

*WBA is proud to announce...*

*2012*

*Awards For Excellence  
Winners*



*May 4, 2013*

# Television Award Winners

## *Large Market Television*

### *SPOT NEWS*

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

### *MORNING NEWSCAST*

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

### *EVENING NEWSCAST*

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

### *NEWS WRITING*

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

### *HARD NEWS/INVESTIGATIVE*

- 1<sup>st</sup> Place: WTMJ-TV, Milwaukee Parking Meter Mess (series on investigative reports)
- 2<sup>nd</sup> Place: WTMJ-TV, Helpless: Why Restraining Orders Don't Work
- 3<sup>rd</sup> Place: WITI-TV, "Boy in the Box"

### *SERIES OR DOCUMENTARY*

- 1<sup>st</sup> Place: WMVS-TV, Return to Pearl
- 2<sup>nd</sup> Place: WITI-TV, "The Confidence Man"
- 3<sup>rd</sup> Place: WISN-TV, Katie's Gift

### *FEATURE*

- 1<sup>st</sup> Place: WTMJ-TV, Dad Delivers Miracle
- 2<sup>nd</sup> Place: WITI-TV, "No White Flags"
- 3<sup>rd</sup> Place: WITI-TV, "Skiing Past Impossible"

### *LIVE ON-SCENE REPORTING*

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

### *BEST CONTINUING COVERAGE*

- 1<sup>st</sup> Place: WTMJ-TV, Shooting Spree at the Spa
- 2<sup>nd</sup> Place: WISN-TV, Sikh Temple Shooting
- 3<sup>rd</sup> Place: WITI-TV, "On the Trail with Paul Ryan"

### *BEST USE OF NEWS VIDEO*

- 1<sup>st</sup> Place: WISN-TV, Stealth Mission
- 2<sup>nd</sup> Place: WITI-TV, "The Snow Sculptor"
- 3<sup>rd</sup> Place: WISN-TV, 5 Alarm Fire

### *SPORTS REPORTING*

- 1<sup>st</sup> Place: WDJT-TV, Packers Ball Call – Clueless in Seattle
- 2<sup>nd</sup> Place: WITI-TV, "Won't Be Blindsided"
- 3<sup>rd</sup> Place: WISN-TV, Bielema Leaves Badgers

### *SPORTSCAST*

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

### *BEST USE OF SPORTS VIDEO*

- 1<sup>st</sup> Place: WITI-TV, "Dartball"
- 2<sup>nd</sup> Place: WISN-TV, Golf Course Photographer
- 3<sup>rd</sup> Place: WITI-TV, "Cyclocross"

### *WEATHERCAST*

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

### *SIGNIFICANT COMMUNITY IMPACT*

- 1<sup>st</sup> Place: WITI-TV, "Tragedy at Sandy Hook"
- 2<sup>nd</sup> Place: WTMJ-TV, TODAY'S TMJ4 Community Baby Shower
- 3<sup>rd</sup> Place: WISN-TV, Hunger Task Force

### *SPECIALTY PROGRAMMING*

- 1<sup>st</sup> Place: WMVS-TV, Field of Honor
- 2<sup>nd</sup> Place: WISN-TV, Senate Debate
- 3<sup>rd</sup> Place: WITI-TV, "300 Miles of Gravel"

### *EDITORIAL/COMMENTARY*

- 1<sup>st</sup> Place: WITI-TV, Ted's Take #1
- 2<sup>nd</sup> Place: WTMJ-TV, What's Hot?
- 3<sup>rd</sup> Place: WITI-TV, WITI - Editorial/Commentary - Ted's Take #2

### *PROMOTIONAL ANNOUNCEMENT*

- 1<sup>st</sup> Place: WISN-TV, Leading Image Campaign
- 2<sup>nd</sup> Place: WTMJ-TV, JOHN MALAN'S GARAGE
- 3<sup>rd</sup> Place: WITI-TV, "Evenings"

### *PUBLIC SERVICE ANNOUNCEMENT*

- 1<sup>st</sup> Place: WTMJ-TV, TODAY'S TMJ4 Community Baby Shower
- 2<sup>nd</sup> Place: WISN-TV, Wheeling for Healing
- 3<sup>rd</sup> Place: WTMJ-TV, Fight for Air Climb

### *BEST COMMERCIAL*

- 1<sup>st</sup> Place: WTMJ-TV, Coach USA O'Hare
- 2<sup>nd</sup> Place: WISN-TV, Operation Football
- 3<sup>rd</sup> Place: WISN-TV, A-List

### *ELECTION COVERAGE*

- 1<sup>st</sup> Place: WISN-TV, WISN Election Coverage
- 2<sup>nd</sup> Place: WITI-TV, You Decide 2012
- 3<sup>rd</sup> Place: WTMJ-TV, ELECTION COVERAGE: TODAY'S TMJ4 compilation

# Television Award Winners (continued)

## Medium Market Television

### SPOT NEWS

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

### MORNING NEWSCAST

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

### EVENING NEWSCAST

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

### NEWS WRITING

- 1<sup>st</sup> Place: WISC-TV, Lexia's Lens
- 2<sup>nd</sup> Place: WISC-TV, Living with EB
- 3<sup>rd</sup> Place: WMTV-TV, Taken Too Soon

### HARD NEWS/INVESTIGATIVE

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

### SERIES OR DOCUMENTARY

- 1<sup>st</sup> Place: WMTV-TV, Surviving the Storm
- 2<sup>nd</sup> Place: WHA-TV, What's on Your Mind, Wisconsin
- 3<sup>rd</sup> Place: WISC-TV, Panhandling Payoff

### FEATURE

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

### LIVE ON-SCENE REPORTING

- 1<sup>st</sup> Place: WLUK-TV, 1157<sup>th</sup> Leaves for Training Camp
- 2<sup>nd</sup> Place: WMTV-TV, Chris Woodard
- 3<sup>rd</sup> Place: WMTV-TV, Leigh Mills

### BEST CONTINUING COVERAGE

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

### BEST USE OF NEWS VIDEO

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

### SPORTS REPORTING

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

### SPORTSCAST

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

### BEST USE OF SPORTS VIDEO

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

### WEATHERCAST

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

### SIGNIFICANT COMMUNITY IMPACT

- 1<sup>st</sup> Place: WMTV-TV, NBC 15's Share Your Holidays 2012
- 2<sup>nd</sup> Place: WISC-TV, Coats for Kids 2012
- 3<sup>rd</sup> Place: WHA-TV, Fact Check 101

### SPECIALTY PROGRAMMING

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

### EDITORIAL/COMMENTARY

- 1<sup>st</sup> Place: WISC-TV, GOP Power Play
- 2<sup>nd</sup> Place: WISC-TV, Am I My Brother's Keeper?

