WBA is proud to announce…

2012

Awards For Excellence Winners

May 4, 2013
# Television Award Winners

## Large Market Television

### Spot News

**1st Place:** WTMJ-TV, Temple Massacre (compilation of 11 hours of wall-to-wall breaking news coverage)
**2nd Place:** WISN-TV, Sikh Temple Shooting
**3rd Place:** WTMJ-TV, House Explosion

### Morning Newscast

**1st Place:** WTMJ-TV, Live at Daybreak – Shooting Spree at Spa
**2nd Place:** WDJT-TV, CBS 58 Morning News – August 6, 2012
**3rd Place:** WISN-TV, Sikh Temple Shooting: Day After

### Evening Newscast

**1st Place:** WTMJ-TV, Live at 10 – Temple Massacre
**2nd Place:** WISN-TV, Azana Salon Shooting
**3rd Place:** WITI-TV, WITI Evening Newscast – August 5, 2012, 9 PM

### News Writing

**1st Place:** WISN-TV, Driver Fan
**2nd Place:** WITI-TV, WITI - "Furry Flight for Life"
**3rd Place:** WTMJ-TV, Lindsey Morone (compilation)

### Hard News/Investigative

**1st Place:** WTMJ-TV, Milwaukee Parking Meter Mess (series on investigative reports)
**2nd Place:** WTMJ-TV, Helpless: Why Restraining Orders Don’t Work
**3rd Place:** WITI-TV, “Boy in the Box”

### Series or Documentary

**1st Place:** WMVS-TV, Return to Pearl
**2nd Place:** WITI-TV, “The Confidence Man”
**3rd Place:** WISN-TV, Katie’s Gift

### Feature

**1st Place:** WTMJ-TV, Dad Delivers Miracle
**2nd Place:** WITI-TV, “No White Flags”
**3rd Place:** WITI-TV, “Skiing Past Impossible”

### Live on-Scene Reporting

**1st Place:** WTMJ-TV, Charles Benson Compilation
**2nd Place:** WISN-TV, Colleen Henry
**3rd Place:** WTMJ-TV, Tom Murray Compilation

### Best Continuing Coverage

**1st Place:** WTMJ-TV, Shooting Spree at the Spa
**2nd Place:** WISN-TV, Sikh Temple Shooting
**3rd Place:** WITI-TV, “On the Trail with Paul Ryan”

### Best Use of News Video

**1st Place:** WISN-TV, Stealth Mission
**2nd Place:** WITI-TV, “The Snow Sculptor”
**3rd Place:** WISN-TV, 5 Alarm Fire

## Sports Reporting

**1st Place:** WDJT-TV, Packers Ball Call – Clueless in Seattle
**2nd Place:** WITI-TV, “Won’t Be Blindsided”
**3rd Place:** WISN-TV, Bielema Leaves Badgers

## Sportscast

**1st Place:** WITI-TV, Tom Pipines
**2nd Place:** WDJT-TV, Kevin Holden CBS 58 Sports Composite
**3rd Place:** WISN-TV, Needles

## Best Use of Sports Video

**1st Place:** WITI-TV, “Dartball”
**2nd Place:** WISN-TV, Golf Course Photographer
**3rd Place:** WITI-TV, “Cyclocross”

## Weathercast

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

## Significant Community Impact

**1st Place:** WITI-TV, “Tragedy at Sandy Hook”
**2nd Place:** WTMJ-TV, TODAY’S TMJ4 Community Baby Shower
**3rd Place:** WISN-TV, Hunger Task Force

## Specialty Programming

**1st Place:** WMVS-TV, Field of Honor
**2nd Place:** WISN-TV, Senate Debate
**3rd Place:** WITI-TV, “300 Miles of Gravel”

## Editorial/Commentary

**1st Place:** WITI-TV, Ted’s Take #1
**2nd Place:** WTMJ TV, What’s Hot?
**3rd Place:** WITI-TV, WITI - Editorial/Commentary - Ted’s Take #2

## Promotional Announcement

**1st Place:** WISN-TV, Leading Image Campaign
**2nd Place:** WTMJ-TV, JOHN MALAN’S GARAGE
**3rd Place:** WITI-TV, “Evenings”

## Public Service Announcement

**1st Place:** WTMJ-TV, TODAY’s TMJ4 Community Baby Shower
**2nd Place:** WISN-TV, Wheeling for Healing
**3rd Place:** WTMJ-TV, Fight for Air Climb

## Best Commercial

**1st Place:** WTMJ-TV, Coach USA O’Hare
**2nd Place:** WISN-TV, Operation Football
**3rd Place:** WISN-TV, A-List

## Election Coverage

**1st Place:** WISN-TV, WISN Election Coverage
**2nd Place:** WITI-TV, You Decide 2012
**3rd Place:** WTMJ-TV, ELECTION COVERAGE: TODAY’S TMJ4 compilation
### Medium Market Television

**Spot News**

1st Place: WLUK-TV, Fishermen Rescued from the Fox River
2nd Place: WMTV-TV, Porchlight
3rd Place: WBAY-TV, Green Bay Water Main Break

**MORNING NEWSCAST**

1st Place: WKOW-TV, Wake Up Wisconsin – December 20, 2012
2nd Place: WLUK-TV, Good Day Wisconsin
3rd Place: WKOW-TV, Wake Up Wisconsin – December 10, 2012

**Evening NewsCast**

1st Place: WMTV-TV, Sikh Temple Shooting
2nd Place: WGBA-TV, Terror at the Temple
3rd Place: WLUK-TV, Fox 11 News at Five – December 20, 2012

**News Writing**

1st Place: WISC-TV, Lexia’s Lens
2nd Place: WISC-TV, Living with EB
3rd Place: WMTV-TV, Taken Too Soon

**Hard News/Investigative**

1st Place: WLUK-TV, State Awards Millions in Bonuses
2nd Place: WISC-TV, Policing the Pumps
3rd Place: WMTV-TV, Deadly Glance

**Series or Documentary**

1st Place: WHA-TV, What’s on Your Mind, Wisconsin
2nd Place: WISC-TV, Panhandling Payoff

