



2024 Awards for Excellence

Winners List

Large Market Television

Best Morning Newscast

1st Place	WISN TV	<u>Alert Day: Blowing Snow To Bitter Cold</u>
2nd Place	WISN TV	<u>Trump Assassination Attempt</u>
3rd Place	WITI TV	<u>FOX6 WakeUp News at 7</u>

Best Evening Newscast

1st Place	WISN TV	<u>Police Shooting During RNC</u>
2nd Place	WDJT TV	<u>CBS 58 News at 10 - Dec. 16, 2024</u>
3rd Place	WITI TV	<u>FOX6 News at 4: Live at the RNC</u>

Best Sportscast

1st Place	WISN TV	<u>Big 12 Sports Team</u>
2nd Place	WDJT TV	<u>Scott Grodsky Composite</u>
3rd Place	WDJT TV	<u>Darius Joshua</u>

Best Weather Coverage

1st Place	WISN TV	<u>Mark Baden</u>
2nd Place	WISN TV	<u>Lindsey Slater</u>
3rd Place	WITI TV	<u>Rob Haswell</u>

Best Continuing Coverage

1st Place	WISN TV	<u>The Disappearance of Elijah Vue</u>
2nd Place	WDJT TV	<u>The Spring that Shook Milwaukee Public Schools</u>
3rd Place	WTMJ TV	<u>Coaches and Refs Blow the Whistle on MPS Lack of Pay</u>

Best Spot News

1st Place	WISN TV	<u>Tragedy in Madison: Christian School Shooting</u>
2nd Place	WISN TV	<u>Police Shooting During RNC</u>
3rd Place	WTMJ TV	<u>Interstate Shooting Shutdown</u>

Best News Writing

1st Place	WITI TV	<u>Unclaimed</u>
2nd Place	WISN TV	<u>Woman Hit by Unlicensed Driver</u>
3rd Place	WDJT TV	<u>Purple Chairs for Ashuriah</u>

Best Hard News/Investigative

1st Place	WITI TV	<u>Utter Disregard</u>
2nd Place	WISN TV	<u>911 Call Confusion</u>
3rd Place	WISN TV	<u>No License Loophole</u>

Best Series or Documentary

1st Place	WITI TV	<u>Water Wars</u>
2nd Place	WISN TV	<u>Troubled Teen Boot Camp</u>
3rd Place	WDJT TV	<u>Inside Milwaukee Public Schools: The Good, the Bad, and the Ugly</u>

Best Feature

1st Place	WITI TV	<u>The Magic of Music</u>
2nd Place	WYTU TV	<u>Tallador de Vida</u>
3rd Place	WISN TV	<u>War Veterans' Overdue Honor</u>

Best Live On-Scene Reporting

1st Place	WITI TV	<u>Aaron Maybin</u>
2nd Place	WISN TV	<u>Kendall Keys</u>
3rd Place	WITI TV	<u>Jason Calvi</u>

Best Use of Video

1st Place	WMVS TV	<u>Day of the Dead</u>
2nd Place	WITI TV	<u>Fees for Body Camera Redactions</u>
3rd Place	WDJT TV	<u>Indy Slot Car Series Going Strong for More Than 30 Years</u>

Best Sports Reporting

1st Place	WDJT TV	<u>Time to Spare</u>
2nd Place	WISN TV	<u>A Coach's Mark</u>
3rd Place	WITI TV	<u>A Hershey Treat</u>

Best Significant Community Impact

1st Place	WTMJ TV	<u>Housing Authority Accountability</u>
2nd Place	WISN TV	<u>Bus Stop Death: Ambulance Changes</u>
3rd Place	WDJT TV	<u>Natalie's Everyday Heroes</u>

Best Specialty Programming

1st Place	WISN TV	<u>Big 12 Sports: 2024 NFL Draft</u>
2nd Place	WMVS TV	<u>Violent Femmes 40th Anniversary Celebration with Milwaukee Symphony Orchestra</u>
3rd Place	WVTV TV	<u>Stars and Stripes Honor Flight</u>