### PROMOTIONAL ANNOUNCEMENT

- 1<sup>st</sup> Place: WISC-TV, WISC Image Campaign – "Family Owned. Wisconsin's Own"
- 2<sup>nd</sup> Place: WKOW-TV, Dancing with the Stars: Backstage Pass
- 3<sup>rd</sup> Place: WGBA-TV, Weather on the 6's

### PUBLIC SERVICE ANNOUNCEMENT

- 1<sup>st</sup> Place: WKOW-TV, We Can All Be Santa
- 2<sup>nd</sup> Place: WISC-TV, Gio's Garden
- 3<sup>rd</sup> Place: WKOW-TV, Haunted Hustle

### BEST COMMERCIAL

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

### ELECTION COVERAGE

- 1<sup>st</sup> Place: WISC-TV, Campaign 2012
- 2<sup>nd</sup> Place: WHA-TV, 2012 Election Coverage Overview
- 3<sup>rd</sup> Place: WBAY-TV, Your Voice, Your Vote Election Special Composite

# Television Award Winners (continued)

## *Small Market Television*

### *SPOT NEWS*

- 1<sup>st</sup> Place: WEAU-TV, Bullets on Brackett
- 2<sup>nd</sup> Place: WSAW-TV, Abbotsford Fallen Firefighter
- 3<sup>rd</sup> Place: WAOW-TV, Wausau Area Tornado

### *MORNING NEWSCAST*

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

### *EVENING NEWSCAST*

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

### *NEWS WRITING*

- 1<sup>st</sup> Place: WKBT-TV, Be Better Than the Bullies
- 2<sup>nd</sup> Place: WKBT-TV, A Cut Above the Rest
- 3<sup>rd</sup> Place: WEAU-TV, Roundabout Roundup

### *HARD NEWS/INVESTIGATIVE*

- 1<sup>st</sup> Place: WAOW-TV, Cost of Collective Bargaining
- 2<sup>nd</sup> Place: WKBT-TV, Teen and Prescription Drugs
- 3<sup>rd</sup> Place: WXOW-TV, Bullied

### *SERIES OR DOCUMENTARY*

- 1<sup>st</sup> Place: WXOW-TV, Deadly Addiction
- 2<sup>nd</sup> Place: WXOW-TV, Return to Pearl Harbor
- 3<sup>rd</sup> Place: WKBT-TV, The Boy and the Bus

### *FEATURE*

- 1<sup>st</sup> Place: WKBT-TV, The Fab Five
- 2<sup>nd</sup> Place: WEAU-TV, A Haunting in Wisconsin
- 3<sup>rd</sup> Place: WKBT-TV, The Amazing Ken Graves

### *LIVE ON-SCENE REPORTING*

- 1<sup>st</sup> Place: WSAW-TV, Amy Pflugshaupt
- 2<sup>nd</sup> Place: WEAU-TV, Kevin Hurd
- 3<sup>rd</sup> Place: WAOW-TV, Dan Griffin

### *BEST CONTINUING COVERAGE*

- 1<sup>st</sup> Place: WSAW-TV, Missing Woman Mystery
- 2<sup>nd</sup> Place: WQOW-TV, Sandstorm of Business
- 3<sup>rd</sup> Place: WAOW-TV, K-9 Officer

### *BEST USE OF NEWS VIDEO*

- 1<sup>st</sup> Place: WQOW-TV, Hop to It
- 2<sup>nd</sup> Place: WKBT-TV, The La Crosse Blue Stars
- 3<sup>rd</sup> Place: WAOW-TV, Wandering Wisconsin

### *SPORTS REPORTING*

- 1<sup>st</sup> Place: WKBT-TV, The Running Man
- 2<sup>nd</sup> Place: WSAW-TV, A Community of One
- 3<sup>rd</sup> Place: WXOW-TV, Season of Healing

### *SPORTSCAST*

- 1<sup>st</sup> Place: WKBT-TV, News 8 Sports: Rose Bowl Coverage
- 2<sup>nd</sup> Place: WKBT-TV, News 8 Sports
- 3<sup>rd</sup> Place: WEAU-TV, SportsScene 13-2

### *BEST USE OF SPORTS VIDEO*

- 1<sup>st</sup> Place: WSAW-TV, Stratford Sharp-Shooters
- 2<sup>nd</sup> Place: WKBT-TV, Kickin' Sisters
- 3<sup>rd</sup> Place: WSAW-TV, Kayak Trials

### *WEATHERCAST*

- 1<sup>st</sup> Place: WSAW-TV, Mike Breunling
- 2<sup>nd</sup> Place: WKBT-TV, News 8 Meteorologist Bill Graul
- 3<sup>rd</sup> Place: WSAW-TV, Chad Franzen

### *SIGNIFICANT COMMUNITY IMPACT*

- 1<sup>st</sup> Place: WKBT-TV, Don't Let Your Self Worth be Defined by Bullies
- 2<sup>nd</sup> Place: WKBT-TV, Steppin' Out in Pink

### *SPECIALTY PROGRAMMING*

- 1<sup>st</sup> Place: WEAU-TV, WEAU 13 News "The Tall Tower" Documentary
- 2<sup>nd</sup> Place: WXOW-TV, Return to the Summit
- 3<sup>rd</sup> Place: WKBT-TV, Assignment Education: Back to School

