Place: WHBY-AM, High School Football: Kimberly vs Arrowhead – State Finals
3rd Place: WSCO-AM, Boys Basketball: Sheboygan North at Kimberly

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WCLO-AM, 12 Hours of Bringing
2nd Place: WCLO-AM, Merrill Center Radiothon

SPECIALTY PROGRAMMING

- 1st Place: WLIP-AM, Kenosha Mayoral Candidate Interview
2nd Place: KFIZ-AM, KFIZ Halloween Party
3rd Place: WRJN-AM, Racine Mayor Best of 2015

EDITORIAL/COMMENTARY

- 1st Place: WOSH-AM, Jonathan Kruse, My Two Cents
2nd Place: WHBY-AM, The Philcast – "Slow Down"
3rd Place: WIZM-AM, Azicit 7/28/15

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WTAQ-AM, Behind the Badge
2nd Place: WHBY-AM, Our Community
3rd Place: KFIZ-AM, KFIZ Sports

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WHBY-AM, Old Time Radio Theater
2nd Place: WCLO-AM, Rock River Philharmonic Fundraiser
3rd Place: WHBY-AM, United Way 211

BEST COMMERCIAL

- 1st Place: WCLO-AM, Jackson Monument
2nd Place: WSAU-FM, Duane Cover It All – Presidential Fishing Boat
3rd Place: WCLO-AM, Centerway Auto

BEST HUMOROUS COMMERCIAL

- 1st Place: WSCO-AM, Hollander's Big Screen
2nd Place: WHBY-AM, Zarcos Scary Sept.
3rd Place: WSCO-AM, Papa Murphy's Celebrity Jeopardy

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WCLO-AM, Jack & Dicks - Birds
2nd Place: WCLO-AM, Jack & Dicks - Fertile
3rd Place: WHBY-AM, Haviland Hearing Aid Jeff Ver 1

Small Market Radio News and Talk

BEST MORNING RADIO SHOW

- 1st Place: WBEV-AM, Morning Show with Bill & John
2nd Place: WHYB-FM, Chuck and Jim Veterans Day Show

BEST RADIO SHOW

- 1st Place: WHYB-FM, Hometown Pros "Z Boost Performance"
2nd Place: WBEV-AM, Idea Exchange
3rd Place: WWIS-FM, Brian B's Crazy Little Christmas

BEST NEWSCAST

- 1st Place: WTCH-AM, Highway Worker Killed by Distracted Driver
2nd Place: WWIS-FM, WWIS News – August 8, 2015
3rd Place: WBEV-AM, John Muir – July 16, 2015 Noon Newscast

BEST SPORTSCAST

- 1st Place: WHYB-FM, Friday Night Football Finals
2nd Place: WWIS-FM, Monday Morning Quarterback Interviews

SPOT NEWS

- 1st Place: WHYB-FM, Gibraltar Fire
2nd Place: WRJO-FM, New Years Llama
3rd Place: WBEV-AM, Columbus Widespread Wind Damage

NEWS WRITING

- 1st Place: WBEV-AM, Exchange Students Visit Radio Station
2nd Place: WTCH-AM, Black Friday – The Holiday
3rd Place: WTCH-AM, Shawano County Turns 50 Shades of Grey

Radio News and Talk Winners - Continued & Radio Music Winners

BEST HARD NEWS/INVESTIGATIVE

- 1st Place: WWIS-FM, President Visits La Crosse
- 2nd Place: WRJO-FM, Kohler Corporation Workers Strike
- 3rd Place: WRJO-FM, Land O'Lakes Tree Removal

ORIGINAL FEATURE

- 1st Place: WTCH-AM, A Mother's Love
- 2nd Place: WWIS-FM, Tomah Tractor Pull
- 3rd Place: WTCH-AM, Bubble Man

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WBEV-AM, The Gospel According to BDACT
- 2nd Place: WRJO-FM, Wisconsin Badgers Beat Kentucky
- 3rd Place: WRJO-FM, Salvation Army Christmas Meal

BEST LIVE ON-SCENE REPORTING

- 1st Place: WHYB-FM, Menominee Hires New Assessor
- 2nd Place: WHYB-FM, UW Marinette 50th Anniversary
- 3rd Place: WBEV-AM, Horicon Laundromat Fire