Best Image Promotion

1st Place	WISN TV	<u>WISN Celebrating 70 Years</u>
2nd Place	WITI TV	<u>FOX6 Investigators 25th Anniversary</u>
3rd Place	WISN TV	<u>WISN AM First with News You Need</u>

Best Weather Promotion

1st Place	WISN TV	<u>Viewer Trust</u>
2nd Place	WITI TV	<u>Weather Experts - Winter 2024</u>
3rd Place	WISN TV	<u>Summer Weather - Get Out There</u>

Best Sports Promotion

1st Place	WDJT TV	<u>Bucks Super Bowl</u>
2nd Place	WISN TV	<u>Operation Football - Watch Vote Watch</u>
3rd Place	WITI TV	<u>FOX6 Football Fest</u>

Best Topical Promotion

1st Place	WITI TV	<u>Unlicensed Drivers</u>
2nd Place	WITI TV	<u>End of the Line</u>
3rd Place	WYTU TV	<u>Hispanic Heritage Month Puerto Rican Coffee Maker</u>

Best Public Service Announcement

1st Place	WISN TV	<u>UPAF Ride for the Arts 2024</u>
2nd Place	WISN TV	<u>Pet Walk 2024 - NALA</u>
3rd Place	WDJT TV	<u>Naloxone PSA</u>

Best Commercial or Underwriting Announcement

1st Place	WISN TV	Kettle Moraine - Rockin
2nd Place	WITI TV	Shaker's Cigar Bar
3rd Place	WISN TV	Big Bang Menards

Best Website

1st Place	WITI TV	FOX6Now.com
2nd Place	WISN TV	WISN 12 News - Leading the way
3rd Place	WYTU TV	TelemundoWI.com

Best Web Story

1st Place	WITI TV	Wakesurfing boats on WI lakes
2nd Place	WITI TV	Unclaimed Veteran's Remains Stored 11 Months Due to 'Clerical Error'
3rd Place	WISN TV	Flaw in the Law: Wisconsin Drivers Get Tickets, Instead of Charges, for No License

Best Use of Social Media

1st Place	WITI TV	FOX6 News Digital Team
2nd Place	WDJT TV	CBS 58 Morning News Highlight Reels
3rd Place	WDJT TV	How Well do People Know Milwaukee at the RNC?

Best Original Digital Content

1st Place	WITI TV	FOX6 Kids: What is Local TV News?
2nd Place	WISN TV	2024 NFL Draft - Leading the way into Lambeau's NFL Draft
3rd Place	WMVS TV	How We Heal

Best Online Personality

1st Place	WDJT TV	Alex Corradetti
2nd Place	WITI TV	Ben Handelman
3rd Place	WITI TV	Rob Haswell

Best Online Breaking News Coverage

1st Place	WITI TV	Police Shooting in Milwaukee during RNC
2nd Place	WISN TV	Madison School Shooting
3rd Place	WDJT TV	Amber Alert for Elijah Vue

Best Election Coverage

1st Place	WISN TV	12 News Commitment 2024
2nd Place	WDJT TV	Campaign 2024 - Election Days
3rd Place	WISN TV	UPFRONT

Best Election Promo

1st Place	WISN TV	Election Day Coverage
2nd Place	WDJT TV	Day of Election Coverage Promo
3rd Place	WISN TV	Election Day Results

Medium Market Television

Best Morning Newscast

1st Place	WMTV TV	Feb. 9, 2024 - Historic Tornado
2nd Place	WBAY TV	First Snowstorm of the Season
3rd Place	WKOW TV	ALCS: The Morning After

Best Evening Newscast

1st Place	WISC TV	Abundant Life Christian School Shooting
2nd Place	WMTV TV	News at 10: Dec. 16, 2024 - Mourning in Madison
3rd Place	WBAY TV	The Search for Elijah

Best Sportscast

1st Place	WKOW TV	Karley Marotta
2nd Place	WLUK TV	Sportscast
3rd Place	WMTV TV	Sports with Mike Jacques and Anderley Penwell