### *EDITORIAL/COMMENTARY*

- 1<sup>st</sup> Place: WSAW-TV, Political Ad Fact-Check
- 2<sup>nd</sup> Place: WQOW-TV, Let's Vote On It
- 3<sup>rd</sup> Place: WEAU-TV, WEAU 13 News Editorial

### *PROMOTIONAL ANNOUNCEMENT*

- 1<sup>st</sup> Place: WKBT-TV, It's Good to Know
- 2<sup>nd</sup> Place: WSAW-TV, Mobile Eye 7 Promo
- 3<sup>rd</sup> Place: WKBT-TV, This is the Place

### *PUBLIC SERVICE ANNOUNCEMENT*

- 1<sup>st</sup> Place: WSAW-TV, Big Taste PSA
- 2<sup>nd</sup> Place: WEAU-TV, St. Joseph Hospital – Live and Laugh
- 3<sup>rd</sup> Place: WKBT-TV, Tri Quest

### *BEST COMMERCIAL*

- 1<sup>st</sup> Place: WEAU-TV, River Bend Vineyard & Winery
- 2<sup>nd</sup> Place: WQOW-TV, WQOW Boxx Sanitation Garbage Politics
- 3<sup>rd</sup> Place: WSAW-TV, Ponsse

### *ELECTION COVERAGE*

- 1<sup>st</sup> Place: WAOW-TV, WAOW Election Coverage
- 2<sup>nd</sup> Place: WEAU-TV, WEAU 13 News Election Coverage
- 3<sup>rd</sup> Place: WKBT-TV, News 8 Election Coverage

# News and Talk Radio Award Winners

## Large Market Radio

### SPOT NEWS

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

### HARD NEWS/INVESTIGATIVE

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

### FEATURE

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

### BEST NEWSCAST

- 1<sup>st</sup> Place: WTMJ-AM, Wisconsin's Morning News  
2<sup>nd</sup> Place: WUWM-FM, June 6, 2012 Morning Newscast

### BEST USE OF AUDIO IN RADIO NEWS

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

### NEWS WRITING

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

### LIVE ON-SCENE REPORTING

- 1<sup>st</sup> Place: WTMJ-AM, The Sikh Temple Massacre

### BEST CONTINUING COVERAGE

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

### BEST RADIO SHOW

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

### BEST INTERVIEW

- 1<sup>st</sup> Place: WUWM-FM, Sons of Slain Sikh Temple Leader Recall Their Father and His Faith  
2<sup>nd</sup> Place: WTMJ-AM, A Father Mourns  
3<sup>rd</sup> Place: WAUK-AM, Tuesdays with Aaron Rodgers – September 25, 2012

### SPORTSCAST

- 1<sup>st</sup> Place: WTMJ-AM, Wisconsin's Morning News Sports

### SIGNIFICANT COMMUNITY IMPACT

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

### EDITORIAL/COMMENTARY

- 1<sup>st</sup> Place: WUWM-FM, The End of "Pinktober"  
2<sup>nd</sup> Place: WUWM-FM, One Man's Meat is Another Man's Poison

### PROMOTIONAL ANNOUNCEMENT

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

### PUBLIC SERVICE ANNOUNCEMENT

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

### BEST COMMERCIAL

- 1<sup>st</sup> Place: WSSP-AM, Medical Diagnostic Imaging – "It's Jim"  
2<sup>nd</sup> Place: WSSP-AM, Custom Craft Environmental – "Problem Solver"  
3<sup>rd</sup> Place: WMCS-AM, Community Financial Service Center

### BEST HUMOROUS COMMERCIAL

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

### MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

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

### ELECTION COVERAGE

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

## Medium Market Radio

### SPOT NEWS

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

### HARD NEWS/INVESTIGATIVE

- 1<sup>st</sup> Place: WRJN-AM, The Black and White of Hiring Cops  
2<sup>nd</sup> Place: WFDL-FM, To Cop a Plea  
3<sup>rd</sup> Place: WAYY-AM, School Safety

# *News and Talk Radio Award Winners (continued)*

## *FEATURE*

- 1<sup>st</sup> Place: WIZM-AM, Brad Scream Voicer 5-8-12
- 2<sup>nd</sup> Place: WIZM-AM, Brad's Desk 11-26 Gilda
- 3<sup>rd</sup> Place: WHBY-AM, Week 8 Driver 10-28-2012

## *BEST NEWSCAST*

- 1<sup>st</sup> Place: WTAQ-AM, 7 a.m. News
- 2<sup>nd</sup> Place: WOSH-AM, The WOSH Morning News Focus
- 3<sup>rd</sup> Place: WSAU-FM, Chris Conley Newscast

## *BEST USE OF AUDIO IN RADIO NEWS*

- 1<sup>st</sup> Place: WHBL-AM, Shooting at Walmart
- 2<sup>nd</sup> Place: WCLO-AM, Rock County Law Enforcement Memorial
- 3<sup>rd</sup> Place: WCLO-AM, Paul Ryan Sendoff Protest

## *NEWS WRITING*

- 1<sup>st</sup> Place: WTAQ-AM, Black Sunday
- 2<sup>nd</sup> Place: WFDL-AM, Wounded Warrior
- 3<sup>rd</sup> Place: WTAQ-AM, Denny's Cook Arrested

## *LIVE ON-SCENE REPORTING*

- 1<sup>st</sup> Place: WFDL-AM, Fire Destroys Dream
- 2<sup>nd</sup> Place: WHBY-AM, Paul Ryan Town Hall Meeting
- 3<sup>rd</sup> Place: WTAQ-AM, Grand Chute Homicide

## *BEST CONTINUING COVERAGE*

- 1<sup>st</sup> Place: WHBY-AM, Clintonville Booms
- 2<sup>nd</sup> Place: WTAQ-AM, Oneida Seven Generations
- 3<sup>rd</sup> Place: WTAQ-AM, Supper Clubs

## *BEST RADIO SHOW*

- 1<sup>st</sup> Place: WSAU-FM, The WSAU Wisconsin Morning News
- 2<sup>nd</sup> Place: WHLA-FM, Newsmakers: Historic Preservation
- 3<sup>rd</sup> Place: WTAQ-AM, Mike, Matt and the Morning News

