WBA is proud to announce…

2011

Awards For Excellence

Winners

May 5, 2012
# Television Award Winners

## Large Market Television

### SPOT NEWS
- **1st Place**: WTMJ-TV, Capitol Chaos
- **2nd Place**: WISN-TV, Germantown Crash
- **3rd Place**: WISN-TV, Bluff Collapse

### MORNING NEWSCAST
- **1st Place**: WISN-TV, Budget Battle AM
- **2nd Place**: WITI-TV, Fox 6 WakeUp News - 2/2/2011
- **3rd Place**: WTMJ-TV, The Big Blizzard

### EVENING NEWSCAST
- **1st Place**: WISN-TV, Collective Bargaining Showdown
- **2nd Place**: WISN-TV, Blizzard 2011
- **3rd Place**: WTMJ-TV, TODAY’S TMJ4 Live at 10

### NEWS WRITING
- **1st Place**: WISN-TV, Dog Tags Returned
- **2nd Place**: WITI-TV, Autism Dog Helper
- **3rd Place**: WITI-TV, Honor Flight

### HARD NEWS/INVESTIGATIVE
- **1st Place**: WISN TV, Sex Offender Loophole
- **2nd Place**: WISN TV, Sleeping Dispatcher
- **3rd Place**: WTMJ TV, Big Bonuses

### SERIES OR DOCUMENTARY
- **1st Place**: WITI-TV, Wisconsin’s Most Wanted
- **2nd Place**: WISN-TV, Right to Die
- **3rd Place**: WTMJ-TV, Dahmer Week

### FEATURE
- **1st Place**: WITI-TV, Miller Park Sax Player
- **2nd Place**: WTMJ-TV, Titanic Baby
- **3rd Place**: WITI-TV, Deaf Teller

### BEST LIVE ON-SCENE REPORTING
- **1st Place**: WTMJ-TV, Charles Benson Compilation
- **2nd Place**: WITI-TV, Mike Lowe Composite
- **3rd Place**: WDJT-TV, Pickle Jar Robbery

### BEST CONTINUING COVERAGE
- **1st Place**: WITI-TV, Budget Battle
- **2nd Place**: WTMJ-TV, Bus Bullies
- **3rd Place**: WITI-TV, Recall Elections

### BEST USE OF NEWS VIDEO
- **1st Place**: WITI-TV, Junk Parade
- **2nd Place**: WITI-TV, Air Guitar
- **3rd Place**: WDJT-TV, Underwater Fishing

### SPORTS REPORTING
- **1st Place**: WITI-TV, Big Guy Hats
- **2nd Place**: WISN-TV, Edith and Aaron
- **3rd Place**: WTMJ-TV, Marco Rivera

### SPORTSCASTER
- **1st Place**: WITI-TV, Jen Lada Composite
- **2nd Place**: WITI-TV, Tom Pipines Composite
- **3rd Place**: WDJT-TV, Evan Fitzgerald Composite

## BEST USE OF SPORTS VIDEO
- **1st Place**: WISN-TV, Playoff Battle
- **2nd Place**: WDJT-TV, Trash Talk
- **3rd Place**: WITI-TV, Tough Mudder

## WEATHERCAST
- **1st Place**: WISN-TV, Weather Watch 12, 2/1/2011
- **2nd Place**: WTMJ-TV, Brian Gotter
- **3rd Place**: WITI-TV, Vince Condella Composite

## SIGNIFICANT COMMUNITY IMPACT
- **1st Place**: WITI-TV, Prostate Cancer Screening
- **2nd Place**: WISN-TV, Made in Wisconsin
- **3rd Place**: WTMJ-TV, Community Baby Shower 2011

## SPECIALTY PROGRAMMING
- **1st Place**: WITI-TV, Ted’s Take #2
- **2nd Place**: WITI-TV, Ted’s Take #1
- **3rd Place**: WTMJ-TV, What’s Hot

## PROMOTIONAL ANNOUNCEMENT
- **1st Place**: WDJT-TV, Just 10 Minutes 2011 Campaign
- **2nd Place**: WISN-TV, Experience Image Campaign
- **3rd Place**: WISN-TV, AM Image Summer Campaign

## PUBLIC SERVICE ANNOUNCEMENT
- **1st Place**: WTMJ-TV, The TODAY’S TMJ4 Community Baby Shower
- **2nd Place**: WISN-TV, “Save These Faces” Facebook Campaign
- **3rd Place**: WTMJ-TV, UPAF Ride for the Arts

## BEST COMMERCIAL
- **1st Place**: WTMJ-TV, First Stage Children’s Theater Jingle Bells Batman Smells!
- **2nd Place**: WTMJ-TV, Pick ‘n Save Weather Calendar
- **3rd Place**: WDJT-TV, Ernie Von Schledorn

## MADISON MADNESS
- **1st Place**: WTMJ-TV, Capitol Chaos
- **2nd Place**: WISN-TV, Madison Madness
- **3rd Place**: WITI-TV, Budget Battle

## Medium Market Television

### SPOT NEWS
- **1st Place**: WISC-TV, Downtown Fire
- **2nd Place**: WMTV-TV, Senators Flee Wisconsin
- **3rd Place**: WMTV-TV, Young Brothers Murdered

### MORNING NEWSCAST
- **1st Place**: WKOW-TV, Wake Up Wisconsin - April 6, 2011
- **2nd Place**: WBAY-TV, Action 2 News This Morning, 4/11/2011
- **3rd Place**: WKOW-TV, Wake Up Wisconsin - June 30, 2011
### EVENING NEWSCAST
- **1st Place:** WISC-TV, News 3 at 6
- **2nd Place:** WBAY-TV, Action 2 News at Five
- **3rd Place:** WGBA TV, Best Newscast