**Feature**

1st Place: WISC-TV, Skylar Stecker Can Sing
2nd Place: WMTV-TV, Little Kennedy’s Cancer Talk
3rd Place: WKOW-TV, Biebs Meets Ally

**Live On-Scene Reporting**

1st Place: WLUK-TV, 1157th Leaves for Training Camp
2nd Place: WMTV-TV, Chris Woodward
3rd Place: WMTV-TV, Leigh Mills

**Best Continuing Coverage**

1st Place: WKOW-TV, Child Abuse Case
2nd Place: WLUK-TV, Walker Recall
3rd Place: WBAY-TV, Sikh Temple Shooting Coverage

**Best Use of News Video**

1st Place: WLUK-TV, Packers Buggy Treks to Lambeau Field
2nd Place: WKOW-TV, EMS Tactical Training
3rd Place: WLUK-TV, Unique Carillon Concert

**Sports Reporting**

1st Place: WLUK-TV, The Packer and the Pippin
2nd Place: WISC-TV, A Coach’s Classroom
3rd Place: WKOW-TV, Jordan Kohout

**Sports Cast**

1st Place: WLUK-TV, Justin Felder
2nd Place: WKOW-TV, Sportscast (WKOW)
3rd Place: WMTV-TV, NBC 15 Sports

**Best Use of Sports Video**

1st Place: WLUK-TV, Kenzie Buss Excited for Opportunity at Olympic Trials
2nd Place: WLUK-TV, Hockey Official Hits Home Ice
3rd Place: WISC-TV, River Valley’s Coach Crook

**Weathercast**

1st Place: WKOW-TV, Brian Olson
2nd Place: WGBA-TV, NBC26 Weather – Cameron Moreland
3rd Place: WGBA-TV, NBC26 Weather – Brian Niznansky

**Significant Community Impact**

1st Place: WMTV-TV, NBC 15’s Share Your Holidays 2012
2nd Place: WISC-TV, Koats for Kids 2012
3rd Place: WHA-TV, Fact Check 101

**Specialty Programming**

1st Place: WISC-TV, Paul Ryan’s Rise
2nd Place: WBAY-TV, Action 2 Sports Draft Special
3rd Place: WBAY-TV, Donald Driver Welcome Home

**Editorial/Commentary**

1st Place: WISC-TV, GOP Power Play
2nd Place: WISC-TV, Am I My Brother’s Keeper?

**Promotion/Announcement**

1st Place: WISC-TV, WISC Image Campaign – “Family Owned. Wisconsin’s Own”
2nd Place: WKOW-TV, Dancing with the Stars: Backstage Pass
3rd Place: WGBA-TV, Weather on the 6’s

**Public Service Announcement**

1st Place: WKOW-TV, We Can All Be Santa
2nd Place: WISC-TV, Gio’s Garden
3rd Place: WKOW-TV, Haunted Hustle

**Best Commercial**

1st Place: WLUK-TV, Renard’s Cheese Commercial
2nd Place: WMTV-TV, VARC – Assembly and Packaging HD
3rd Place: WKOW-TV, Camera Company Powershot

**Election Coverage**

1st Place: WISC-TV, Campaign 2012
2nd Place: WHA-TV, 2012 Election Coverage Overview
3rd Place: WBAY-TV, Your Voice, Your Vote Election Special Composite
### Small Market Television

**Spot News**
- 1st Place: WEAU-TV, Bullets on Bracket
- 2nd Place: WSAW-TV, Abbotsford Fallen Firefighter
- 3rd Place: WAOW-TV, Wausau Area Tornado

**Morning Newscast**
- 1st Place: WEAU-TV, WEAU 13 News Sunrise – February 29
- 2nd Place: WKBT-TV, News 8 This Morning: Sara Hougom Arrests
- 3rd Place: WKBT-TV, News 8 This Morning: Tornado Anniversary

**Evening Newscast**
- 1st Place: WKBT-TV, News 8 at 5: Tornado Anniversary
- 2nd Place: WSAW-TV, NewsChannel 7 at 6 – March 5
- 3rd Place: WEAU-TV, WEAU 13 News – May 2 10 PM

**News Writing**
- 1st Place: WKBT-TV, Be Better Than the Bullies
- 2nd Place: WKBT-TV, A Cut Above the Rest
- 3rd Place: WEAU-TV, Roundabout Roundup

**Hard News/Investigative**
- 1st Place: WAOV-TV, Cost of Collective Bargaining
- 2nd Place: WKBT-TV, Teen and Prescription Drugs
- 3rd Place: WXOW-TV, Bullied

**Series or Documentary**
- 1st Place: WXOW-TV, Deadly Addiction
- 2nd Place: WXOW-TV, Return to Pearl Harbor
- 3rd Place: WKBT-TV, The Boy and the Bus

**Feature**
- 1st Place: WKBT-TV, The Fab Five
- 2nd Place: WEAU-TV, A Haunting in Wisconsin
- 3rd Place: WKBT-TV, The Amazing Ken Graves

**Live On-Scene Reporting**
- 1st Place: WSAW-TV, Amy Pfuglshaupt
- 2nd Place: WEAU-TV, Kevin Hurd
- 3rd Place: WAOW-TV, Dan Griffin

**Best Continuing Coverage**
- 1st Place: WSAW-TV, Missing Woman Mystery
- 2nd Place: WQOW-TV, Sandstorm of Business
- 3rd Place: WAOW-TV, K-9 Officer

**Best Use of News Video**
- 1st Place: WQOW-TV, Hop to It
- 2nd Place: WKBT-TV, The La Crosse Blue Stars
- 3rd Place: WAOW-TV, Wandering Wisconsin

**Sports Reporting**
- 1st Place: WKBT-TV, The Running Man
- 2nd Place: WSAW-TV, A Community of One
- 3rd Place: WXOW-TV, Season of Healing

**Sportscast**
- 1st Place: WKBT-TV, News 8 Sports: Rose Bowl Coverage
- 2nd Place: WKBT-TV, News 8 Sports
- 3rd Place: WEAU-TV, Sportscene 13-2