## *BEST INTERVIEW*

- 1<sup>st</sup> Place: WLFN-AM, WI Governor Scott Walker Interview with Bob Schmidt
- 2<sup>nd</sup> Place: WLFN-AM, Harry Smith Interview with Bob Schmidt
- 3<sup>rd</sup> Place: WLIP-AM, WLIP's Lenny Palmer Interviews Joe Kexel Libertarian Candidate for Wisconsin US Senator

## *SPORTSCAST*

- 1<sup>st</sup> Place: WHBY-AM, WHBY Morning Sports, December 31
- 2<sup>nd</sup> Place: WHBL-AM, Morning Sports, 12/4/12
- 3<sup>rd</sup> Place: WHBY-AM, WHBY Noon Sports (10/23, 11/15, 12/12)

## *BEST SPORTS PLAY-BY-PLAY*

- 1<sup>st</sup> Place: WSCO-AM, High School Football Xavier vs. Freedom
- 2<sup>nd</sup> Place: WTAQ-AM, WNFL Play-by-Play
- 3<sup>rd</sup> Place: WSCO-AM, D.C. Everest at Kimberly Football

## *SIGNIFICANT COMMUNITY IMPACT*

- 1<sup>st</sup> Place: WCLO-AM, WCLO's Ringing & Bringing
- 2<sup>nd</sup> Place: WHBL-AM, Fundraiser for Families of Children with Cancer
- 3<sup>rd</sup> Place: WRJN-AM, Work Search Monday

## *SPECIALTY PROGRAMMING*

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

## *EDITORIAL/COMMENTARY*

- 1<sup>st</sup> Place: WLFN-AM, Ribbon Generation
- 2<sup>nd</sup> Place: WTAQ-AM, Code Red
- 3<sup>rd</sup> Place: WOSH-AM, My Two Cents – Why We Play the Games

## *PROMOTIONAL ANNOUNCEMENT*

- 1<sup>st</sup> Place: WTAQ-AM, Packer Refs
- 2<sup>nd</sup> Place: WCLO-AM, Gordie Boucher Big Buck Promotion
- 3<sup>rd</sup> Place: WTAQ-AM, Wheels in Motion

## *PUBLIC SERVICE ANNOUNCEMENT*

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

## *BEST COMMERCIAL*

- 1<sup>st</sup> Place: WSAU-FM, Papa Brats
- 2<sup>nd</sup> Place: WSCO-AM, Northside True Value – First Snowstorm
- 3<sup>rd</sup> Place: WHBY-AM, Go Wild with Birds Sunflower Saturday

## *BEST HUMOROUS COMMERCIAL*

- 1<sup>st</sup> Place: WRJN-AM, Mario's Italian Sports Bar & Restaurant – Marry It
- 2<sup>nd</sup> Place: WIZM-AM, Deans Satellite-Free Kindle
- 3<sup>rd</sup> Place: WCLO-AM, Addie Water Man

## *MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL*

- 1<sup>st</sup> Place: WIZM-AM, Clara Fields – I Like to Learn
- 2<sup>nd</sup> Place: WHBY-AM, FVTC Job Search Minute #3 (60-80 PCT OF JOBS)
- 3<sup>rd</sup> Place: WTAQ-AM, Apex Best Furnace

## *ELECTION COVERAGE*

- 1<sup>st</sup> Place: WHLA-FM, Newsmakers: Elections 2012
- 2<sup>nd</sup> Place: WTAQ-AM, 2012 Election Coverage
- 3<sup>rd</sup> Place: WHBY-AM, WHBY Election 2012

## *Small Market Radio*

## *SPOT NEWS*

- 1<sup>st</sup> Place: WACD-FM, Antigo Marijuana Story

# *News and Talk Radio Award Winners (continued)*

## *HARD NEWS/INVESTIGATIVE*

- 1<sup>st</sup> Place: WHYB-FM, M&M Area Drug Problem
- 2<sup>nd</sup> Place: WHYB-FM, Snow Removal Costs
- 3<sup>rd</sup> Place: WWIS-FM, Rustic Mill Arsonist Arrested

## *FEATURE*

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

## *BEST NEWSCAST*

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

## *BEST USE OF AUDIO IN RADIO NEWS*

- 1<sup>st</sup> Place: WBDK-FM, Emergency Landing Audio Released
- 2<sup>nd</sup> Place: WERL-AM, After Thanksgiving Sales 2012
- 3<sup>rd</sup> Place: WERL-AM, Missing Sayner Woman – Sandra Schinke

## *NEWS WRITING*

- 1<sup>st</sup> Place: WACD-FM, Madikwe Choir Visits Wisconsin
- 2<sup>nd</sup> Place: WHYB-FM, FNT Building
- 3<sup>rd</sup> Place: WHYB-FM, Train Quiet Zone

## *LIVE ON-SCENE REPORTING*

- 1<sup>st</sup> Place: WTCH-AM, College Signing Day at Shawano
- 2<sup>nd</sup> Place: WERL-AM, Three Lakes Veterans Day Parade
- 3<sup>rd</sup> Place: WERL-AM, Milwaukee Sikh Temple Shooting

## *BEST CONTINUING COVERAGE*

- 1<sup>st</sup> Place: WRNC-FM, Northwestern Wisconsin Grapples with Flooding Aftermath
- 2<sup>nd</sup> Place: WACD-FM, Langlade County Drug Bust

## *BEST RADIO SHOW*

- 1<sup>st</sup> Place: WTCH-AM, The WTCH Afternoon Show with Eric Westphal
- 2<sup>nd</sup> Place: WATK-AM, WATK AM 900 Arby's Breakfast Club

## *BEST INTERVIEW*

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

## *SPORTSCAST*

- 1<sup>st</sup> Place: WWIS-FM, Monday Morning Quarterback Interviews
- 2<sup>nd</sup> Place: WTCH-AM, WTCH Sportscast