BEST CONTINUING COVERAGE

- 1st Place: WTCH-AM, Menominee Tribe Fights for Casino
- 2nd Place: WRJO-FM, Right to Work
- 3rd Place: WBEV-AM, Draining the Watermark Contingency Fund

BEST INTERVIEW

- 1st Place: WTCH-AM, One on One with Dylan Summnick
- 2nd Place: WPDR-AM, Reid Magnum Interviews Ahman Green
- 3rd Place: WRJO-FM, UFFDA

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WBEV-AM, Waterloo Volleyball Wins Back-to-Back State Championships
- 2nd Place: WHYB-FM, DeWitt at Menominee
- 3rd Place: WFAW-AM, Whitewater High School State Basketball Championship

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon
- 2nd Place: WWIS-FM, Unmet Needs Program
- 3rd Place: WBEV-AM, Children's Radiothon 2015

SPECIALTY PROGRAMMING

- 1st Place: WBEV-AM, Broadcast for Veterans
- 2nd Place: WRJO-FM, Memorial Day Veterans Cemetery
- 3rd Place: WTCH-AM, Old Fashioned Christmas Show

EDITORIAL/COMMENTARY

- 1st Place: WTCH-AM, Citizen Police Academy
- 2nd Place: WHYB-FM, Emergency Rescue Squad Inc.

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WWIS-FM, McDonalds Giveaway
- 2nd Place: WTCH-AM, Father Mows Best – Winner Announced!
- 3rd Place: WRJO-FM, WRJO Shopping Show

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WHYB-FM, Anti-Bullying
- 2nd Place: WTCH-AM, Shawano Hockey Food Booth at the County Fair
- 3rd Place: WRJO-FM, 2015 WRJO Polar Bear Plunge

BEST COMMERCIAL

- 1st Place: WTCH-AM, Luigi's Pizza – Cell Talk
- 2nd Place: WRJO-FM, River Valley Phone Wash
- 3rd Place: WFAW-AM, Fort Atkinson Lions Club Smelt Fry

BEST HUMOROUS COMMERCIAL

- 1st Place: WFAW-AM, Butch's Highlite Auto Body Detailing vs Golf
- 2nd Place: WTCH-AM, Dearco's 50 Shades of Gray
- 3rd Place: WPVL-AM, Holiday Inn & Express "Holiday In-Laws"

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WBEV-AM, Singing Eye Docs Christmas Carol 2015
- 2nd Place: WTCH-AM, Rocky Ridge Shooters Supply Protect Yourself
- 3rd Place: WRJO-FM, Potrykus Dental Ethan - Funnest

Large Market Radio Music

BEST MORNING SHOW

- 1st Place: WKTI-FM, The Jake & Tanner Show
- 2nd Place: WLDB-FM, CV & Van McNeil in the Morning Trending Radio 933
- 3rd Place: WJJO-FM, Johnny & Greg Mornings Live at the Leinie Lodge

BEST RADIO SHOW

- 1st Place: WYMS-FM, Rhythm Lab Radio with Tarik Moody
- 2nd Place: WYMS-FM, Afternoon Drive with Ken Sumka
- 3rd Place: WLDB-FM, Melissa Jordan 2015

BEST INTERVIEW

- 1st Place: WLMV-AM, Jack Daniels
- 2nd Place: WJJO-FM, Johnny & Greg Mornings John Taffer Interview
- 3rd Place: WKTI-FM, KTI Country Tauscher Talk

ORIGINAL FEATURE

- 1st Place: WYMS-FM, Downtown Library Rooftop Lion
- 2nd Place: WJQM-FM, One Off – Free Tampons
- 3rd Place: WWQM-FM, 420 Conversation

Radio Music Winners - Continued

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WWQM-FM, American Family Children Hospital Radiothon
2nd Place: WJQM-FM, Radiothon
3rd Place: WJJO-FM, Hawke's Radiothon for Veterans

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WWQM-FM, American Family Children's Hospital Wrap Up Montage
2nd Place: WLUM-FM, 'Twas the Night Before Xmas at FM 102.1's Big Snow Show X
3rd Place: WYMS-FM, Cowboy Kettle Corn

