

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

SPORTSCAST

- 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, Season of Giving
- 2nd Place: WITI-TV, Fox 6 Blitz
- 3rd Place: WISN-TV, Season to Celebrate

EDITORIAL/COMMENTARY

- 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

Television Award Winners (continued)

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

HARD NEWS/INVESTIGATIVE

- 1st Place: WLUK-TV, Where are the Jobs?
- 2nd Place: WISC-TV, Facebook Photos
- 3rd Place: WKOW-TV, Friends You Can't Trust

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, Compendium 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

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

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

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: WI Public Radio, 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, One-Day Wednesday Promo

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: WTAQ-AM, Tornado Live
- 3rd Place: WHBY-AM, Erik Walden in Court

News and Talk Radio Award Winners (continued)

BEST CONTINUING COVERAGE

- 1st Place: WCLO-AM, Race Relations
- 2nd Place: WCLO-AM, City Council Clash
- 3rd Place: WHBY-AM, A Change in Appleton's Top Cop

BEST RADIO SHOW (9AM-5AM)

- 1st Place: WHBY-AM, The Philcast Christmas Show
- 2nd Place: WTAQ-AM, Jerry Bader Show
- 3rd Place: WHWC-FM, Spectrum West

BEST MORNING SHOW (5AM-9AM)

- 1st Place: WHBY-AM, WHBY Morning Show – Dec. 20, 2011
- 2nd Place: WTAQ-AM, Mike, Matt & the Morning News
- 3rd Place: WCLO-AM, Southern Wisconsin's Morning News

SPORTSCAST

- 1st Place: WHBY-AM, WHBY 7:25 Sports with Bill Scott
- 2nd Place: WTAQ-AM, WTAQ Sports
- 3rd Place: WSAU-FM, WSAU Sports

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WHBY-AM, Appleton East vs. Appleton West – Dec. 16, 2011
- 2nd Place: WHBY-AM, Xavier vs. Marinette – Oct. 22, 2011 – Justin Hull/Tom Nieses
- 3rd Place: WOMT-AM, The Miracle at Municipal

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WTAQ-AM, Families of Children with Cancer
- 2nd Place: WCLO-AM, WCLO Ringing & Bringing 2011

SPECIALTY PROGRAMMING

- 1st Place: WTAQ-AM, 9-11 Memorial
- 2nd Place: WOMT-AM, WOMT 2011 Holiday Parade
- 3rd Place: WJOK-AM, Father Dan Farley Tribute Show

EDITORIAL/COMMENTARY

- 1st Place: WSAU-FM, Conley Commentary – Brokaw Mill
- 2nd Place: WTAQ-AM, Radical Times
- 3rd Place: WCLO-AM, Al's Sports Commentary

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WTAQ-AM, Packers Play Here
- 2nd Place: WCLO-AM, Radio Gets Results – Elsberry's
- 3rd Place: WCLO-AM, Radio Gets Results – Alter Metal Recycling

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WHBY-AM, B.A.B.E.S. Respite Counseling Disco Night
- 2nd Place: WCLO-AM, Rock County Cancer Coalition
- 3rd Place: WCLO-AM, Rock County 4H

BEST COMMERCIAL

- 1st Place: WRJN-AM, Mt. Pleasant Renaissance School
- 2nd Place: WTAQ-AM, Two Men & a Truck
- 3rd Place: WSCO-AM, Snagg – Gun Show Rev.

BEST HUMOROUS COMMERCIAL

- 1st Place: WHBY-AM, Ace Hardware of Appleton/ Carstens Ace – Craftsman Quality Repairs
- 2nd Place: WSCO-AM, Recovery Room – Bus Trip
- 3rd Place: WCLO-AM, AWS: Pro Bag Wrestling

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WHBY-AM, Hoffman – Spot #3
- 2nd Place: WTAQ-AM, Apex
- 3rd Place: WHBY-AM, Larry's Piggly Wiggly – Familiar Faces: Stephanie Tetak

MADISON MADNESS

- 1st Place: WCLO-AM, WCLO Madison Madness
- 2nd Place: WTAQ-AM, Madison Madness
- 3rd Place: WFDL-FM, Collective Partisanship

Small Market Radio - News and Talk

SPOT NEWS

- 1st Place: WTCH-AM, Japan Earthquake Interview
- 2nd Place: WWIS-FM, Summer Storm Tears Through Black River Country
- 3rd Place: WJMT-AM, Tornado Governor Tour