## *BEST SPORTS PLAY-BY-PLAY*

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

## *SIGNIFICANT COMMUNITY IMPACT*

- 1<sup>st</sup> Place: WWIS-FM, VFW Unmet Needs

## *SPECIALTY PROGRAMMING*

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

## *EDITORIAL/COMMENTARY*

- 1<sup>st</sup> Place: WBDK-FM, Letters to Santa
- 2<sup>nd</sup> Place: WBDK-FM, Eyesores Need to be Cleaned Up
- 3<sup>rd</sup> Place: WATW-AM, Jim Coursolle Editorial Comments, March 20-March 30, 2012

## *PROMOTIONAL ANNOUNCEMENT*

- 1<sup>st</sup> Place: WTCH-AM, The History of Listening
- 2<sup>nd</sup> Place: WTCH-AM, Farm Programming
- 3<sup>rd</sup> Place: WWIS-FM, Red Pen Radio Shop

## *BEST COMMERCIAL*

- 1<sup>st</sup> Place: WHYB-FM, Good Stuff Bar and Grill
- 2<sup>nd</sup> Place: WACD-FM, Heartbreakers Blue and Gill
- 3<sup>rd</sup> Place: WHYB-FM, Porterfield Country Music Festival

## *BEST HUMOROUS COMMERCIAL*

- 1<sup>st</sup> Place: WHYB-FM, Pit Stop Quick Lube
- 2<sup>nd</sup> Place: WFAW-AM, Klement Towing & Recovery - Zombies
- 3<sup>rd</sup> Place: WTCH-AM, Charlie's Country Market – "Slippery Sam's"

## *MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL*

- 1<sup>st</sup> Place: WTCH-AM, Salon 2140 – "Happy Holidays"
- 2<sup>nd</sup> Place: WHYB-FM, Forgotten Fire Winery Holiday
- 3<sup>rd</sup> Place: WHYB-FM, Valenta Family Dental

## *ELECTION COVERAGE*

- 1<sup>st</sup> Place: WERL-AM, Election Night 2012
- 2<sup>nd</sup> Place: WACD-FM, Country 106, WACD 2012 Election Coverage
- 3<sup>rd</sup> Place: WFAW-AM, WFAW Recall Election 13th Senate Candidates Debate

# *Music Radio Award Winners*

## *Large Market Radio*

### *BEST MORNING SHOW (5AM-9AM)*

- 1<sup>st</sup> Place: WJQM-FM, Fish in the Morning
- 2<sup>nd</sup> Place: WHQG-FM, Bob and Brian 102.9 The Hog
- 3<sup>rd</sup> Place: WWQM-FM, Candy and Potter

### *BEST RADIO SHOW (9AM-5AM)*

- 1<sup>st</sup> Place: WRNW-FM, Riggs Random Radio Show
- 2<sup>nd</sup> Place: WLDB-FM, Julie Davidson Mid-Days B93.3
- 3<sup>rd</sup> Place: WJQM-FM, The Throwback Lunch

# Music Radio Award Winners (continued)

## INFORMATION BLOCK

- 1<sup>st</sup> Place: WJQM-FM, Trash with Ash
- 2<sup>nd</sup> Place: WYMS-FM, Radio Milwaukee Film Festival Insider
- 3<sup>rd</sup> Place: WLDB-FM, B93.3 Jane and CV and Barry White Traffic with David Brooks

## SIGNIFICANT COMMUNITY IMPACT

- 1<sup>st</sup> Place: WJQM-FM, 12 Days of Giving
- 2<sup>nd</sup> Place: WWQM-FM, Hole in the Wall Tour
- 3<sup>rd</sup> Place: WRNW-FM, 2012 Make-A-Wish Radiothon presented by Kessler's Diamonds

## BEST USE OF AUDIO (NON-NEWS)

- 1<sup>st</sup> Place: WLUM-FM, Leave Kristen Alone!
- 2<sup>nd</sup> Place: WJQM-FM, The Third Wheel
- 3<sup>rd</sup> Place: WRNW-FM, Green Bay Packer Style – Gangnam Style Parody by Jesse Mitchell

## PROMOTIONAL ANNOUNCEMENT

- 1<sup>st</sup> Place: WZEE-FM, Z-104 Real Housepets of Dane County
- 2<sup>nd</sup> Place: WLUM-FM, Socktober with the Red Hot Chili Peppers
- 3<sup>rd</sup> Place: WWQM-FM, Gambling for Gift Cards

## PUBLIC SERVICE ANNOUNCEMENT

- 1<sup>st</sup> Place: WLUM-FM, Rock the Green Eco Festival
- 2<sup>nd</sup> Place: WWQM-FM, This is Why We Do It
- 3<sup>rd</sup> Place: WLDB-FM, Liver Foundation Walk

## BEST COMMERCIAL

- 1<sup>st</sup> Place: WKLH-FM, Milwaukee Brewing Company – Louie's Demise
- 2<sup>nd</sup> Place: WWQM-FM, S & R Remodeling Random Scribbles
- 3<sup>rd</sup> Place: WMGN-FM, Rogers Memorial Hospital Dr. R. OCD 4

## BEST HUMOROUS COMMERCIAL

- 1<sup>st</sup> Place: WLUM-FM, Hall Volkswagon – It's Hall Good
- 2<sup>nd</sup> Place: WMYX-FM, Fast Track – "Wipe Away"
- 3<sup>rd</sup> Place: WLDB-FM, Your Fortune in Frosting

## MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1<sup>st</sup> Place: WMHX-FM, Not in Kansas Anymore
- 2<sup>nd</sup> Place: WMYX-FM, Images by Camela
- 3<sup>rd</sup> Place: WOLX-FM, The Sound of a California Closet

## BEST ARTIST INTERVIEW

- 1<sup>st</sup> Place: WLUM-FM, Krist Novoselic of Nirvana
- 2<sup>nd</sup> Place: WYMS-FM, Studio Milwaukee – Band of Horses Interview
- 3<sup>rd</sup> Place: WLDB-FM, B93.3 Jane and CV Best Interview with John Tesh