**Best Use of Sports Video**
- 1st Place: WSAW-TV, Stratford Sharp-Shooters
- 2nd Place: WKBT-TV, Kickin’ Sisters
- 3rd Place: WSAW-TV, Kayak Trials

**Weathercast**
- 1st Place: WSAW-TV, Mike Breunling
- 2nd Place: WKBT-TV, News 8 Meteorologist Bill Graul
- 3rd Place: WSAW-TV, Chad Franzen

**Significant Community Impact**
- 1st Place: WKBT-TV, Don’t Let Your Self Worth be Defined by Bullies
- 2nd Place: WKBT-TV, Steppin’ Out in Pink

**Specialty Programming**
- 1st Place: WEAU-TV, WEAU 13 News “The Tall Tower” Documentary
- 2nd Place: WXOW-TV, Return to the Summit
- 3rd Place: WKBT-TV, Assignment Education: Back to School

**Editorial/Commentary**
- 1st Place: WSAW-TV, Political Ad Fact-Check
- 2nd Place: WQOW-TV, Let’s Vote On It
- 3rd Place: WEAU-TV, WEAU 13 News Editorial

**Promotional Announcement**
- 1st Place: WKBT-TV, It’s Good to Know
- 2nd Place: WSAW-TV, Mobile Eye 7 Promo
- 3rd Place: WKBT-TV, This is the Place

**Public Service Announcement**
- 1st Place: WSAW-TV, Big Taste PSA
- 2nd Place: WEAU-TV, St. Joseph Hospital – Live and Laugh
- 3rd Place: WKBT-TV, Tri Quest

**Best Commercial**
- 1st Place: WEAU-TV, River Bend Vineyard & Winery
- 2nd Place: WQOW-TV, WQOW Boxx Sanitation Garbage Politics
- 3rd Place: WSAW-TV, Ponsse

**Election Coverage**
- 1st Place: WAOV-TV, WAOV Election Coverage
- 2nd Place: WEAU-TV, WEAU 13 News Election Coverage
- 3rd Place: WKBT-TV, News 8 Election Coverage
## News and Talk Radio Award Winners

### Large Market Radio

#### Spot News

1st Place: WTMJ-AM, The Sikh Temple Massacre
2nd Place: WI Public Radio, Galloway Resignation Shifts Senate Balance of Power
3rd Place: WI Public Radio, Sikh Temple Shooting

#### Hard News/Investigative

1st Place: WUWM-FM, Project Milwaukee: Help Wanted Years to Remove DoD Barrels from Lake Superior
2nd Place: WI Public Radio, Red Cliff Tribe Struggles for Draining Superior Dams
3rd Place: WTMJ-AM,Combatting Wisconsin’s Drunk Driving Culture

#### Feature

1st Place: WI Public Radio, Barn Dance
2nd Place: WI Public Radio, Paddleboard Yoga Comes to Wisconsin
3rd Place: WUWM-FM, Wisconsin Politics Gone Wild

#### Best Newscast

1st Place: WTMJ-AM, Wisconsin’s Morning News
2nd Place: WUWM-FM, June 6, 2012 Morning Newscast

#### Best Use of Audio in Radio News

1st Place: WTMJ-AM, The Return of the Honor Flight
2nd Place: WUWM-FM, Not Just High School Theater
3rd Place: WI Public Radio, Marching Band Camp

#### News Writing

1st Place: WTMJ-AM, Pits for T***
2nd Place: WI Public Radio, Mike Simonson
3rd Place: WI Public Radio, Glen Moberg

#### Live on-Scene Reporting

1st Place: WTMJ-AM, The Sikh Temple Massacre

#### Best Continuing Coverage

1st Place: WI Public Radio, Summer Drought Hits Wisconsin Farms
2nd Place: WTMJ-AM, The Azana Spa Shooting
3rd Place: WI Public Radio, The Fight Over Mining Laws

#### Best Radio Show

1st Place: WTMJ-AM, Mid-Day with Charlie Sykes
2nd Place: WI Public Radio, Joy Cardin Show, October 5, 2012
3rd Place: WSSP-AM, Bill Michaels

### SportsCast

1st Place: WTMJ-AM, Wisconsin’s Morning News

### Significant Community Impact

1st Place: WMCS-AM, 1290 WMCS Holiday Promotions & Thanksgiving Bountiful Baskets & the Christmas Family Feast
2nd Place: WTMJ-AM, Kids 2 Kids Christmas

### Editorial/Commentary

1st Place: WUWM-FM, The End of “Pinktober”
2nd Place: WUWM-FM, One Man’s Meat is Another Man’s Poison

### Promotional Announcement

1st Place: WMCS-AM, Morning Magazine
2nd Place: WI Public Radio, WPR Pledge Imaging
3rd Place: WI Public Radio, WPR News and Talk Imaging

### Public Service Announcement

1st Place: WTMJ-AM, You Can Make a Difference – 1 in 3
2nd Place: WTMJ-AM, You Can Make a Difference – 1 in 4

### Best Commercial

1st Place: WSSP-AM, Medical Diagnostic Imaging – “It’s Jim”
2nd Place: WSSP-AM, Custom Craft Environmental – “Problem Solver”
3rd Place: WMCS-AM, Community Financial Service Center

### Best Humorous Commercial

1st Place: WSSP-AM, Get to Know Bank of England…England, Arkansas
2nd Place: WTMJ-AM, St. Louis Ink Blots
3rd Place: WTMJ-AM, A State of MINE

### Most Entertaining Client-Recorded Commercial

1st Place: WSSP-AM, Pull His Weight
2nd Place: WSSP-AM, The Poker Whisperer

### Election Coverage

1st Place: WTMJ-AM, Red White and Blue Election Coverage
2nd Place: WUWM-FM, 2012 – Year of Elections
3rd Place: WI Public Radio, Wisconsin Public Radio 2012 Election Coverage

### Medium Market Radio

#### Spot News

1st Place: WCLO-AM, Paul Ryan Sendoff Protest
2nd Place: WHBY-AM, Clintonville Booms
3rd Place: WCLO-AM, Romney Watch