BEST SPORTS COVERAGE

- 1st Place: WJJO-FM, Badger Breakdown Badgers vs Rutgers
2nd Place: WJJO-FM, Badger Breakdown Badgers vs Purdue

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WLDB-FM, Trending Radio 933 – ABCD Breast Cancer Awareness Month
2nd Place: WJJO-FM, Tatts for Tots 2015
3rd Place: WYMS-FM, Radio Milwaukee Cultural Commons

BEST SPECIALTY PROGRAMMING

- 1st Place: WLUM-FM, FM 102.1 Retro Brunch
2nd Place: WYMS-FM, Sound Travels with Marcus Doucette
3rd Place: WMGN-FM, Saturday at the 70's July 4th Concert

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WYMS-FM, Mr. Baby on the Request Line
2nd Place: WMAD-FM, Blake Shelton Promo
3rd Place: WKTI-FM, KTI Cash Challenge

BEST STATION PROMO

- 1st Place: WLMV-AM, Luis and Lupita Show
2nd Place: WLUM-FM, FM 102.1 Hasselhoff Christmas
3rd Place: WJQM-FM, Thirsty Thursdays - Daycare

BEST STATION EVENT PROMO

- 1st Place: WKLH-FM, Highway to Hell
2nd Place: WYMS-FM, 2015 Radio Milwaukee Music Awards
3rd Place: WLUM-FM, FM 102.1 Scooby Doo Twenty-One Pilots Contest

BEST CLIENT EVENT PROMO

- 1st Place: WHQG-FM, Non-Stop Touchdowns
2nd Place: WLMV-AM, Little Amerika
3rd Place: WYMS-FM, Summerfest 2015

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WLMV-AM, Victor Arellano Vote
2nd Place: WWQM-FM, Second Harvest – 2015 Radiothon This Wednesday Patricia
3rd Place: WYMS-FM, Hispanic Professionals of Greater Milwaukee Toy Drive

BEST COMMERCIAL

- 1st Place: WLMV-AM, Apoyando Familias
2nd Place: WXSS-FM, Natty Oaks "The Legend Behind Natty"
3rd Place: WMIL-FM, Kraut Music Fest

BEST HUMOROUS COMMERCIAL

- 1st Place: WHQG-FM, Little Richard
2nd Place: WLMV-AM, La Concha
3rd Place: WWQM-FM, Total Body Laser Skincare Tattoo Removal Bill

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WXSS-FM, Philly's Premium Beverages: "Meet Philly"
2nd Place: WOLX-FM, McFarlane's – "Just the Facts"
3rd Place: WLMV-AM, United Way

Medium Market Radio Music

BEST MORNING SHOW

- 1st Place: WJVL-FM, Mike Austin
2nd Place: WIFC-FM, Kallaway On The Rise on 95.5 WIFC
3rd Place: WDEZ-FM, BS & Vanessa

BEST RADIO SHOW

- 1st Place: WIFC-FM, Susan Kennedy MIDDAYS on WIFC
2nd Place: WJVL-FM, Ken Scott
3rd Place: WJVL-FM, Rob West

BEST NEWSCAST

- 1st Place: WAPL-FM, Z's School of Hard Rocks: Blue on Black
2nd Place: WOZZ-FM, WOZZ Morning News with Chris Conley
3rd Place: WIFC-FM, Kallaway On The Rise with Stacy Cole News

BEST INTERVIEW

- 1st Place: WAPL-FM, Craig Gass on the Rick and Len Show
2nd Place: WKZG-FM, Antoinette Colton
3rd Place: WBCV-FM, Trav in the Morning with Kathy Kinney

ORIGINAL FEATURE

- 1st Place: WIXX-FM, Take It Down a Notch
2nd Place: WJVL-FM, The Great Outdoors
3rd Place: WKSZ-FM, Ask a Cop

Radio Music Winners - Continued

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WZOR-FM, 4/20 at Elf's Gifts
2nd Place: WJVL-FM, Rob West at Rock County 4H Fair with Cassadee Pope
3rd Place: WIFC-FM, Stark GM in Merrill