### NEWS WRITING
- **1st Place:** WISC-TV, House Concert
- **2nd Place:** WBAY-TV, Pricey Potty
- **3rd Place:** WLUK-TV, Patriotism

### SERIES OR DOCUMENTARY
- **1st Place:** WHA-TV, Wisconsin's Nazi Resistance: The Mildred Fish-Harnack Story
- **2nd Place:** WLUK-TV, Inmates on the Job
- **3rd Place:** WLUK-TV, Packers-Vikings Rivalry in Jeopardy

### FEATURE
- **1st Place:** WKOW-TV, The Road To Fame: Whitney Mann
- **2nd Place:** WISC-TV, Social Media Romance
- **3rd Place:** WISC-TV, Kidney Donation

### BEST LIVE ON SCENE REPORTING
- **1st Place:** WMTV-TV, Chris Woodard Live Reporting
- **2nd Place:** WISC-TV, David Douglas Compilation
- **3rd Place:** WLUK-TV, Soldier’s Daughter

### BEST CONTINUING COVERAGE
- **1st Place:** WMTV-TV, Heroin Epidemic
- **2nd Place:** WISC-TV, Recall Walker
- **3rd Place:** WMTV-TV, Fallout Recall

### BEST USE OF NEWS VIDEO
- **1st Place:** WMTV-TV, Concealed Carry
- **2nd Place:** WGBA-TV, Business of Hunting
- **3rd Place:** WLUK-TV, Maple Syrup Tradition

### SPORTS REPORTING
- **1st Place:** WISC-TV, Cancer Inspires Team
- **2nd Place:** WKOW-TV, Overcoming Life’s Curveballs
- **3rd Place:** WMTV-TV, Remembering Madi

### SPORTSCAST
- **1st Place:** WKOW-TV, Jake Zimmermann
- **2nd Place:** WISC-TV, News 3 Sports
- **3rd Place:** WMTV-TV, NBC 15 Sports

### BEST USE OF SPORTS VIDEO
- **1st Place:** WMTV-TV, When We Were Kings
- **2nd Place:** WISC-TV, Zip Line Adventure
- **3rd Place:** WLUK-TV, The Boys of Fall

### WEATHERCAST
- **1st Place:** WISC-TV, Karin Swanson
- **2nd Place:** WGBA-TV, Cameron Moreland
- **3rd Place:** WMTV-TV, David George, Weather

### SIGNIFICANT COMMUNITY IMPACT
- **1st Place:** WISC-TV, Time For Kids: Recipe for Health
- **2nd Place:** WKOW-TV, Jefferson Awards
- **3rd Place:** WISC-TV, Hands on Hearts

### SPECIALTY PROGRAMMING
- **1st Place:** WKOW-TV, Wisconsin vs. Nebraska Pregame Special
- **2nd Place:** WISC-TV, Rose Bowl Extra
- **3rd Place:** WLUK-TV, Fox 11 Packers Family Night

### EDITORIAL/COMMENTARY
- **1st Place:** WLUK-TV, Answering Your Emails
- **2nd Place:** WLUK-TV, Losing a Legend
- **3rd Place:** WISC-TV, Editorial: Walker’s Budget

### PROMOTIONAL ANNOUNCEMENT
- **1st Place:** WKOW-TV, Left Out in the Cold (27 Storm Track Winter Campaign)
- **2nd Place:** WISC-TV, News 3 MARCH MADNESS
- **3rd Place:** WISC-TV, NEWS 3 Everywhere You Are

### PUBLIC SERVICE ANNOUNCEMENT
- **1st Place:** WKOW-TV, Art Fair on the Square
- **2nd Place:** WMTV-TV, Blooming Butterflies
- **3rd Place:** WMTV-TV, Madison Symphony Orchestra

### BEST COMMERCIAL
- **1st Place:** WISC-TV, Century House
- **2nd Place:** WISC-TV, Hitter’s Sportsplex
- **3rd Place:** WKOW-TV, Camera Company “I Can Do It”

### MADISON MADNESS
- **1st Place:** WISC-TV, Madison Madness
- **2nd Place:** WMTV-TV, Political Fallout
- **3rd Place:** WMTV-TV, Political Firestorm

### SMALL MARKET TELEVISION

#### SPOT NEWS
- **1st Place:** WKBT-TV, Tornado Coverage
- **2nd Place:** WSAW-TV, Wood County Storms
- **3rd Place:** WAOW-TV, Merrill Tornado

#### MORNING NEWSCAST
- **1st Place:** WSAW-TV, Sunrise 7 - July 21, 2011
- **2nd Place:** WSAW-TV, Sunrise 7 - April 11, 2011
- **3rd Place:** WKBT-TV, News 8 This Morning - Superbowl Celebration

#### EVENING NEWSCAST
- **1st Place:** WAOW-TV, Live at Five 11/9/2011
- **2nd Place:** WEAU-TV, WEAU 13 NEWS AT 6 5/6/2011
- **3rd Place:** WKBT-TV, News 8 at 6: Tornado Aftermath

#### NEWS WRITING
- **1st Place:** WQOW-TV, Campendium Part 3: Playing With Fire
- **2nd Place:** WEAU-TV, Cole’s Community
- **3rd Place:** WSAW-TV, A Day He’ll Never Forget
### Television Award Winners (continued)

**HARD NEWS/INVESTIGATIVE**
- **1st Place:** WKBT-TV, Service and Sacrifice: Welcome Home!
- **2nd Place:** WAOW-TV, Bullying
- **3rd Place:** WQOW-TV, The Job Search

**SERIES OR DOCUMENTARY**
- **1st Place:** WAOW-TV, Honor Flight
- **2nd Place:** WKBT-TV, Freedom Honor Flight
- **3rd Place:** WSAW-TV, Cold Case