#### Hard News/Investigative

1st Place: WRJN-AM, The Black and White of Hiring Cops
2nd Place: WFDL-FM, To Cop a Plea
3rd Place: WAYY-AM, School Safety
### News and Talk Radio Award Winners (continued)

#### Feature

<table>
<thead>
<tr>
<th>Place</th>
<th>Station, Description</th>
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<tbody>
<tr>
<td>1st Place</td>
<td>WIZM-AM, Brad Scream Voicer 5-8-12</td>
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<tr>
<td>2nd Place</td>
<td>WIZM-AM, Brad’s Desk 11-26 Gilda</td>
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<tr>
<td>3rd Place</td>
<td>WHBY-AM, Week 8 Driver 10-28-2012</td>
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</table>

#### Best Newscast

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<thead>
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<tr>
<td>1st Place</td>
<td>WTAQ-AM, 7 a.m. News</td>
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<tr>
<td>2nd Place</td>
<td>WOSH-AM, The WOSH Morning News Focus</td>
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<tr>
<td>3rd Place</td>
<td>WSAS-FM, Chris Conley Newscast</td>
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#### Best Use of Audio in Radio News

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<td>1st Place</td>
<td>WHBL-AM, Shooting at Walmart</td>
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<td>2nd Place</td>
<td>WCLO-AM, Rock County Law Enforcement Memorial</td>
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<tr>
<td>3rd Place</td>
<td>WCLO-AM, Paul Ryan Sendoff Protest</td>
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#### News Writing

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<tr>
<td>1st Place</td>
<td>WTAQ-AM, Black Sunday</td>
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<tr>
<td>2nd Place</td>
<td>WFDL-AM, Wounded Warrior</td>
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<tr>
<td>3rd Place</td>
<td>WTAQ-AM, Denny’s Cook Arrested</td>
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#### Live On-Scene Reporting

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<tr>
<td>1st Place</td>
<td>WFDL-AM, Fire Destroys Dream</td>
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<tr>
<td>2nd Place</td>
<td>WHBY-AM, Paul Ryan Town Hall Meeting</td>
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<tr>
<td>3rd Place</td>
<td>WTAQ-AM, Grand Chute Homicide</td>
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#### Best Continuing Coverage

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<tbody>
<tr>
<td>1st Place</td>
<td>WHBY-AM, Clintonville Booms</td>
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<tr>
<td>2nd Place</td>
<td>WTAQ-AM, Oneida Seven Generations</td>
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<tr>
<td>3rd Place</td>
<td>WTAQ-AM, Supper Clubs</td>
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#### Best Radio Show

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<tbody>
<tr>
<td>1st Place</td>
<td>WSUS-FM, The WSUS Wisconsin Morning News</td>
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<tr>
<td>2nd Place</td>
<td>WHLA-FM, Newsmakers: Historic Preservation</td>
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<tr>
<td>3rd Place</td>
<td>WTAQ-AM, Mike, Matt and the Morning News</td>
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#### Best Interview

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<tbody>
<tr>
<td>1st Place</td>
<td>WLFIN-AM, WI Governor Scott Walker Interview with Bob Schmidt</td>
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<tr>
<td>2nd Place</td>
<td>WLFIN-AM, Harry Smith Interview with Bob Schmidt</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WLIP-AM, WLIP’s Lenny Palmer Interviews Joe Kexcel Libertarian Candidate for Wisconsin US Senator</td>
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#### SportsCast

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<tbody>
<tr>
<td>1st Place</td>
<td>WHBY-AM, WHBY Morning Sports, December 31</td>
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<tr>
<td>2nd Place</td>
<td>WHBL-AM, Morning Sports, 12/4/12</td>
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<tr>
<td>3rd Place</td>
<td>WHBY-AM, WHBY Noon Sports (10/23, 11/15, 12/12)</td>
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#### Best Sports Play-By-Play

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<td>1st Place</td>
<td>WSCO-AM, High School Football Xavier vs. Freedom</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WTAQ-AM, WNFL Play-by-Play</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WSCO-AM, D.C. Everest at Kimberly Football</td>
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#### Significant Community Impact

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<tr>
<td>1st Place</td>
<td>WCLO-AM, WCLO’s Ringing &amp; Bringing</td>
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<tr>
<td>2nd Place</td>
<td>WHBL-AM, Fundraiser for Families of Children with Cancer</td>
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<tr>
<td>3rd Place</td>
<td>WRJN-AM, Work Search Monday</td>
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#### Specialty Programming

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<tr>
<td>1st Place</td>
<td>WTAQ-AM, 2012 U.S. Senate Debate</td>
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<td>2nd Place</td>
<td>WHBY-AM, Philcast Dog Show</td>
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<td>3rd Place</td>
<td>WHWC-FM, Clear Vision Town Hall Meeting and 88.3</td>
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#### Editorial/Commentary

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<td>1st Place</td>
<td>WLFIN-AM, Ribbon Generation</td>
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<td>2nd Place</td>
<td>WTAQ-AM, Code Red</td>
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<td>3rd Place</td>
<td>WOSH-AM, My Two Cents – Why We Play the Games</td>
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#### Promotional Announcement

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<tr>
<td>1st Place</td>
<td>WTAQ-AM, Packer Refs</td>
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<td>2nd Place</td>
<td>WCLO-AM, Gordie Boucher Big Buck Promotion</td>
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<tr>
<td>3rd Place</td>
<td>WTAQ-AM, Wheels in Motion</td>
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#### Public Service Announcement

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<tr>
<td>1st Place</td>
<td>WTAQ-AM, YMCA Strong Kids</td>
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<tr>
<td>2nd Place</td>
<td>WHBY-AM, Emergency Shelter of the Fox Valley Gala 2012</td>
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<tr>
<td>3rd Place</td>
<td>WCLO-AM, Community Foundation</td>
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#### Best Commercial