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WIXX-FM, Packers vs Seahawks
2nd Place: WOZZ-FM, Man Cave Donkeys
3rd Place: WAPL-FM, Brett Favre Hoop-De-Doo 2015

BEST SPORTS COVERAGE

- 1st Place: WIFC-FM, Dave Kallaway Tries to Interview Former Packer Gilbert Brown
2nd Place: WZOR-FM, Razor Sports: Aaron Rodgers Birthday
3rd Place: WAPL-FM, Ode to Brett Favre

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WIXX-FM, WIXX Christmas Wish
2nd Place: WHTQ-FM, Teacher of the Month with Hot 967
3rd Place: WGTD-FM, A Seat by the Window

BEST SPECIALTY PROGRAMMING

- 1st Place: WGTD-FM, The 11th Season of the WGTD Radio Theater
2nd Place: WIXX-FM, 1 on 1 with The Boys
3rd Place: WJVL-FM, Ag Matters

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WYTE-FM, Y1065's Miller Lite 4 Me
2nd Place: WJVL-FM, Hunting Selfie – Ken Scott
3rd Place: WAPL-FM, WAPL Gets Your Mom Stoned

BEST STATION PROMO

- 1st Place: WJVL-FM, Retro Sunday – Ken Scott
2nd Place: WKSZ-FM, Old School Jam Weekend
3rd Place: WAPL-FM, My Generation

BEST STATION EVENT PROMO

- 1st Place: WAPL-FM, New Year's Eve Live
2nd Place: WDEZ-FM, All Night Swingers Party
3rd Place: WAPL-FM, The Force at Four

BEST CLIENT EVENT PROMO

- 1st Place: WAPL-FM, Valentine's Day Sturgeon Sparring
2nd Place: WIXX-FM, Gamblers Wiener Dog Race 2015
3rd Place: WZOR-FM, Zombie Paintball "ZomBus"

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WKSZ-FM, Light the Town Pink
2nd Place: WJVL-FM, United Way – Ken Scott
3rd Place: WIXX-FM, March of Dimes – I'm a MOD Baby

BEST COMMERCIAL

- 1st Place: WZOR-FM, Green Bay Bullfrogs Season Opener
2nd Place: WIZM-FM, Days Inn of La Crosse Adam and Amber
3rd Place: WIFC-FM, The Bar - Summer

BEST HUMOROUS COMMERCIAL

- 1st Place: WFDL-FM, Rob's Favorite Things
2nd Place: WIXX-FM, Door Peninsula "Hallowine"
3rd Place: WBCV-FM, Water Works Car Wash

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WFON-FM, Salvation Army SUNDAY! SUNDAY! SUNDAY!
2nd Place: WIAL-FM, Gordy's County Market "Frozen"
3rd Place: WIXX-FM, Appleton Auto – That's Crap

Small Market Radio Music

BEST MORNING SHOW

- 1st Place: WLKG-FM, Lifematters with Dave & Nancy
2nd Place: WCOW-FM, Ben and Arnie COW97 Mornings
3rd Place: WLKG-FM, Josh & Courtney in the Morning

BEST RADIO SHOW

- 1st Place: WJMQ-FM, Frog Country Afternoon Show with J.D. Daniels
2nd Place: WCOW-FM, Mike in the Mid-Day
3rd Place: WCOW-FM, Mike Burns-Gilbert on COW97

BEST NEWSCAST

- 1st Place: WBKV-AM, Meadowbrook Farm Fire
2nd Place: WJMC-FM, December 3, 2015
3rd Place: WJMC-FM, November 25, 2015

BEST INTERVIEW

- 1st Place: WXYM-FM, 3 Doors Down at Fort McCoy
2nd Place: WLKG-FM, F1 Hits Lake Geneva
3rd Place: WJMC-FM, Dustin Lynch with Jenny Polzin

ORIGINAL FEATURE

- 1st Place: WCOW-FM, Country Music News Ben and Arnie
2nd Place: WLKG-FM, What's Up Walworth County?
3rd Place: WJMC-FM, Meth in Barron County

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WCOW-FM, COW97 Live at Country Fest 2015
2nd Place: WLKG-FM, Daniels' Sentry
3rd Place: WLKG-FM, Stinebrink's Piggly Wiggly Fall Fest