Best Weather Coverage

1st Place	WMTV TV	First Alert Meteorologist Amanda Morgan
2nd Place	WFRV TV	Local 5's Jordan Lamers
3rd Place	WKOW TV	Cameron Hopman

Best Continuing Coverage

1st Place	WISC TV	Harmony Apartments
2nd Place	WKOW TV	UW Madison Protests
3rd Place	WMTV TV	New Year's Day Deadly Police Chase

Best Spot News

1st Place	WMTV TV	Mourning in Madison: Abundant Life Christian School Shooting
2nd Place	WMTV TV	Police, Pro-Palestine Protesters Clash on UW-Madison Campus
3rd Place	WKOW TV	ALCS Day of

Best News Writing

1st Place	WKOW TV	Amazing Grace: Argyle Church Destroyed
2nd Place	WMTV TV	Life Lessons with Ms. B
3rd Place	WFRV TV	More than a Translator

Best Hard News/Investigative

1st Place	WMTV TV	Janesville Renters Beware
2nd Place	WMTV TV	Problems at Penny Lane
3rd Place	WFRV TV	Exclusive: Dangers of Nitrous Oxide

Best Series or Documentary

1st Place	WISC TV	Harmony Apartments
2nd Place	WMTV TV	Crisis Averted
3rd Place	WLUK TV	Green Bay on the Clock Special

Best Feature

1st Place	WMTV TV	Lew's List
2nd Place	WKOW TV	Heart Warrior
3rd Place	PBS Wisconsin	Wisconsin Life: Typewriter Poet

Best Live On-Scene Reporting

1st Place	WKOW TV	Grace Houdek
2nd Place	WKOW TV	Caroline Dade
3rd Place	WMTV TV	Tim Elliott

Best Use of Video

1st Place	PBS Wisconsin	Wisconsin Life: Midwest Onewheel
2nd Place	WMTV TV	A Tornado Revisited, A Town Rebuilding
3rd Place	WMTV TV	Goodbye To Gilbertson's

Best Sports Reporting

1st Place	WKOW TV	Howard Moore: Five Years Later
2nd Place	WKOW TV	The Meaning Behind the Mask: Kyle McClellan's Special Helmet
3rd Place	WMTV TV	Magic Macie

Best Significant Community Impact

1st Place	WMTV TV	Share Your Holidays
2nd Place	WMTV TV	Diaper Drive
3rd Place	WBAY TV	Brett Jedwabny - Inspiring a Community Through His Recovery

Best Specialty Programming

1st Place	PBS Wisconsin	Wisconsin Lighthouses
2nd Place	WBAY TV	Return to Normandy
3rd Place	WMTV TV	Baldwin, Hovde Senate Debate Show down

Best Image Promotion

1st Place	WISC TV	News 3 Now - "Moving Forward Summer"
2nd Place	PBS Wisconsin	2024 Year in Review
3rd Place	WKOW TV	We've Got You Covered

Best Weather Promotion

1st Place	WMTV TV	<u>15 First Alert - Winter Coming 2024</u>
2nd Place	WMTV TV	<u>15 First Alert - February Tornado POP</u>
3rd Place	WISC TV	<u>First Warn Weather - Winter Storm</u>

Best Sports Promotion

1st Place	WISC TV	<u>Football First Family</u>
2nd Place	WKOW TV	<u>WIAA Boys State Basketball 2024</u>
3rd Place	WMTV TV	<u>Badger Bash Nov. 16, 2024</u>

Best Topical Promotion

1st Place	PBS Wisconsin	<u>Wisconsin Lighthouses - Family</u>
2nd Place	WISC TV	<u>3 For The People - Madison Schools Referenda</u>
3rd Place	WKOW TV	<u>Scars of a Home Invasion</u>

Best Public Service Announcement

1st Place	WKOW TV	<u>Take your Brat to Senior Day 2024</u>
2nd Place	WMTV TV	<u>Take Your Brat To Work Day 2024</u>
3rd Place	WKOW TV	<u>Art Fair on the Square 2024</u>