**FEATURE**
- **1st Place:** WSAW-TV, Christmas for Kayleigh
- **2nd Place:** WEAU-TV, Refuge Farms Rescue and Sanctuary
- **3rd Place:** WAOW-TV, Purple Heart

**BEST LIVE ON SCENE REPORTING**
- **1st Place:** WSAW-TV, Amy Pflugshaupt
- **2nd Place:** WKBT-TV, Lou Hillman: Tornado Coverage
- **3rd Place:** WSAW-TV, Liz Hayes

**BEST CONTINUING COVERAGE**
- **1st Place:** WKBT-TV, In Search Of: Service and Sacrifice
- **2nd Place:** WSAW-TV, Merrill Tornado
- **3rd Place:** WAOW-TV, Fleet Farm Bell Ringers

**BEST USE OF NEWS VIDEO**
- **1st Place:** WKBT-TV, One Last Shot
- **2nd Place:** WKBT-TV, Restoring History and Faith
- **3rd Place:** WQOW-TV, The Con Con

**SPORTS REPORTING**
- **1st Place:** WKBT-TV, Seneca: Winning after Heartbreaking Loss
- **2nd Place:** WKBT-TV, Schultz Takes Long Road to Softball Success
- **3rd Place:** WAOW-TV, Natalie Decker NASCAR

**SPORTSCAST**
- **1st Place:** WSAW-TV, NewsChannel 7 Sports – Dale Ryman
- **2nd Place:** WKBT-TV, News 8 Sports – 3/6/2011
- **3rd Place:** WEAU-TV, Sportscast – 3/1/2011

**BEST USE OF SPORTS VIDEO**
- **1st Place:** WKBT-TV, Behind Enemy Lines
- **2nd Place:** WSAW-TV, Ultimate Fighting Brothers
- **3rd Place:** WSAW-TV, Gone in 10 Seconds – Heartbeat of a Champion

### News and Talk Radio Award Winners

**Large Market Radio - News and Talk**

**SPOT NEWS**
- **1st Place:** WI Public Radio, Merrill Twister
- **2nd Place:** WTMJ-AM, The Blizzard of 2011
- **3rd Place:** WTDY-AM, Capitol Standoff

**HARD NEWS/INVESTIGATIVE**
- **1st Place:** WUWM-FM, Project Milwaukee: Southern Connections (Newsroom Reports)
- **2nd Place:** WTMJ-AM, Heroin in the Suburbs
- **3rd Place:** WTMJ-AM, 911 Response Times

**WEATHERCAST**
- **1st Place:** WSAW-TV, Mike Breunling
- **2nd Place:** WAOW-TV, Wake Up Wisconsin – Justin Loew
- **3rd Place:** WKBT-TV, Stormteam Meteorologist Michelle Poedel

**SIGNIFICANT COMMUNITY IMPACT**
- **1st Place:** WQOW-TV, Kids in Need
- **2nd Place:** WKBT-TV, Steppin’ Out in Pink
- **3rd Place:** WSAW-TV, Help Merrill

**SPECIALTY PROGRAMMING**
- **1st Place:** WAOW-TV, Honor Flight Special
- **2nd Place:** WKBT-TV, Assignment Education: Changes and Challenges
- **3rd Place:** WAOW-TV, Jefferson Awards

**EDITORIAL/COMMENTARY**
- **1st Place:** WQOW-TV, Free & Easy
- **2nd Place:** WEAU-TV, Packin’ for Perfection

**PROMOTIONAL ANNOUNCEMENT**
- **1st Place:** WKBT-TV, Winter Commitment
- **2nd Place:** WQOW-TV, Mobile Site Weather 2011
- **3rd Place:** WSAW-TV, NewsChannel 7 Mobile Technology

**PUBLIC SERVICE ANNOUNCEMENT**
- **1st Place:** WXOW-TV, La Crosse Sports Commission Golf Show 2011
- **2nd Place:** WKBT-TV, Big Muddy Run
- **3rd Place:** WSAW-TV, Vote

**BEST COMMERCIAL**
- **1st Place:** WKBT-TV, Sue Kolve’s Holiday 2011 Tires
- **2nd Place:** WKBT-TV, CP Association Skilled 30
- **3rd Place:** WXOW-TV, Piggy’s – Closed Course

**MADISON MADNESS**
- **1st Place:** WQOW-TV, Madison Protests
- **2nd Place:** WEAU-TV, Capitol in Crisis
- **3rd Place:** WSAW-TV, Madison Madness: A Central Wisconsin Perspective
## News and Talk Radio Award Winners (continued)

### Feature
- **1st Place**: WI Public Radio, Packers’ Music
- **2nd Place**: WUWM-FM, MLB Looks to the Forest Service
- **3rd Place**: WI Public Radio, Northwoods Baseball

### Best Newscast
- **1st Place**: WTMJ-AM, Wisconsin’s Morning News
- **2nd Place**: WUWM-FM, WUWM Morning Newscast – March 2
- **3rd Place**: WTDY-AM, Deana Wright

### Best Use of Audio in Radio News
- **1st Place**: WI Public Radio, Snowmobiles on Water
- **2nd Place**: WTDY-AM, Republicans Under Siege
- **3rd Place**: WTMJ-AM, Fishing Has No Boundaries

### News Writing
- **1st Place**: WUWM-FM, Farmland Preservation Faces Uncertain Future
- **2nd Place**: WTMJ-AM, Lucy at Arlington
- **3rd Place**: WI Public Radio, Postal Closings

### Best Live On-Scene Reporting
- **1st Place**: WTMJ-AM, A Fire and Shots Fired
- **2nd Place**: WTDY-AM, Inside Senate Chambers