## BEST STATION EVENT PROMO

- 1<sup>st</sup> Place: WYMS-FM, WBA 88Nine Station Event Promo – Soundbites 2012
- 2<sup>nd</sup> Place: WKLH-FM, KLH Sticky Fingers Promo
- 3<sup>rd</sup> Place: WXSS-FM, State Fair Promo

## BEST STATION PROMO

- 1<sup>st</sup> Place: WJJO-FM, Direct TV Parody – Pocket Dial
- 2<sup>nd</sup> Place: WLDB-FM, I Love the 80's Weekend – Mother's Day
- 3<sup>rd</sup> Place: WKLH-FM, KLH C Section Promo

## BEST CLIENT EVENT PROMO

- 1<sup>st</sup> Place: WRIT-FM, Beaches Pre-Promo
- 2<sup>nd</sup> Place: WIBA-FM, Noodles & Company "Beethoven's Last Bite"
- 3<sup>rd</sup> Place: WLDB-FM, How to Train Your Dragon Weekend

## BEST ORIGINAL FEATURE

- 1<sup>st</sup> Place: WLUM-FM, Who's More Sheboygan? The Hopper
- 2<sup>nd</sup> Place: WRNW-FM, The Spoiler – Batman: The Dark Knight Rises
- 3<sup>rd</sup> Place: WYMS-FM, Overcoming Hearing Loss – A Mother and Daughter's Bond

## BEST LIVE ON-SITE BROADCAST REMOTE

- 1<sup>st</sup> Place: WWQM-FM, Hole in the Wall Tour Live Broadcast
- 2<sup>nd</sup> Place: WMYX-FM, Stuff the Bus
- 3<sup>rd</sup> Place: WLUM-FM, Lollapalooza 2012

## BEST SPECIALTY PROGRAMMING

- 1<sup>st</sup> Place: WLUM-FM, A Very Weiland Christmas

## ELECTION COVERAGE

- 1<sup>st</sup> Place: WYMS-FM, Voting Compilation Final
- 2<sup>nd</sup> Place: WLUM-FM, Decision 2012
- 3<sup>rd</sup> Place: WKLH-FM, 2012 Election Parody – The Morning KLH

## Medium Market Radio

### BEST MORNING SHOW (5AM-9AM)

- 1<sup>st</sup> Place: WAXX-FM, Alex and Cora on WAXX 104.5
- 2<sup>nd</sup> Place: WKSZ-FM, Doug & Mary in the Morning
- 3<sup>rd</sup> Place: WQRB-FM, Mike McKay & Donuts

### BEST RADIO SHOW (9AM-5AM)

- 1<sup>st</sup> Place: WIXX-FM, The Jake Kelly Show
- 2<sup>nd</sup> Place: WDEZ-FM, The Duke Ranch with Joe Cassady
- 3<sup>rd</sup> Place: WOZZ-FM, Terry Stevens on Rock 94.7

## INFORMATION BLOCK

- 1<sup>st</sup> Place: WAPL-FM, You Can't Make It Up File: Priorities
- 2<sup>nd</sup> Place: WBCV-FM, Chickens in the News
- 3<sup>rd</sup> Place: WGTD-FM, WGTD Morning Show: "Hurricane Sandy and Its Impact On Families"



## *Music Radio Award Winners (continued)*

### *SIGNIFICANT COMMUNITY IMPACT*

- 1<sup>st</sup> Place: WGTD-FM, Soldier, Come Home:  
A Civil War Story – The WGTD Radio Theater  
and The Civil War Museum of Kenosha
- 2<sup>nd</sup> Place: WYTE-FM, CMN Radiothon 2012 Montage
- 3<sup>rd</sup> Place: WKSZ-FM, Bras Across the Fox

### *BEST USE OF AUDIO (NON-NEWS)*

- 1<sup>st</sup> Place: WAPL-FM, Every Ref is Fake
- 2<sup>nd</sup> Place: WKBH-FM, Sound of Space
- 3<sup>rd</sup> Place: WXMM-FM, Firby Fight

### *PROMOTIONAL ANNOUNCEMENT*

- 1<sup>st</sup> Place: WIFC-FM, Dells Promo 2012
- 2<sup>nd</sup> Place: WAPL-FM, Wheel of Christmas Wonder
- 3<sup>rd</sup> Place: WAPL-FM, Buds and Bud

### *PUBLIC SERVICE ANNOUNCEMENT*

- 1<sup>st</sup> Place: WAPL-FM, WAPL Rock for Kids Radiothon
- 2<sup>nd</sup> Place: WAPL-FM, Octoberfest/Septemberfest
- 3<sup>rd</sup> Place: WOZZ-FM, Rock 94.7's Rockin' for Pets

### *BEST COMMERCIAL*

- 1<sup>st</sup> Place: WXMM-FM, Oshkosh Speedzone Season Opener
- 2<sup>nd</sup> Place: WBCV-FM, The Bottle Stop
- 3<sup>rd</sup> Place: WBCV-FM, Timberline Archery

### *BEST HUMOROUS COMMERCIAL*

- 1<sup>st</sup> Place: WBCV-FM, Marshfield Scrap
- 2<sup>nd</sup> Place: WIXX-FM, Lay-Z-Boy Furniture Gallery –  
Father's Day
- 3<sup>rd</sup> Place: WZOR-FM, Colourbox – Santa Piercings

### *MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL*

- 1<sup>st</sup> Place: WIXX-FM, Denmark State Bank –  
Jill & Toby Show
- 2<sup>nd</sup> Place: WDEZ-FM, Roger Kreager Insurance  
"Hunting Season"
- 3<sup>rd</sup> Place: WFDL-FM, Santa Robbie

### *BEST ARTIST INTERVIEW*

- 1<sup>st</sup> Place: WTCX-FM, Gregg Owens with Rod Argent  
of the Zombies
- 2<sup>nd</sup> Place: WIFC-FM, Kallaway on the Rise Interviews  
Peter Frampton
- 3<sup>rd</sup> Place: WIFC-FM, Belky Casey Abrams Interview