Best Commercial or Underwriting Announcement

1st Place	WMTV TV	<u>Candy Cloud - Don't Stop the Good Stuff</u>
2nd Place	WFRV TV	<u>Linked Living</u>
3rd Place	WMTV TV	<u>Meineke - Car Care Done Right</u>

Best Website

1st Place	PBS Wisconsin	<u>PBS Wisconsin Education, Civics</u>
2nd Place	WMTV TV	<u>Missing Kayaker</u>
3rd Place	WISC TV	<u>Wisconsin Huddle</u>

Best Web Story

1st Place	WLUK TV	<u>Man Charged With Faking Death</u>
2nd Place	WMTV TV	<u>Wisconsin Man Tells Green Lake Co. Officials How He Faked His Own Death</u>
3rd Place	WISC TV	<u>'They Forced Us Out': Now-Former Harmony Apartments Residents Detail Continued Issues</u>

Best Use of Social Media

1st Place	WBAY TV	<u>Grand Chute Police Chasing Down Turkey</u>
2nd Place	WLUK TV	<u>FOX 11 Social Media</u>
3rd Place	PBS Wisconsin	<u>The Look Back Season 2 Launch</u>

Best Original Digital Content

1st Place	WLUK TV	<u>St. Mary's Church Renovation</u>
2nd Place	WMTV TV	<u>UW-Madison Homecoming Parade</u>
3rd Place	WKOW TV	<u>Ask a Clerk Anything: Your Questions and Their Answers</u>

Best Online Personality

1st Place	WBAY TV	<u>Emerson Lehmann</u>
2nd Place	WMTV TV	<u>Leigh Mills</u>
3rd Place	WKOW TV	<u>Dana Fulton</u>

Best Online Breaking News Coverage

1st Place	WKOW TV	<u>Abundant Life Christian School Shooting</u>
2nd Place	WLUK TV	<u>Elijah Vue Remains Found</u>
3rd Place	WBAY TV	<u>Missing Kayaker Faked His Own Disappearance</u>

Best Election Coverage

1st Place	WKOW TV	<u>Election Night Team Coverage</u>
2nd Place	WFRV TV	<u>Local 5's Election Coverage</u>
3rd Place	WMTV TV	<u>Battleground Wisconsin</u>

Best Election Promo

1st Place	WBAY TV	<u>Election Coverage 2024 - Your Voice, Your Vote</u>
2nd Place	WKOW TV	<u>Election Night Coverage</u>
3rd Place	WMTV TV	<u>Election Trust 2024</u>

Small Market Television

Best Morning Newscast

1st Place	WSAW TV	<u>Sunrise 7 - Armed Standoff in Amherst</u>
2nd Place	WSAW TV	<u>Sunrise 7 - Diaper Drive Kickoff</u>
3rd Place	WAOW TV	<u>Live Shooting Update/DNC Latest</u>

Best Evening Newscast

1st Place	WAOW TV	<u>Elijah Vue Found</u>
2nd Place	WSAW TV	<u>NewsChannel 7 at 6:00 p.m.</u>
3rd Place	WAOW TV	<u>Unity Tornado Cleanup</u>

Best Sportscast

1st Place	WAOW TV	<u>Sportscasts</u>
2nd Place	WEAU TV	<u>SPORTSCENE13</u>
3rd Place	WSAW TV	<u>Ben Helwig Sports Compilation</u>

Best Weather Coverage

1st Place	WEAU TV	<u>Darren Maier</u>
2nd Place	WSAW TV	<u>Jeremy Tabin Meteorologist Compilation</u>
3rd Place	WSAW TV	<u>Mark Holley Meteorologist Compilation</u>

Best Continuing Coverage

1st Place	WEAU TV	<u>Healthcare Crisis</u>
2nd Place	WSAW TV	<u>Aftermath of May Tornadoes</u>
3rd Place	WSAW TV	<u>Wausau Ballot Drop Box Removed</u>

Best Spot News

1st Place	WAOW TV	<u>Unity Tornado Cleanup</u>
2nd Place	WSAW TV	<u>Tornadoes Rip through Central Wisconsin</u>
3rd Place	WEAU TV	<u>Biden Drops Out</u>