### Best Continuing Coverage
- **1st Place**: WUWM-FM, Recall Fever
- **2nd Place**: WTMJ-AM, Supreme Court Altercation
- **3rd Place**: WI Public Radio, Iron Ore Mine Proposal

### Best Radio Show (9AM-5AM)
- **1st Place**: WTDY-AM, Everything at Noon
- **2nd Place**: WTMJ-AM, Mid-Day with Charlie Sykes
- **3rd Place**: WTDY-AM, Everything at Five

### Best Morning Show (5AM-9AM)
- **1st Place**: WI Public Radio, Joy Cardin Show, 12/31/2011
- **2nd Place**: WTMJ-AM, Wisconsin’s Morning News
- **3rd Place**: WTDY-AM, Sly in the Morning

### Sportscast
- **1st Place**: WTMJ-AM, Wisconsin’s Morning News Sports

### Significant Community Impact
- **1st Place**: WTMJ-AM, Kids2Kids Christmas

### Specialty Programming
- **1st Place**: WUWM-FM, Lake Effect Weekend: 9/11 Tenth Anniversary

### Editorial/Commentary
- **1st Place**: WUWM-FM, The Latino Vote
- **2nd Place**: WUWM-FM, Incident in Sherman Park
- **3rd Place**: WTDY-AM, Sly in Sixty Seconds

### Promotional Announcement
- **1st Place**: WTDY-AM, Sly in the Morning
- **2nd Place**: WTMJ-AM, Breaking News
- **3rd Place**: WI Public Radio, Breaking News

### Best Commercial
- **1st Place**: WTMJ-AM, Fish Tale

### Best Humorous Commercial
- **1st Place**: WTMJ-AM, Hometown Hyyyello!
- **2nd Place**: WSSP-AM, You/Her
- **3rd Place**: WTMJ-AM, It’s ME, Mom

### Most Entertaining Client-Recorded Commercial
- **1st Place**: WSSP-AM, Nice Ash Cigar

### Madison Madness
- **1st Place**: WUWM Madison Madness
- **2nd Place**: Wisconsin Uprising: A series of daily news reports from the ground
- **3rd Place**: WTDY-Madison

### Medium Market Radio - News and Talk

#### Spot News
- **1st Place**: WTAQ-AM, Tornado Sunday
- **2nd Place**: WHBL-AM, Explosion at Adell Co-op
- **3rd Place**: WSAU-FM, Brokaw Mill Closes

#### Hard News/Investigative
- **1st Place**: WFDL-FM, Crossing the Line
- **2nd Place**: WFDL-FM, Officer Down
- **3rd Place**: WAYY-AM, Protests

#### Feature
- **1st Place**: WTAQ-AM, Reporter vs. Food
- **2nd Place**: WRJN-AM, Stay Away Mr. President
- **3rd Place**: WAYY-AM, Cambodia School

#### Best Newscast
- **1st Place**: WHBL-AM, Noon News July 28
- **2nd Place**: WTAQ-AM, 5:30 am News
- **3rd Place**: WTAQ-AM, WTAQ’s 1 o’clock News

#### Best Use of Audio in Radio News
- **1st Place**: WTAQ-AM, Zippin Pippin
- **2nd Place**: WCLO-AM, No Need for a Warrant
- **3rd Place**: WCLO-AM, Shop with a Cop

#### News Writing
- **1st Place**: WCLO-AM, Remembering the Fallen
- **2nd Place**: WCLO-AM, Rally to Recall
- **3rd Place**: WTAQ-AM, Super Toilet