HARD NEWS/INVESTIGATIVE

- 1st Place: WBEV-AM, Fountain Inn Tavern Controversy
- 2nd Place: WJMT-AM, Pine Ridge
- 3rd Place: WACD-FM, City of Antigo Budget Solution, Both Sides

FEATURE

- 1st Place: WTCH-AM, Shawano Midnight Run FAIL
- 2nd Place: WWIS-FM, Old Rustic Mill Memories
- 3rd Place: WBEV-AM, Recall Puff Piece

BEST NEWSCAST

- 1st Place: WJMT-AM, Noon News 4/11/2011
- 2nd Place: WTCH-AM, WTCH Local Newscast
- 3rd Place: WHYB-FM, Newscast – 7/29/2011

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WBEV-AM, Spouting Off on the Fountain Inn
- 2nd Place: WBDK-FM, Dispatch Center Swamped
- 3rd Place: WJMT-AM, Boys Return Home

NEWS WRITING

- 1st Place: WJMT-AM, Tornado
- 2nd Place: WACD-FM, Unified School District of Antigo Referendum
- 3rd Place: WBDK-FM, Senior Stress

News and Talk Radio Award Winners (continued)

BEST LIVE ON-SCENE REPORTING

- 1st Place: WJMT-AM, Tornado Command Post
- 2nd Place: WTCH-AM, Shawano Fire Scene
- 3rd Place: WWIS-FM, On-the-Scene in Irving: Storm Damage

BEST CONTINUING COVERAGE

- 1st Place: WBEV-AM, Dan Thiel Gross Injustice
- 2nd Place: WJMT-AM, Merrill Tornado
- 3rd Place: WACD-FM, White Lake School Building Referendum

BEST RADIO SHOW (9AM-5AM)

- 1st Place: WTCH-AM, Sports Wrap with Brad Williams

SPORTSCAST

- 1st Place: WTCH-AM, WTCH Sportscast – 11/4, 12/1 and 12/26, 2011
- 2nd Place: WWIS-FM, Monday Morning Quarterback
- 3rd Place: WHYB-FM, Sportscast – 8/2/2011

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WSFQ-FM, Wausaukee vs. Crivitz
- 2nd Place: WHYB-FM, Menominee Football
- 3rd Place: WJMT-AM, State Basketball – 3/18/2011

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WRJO-FM, Rayala Resignation
- 2nd Place: WRJO-FM, Holperin/Simac Forum
- 3rd Place: WACD-FM, Crusade for Kids

SPECIALTY PROGRAMMING

- 1st Place: WHYB-FM, Our Town - McCreary
- 2nd Place: WBEV-AM, Tribute to Veterans

EDITORIAL/COMMENTARY

- 1st Place: WJMT-AM, It's Your Fault
- 2nd Place: WBDK-FM, Armed Standoff Resolved Peacefully
- 3rd Place: WBDK-FM, Doctor Deserves Nobel Prize

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

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: WRNW-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

Music Radio Award Winners (continued)

PUBLIC SERVICE ANNOUNCEMENT

1st Place: WMGN-FM, Yes I will Wisconsin Dot Com

BEST COMMERCIAL

1st Place: WKLH-FM, WKLH Recruitment
2nd Place: WLDB-FM, Hi, It's Me – Fiat 500
3rd Place: WLDB-FM, Best Beer Moment

BEST HUMOROUS COMMERCIAL

1st Place: WXSS-FM, Get on the Fast Track
2nd Place: WMYX-FM, Mindful Movements
3rd Place: WOLX-FM, Incredible Egg, Dude

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

1st Place: WMMM-FM, Overheard at Pasqual's
2nd Place: WMMM-FM, Overheard at Pasqual's Bar

BEST ARTIST INTERVIEW

1st Place: WLDB-FM, John Tesh Christmas
2nd Place: WYMS-FM, Studio Milwaukee:
The Hold Steady
3rd Place: WMYX-FM, Jennifer Lopez

BEST STATION EVENT PROMO

1st Place: WHQG-FM, WHQG Combat Hunger
2nd Place: WRNW-FM, "GNow Gnomes Gone Gwild"
3rd Place: WYMS-FM, 88Nine Radio Milwaukee's
Halloween Bash

BEST STATION MUSICAL PROMO

1st Place: WIBA-FM, WIBA FM Workforce Music
Hour
2nd Place: WMGN-FM, Paul McCartney Promo
3rd Place: WLUM-FM, FM 102.1 Smells Like the 90's
Pre-Superbowl Weekend