### *BEST STATION EVENT PROMO*

- 1<sup>st</sup> Place: WZOR-FM, Extreme Razor Fan Concert
- 2<sup>nd</sup> Place: WIFC-FM, 80s for a cause 2012
- 3<sup>rd</sup> Place: WAPL-FM, Rick and Len's Two Putz Golf Classic

### *BEST STATION MUSICAL PROMO*

- 1<sup>st</sup> Place: WEMI-FM, Why Do You Listen - WEMI
- 2<sup>nd</sup> Place: WIXX-FM, Grand Central Station –  
\$10K Rap Promo
- 3<sup>rd</sup> Place: WOZZ-FM, Scary Terry's Saturday  
Nightmare Promo

### *BEST CLIENT EVENT PROMO*

- 1<sup>st</sup> Place: WZOR-FM, Rock Fest 2012
- 2<sup>nd</sup> Place: WKSZ-FM, Free Money Hugs
- 3<sup>rd</sup> Place: WAPL-FM, Green Bay Gamblers 80's Night

### *BEST ORIGINAL FEATURE*

- 1<sup>st</sup> Place: WOZZ-FM, Rock 94.7 Live from the  
Basement Concert Series
- 2<sup>nd</sup> Place: WIXX-FM, "Replacement DJs"
- 3<sup>rd</sup> Place: WAPL-FM, Small Town Crime Wave

### *BEST LIVE ON-SITE BROADCAST REMOTE*

- 1<sup>st</sup> Place: WOZZ-FM, Rock 94.7's Rock Fest Reports 2012
- 2<sup>nd</sup> Place: WAPL-FM, International Incident 2012:  
Cozumel Broadcast
- 3<sup>rd</sup> Place: WYTE-FM, Pat and AJ talk to Hunter Hayes and  
Jerrod Neimann At Hodag

### *BEST SPECIALTY PROGRAMMING*

- 1<sup>st</sup> Place: WOZZ-FM, Rock 94.7 Live from the Basement  
Concert with Nonpoint
- 2<sup>nd</sup> Place: WFDL-FM, Relay for Life 2012

### *ELECTION COVERAGE*

- 1<sup>st</sup> Place: WAPL-FM, Rick and Len Buy Your Vote

### *Small Market Radio*

#### *BEST MORNING SHOW (5AM-9AM)*

- 1<sup>st</sup> Place: WLKG-FM, LifeMatters...with Dave & Nancy
- 2<sup>nd</sup> Place: WKFX-FM, Arnie Wheeler and the Fox Morning  
Extravaganza
- 3<sup>rd</sup> Place: WCOW-FM, Ben and Arnie  
"Cow97 Morning Moo Crew" 6/15/12

#### *BEST RADIO SHOW (9AM-5AM)*

- 1<sup>st</sup> Place: WLKG-FM, Saturday at the 70's
- 2<sup>nd</sup> Place: WCQM-FM, DJ Rick
- 3<sup>rd</sup> Place: WLKG-FM, The Melissa Jordan Show

#### *INFORMATION BLOCK*

- 1<sup>st</sup> Place: WCOW-FM, 7 am News Update
- 2<sup>nd</sup> Place: WCOW-FM, 8 am News Update
- 3<sup>rd</sup> Place: WJMQ-FM, Frog Country Morning News

#### *SIGNIFICANT COMMUNITY IMPACT*

- 1<sup>st</sup> Place: WGLR-FM, QueenB Radio Bike to Work Week
- 2<sup>nd</sup> Place: WBSZ-FM, Bayfield-Ashland Counties EMT  
Awareness Project
- 3<sup>rd</sup> Place: WLKG-FM, Kids Day Out 2012

#### *BEST USE OF AUDIO (NON-NEWS)*

- 1<sup>st</sup> Place: WJMQ-FM, 2012 Frog Country Imaging
- 2<sup>nd</sup> Place: WAQE-FM, Whitney Houston Tribute
- 3<sup>rd</sup> Place: WKFX-FM, Fox Grills Gone Wild

## *Music Radio Award Winners (continued)*

### *PROMOTIONAL ANNOUNCEMENT*

- 1<sup>st</sup> Place: WLKG-FM, TuneIn App
- 2<sup>nd</sup> Place: WLKG-FM, 96 Days of Summer Montage
- 3<sup>rd</sup> Place: WCOV-FM, The Moo Crew

### *PUBLIC SERVICE ANNOUNCEMENT*

- 1<sup>st</sup> Place: WXRO-FM, Green Valley
- 2<sup>nd</sup> Place: WRJO-FM, Back to School Safety Time
- 3<sup>rd</sup> Place: WCOV-FM, Drive Away Hunger

### *BEST COMMERCIAL*

- 1<sup>st</sup> Place: WRJO-FM, Eagle Waste – Sad Cans
- 2<sup>nd</sup> Place: WJMQ-FM, Caroline Implement – “A Letter to Santa”
- 3<sup>rd</sup> Place: WLST-FM, Ski Hut

### *BEST HUMOROUS COMMERCIAL*

- 1<sup>st</sup> Place: WXRO-FM, Looney Tunes Dodge County Fair
- 2<sup>nd</sup> Place: WDUX-FM, Neuville Chrysler Used Car Salesman
- 3<sup>rd</sup> Place: WGLR-FM, Jodens Dangers

### *MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL*

- 1<sup>st</sup> Place: WLKG-FM, Popeye’s “St. Patty’s Day”
- 2<sup>nd</sup> Place: WXRO-FM, Doctor Jay and Doctor Tom’s Doctored Christmas Carol
- 3<sup>rd</sup> Place: WGLR-FM, Collision Specialists Post Election

### *BEST ARTIST INTERVIEW*

- 1<sup>st</sup> Place: WJMQ-FM, Frog Country Visits with Kix Brooks
- 2<sup>nd</sup> Place: WLKG-FM, Homemade Hitmakers – Interview with Jeff Murphy of “Shoes”
- 3<sup>rd</sup> Place: WCYE-FM, Mel Tillis, Coyote 93.7 Classic Country Sunday Night