#### Best Live On-Scene Reporting
- **1st Place**: WFDL-FM, Officer Down
- **2nd Place**: WHBY-AM, Erik Walden in Court
<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td><strong>BEST CONTINUING COVERAGE</strong></td>
<td>1st Place: WCLO-AM, Race Relations</td>
<td>2nd Place: WCLO-AM, City Council Clash</td>
<td>3rd Place: WHBY-AM, A Change in Appleton’s Top Cop</td>
</tr>
<tr>
<td><strong>BEST RADIO SHOW (9AM-5AM)</strong></td>
<td>1st Place: WHBY-AM, The Philcast Christmas Show</td>
<td>2nd Place: WTAQ-AM, Jerry Bader Show</td>
<td>3rd Place: WHWC-FM, Spectrum West</td>
</tr>
<tr>
<td><strong>BEST MORNING SHOW (5AM-9AM)</strong></td>
<td>1st Place: WHBY-AM, WHBY Morning Show – Dec. 20, 2011</td>
<td>2nd Place: WTAQ-AM, Mike, Matt &amp; the Morning News</td>
<td>3rd Place: WCLO-AM, Southern Wisconsin’s Morning News</td>
</tr>
<tr>
<td><strong>SPORTSCAST</strong></td>
<td>1st Place: WHBY-AM, WHBY 7:25 Sports with Bill Scott</td>
<td>2nd Place: WTAQ-AM, WTAQ Sports</td>
<td>3rd Place: WSFU-FM, WSFU Sports</td>
</tr>
<tr>
<td><strong>SIGNIFICANT COMMUNITY IMPACT</strong></td>
<td>1st Place: WTAQ-AM, Families of Children with Cancer</td>
<td>2nd Place: WCLLO-AM, WCLO Ringing &amp; Bringing 2011</td>
<td></td>
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<tr>
<td><strong>SPECIALTY PROGRAMMING</strong></td>
<td>1st Place: WTAQ-AM, 9-11 Memorial</td>
<td>2nd Place: WOMT-AM, WOMT 2011 Holiday Parade</td>
<td>3rd Place: WJOK-AM, Father Dan Farley Tribute Show</td>
</tr>
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<td><strong>EDITORIAL/COMMENTARY</strong></td>
<td>1st Place: WSAU-FM, Conley Commentary – Brokaw Mill</td>
<td>2nd Place: WTAQ-AM, Radical Times</td>
<td>3rd Place: WCLLO-AM, AI’s Sports Commentary</td>
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<tr>
<td><strong>PROMOTIONAL ANNOUNCEMENT</strong></td>
<td>1st Place: WTAQ-AM, Packers Play Here</td>
<td>2nd Place: WCLLO-AM, Radio Gets Results – Elsberry’s</td>
<td>3rd Place: WCLLO-AM, Radio Gets Results – Alter Metal Recycling</td>
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<tr>
<td><strong>PUBLIC SERVICE ANNOUNCEMENT</strong></td>
<td>1st Place: WHBY-AM, B.A.B.E.S. Respite Counseling Disco Night</td>
<td>2nd Place: WCLLO-AM, Rock County Cancer Coalition</td>
<td>3rd Place: WCLLO-AM, Rock County 4H</td>
</tr>
<tr>
<td><strong>BEST COMMERCIAL</strong></td>
<td>1st Place: WRJN-AM, Mt. Pleasant Renaissance School</td>
<td>2nd Place: WTAQ-AM, Two Men &amp; a Truck</td>
<td>3rd Place: WSCO-AM, Snagg – Gun Show Rev.</td>
</tr>
<tr>
<td><strong>BEST HUMOROUS COMMERCIAL</strong></td>
<td>1st Place: WHBY-AM, Ace Hardware of Appleton/ Carstens Ace – Craftsman Quality Repairs</td>
<td>2nd Place: WSCO-AM, Recovery Room – Bus Trip</td>
<td>3rd Place: WCLLO-AM, AWS: Pro Bag Wrestling</td>
</tr>
<tr>
<td><strong>MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL</strong></td>
<td>1st Place: WHBY-AM, Hoffman – Spot #3</td>
<td>2nd Place: WTAQ-AM, Apex</td>
<td>3rd Place: WHBY-AM, Larry’s Piggly Wiggly – Familiar Faces: Stephanie Tetak</td>
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<td><strong>MADISON MADNESS</strong></td>
<td>1st Place: WCLO-AM, WCLO Madison Madness</td>
<td>2nd Place: WTAQ-AM, Madison Madness</td>
<td>3rd Place: WFDL-FM, Collective Partisanship</td>
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<td><strong>SPOT NEWS</strong></td>
<td>1st Place: WTCH-AM, Japan Earthquake Interview</td>
<td>2nd Place: WWIS-FM, Summer Storm Tears Through Black River Country</td>
<td>3rd Place: WJMT-AM, Tornado Governor Tour</td>
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<td><strong>HARD NEWS/INVESTIGATIVE</strong></td>
<td>1st Place: WBEVE-AM, Fountain Inn Tavern Controversy</td>
<td>2nd Place: WJMT-AM, Pine Ridge</td>
<td>3rd Place: WACD-AM, City of Antigo Budget Solution, Both Sides</td>
</tr>
<tr>
<td><strong>FEATURE</strong></td>
<td>1st Place: WTCH-AM, Shawano Midnight Run FAIL</td>
<td>2nd Place: WWIS-FM, Old Rustic Mill Memories</td>
<td>3rd Place: WBEVE-AM, Recall Puff Piece</td>
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<tr>
<td><strong>BEST USE OF AUDIO IN RADIO NEWS</strong></td>
<td>1st Place: WBEVE-AM, Spouting Off on the Fountain Inn</td>
<td>2nd Place: WBDK-FM, Dispatch Center Swamped</td>
<td>3rd Place: WJMT-AM, Boys Return Home</td>
</tr>
<tr>
<td><strong>NEWS WRITING</strong></td>
<td>1st Place: WJMT-AM, Tornado</td>
<td>2nd Place: WACD-AM, Unified School District of Antigo Referendum</td>
<td>3rd Place: WBDK-FM, Senior Stress</td>
</tr>
</tbody>
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### News and Talk Radio Award Winners (continued)

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<tr>
<td><strong>BEST LIVE ON-SCENE REPORTING</strong></td>
<td>WJMT-AM, Tornado Command Post</td>
<td>WTCH-AM, Shawano Fire Scene</td>
<td>WWIS-FM, On-the-Scene in Irving: Storm Damage</td>
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<td><strong>BEST CONTINUING COVERAGE</strong></td>
<td>WBEV-AM, Dan Thiel Gross Injustice</td>
<td>WJMT-AM, Merrill Tornado</td>
<td>WACD-FM, White Lake School Building Referendum</td>
</tr>
<tr>
<td><strong>BEST RADIO SHOW (9AM-5AM)</strong></td>
<td>WTCH-AM, Sports Wrap with Brad Williams</td>
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<tr>
<td><strong>SPORTSCAST</strong></td>
<td>WTCH-AM, WTCH Sportscast – 11/4, 12/1 and 12/26, 2011</td>
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<td><strong>SIGNIFICANT COMMUNITY IMPACT</strong></td>
<td>WRJO-FM, Rayala Resignation</td>
<td>WRJO-FM, Holperin/Simac Forum</td>
<td>WACD-FM, Crusade for Kids</td>
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<td><strong>SPECIALTY PROGRAMMING</strong></td>
<td>WHYB-FM, Our Town - McCreary</td>
<td>WBEV-AM, Tribute to Veterans</td>
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<td><strong>EDITORIAL/COMMENTARY</strong></td>
<td>WJMT-AM, It’s Your Fault</td>
<td>WBDK-FM, Armed Standoff Resolved Peacefully</td>
<td>WBDK-FM, Doctor Deserves Nobel Prize</td>
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### Music Radio Award Winners