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<td>WSAS-FM, Papa Brats</td>
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<td>2nd Place</td>
<td>WSCO-AM, Northside True Value – First Snowstorm</td>
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<td>3rd Place</td>
<td>WHBY-AM, Go Wild with Birds Sunflower Saturday</td>
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#### Best Humorous Commercial

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<tr>
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<tr>
<td>1st Place</td>
<td>WRJN-AM, Mario’s Italian Sports Bar &amp; Restaurant – Marry It</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WIZM-AM, Deans Satellite-Free Kindle</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WCLO-AM, Addie Water Man</td>
</tr>
</tbody>
</table>

#### Most Entertaining Client-Recorded Commercial

<table>
<thead>
<tr>
<th>Place</th>
<th>Station, Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Place</td>
<td>WIZM-AM, Clara Fields – I Like to Learn</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WHBY-AM, FVTC Job Search Minute #3 (60-80 PCT OF JOBS)</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WTAQ-AM, Apex Best Furnace</td>
</tr>
</tbody>
</table>

#### Election Coverage

<table>
<thead>
<tr>
<th>Place</th>
<th>Station, Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Place</td>
<td>WHLA-FM, Newsmakers: Elections 2012</td>
</tr>
<tr>
<td>2nd Place</td>
<td>WTAQ-AM, 2012 Election Coverage</td>
</tr>
<tr>
<td>3rd Place</td>
<td>WHBY-AM, WHBY Election 2012</td>
</tr>
</tbody>
</table>

### Small Market Radio

#### Spot News

<table>
<thead>
<tr>
<th>Place</th>
<th>Station, Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Place</td>
<td>WACD-FM, Antigo Marijuana Story</td>
</tr>
</tbody>
</table>
News and Talk Radio Award Winners (continued)

**HARD NEWS/INVESTIGATIVE**
1st Place: WHYB-FM, M&M Area Drug Problem
2nd Place: WHYB-FM, Snow Removal Costs
3rd Place: WWIS-FM, Rustic Mill Arsonist Arrested

**FEATURE**
1st Place: WTCH-AM, Buss’s Dream Swim
2nd Place: WWIS-FM, BRF Football Intro vs. Nekoosa, Three is a Magic Number
3rd Place: WERL-AM, Wisconsin State Cow Chip Throw

**BEST NEWSCAST**
1st Place: WTCH-AM, WTCH Newscast, 7/27/12
2nd Place: WHYB-FM, Evening News, 9/11/12
3rd Place: WERL-AM, Bruce Marcus – Best Newscast #1

**BEST USE OF AUDIO IN RADIO NEWS**
1st Place: WBKD-FM, Emergency Landing Audio Released
2nd Place: WERL-AM, After Thanksgiving Sales 2012
3rd Place: WERL-AM, Missing Sayner Woman – Sandra Schinke

**NEWS WRITING**
1st Place: WACD-FM, Madikwe Choir Visits Wisconsin
2nd Place: WHYB-FM, FNT Building
3rd Place: WHYB-FM, Train Quiet Zone

**LIVE ON-SCENE REPORTING**
1st Place: WTCH-AM, College Signing Day at Shawano
2nd Place: WERL-AM, Three Lakes Veterans Day Parade
3rd Place: WERL-AM, Milwaukee Sikh Temple Shooting

**BEST CONTINUING COVERAGE**
1st Place: WRNC-FM, Northwestern Wisconsin Grapples with Flooding Aftermath
2nd Place: WACD-FM, Langlade County Drug Bust

**BEST RADIO SHOW**
1st Place: WTCH-AM, The WTCH Afternoon Show with Eric Westphal
2nd Place: WATK-AM, WATK AM 900 Arby’s Breakfast Club

**BEST INTERVIEW**
1st Place: WPDR-AM, Interview of Author & Artist James McPherson
2nd Place: WERL-AM, Tommy Thompson Interview
3rd Place: WPDR-AM, Interview with Tyler Cross at Columbia County Fair

**SPORTSCAST**
1st Place: WWIS-FM, Monday Morning Quarterback Interviews
2nd Place: WTCH-AM, WTCH Sportscast

**BEST SPORTS PLAY-BY-PLAY**
1st Place: WHYB-FM, Menominee vs. Clare 11/8/12
2nd Place: WERL-AM, Northland Pines Football Playoff
3rd Place: WWIS-FM, BRF vs. Nekoosa Quarterfinal FB Game-Winning Drive

**SIGNIFICANT COMMUNITY IMPACT**
1st Place: WWIS-FM, VFW Unmet Needs

**SPECIALTY PROGRAMMING**
1st Place: WHYB-FM, Our Town 5/31/12
2nd Place: WRNC-FM, WRNC Radio Special on Middle School
3rd Place: WWIS-FM, 4th of July from Sea to Shining Sea

**EDITORIAL/COMMENTARY**
1st Place: WBKD-FM, Letters to Santa
2nd Place: WBKD-FM, Eyesores Need to be Cleaned Up
3rd Place: WATW-AM, Jim Coursolle Editorial Comments, March 20-March 30, 2012

**PROMOTIONAL ANNOUNCEMENT**
1st Place: WTCH-AM, The History of Listening
2nd Place: WTCH-AM, Farm Programming
3rd Place: WWIS-FM, Red Pen Radio Shop

**BEST COMMERCIAL**
1st Place: WHYB-FM, Good Stuff Bar and Grill
2nd Place: WACD-FM, Heartbreakers Blue and Gill
3rd Place: WHYB-FM, Porterfield Country Music Festival

**BEST HUMOROUS COMMERCIAL**
1st Place: WHYB-FM, Pit Stop Quick Lube
2nd Place: WFAW-AM, Klement Towing & Recovery - Zombies
3rd Place: WTCH-AM, Charlie’s Country Market – “Slippery Sam’s”

**MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL**
1st Place: WTCH-AM, Salon 2140 – “Happy Holidays”
2nd Place: WHYB-FM, Forgotten Fire Winery Holiday
3rd Place: WHYB-FM, Valenta Family Dental

**ELECTION COVERAGE**
1st Place: WERL-AM, Election Night 2012
2nd Place: WACD-FM, Country 106, WACD 2012 Election Coverage
3rd Place: WFAW-AM, WFAW Recall Election 13th Senate Candidates Debate