BEST CLIENT EVENT PROMO

1st Place: WKLH-FM, WKLH Green and Gold Cave

BEST ORIGINAL FEATURE

1st Place: WLUM-FM, Missed Connections:
Penis Mustache
2nd Place: WYMS-FM, Louder Than a Bomb at the
Milwaukee Film Festival/ Make a
Difference Week 7
3rd Place: WLDB-FM, 2:30 Trivia with Julie Davidson

BEST LIVE ON-SITE BROADCAST REMOTE

1st Place: WLUM-FM, FM 102.1's Fake After
Christmas Tree Sale Remote

BEST SPECIALTY PROGRAMMING

1st Place: WYMS-FM, Tremaine Hawthorne, Youth
Leader at Gilda's Club, Part 2/ Safe
Streets, Healthy Kids Week 8
2nd Place: WYMS-FM, Tremaine Hawthorne, Youth
Leader at Gilda's Club/Safe
Streets, Healthy Kids Week 8
3rd Place: WLDB-FM, After Breast Cancer Diagnosis
(ABCD) Our Call-to-Care Radiothon

MADISON MADNESS

1st Place: WLUM-FM, FM 102.1 Fight Hard Weekend

Medium Market Radio - Music

BEST MORNING SHOW (5AM-9AM)

1st Place: WBCV-FM, Trav and Christy in the
Morning
2nd Place: WFDL-FM, WAKE UP!
3rd Place: WIXX-FM, The Murphy in the Morning
Show

BEST RADIO SHOW (9AM-5AM)

1st Place: WBCV-FM, Afternoons with Casey
2nd Place: WDEZ-FM, The Duke Ranch – Joe Cassady
3rd Place: WJVL-FM, WJVL's Justin Brown in the
Afternoon

INFORMATION BLOCK

1st Place: WAPL-FM, Channel 5 News Update – You
Can't Make It Up File
2nd Place: WIFC-FM, Mosinee Police Standoff

SIGNIFICANT COMMUNITY IMPACT

1st Place: WAPL-FM, Rock for Kids Radiothon –
Emmet's Story
2nd Place: WYTE-FM, Y106.5 Tops \$100,000 for CMN!
3rd Place: WFDL-FM, RELAY RADIO 2011

BEST USE OF AUDIO (NON-NEWS)

1st Place: WGTD-FM, The Live WGTD Radio Theater's
50th Anniversary Broadcast
2nd Place: WAPL-FM, Afternoon Road Show
Veterans Salute
3rd Place: WBCV-FM, WHO POOPED AND PEED ON
THE BANK?

PROMOTIONAL ANNOUNCEMENT

1st Place: WIXX-FM, Katy Perry Ticket Fairy
2nd Place: WAPL-FM, WAPL Mobile App (HAL 2001)
3rd Place: WAPL-FM, Passport to Rock – U2
(The Charlie Sheen Interview)

PUBLIC SERVICE ANNOUNCEMENT

1st Place: WAPL-FM, Movember PSA
2nd Place: WIXX-FM, WIXX-JDRF Walk

BEST COMMERCIAL

1st Place: WBCV-FM, BLING IT AROUND AGAIN
2nd Place: WDEZ-FM, Mullins Cheese Good Deal
3rd Place: WDEZ-FM, Rib Mountain Glass

BEST HUMOROUS COMMERCIAL

1st Place: WDLB-AM, PK Auto "It's the Most
Likely Time"
2nd Place: WZOR-FM, Erickson Auto Trim –
Christmas Whoopie
3rd Place: WKSZ-FM, Sound World of Green Bay –
The Rematch

Music Radio Award Winners (continued)

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WTCX-FM, Pig Knife Throw
- 2nd Place: WAPL-FM, Darboy Stone & Brick – Heat & Glo #1
- 3rd Place: WCHK-FM, J. Anthony Jewelers – Top Ten

BEST ARTIST INTERVIEW

- 1st Place: WTCX-FM, Erik Turner of Warrant
- 2nd Place: WIFC-FM, Ace of Cakes “Duff Goldman”
- 3rd Place: WKSZ-FM, Chuck Farrar Interview

BEST STATION EVENT PROMO

- 1st Place: WAPL-FM, Rick and Len Two Putz Golf Classic
- 2nd Place: WKSZ-FM, Bras Across the Fox
- 3rd Place: WJVL-FM, WJVL – Super Contest

BEST STATION MUSICAL PROMO

- 1st Place: WAPL-FM, Zeppelin – Scorpions – Pearl Jam - Ozzy
- 2nd Place: WOZZ-FM, Scary Terry’s Saturday Nightmare
- 3rd Place: WAPL-FM, Skynyrd – Floyd – Nirvana - Aerosmith