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<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Large Market Radio - Music</strong></td>
<td>WLDB-FM, Jane &amp; CV in the Morning</td>
<td>WLUM-FM, Kramp and Adler Morning Show</td>
<td>WRNW-FM, Connie &amp; Curtis</td>
</tr>
<tr>
<td><strong>BEST MORNING SHOW (5AM-9AM)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BEST RADIO SHOW (9AM-5AM)</strong></td>
<td>WRNW-FM, Riggs Random Radio Show</td>
<td>WYMS-FM, Rhythm Lab Radio</td>
<td>WLDB-FM, Julie Davidson Mid-Days</td>
</tr>
<tr>
<td><strong>INFORMATION BLOCK</strong></td>
<td>WYMS-FM, Milwaukee Film Festival Insider</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SIGNIFICANT COMMUNITY IMPACT</strong></td>
<td>WJQM-FM, Joplin Water Drive</td>
<td>WRNW-FM, Make a Wish with Connie &amp; Curtis</td>
<td>WMAD-FM, WMAD Operation Toy Drive Concert</td>
</tr>
<tr>
<td><strong>BEST USE OF AUDIO (NON-NEWS)</strong></td>
<td>WLUM-FM, Vodka Soaked Tampons</td>
<td>WMGN-FM, Magic 98 Dallas Promo</td>
<td>WYMS-FM, Milwaukee Film Festival Volunteers</td>
</tr>
<tr>
<td><strong>PROMOTIONAL ANNOUNCEMENT</strong></td>
<td>WMGN-FM, Magic 98 Bob Sports Promo</td>
<td>WRNW-FM, New Fall Season of NOW (series)</td>
<td>WIBA-FM, WIBA FM CCR Groundhog’s Day</td>
</tr>
</tbody>
</table>

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**PROMOTIONAL ANNOUNCEMENT**

- 1st Place: WHYB-FM, Swap Shop
- 2nd Place: WBEV-AM, John & Bill Morning Show
- 3rd Place: WJMT-AM, WJMT Tornado Promo

**PUBLIC SERVICE ANNOUNCEMENT**

- 1st Place: WWIS-FM, Jackson County Youth Theater Anti-Bullying
- 2nd Place: WBEV-AM, Pitch, Hit & Run
- 3rd Place: WBDK-FM, Adopt-A-Soldier PSA

**BEST COMMERCIAL**

- 1st Place: WJMT-AM, A Bad Morning
- 2nd Place: WTCH-AM, Lakeview QuickMart – “Deer Hunting”
- 3rd Place: WHYB-FM, Cruisin’ Oldies

**BEST HUMOROUS COMMERCIAL**

- 1st Place: WBEV-AM, Senor Fernando Powersports
- 2nd Place: WTCH-AM, Lakeview Quickmart – “Halloween Chicken”
- 3rd Place: WHYB-FM, Cozzy’s

**MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL**

- 1st Place: WBEV-AM, Dr. Jay & Dr. Tom Doctor Christmas Carols
- 2nd Place: WBEV-AM, Schaeffer Soft Water Fairytale
- 3rd Place: WACD-FM, Antigo Zumba Fitness

**MADISON MADNESS**

- 1st Place: WBEV-AM, The Fitzgerald’s Backyard
- 2nd Place: WWIS-FM, Rep. Radcliffe is at Work
- 3rd Place: WHYB-FM, Madison Madness

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**Music Radio Award Winners**