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WLKG-FM, Hollywood Life
2nd Place: WCOW-FM, Arnie Andrews with Brian's Story
3rd Place: WDUX-FM, FF@4 Top Pop Culture Moments of 1980

Radio Music Winners - Continued

BEST SPORTS COVERAGE

- 1st Place: WJMQ-FM, Homerun from Heaven
 2nd Place: WXRO-FM, Fifth Quarter
 3rd Place: WDUX-FM, Amherst vs Spencer Division 5 State Championship

BEST SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WCOW-FM, What's Up in COW Country
 2nd Place: WQDC-FM, Boys and Girls Club/Door County Cares for Kids
 3rd Place: WBSZ-FM, Relay for Life

BEST SPECIALTY PROGRAMMING

- 1st Place: WJMQ-FM, The Frog's Top 40 of 2015 Countdown
 2nd Place: WCOW-FM, The Country Fest Reveal
 3rd Place: WDUX-FM, Breakfast Show 8/27/15 "Library Ladies"

BEST PROMOTIONAL ANNOUNCEMENT

- 1st Place: WLKG-FM, Sunday Morning Line-Up
 2nd Place: WLKG-FM, Right to Work
 3rd Place: WCOW-FM, Best of Ben and Arnie

BEST STATION PROMO

- 1st Place: WCQM-FM, 17 Years of DJ Rick
 2nd Place: WLKG-FM, LAKE 961 MVPS
 3rd Place: WJMQ-FM, Everyone Loves Country

BEST STATION EVENT PROMO

- 1st Place: WDUX-FM, Ready for Winter Promo
 2nd Place: WCOW-FM, St. Jude 2015
 3rd Place: WJMQ-FM, Father Mows Best – Winner Announced on the Frog!

BEST CLIENT EVENT PROMO

- 1st Place: WKFX-FM, Rockfest 2015
 2nd Place: WCOW-FM, Enduro
 3rd Place: WLKG-FM, Route 20 Outhouse's Krautfest

BEST PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WCOW-FM, Riverfront's Game On
 2nd Place: WCOW-FM, Riverfront
 3rd Place: WLKG-FM, GLWA Super Bowl Raffle

BEST COMMERCIAL

- 1st Place: WGLR-FM, Boom Boom Fireworks – Best Of
 2nd Place: WNFM-FM, Prem Meats "Touchdown"
 3rd Place: WRJC-FM, Zumba with Julie

BEST HUMOROUS COMMERCIAL

- 1st Place: WGLR-FM, Crapp Excavating "You Don't Know Crapp"
 2nd Place: WDUX-FM, 3D Auto Experts
 3rd Place: WCOW-FM, Wehers Truck and Auto A What?

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WXYM-FM, Partnership Bank - Halloween
 2nd Place: WSLD-FM, Spring Creek Golf Benefits
 3rd Place: WQDC-FM, Northern Sky Theater When Butter Churns to Gold

2015 News Operation of the Year Award Winners

Television

LARGE MARKET

WISN-TV
Milwaukee

MEDIUM MARKET

WISC-TV
Madison

SMALL MARKET

WKBT-TV
La Crosse

News and Talk Radio

LARGE MARKET

WTMJ-AM
Milwaukee

MEDIUM MARKET

WTAQ-AM
Green Bay

SMALL MARKET

WTCH-AM
Shawano

2015 Social and Digital Media Operation of the Year

TELEVISION

WSAW-TV
Wausau

NEWS AND TALK RADIO

WHBY-AM
Appleton

MUSIC RADIO

WYMS-FM
Milwaukee

2015 Station of the Year Award Winners

Television

LARGE MARKET

WISN-TV
Milwaukee

MEDIUM MARKET

WISC-TV
Madison

SMALL MARKET

WKBT-TV
La Crosse

News and Talk Radio

LARGE MARKET

WTMJ-AM
Milwaukee

MEDIUM MARKET

WCLO-AM
Janesville

SMALL MARKET

WTCH-AM
Shawano

Music Radio

LARGE MARKET

WLMV-AM
Madison

MEDIUM MARKET

WAPL-FM
Appleton

SMALL MARKET

WCOW-FM
Sparta



Congratulations to all of the 2015 WBA Awards For Excellence Winners!