**Music Radio Award Winners**

**Large Market Radio**

**BEST MORNING SHOW (5AM-9AM)**
1st Place: WJQM-FM, Fish in the Morning
2nd Place: WHHQ-FM, Bob and Brian 102.9 The Hog
3rd Place: WWQM-FM, Candy and Potter

**BEST RADIO SHOW (5AM-9AM)**
1st Place: WRNW-FM, Riggs Random Radio Show
2nd Place: WLDB-FM, Julie Davidson Mid-Days B93.3
3rd Place: WJQM-FM, The Throwback Lunch
<table>
<thead>
<tr>
<th>Category</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFORMATION BLOCK</strong></td>
<td>WJQM-FM, Trash with Ash</td>
<td>WYMS-FM, Radio Milwaukee Film Festival Insider</td>
<td>WLDB-FM, B93.3 Jane and CV and Barry White Traffic with David Brooks</td>
</tr>
<tr>
<td><strong>PROMOTIONAL ANNOUNCEMENT</strong></td>
<td>WZEE-FM, Z-104 Real Housepets of Dane County</td>
<td>WLUM-FM, Socktober with the Red Hot Chili Peppers</td>
<td>WWQM-FM, Gambling for Gift Cards</td>
</tr>
<tr>
<td><strong>PUBLIC SERVICE ANNOUNCEMENT</strong></td>
<td>WLUM-FM, Rock the Green Eco Festival</td>
<td>WWQVM-FM, This is Why We Do It</td>
<td>WLDB-FM, Liver Foundation Walk</td>
</tr>
<tr>
<td><strong>BEST COMMERCIAL</strong></td>
<td>WKLH-FM, Milwaukee Brewing Company – Louie’s Demise</td>
<td>WWQVM-FM, S &amp; R Remodeling Random Scribbles</td>
<td>WMGN-FM, Rogers Memorial Hospital Dr. R. OCD 4</td>
</tr>
<tr>
<td><strong>BEST HUMOROUS COMMERCIAL</strong></td>
<td>WLUM-FM, Hall Volkswagen – It’s Hall Good</td>
<td>WMYX—FM, Fast Track – “Wipe Away”</td>
<td>WLDB-FM, Your Fortune in Frosting</td>
</tr>
<tr>
<td><strong>BEST ARTIST INTERVIEW</strong></td>
<td>WJQM-FM, Krist Novoselic of Nirvana</td>
<td>WYMS-FM, Studio Milwaukee – Band of Horses Interview</td>
<td>WLDB-FM, B93.3 Jane and CV Best Interview with John Tesh</td>
</tr>
<tr>
<td><strong>BEST STATION EVENT PROMO</strong></td>
<td>WYMS-FM, WBA 88Nine Station Event Promo – Soundbites 2012</td>
<td>WKLH-FM, KLH Sticky Fingers Promo</td>
<td>WXSS-FM, State Fair Promo</td>
</tr>
<tr>
<td><strong>BEST STATION PROMO</strong></td>
<td>WJO-FM, Direct TV Parody – Pocket Dial</td>
<td>WLB-FM, I Love the 80’s Weekend – Mother’s Day</td>
<td>WKLH-FM, KLH C Section Promo</td>
</tr>
<tr>
<td><strong>BEST CLIENT EVENT PROMO</strong></td>
<td>WRIT-FM, Beaches Pre-Promo</td>
<td>WIBA-FM, Noodles &amp; Company</td>
<td>WLDB-FM, How to Train Your Dragon Weekend</td>
</tr>
<tr>
<td><strong>BEST ORIGINAL FEATURE</strong></td>
<td>WLUM-FM, Who’s More Sheboygan?</td>
<td>The Hopper</td>
<td>WYMS-FM, Overcoming Hearing Loss – A Mother and Daughter’s Bond</td>
</tr>
<tr>
<td><strong>BEST LIVE ON-SITE BROADCAST REMOTE</strong></td>
<td>WWQVM-FM, Hole in the Wall Tour Live Broadcast</td>
<td>WMYX-FM, Stuff the Bus</td>
<td>WLUM-FM, Lollapalooza 2012</td>
</tr>
<tr>
<td><strong>BEST SPECIALTY PROGRAMMING</strong></td>
<td>WLUM-FM, A Very Weiland Christmas</td>
<td></td>
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<tr>
<td><strong>Medium Market Radio</strong></td>
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<td><strong>BEST STATION EVENT PROMO</strong></td>
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<td>WLUM-FM, A Very Weiland Christmas</td>
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</tr>
</tbody>
</table>
### Music Radio Award Winners (continued)

**Significant Community Impact**


2nd Place: WYTE-FM, CMN Radiothon 2012 Montage

3rd Place: WKSZ-FM, Bras Across the Fox

**Best Use of Audio (Non-News)**

1st Place: WAPL-FM, Every Ref is Fake

2nd Place: WKBH-FM, Sound of Space

3rd Place: WXMM-FM, Firby Fight

**Promotional Announcement**

1st Place: WIFC-FM, Dells Promo 2012

2nd Place: WAPL-FM, Wheel of Christmas Wonder

3rd Place: WAPL-FM, Buds and Bud

**Public Service Announcement**

1st Place: WAPL-FM, WAPL Rock for Kids Radiothon

2nd Place: WAPL-FM, Octoberfest/Septemberfest

3rd Place: WOZZ-FM, Rock 94.7’s Rockin’ for Pets

**Best Commercial**

1st Place: WXMM-FM, Oshkosh Speedzone Season Opener

2nd Place: WBCV-FM, The Bottle Stop

3rd Place: WBCV-FM, Timberline Archery

**Best Humorous Commercial**

1st Place: WBCV-FM, Marshfield Scrap

2nd Place: WIXX-FM, Lay-Z-Boy Furniture Gallery – Father’s Day

3rd Place: WZOR-FM, Colourbox – Santa Piercings

**Most Entertaining Client-Recorded Commercial**

1st Place: WIXX-FM, Denmark State Bank – Jill & Toby Show

2nd Place: WDEZ-FM, Roger Kreager Insurance “Hunting Season”