- **Large Market Radio - Music**
  - **BEST MORNING SHOW (5AM-9AM)**
    - 1st Place: WLDB-FM, Jane & CV in the Morning
    - 2nd Place: WLUM-FM, Kramp and Adler Morning Show
    - 3rd Place: WRNW-FM, Connie & Curtis
  - **BEST RADIO SHOW (9AM-5AM)**
    - 1st Place: WYMS-FM, Riggs Random Radio Show
    - 2nd Place: WYMS-FM, Rhythm Lab Radio
    - 3rd Place: WLDB-FM, Julie Davidson Mid-Days
  - **INFORMATION BLOCK**
    - 1st Place: WYMS-FM, Milwaukee Film Festival Insider
  - **SIGNIFICANT COMMUNITY IMPACT**
    - 1st Place: WJQM-FM, Joplin Water Drive
    - 2nd Place: WRNW-FM, Make a Wish with Connie & Curtis
    - 3rd Place: WMAD-FM, WMAD Operation Toy Drive Concert
  - **BEST USE OF AUDIO (NON-NEWS)**
    - 1st Place: WLUM-FM, Vodka Soaked Tampons
    - 2nd Place: WMGN-FM, Magic 98 Dallas Promo
    - 3rd Place: WYMS-FM, Milwaukee Film Festival Volunteers
  - **PROMOTIONAL ANNOUNCEMENT**
    - 1st Place: WMGN-FM, Magic 98 Bob Sports Promo
    - 2nd Place: WRNW-FM, New Fall Season of NOW (series)
    - 3rd Place: WIBA-FM, WIBA FM CCR Groundhog’s Day
<table>
<thead>
<tr>
<th>Category</th>
<th>Place 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Music Radio Award Winners (continued)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PUBLIC SERVICE ANNOUNCEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WMGN-FM, Yes I will Wisconsin Dot Com</td>
</tr>
<tr>
<td><strong>BEST COMMERCIAL</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WKLH-FM, WKLH Recruitment</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WLDB-FM, Hi, It’s Me – Fiat 500</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WLDB-FM, Best Beer Moment</td>
</tr>
<tr>
<td><strong>BEST HUMOROUS COMMERCIAL</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WXSS-FM, Get on the Fast Track</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WMYX-FM, Mindful Movements</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WOLX-FM, Incredible Egg, Dude</td>
</tr>
<tr>
<td><strong>MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WMMM-FM, Overheard at Pasquall's</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WMMM-FM, Overheard at Pasquall's Bar</td>
</tr>
<tr>
<td><strong>BEST ARTIST INTERVIEW</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WLDB-FM, John Tesh Christmas</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WYMS-FM, Studio Milwaukee: The Hold Steady</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WMYX-FM, Jennifer Lopez</td>
</tr>
<tr>
<td><strong>BEST STATION EVENT PROMO</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WHQG-FM, WHQG Combat Hunger</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WRNW-FM, “GNow Gnomes Gone Gwild”</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WYMS-FM, 88Nine Radio Milwaukee’s Halloween Bash</td>
</tr>
<tr>
<td><strong>BEST STATION MUSICAL PROMO</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WIBA-FM, WIBA FM Workforce Music Hour</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WMGN-FM, Paul McCartney Promo</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WLUM-FM, FM 102.1 Smells Like the 90’s Pre-Superbowl Weekend</td>
</tr>
<tr>
<td><strong>BEST CLIENT EVENT PROMO</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WKLH-FM, WKLH Green and Gold Cave</td>
</tr>
<tr>
<td><strong>BEST ORIGINAL FEATURE</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WLUM-FM, Missed Connections: Penis Mustache</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WYMS-FM, Louder Than a Bomb at the Milwaukee Film Festival/ Make a Difference Week 7</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WLDB-FM, 2:30 Trivia with Julie Davidson</td>
</tr>
<tr>
<td><strong>BEST LIVE ON-SITE BROADCAST REMOTE</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WLUM-FM, FM 102.1’s Fake After Christmas Tree Sale Remote</td>
</tr>
<tr>
<td><strong>BEST SPECIALTY PROGRAMMING</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WYMS-FM, Tremaine Hawthorne, Youth Leader at Gilda’s Club, Part 2/ Safe Streets, Healthy Kids Week 8</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WYMS-FM, Tremaine Hawthorne, Youth Leader at Gilda’s Club/Safe Streets, Healthy Kids Week 8</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WLDB-FM, After Breast Cancer Diagnosis (ABCD) Our Call-to-Care Radiothon</td>
</tr>
<tr>
<td><strong>MADISON MADNESS</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WLUM-FM, FM 102.1 Fight Hard Weekend</td>
</tr>
<tr>
<td><strong>Medium Market Radio - Music</strong></td>
<td></td>
</tr>
<tr>
<td><strong>BEST MORNING SHOW (5AM-9AM)</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WBCV-FM, Trav and Christy in the Morning</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WFDL-FM, WAKE UP!</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WIXX-FM, The Murphy in the Morning Show</td>
</tr>
<tr>
<td><strong>BEST RADIO SHOW (9AM-5AM)</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WBCV-FM, Afternoons with Casey</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WDEZ-FM, The Duke Ranch – Joe Cassady</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WJVL-FM, WJVL’s Justin Brown in the Afternoon</td>
</tr>
<tr>
<td><strong>INFORMATION BLOCK</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WAPL-FM, Channel 5 News Update – You Can’t Make It Up File</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WIFC-FM, Mosinee Police Standoff</td>
</tr>
<tr>
<td><strong>SIGNIFICANT COMMUNITY IMPACT</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WAPL-FM, Rock for Kids Radiothon – Emmet’s Story</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WYTE-FM, Y106.5 Tops $100,000 for CMN!</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WFDL-FM, RELAY RADIO 2011</td>
</tr>
<tr>
<td><strong>BEST USE OF AUDIO (NON-NEWS)</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WGTD-FM, The Live WGTD Radio Theater’s 50th Anniversary Broadcast</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WAPL-FM, Afternoon Road Show Veterans Salute</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WBCV-FM, WHO POOPED AND PEED ON THE BANK?</td>
</tr>
<tr>
<td><strong>PROMOTIONAL ANNOUNCEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WIXX-FM, Katy Perry Ticket Fairy</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WAPL-FM, WAPL Mobile App (HAL 2001)</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WAPL-FM, Passport to Rock – U2 (The Charlie Sheen Interview)</td>
</tr>
<tr>
<td><strong>PUBLIC SERVICE ANNOUNCEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WAPL-FM, Movember PSA</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WIXX-FM, WIXX-JDRF Walk</td>
</tr>
<tr>
<td><strong>BEST COMMERCIAL</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WBCV-FM, BLING IT AROUND AGAIN</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WDEZ-FM, Mullins Cheese Good Deal</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WDEZ-FM, Rib Mountain Glass</td>
</tr>
<tr>
<td><strong>BEST HUMOROUS COMMERCIAL</strong></td>
<td></td>
</tr>
<tr>
<td>1st Place</td>
<td>WDLB-AM, PK Auto “It’s the Most Likely Time”</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WZOR-FM, Erickson Auto Trim – Christmas Whoopie</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WKSZ-FM, Sound World of Green Bay – The Rematch</td>
</tr>
<tr>
<td>Category</td>
<td>1st Place</td>
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<td>----------------------------------------------</td>
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</tr>
<tr>
<td><strong>Most Entertaining Client-Recorded Commercial</strong></td>
<td>WTCX-FM, Pig Knife Throw</td>
</tr>
<tr>
<td><strong>Best Artist Interview</strong></td>
<td>WTCX-FM, Erik Turner of Warrant</td>
</tr>
<tr>
<td><strong>Best Station Event Promo</strong></td>
<td>WAPL-FM, Rick and Len Two Putz Golf Classic</td>
</tr>
<tr>
<td><strong>Best Station Musical Promo</strong></td>
<td>WAPL-FM, Zeppelin – Scorpions – Pearl Jam - Ozzy</td>
</tr>
<tr>
<td><strong>Best Client Event Promo</strong></td>
<td>WZOR-FM, Monster Trucks XL</td>
</tr>
<tr>
<td><strong>Best Original Feature</strong></td>
<td>WGTD-FM, The Seventh Season of the Live WGTD Radio Theater</td>
</tr>
<tr>
<td><strong>Best Live On-Site Broadcast Remote</strong></td>
<td>WYTE-FM, Pat and AJ with Randy Travis at Hodag</td>
</tr>
<tr>
<td><strong>Best Specialty Programming</strong></td>
<td>WOGB-FM, WOGB’s 36 Hours of Christmas</td>
</tr>
<tr>
<td><strong>Madison Madness</strong></td>
<td>WAPL-FM, State of the Steele Rockers Union Address</td>
</tr>
<tr>
<td><strong>Small Market Radio - Music</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Best Morning Show (5AM-5AM)</strong></td>
<td>WLKG-FM, Michaels in the Morning</td>
</tr>
</tbody>
</table>
### Music Radio Award Winners (continued)