BEST CLIENT EVENT PROMO

- 1st Place: WZOR-FM, Monster Trucks XL
- 2nd Place: WJVL-FM, WVJL – Diamond Center Valentine
- 3rd Place: WOZZ-FM, Pop Evil Live at Bruiser’s

BEST ORIGINAL FEATURE

- 1st Place: WGTD-FM, The Seventh Season of the Live WGTD Radio Theater
- 2nd Place: WAPL-FM, A Boy Named Suh
- 3rd Place: WAPL-FM, Rockin’ Apple Tundra Talk

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WYTE-FM, Pat and AJ with Randy Travis at Hodag
- 2nd Place: WOZZ-FM, Rock 94.7 Rock Fest Reports
- 3rd Place: WTCX-FM, GAMEPLAN/D. BISHOP

BEST SPECIALTY PROGRAMMING

- 1st Place: WOGB-FM, WOGB’s 36 Hours of Christmas
- 2nd Place: WYTE-FM, Y106.5 Raises \$100,000 for CMN Kids

MADISON MADNESS

- 1st Place: WAPL-FM, State of the Steele Rockers Union Address

Small Market Radio - Music

BEST MORNING SHOW (5AM-9AM)

- 1st Place: WLKG-FM, Michaels in the Morning
- 2nd Place: WCYE-FM, PJ in the Morning
- 3rd Place: WGLR-FM, WGLR’s Big Show with Rob Spangler

BEST RADIO SHOW (9AM-5AM)

- 1st Place: WLKG-FM, Saturday at the 70’s
- 2nd Place: WCYE-FM, Ben Merritt Show
- 3rd Place: WCOW-FM, Mike in the Midday

INFORMATION BLOCK

- 1st Place: WLKG-FM, 9AM News – Madison Madness
- 2nd Place: WLST-FM, NOON NEWS BLOCK
- 3rd Place: WLKG-FM, 9AM News Break

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WCYE-FM, The Yellow Ribbon Project
- 2nd Place: WGLR-FM, 2011 WGLR Holiday Auction
- 3rd Place: WKFX-FM, Burger King & VFW Unmet Needs Program

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WLKG-FM, 9/11 Anniversary Promo
- 2nd Place: WLKG-FM, We Got Him!
- 3rd Place: WCOW-FM, A Soldiers Letter

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WLKG-FM, Memorial Day Weekend Promo
- 2nd Place: WAQE-FM, Star Summer Promo
- 3rd Place: WLKG-FM, 96 Days of Summer Promo

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WRJO-FM, WRJO/Upward Bound Program
- 2nd Place: WCOW-FM, Drive Away Hunger
- 3rd Place: WCOW-FM, Randina, Tyson, Walker

BEST COMMERCIAL

- 1st Place: WXYM-FM, WXYM – Boyers Furniture “Hunting”
- 2nd Place: WCQM-FM, Ailing Business
- 3rd Place: WPVL-FM, WPVL-FM Fashion Touch Cleaners – Dinner Party

BEST HUMOROUS COMMERCIAL

- 1st Place: WRJO-FM, Christmas is for Kids
- 2nd Place: WCQM-FM, Ghost Bustin’ Appliances
- 3rd Place: WLKG-FM, Jim’s Auto Body – Viagra SpooF

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WLKG-FM, Hoss’s Hometown Fudge – Animal Whisperers
- 2nd Place: WQPC-FM, Junipers Rap

BEST ARTIST INTERVIEW

- 1st Place: WCQM-FM, A Mary-Full Christmas
- 2nd Place: WCYE-FM, Classic Country Sunday Night Interviews
- 3rd Place: WGLR-FM, WGLR – A Little Bit Country, A Little Bit Older (Marie Osmond Surprise Birthday Call)

BEST STATION EVENT PROMO

- 1st Place: WCOW-FM, Lady A - Lounge
- 2nd Place: WCOW-FM, CMA Party 2011
- 3rd Place: WLST-FM, CAT CASH

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

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 USER-GENERATED CONTENT

- 1st Place: WSAW-TV, April 10th Tornado
- 2nd Place: WYMS-FM, Milwaukee Remixed
- 3rd Place: WMTV-TV, Madison Funnel Cloud

BEST INNOVATION

- 1st Place: WYMS-FM, 88Nine RadioMilwaukee Use with Location-Based Stories via Broadcast
- 2nd Place: WISC-TV, Capitol Protests
- 3rd Place: WTMJ-TV, NewsBurst!

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**