### *BEST STATION EVENT PROMO*

- 1<sup>st</sup> Place: WJMC-FM, Leinie’s at the Lake
- 2<sup>nd</sup> Place: WLKG-FM, Lake 961’s 18<sup>th</sup> Birthday
- 3<sup>rd</sup> Place: WPVL-FM, Xtreme 107.1 Final Week Giveaway

### *BEST STATION MUSICAL PROMO*

- 1<sup>st</sup> Place: WLKG-FM, The Pros Play Here
- 2<sup>nd</sup> Place: WLKG-FM, Negative Ads with Katy Perry
- 3<sup>rd</sup> Place: WBKY-FM, Promoting 4-H Clubs

### *BEST CLIENT EVENT PROMO*

- 1<sup>st</sup> Place: WJMQ-FM, Father Mows Best
- 2<sup>nd</sup> Place: WLKG-FM, Women’s Resource Fair
- 3<sup>rd</sup> Place: WXRO-FM, Man of Stihl Contest – Powersports Company

### *BEST ORIGINAL FEATURE*

- 1<sup>st</sup> Place: WCQM-FM, Honoring Our Veterans with Flight
- 2<sup>nd</sup> Place: WLKG-FM, Dick Clark Salute
- 3<sup>rd</sup> Place: WJMQ-FM, Paddling Down the Mississippi

### *BEST LIVE ON-SITE BROADCAST REMOTE*

- 1<sup>st</sup> Place: WLKG-FM, Melissa Jordan at the Walworth County Fair
- 2<sup>nd</sup> Place: WCOV-FM, Live from Country Fest 2012
- 3<sup>rd</sup> Place: WLKG-FM, Melissa Jordan at Piggly Wiggly’s Fall Fest

### *BEST SPECIALTY PROGRAMMING*

- 1<sup>st</sup> Place: WHSM-AM, Veterans Day Ceremony Held at the Northern Wisconsin Veterans Memorial Cemetery
- 2<sup>nd</sup> Place: WCQM-FM, Take Your Shot at Being on the Radio – Deer Roundup 2012
- 3<sup>rd</sup> Place: WCOV-FM, Josh Turner Reveal

### *ELECTION COVERAGE*

- 1<sup>st</sup> Place: WLKG-FM, 2012 Election Coverage on Lake 961

## *New Media Award Winners*

### *BEST WEBSITE FOCUSED ON JOURNALISM*

- 1<sup>st</sup> Place: WLUK-TV, Fox 11 Online
- 2<sup>nd</sup> Place: WISN-TV, WISN.com
- 3<sup>rd</sup> Place: WAOW-TV, WAOW.com

### *BEST NON-NEWS WEBSITE*

- 1<sup>st</sup> Place: WYMS-FM, 88Nine RadioMilwaukee
- 2<sup>nd</sup> Place: WOZZ-FM, Rock947.com
- 3<sup>rd</sup> Place: WDEZ-FM, WDEZ

### *BEST NICHE WEBSITE*

- 1<sup>st</sup> Place: WEAU-TV, Moms Everyday – Western Wisconsin
- 2<sup>nd</sup> Place: WLUK-TV, onPolitix
- 3<sup>rd</sup> Place: WISC-TV, Channel3000.com Community Sites

### *BEST SPECIAL WEB PROJECT*

- 1<sup>st</sup> Place: WKBT-TV, One Year Later: Our Community Rebuilds
- 2<sup>nd</sup> Place: WXOW-TV, Return to Pearl Harbor
- 3<sup>rd</sup> Place: WISN-TV, WISN.com Virtual Town Hall

### *BEST USE OF USER-GENERATED CONTENT*

- 1<sup>st</sup> Place: WISC-TV, December Blizzard Watch
- 2<sup>nd</sup> Place: WKBT-TV, Crash Engulfs Semi-truck in Flames
- 3<sup>rd</sup> Place: WOZZ-FM, Rock 94.7’s Mother’s Day M.I.L.F.F. Contest

### *BEST INNOVATION*

- 1<sup>st</sup> Place: WDEZ-FM, Bryan and Nikki Campaign 2012
- 2<sup>nd</sup> Place: WISC-TV, Election maps
- 3<sup>rd</sup> Place: WYMS-FM, 88Nine’s iPhone & Android Apps

## *New Media Award Winners (continued)*

### *BEST USE OF SOCIAL MEDIA*

- 1<sup>st</sup> Place: WISC-TV, WISC and Channel3000 social media  
2<sup>nd</sup> Place: WYTE-FM, Pat & AJ in the Morning  
3<sup>rd</sup> Place: WITI-TV, Fox 6 Facebook & Twitter

### *MULTIMEDIA AD/PROMOTIONAL CAMPAIGN*

- 1<sup>st</sup> Place: Local Vision TV.com, Local Vision TV Helps  
Janesville Plumbing "Crack Down on Crack"  
2<sup>nd</sup> Place: WISN-TV, WISN.com A-List  
3<sup>rd</sup> Place: WYMS-FM, Sound Bites Short Film

### *BEST ONLINE PERSONALITY*

- 1<sup>st</sup> Place: WISC-TV, Jessica Arp  
2<sup>nd</sup> Place: WYTE-FM, Pat & AJ in the Morning  
3<sup>rd</sup> Place: WAOW-TV, Rob Duns

### *BEST LIVE ON-SITE ONLINE COVERAGE*

- 1<sup>st</sup> Place: WISN-TV, Sikh Temple Shooting  
2<sup>nd</sup> Place: WISN-TV, Brookfield Azana Shooting  
3<sup>rd</sup> Place: WAOW-TV, Kampmeyer

### *ELECTION COVERAGE*

- 1<sup>st</sup> Place: WISN-TV, WISN 12 – Upfront with  
Mike Gousha  
2<sup>nd</sup> Place: WISN-TV, WISN.com Political App  
3<sup>rd</sup> Place: Local Vision TV.com, Local Vision TV.com's  
Election Coverage 2012

## *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

*CONGRATULATIONS TO ALL OF THE  
2012 WBA AWARDS FOR EXCELLENCE WINNERS!*