**Best Station Musical Promo**
1st Place: WLKG-FM, New Music on Lake 961 – August 2011
2nd Place: WAQE-FM, Year-End Beat Mix
3rd Place: WLKG-FM, New Music on Lake 961 – September 2011

**Best Client Event Promo**
1st Place: WJMC-FM, Countryfest Friday
2nd Place: WKFX-FM, Rockfest Friday Lineup
3rd Place: WKFX-FM, Clear Lake Firefest – Lynyrd Skynyrd

**Best Original Feature**
1st Place: WLKG-FM, Looking Back at the Bucks with Eddie Doucette
2nd Place: WCOW-FM, Moo Crew Country Music News
3rd Place: WJMQ-FM, Wolf River Sturgeon Shuffle

**Best Live On-Site Broadcast Remote**
1st Place: WCOW-FM, COW97 at Country Fest 2011
2nd Place: WCYE-FM, Oneida County Relay for Life
3rd Place: WKFX-FM, Rina’s Sewing Center – Mail Order Bride

**Best Specialty Programming**
1st Place: WCQM-FM, Deer Hunting on the Radio?
2nd Place: WCOW-FM, Dierks Bentley Concert Announcement
3rd Place: WJMQ-FM, New London Girls Basketball State Championship Game

**Madison Madness**
1st Place: WLKG-FM, Madison Madness Montage

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### New Media Award Winners

**Best Website Focused on Journalism**
1st Place: WMTV-TV, NBC 15 Online
2nd Place: WITI-TV, fox6now.com
3rd Place: WISN-TV, WISN.com

**Best Non-News Website**
1st Place: WXMM-FM, FM929COUNTRY.com
2nd Place: WZOR-FM, RAZOR947.com
3rd Place: WAPL-FM, www.wapl.com

**Best Niche Website**
1st Place: WLUK-TV, OnPolitix
2nd Place: WISC-TV, Downtownmadison.channel3000.com
3rd Place: WMTV-TV, Moms Everyday

**Best Special Web Project**
1st Place: WSAW-TV, Cold Cases
2nd Place: WISC-TV, Blizzard 2011
3rd Place: WKOW-TV, Walker’s Budget Battle Page

**Best Use of Social Media**
1st Place: WYTE-FM, Pat and AJ in the Morning
2nd Place: WYMS-FM, 88Nine RadioMilwaukee’s Facebook/Twitter/Other Social Networks
3rd Place: WAPL-FM, Movember Campaign

**Multimedia Ad/Promotional Campaign**
1st Place: WISN-TV, Save These Faces
2nd Place: WKOW-TV, Scared of Santa Contest
3rd Place: WDEZ-FM, WDEZ Money4Music

**Best Online Personality**
1st Place: WISC-TV, Jessica Arp
2nd Place: WITI-TV, Vince Condella
3rd Place: WEAU-TV, Meghan Kulig

**Best Live On-Site Online Coverage**
1st Place: WISC-TV, Freakfest 2011
2nd Place: WOZZ-FM, Rock 94.7’s Rock Fest Blog
3rd Place: WisconsinEye, WisEye Live On-Site Online Coverage

**Madison Madness**
1st Place: WISC-TV, Capitol Protests/Recall Coverage
2nd Place: WQOW-TV, Walker’s Budget Battle
3rd Place: WKOW-TV, Madison Madness: Walker’s Budget Battle Page
### 2011 News Operation of the Year Award Winners

**TELEVISION**

- **LARGE MARKET**
  - WITI-TV
  - Milwaukee

- **MEDIUM MARKET**
  - WISC-TV
  - Madison

- **SMALL MARKET**
  - WKBT-TV
  - La Crosse

### 2011 Station of the Year Award Winners

**TELEVISION**

- **LARGE MARKET**
  - WITI-TV
  - Milwaukee

- **MEDIUM MARKET**
  - WISC-TV
  - Madison

- **SMALL MARKET**
  - WKBT-TV
  - La Crosse

**NEWS AND TALK RADIO**

- **LARGE MARKET**
  - WTMJ-AM
  - Milwaukee

- **MEDIUM MARKET**
  - WHBY-AM
  - Appleton

- **SMALL MARKET**
  - WBEV-AM
  - Beaver Dam

**MUSIC RADIO**

- **LARGE MARKET**
  - WLUM-FM
  - Milwaukee

- **MEDIUM MARKET**
  - WAPL-FM
  - Appleton

- **SMALL MARKET**
  - WLKG-FM
  - Lake Geneva

**CONGRATULATIONS TO ALL OF THE 2011 WBA AWARDS FOR EXCELLENCE WINNERS!**

**PLEASE JOIN US NEXT YEAR AT OUR NEW LOCATION**

Saturday, May 4, 2013

Exposition Hall, Alliant Energy Center, Madison