3rd Place: WFDL-FM, Santa Robbie

**Best Interview**

1st Place: WTXC-FM, Gregg Owens with Rod Argent of the Zombies

2nd Place: WIFC-FM, Kallaway on the Rise Interviews Peter Frampton

3rd Place: WIFC-FM, Belky Casey Abrams Interview

**Best Station Event Promo**

1st Place: WZOR-FM, Extreme Razor Fan Concert

2nd Place: WIFC-FM, 80s for a cause 2012

3rd Place: WAPL-FM, Rick and Len’s Two Putz Golf Classic

**Best Station Musical Promo**

1st Place: WEMI-FM, Why Do You Listen - WEMI

2nd Place: WIXX-FM, Grand Central Station – $10K Rap Promo

3rd Place: WOZZ-FM, Scary Terry’s Saturday Nightmare Promo

**Best Client Event Promo**

1st Place: WZOR-FM, Rock Fest 2012

2nd Place: WKSZ-FM, Free Money Hugs

3rd Place: WAPL-FM, Green Bay Gamblers 80’s Night

**Best Original Feature**

1st Place: WOZZ-FM, Rock 94.7 Live from the Basement Concert Series

2nd Place: WIXX-FM, “Replacement DJs”

3rd Place: WAPL-FM, Small Town Crime Wave

**Best Live On-Site Broadcast Remote**

1st Place: WOZZ-FM, Rock 94.7’s Rock Fest Reports 2012

2nd Place: WAPL-FM, International Incident 2012: Cozumel Broadcast

3rd Place: WYTE-FM, Pat and AJ talk to Hunter Hayes and Jerrod Neimann At Hodag

**Best Specialty Programming**

1st Place: WOZZ-FM, Rock 94.7 Live from the Basement Concert with Nonpoint

2nd Place: WFDL-FM, Relay for Life 2012

**Election Coverage**

1st Place: WAPL-FM, Rick and Len Buy Your Vote

---

**Small Market Radio**

**Best Morning Show (9AM-9AM)**

1st Place: WLGK-FM, LifeMatters...with Dave & Nancy

2nd Place: WKFX-FM, Arnie Wheeler and the Fox Morning Extravaganza

3rd Place: WCOV-FM, Ben and Arnie “Cow97 Morning Moo Crew” 6/15/12

**Best Radio Show (9AM-5AM)**

1st Place: WLGK-FM, Saturday at the 70’s

2nd Place: WCQM-FM, DJ Rick

3rd Place: WLGK-FM, The Melissa Jordan Show

**Information Block**

1st Place: WCOV-FM, 7 am News Update

2nd Place: WCOV-FM, 8 am News Update

3rd Place: WJMQ-FM, Frog Country Morning News

**Significant Community Impact**

1st Place: WGGLR-FM, QueenB Radio Bike to Work Week

2nd Place: WBSZ-FM, Bayfield-Ashland Counties EMT Awareness Project

3rd Place: WLKG-FM, Kids Day Out 2012

**Best Use of Audio (Non-News)**

1st Place: WJMQ-FM, 2012 Frog Country Imaging

2nd Place: WAQE-FM, Whitney Houston Tribute

3rd Place: WKFX-FM, Fox Grills Gone Wild
<table>
<thead>
<tr>
<th>PROMOTIONAL ANNOUNCEMENT</th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WLKG-FM, Tuneln App</td>
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<tr>
<td><strong>2nd Place:</strong> WLKG-FM, 96 Days of Summer Montage</td>
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<tr>
<td><strong>3rd Place:</strong> WCOW-FM, The Moo Crew</td>
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<tr>
<th>PUBLIC SERVICE ANNOUNCEMENT</th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WXRO-FM, Green Valley</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WRJO-FM, Back to School Safety Time</td>
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<tr>
<td><strong>3rd Place:</strong> WCOW-FM, Drive Away Hunger</td>
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<thead>
<tr>
<th>BEST COMMERCIAL</th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WRJO-FM, Eagle Waste – Sad Cans</td>
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<tr>
<td><strong>2nd Place:</strong> WJMQ-FM, Caroline Implement – “A Letter to Santa”</td>
</tr>
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<td><strong>3rd Place:</strong> WLST-FM, Ski Hut</td>
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<tr>
<th>BEST HUMOROUS COMMERCIAL</th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WXRO-FM, Looney Tunes Dodge County Fair</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WDUX-FM, Neuville Chrysler Used Car Salesman</td>
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<tr>
<td><strong>3rd Place:</strong> WGLR-FM, Jodens Dangers</td>
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</table>

<table>
<thead>
<tr>
<th>MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL</th>
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</thead>
<tbody>
<tr>
<td><strong>1st Place:</strong> WLKG-FM, Popeye’s “St. Patty’s Day”</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WXRO-FM, Doctor Jay and Doctor Tom’s Doctored Christmas Carol</td>
</tr>
<tr>
<td><strong>3rd Place:</strong> WGLR-FM, Collision Specialists Post Election</td>
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<tr>
<th>BEST ARTIST INTERVIEW</th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WJMQ-FM, Frog Country Visits with Kix Brooks</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WLKG-FM, Homemade Hitmakers – Interview with Jeff Murphy of “Shoes”</td>
</tr>
<tr>
<td><strong>3rd Place:</strong> WCYE-FM, Mel Tillis, Coyote 93.7 Classic Country Sunday Night</td>
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<tr>
<th>BEST STATION EVENT PROMO</th>
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</thead>
<tbody>
<tr>
<td><strong>1st Place:</strong> WJMC-FM, Leinie’s at the Lake</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WLKG-FM, Lake 961’s 18th Birthday</td>
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<tr>
<td><strong>3rd Place:</strong> WPVL-FM, Xtreme 107.1 Final Week Giveaway</td>
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<table>
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<tr>
<th>BEST STATION MUSICAL PROMO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Place:</strong> WLKG-FM, The Pros Play Here</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WLKG-FM, Negative Ads with Katy Perry</td>
</tr>
<tr>
<td><strong>3rd Place:</strong> WBKY-FM, Promoting 4-H Clubs</td>
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<tr>
<td><strong>1st Place:</strong> WJMQ-FM, Father Mows Best</td>
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<tr>
<td><strong>2nd Place:</strong> WLKG-FM, Women’s Resource Fair</td>
</tr>
<tr>
<td><strong>3rd Place:</strong> WXRO-FM, Man of Stihl Contest – Powersports Company</td>
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<tr>
<th>BEST ORIGINAL FEATURE</th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WCQM-FM, Honoring Our Veterans with Flight</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WLKG-FM, Dick Clark Salute</td>
</tr>
<tr>
<td><strong>3rd Place:</strong> WJMQ-FM, Paddling Down the Mississippi</td>
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<th>BEST LIVE ON-SITE BROADCAST REMOTE</th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WLKG-FM, Melissa Jordan at the Walworth County Fair</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WCOW-FM, Live from Country Fest 2012</td>
</tr>
<tr>
<td><strong>3rd Place:</strong> WLKG-FM, Melissa Jordan at Piggly Wiggly’s Fall Fest</td>
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</tbody>
</table>

<table>
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<tr>
<th>BEST SPECIALTY PROGRAMMING</th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WHSM-AM, Veterans Day Ceremony Held at the Northern Wisconsin Veterans Memorial Cemetery</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WCQM-FM, Take Your Shot at Being on the Radio – Deer Roundup 2012</td>
</tr>
<tr>
<td><strong>3rd Place:</strong> WCOW-FM, Josh Turner Reveal</td>
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</tbody>
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<tr>
<th>ELECTION COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Place:</strong> WLKG-FM, 2012 Election Coverage on Lake 961</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>NEW MEDIA AWARD WINNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BEST WEBSITE FOCUSED ON JOURNALISM</strong></td>
</tr>
<tr>
<td><strong>1st Place:</strong> WLUK-TV, Fox 11 Online</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WISN-TV, WISN.com</td>
</tr>
<tr>
<td><strong>3rd Place:</strong> WAOW-TV, WAOW.com</td>
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<tr>
<th><strong>BEST NON-NEWS WEBSITE</strong></th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WYMS-FM, 88Nine RadioMilwaukee</td>
</tr>
<tr>
<td><strong>2nd Place:</strong> WOZZ-FM, Rock947.com</td>
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<tr>
<td><strong>3rd Place:</strong> WDEZ-FM, WDEZ</td>
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<thead>
<tr>
<th><strong>BEST NICHE WEBSITE</strong></th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WEAU-TV, Moms Everyday – Western Wisconsin</td>
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<td><strong>2nd Place:</strong> WLUK-TV, onPolitix</td>
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<tr>
<td><strong>3rd Place:</strong> WISC-TV, Channel3000.com Community Sites</td>
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<tr>
<th><strong>BEST SPECIAL WEB PROJECT</strong></th>
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<tr>
<td><strong>1st Place:</strong> WKBT-TV, One Year Later: Our Community Rebuilds</td>
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<td><strong>2nd Place:</strong> WXOW-TV, Return to Pearl Harbor</td>
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<td><strong>3rd Place:</strong> WISN-TV, WISN.com Virtual Town Hall</td>
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<th><strong>BEST USE OF USER-GENERATED CONTENT</strong></th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WISC-TV, December Blizzard Watch</td>
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<tr>
<td><strong>2nd Place:</strong> WKBT-TV, Crash Engulfs Semi-truck in Flames</td>
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<tr>
<td><strong>3rd Place:</strong> WOZZ-FM, Rock 94.7’s Mother’s Day M.I.L.F.F. Contest</td>
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<tr>
<th><strong>BEST INNOVATION</strong></th>
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<tbody>
<tr>
<td><strong>1st Place:</strong> WDEZ-FM, Bryan and Nikki Campaign 2012</td>
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<tr>
<td><strong>2nd Place:</strong> WISC-TV, Election maps</td>
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<tr>
<td><strong>3rd Place:</strong> WYMS-FM, 88Nine’s IPhone &amp; Android Apps</td>
</tr>
</tbody>
</table>
### Best Use of Social Media

**1st Place:** WISC-TV, WISC and Channel3000 social media

**2nd Place:** WYTE-FM, Pat & AJ in the Morning

**3rd Place:** WITI-TV, Fox 6 Facebook & Twitter

### Multimedia Ad/Promotional Campaign

**1st Place:** Local Vision TV.com, Local Vision TV Helps Janesville Plumbing “Crack Down on Crack”

**2nd Place:** WISN-TV, WISN.com A-List

**3rd Place:** WYMS-FM, Sound Bites Short Film

### Best Online Personality

**1st Place:** WISC-TV, Jessica Arp

**2nd Place:** WYTE-FM, Pat & AJ in the Morning

**3rd Place:** WAOW-TV, Rob Duns

### Best Live On-Site Online Coverage

**1st Place:** WISN-TV, Sikh Temple Shooting

**2nd Place:** WISN-TV, Brookfield Azana Shooting

**3rd Place:** WAOW-TV, Kampmeyer

### Election Coverage

**1st Place:** WISN-TV, WISN 12 – Upfront with Mike Gousha

**2nd Place:** WISN-TV, WISN.com Political App

**3rd Place:** Local Vision TV.com, Local Vision TV.com’s Election Coverage 2012

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### 2012 News Operation of the Year Award Winners

#### Television

**LARGE MARKET**
- WTMJ-TV
  - Milwaukee

**MEDIUM MARKET**
- WLUK-TV
  - Green Bay

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

#### News and Talk Radio

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

**MEDIUM MARKET**
- WTAQ-AM
  - Green Bay

**SMALL MARKET**
- WACD-FM
  - Antigo

### 2012 Station of the Year Award Winners

#### Television

**LARGE MARKET**
- WTMJ-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**
- WHYB-FM
  - Marinette

#### Music Radio

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

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

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

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**Congratulations to all of the 2012 WBA Awards for Excellence Winners!**