Best News Writing

1st Place	WKBT TV	<u>Crowley Park's Uncertain Future</u>
2nd Place	WAOW TV	<u>A Day on the Never Forgotten Honor Flight</u>
3rd Place	WSAW TV	<u>A Brand New Beat</u>

Best Hard News/Investigative

1st Place	WSAW TV	<u>7 Investigates: Family Blames Midwife for Death of Child</u>
2nd Place	WSAW TV	<u>7 Investigates: What Happened to Tara Sullivan?</u>
3rd Place	WKBT TV	<u>Congressman Assaulted</u>

Best Series or Documentary

1st Place	WLAX TV	<u>Rivertown - The Disappearance of Evelyn Hartley</u>
2nd Place	WKBT TV	<u>Love in the Public Domain Parts 1 & 2</u>
3rd Place	WSAW TV	<u>Finding Refuge in Central Wisconsin</u>

Best Feature

1st Place	WAOW TV	<u>Inside the Program with Janel McCarville</u>
2nd Place	WSAW TV	<u>Umpire is Out After 45 Years</u>
3rd Place	WKBT TV	<u>The Ladies of the Lanes</u>

Best Live On-Scene Reporting

1st Place	WSAW TV	<u>Dale Ryman Live Reporting Compilation</u>
2nd Place	WSAW TV	<u>Sam Dehring Live Reporting Compilation</u>
3rd Place	WJFW TV	<u>Dan Hagen RNC/DNC Live Compilation</u>

Best Use of Video

1st Place	WSAW TV	<u>Two Pups and a Zamboni Driver</u>
2nd Place	WSAW TV	<u>Working Around the Clock</u>
3rd Place	WKBT TV	<u>Eye Piece - Blowing Glass</u>

Best Sports Reporting

1st Place	WSAW TV	<u>Edgar Super Fan Norma Socha</u>
2nd Place	WEAU TV	<u>Snocross Amputee</u>
3rd Place	WAOW TV	<u>Blind Hurdler Makes State</u>

Best Significant Community Impact

1st Place	WEAU TV	<u>Community Impact</u>
2nd Place	WAOW TV	<u>Jefferson Awards</u>
3rd Place	WSAW TV	<u>2024 Share Your Holidays</u>

Best Specialty Programming

1st Place	WAOW TV	<u>End of an Era</u>
2nd Place	WEAU TV	<u>Healthcare Town Hall</u>
3rd Place	WSAW TV	<u>Sounds of the Season 2024</u>

Best Image Promotion

1st Place	WSAW TV	<u>70th Anniversary Image</u>
2nd Place	WSAW TV	<u>Kassandra Sepeda Summer Image</u>
3rd Place	WEAU TV	<u>Bob Interview</u>

Best Weather Promotion

1st Place	WSAW TV	<u>Time to Act</u>
2nd Place	WSAW TV	<u>Shopping Spree</u>
3rd Place	WKBT TV	<u>First Warn Winter 24</u>

Best Sports Promotion

1st Place	WAOW TV	<u>WIAA Softball State Tournament</u>
2nd Place	WKBT TV	<u>Friday Night Frenzy Energy</u>
3rd Place	WSAW TV	<u>Bracket Interrogation</u>

Best Topical Promotion

1st Place	WSAW TV	<u>EV 101</u>
2nd Place	WSAW TV	<u>Midwife</u>
3rd Place	WKBT TV	<u>Cold Case Thursday</u>

Best Public Service Announcement

1st Place	WSAW TV	<u>Children's Miracle Network Hospitals</u> <u>- Ari & Emmet</u>
2nd Place	WAOW TV	<u>Battle of the Badges 2024</u>
3rd Place	WSAW TV	<u>Concerts on the Square</u>

Best Commercial or Underwriting Announcement

1st Place	WLAX TV	<u>Sleepy Hollow Survivalist</u>
2nd Place	WKBT TV	<u>A-1 Vacuum — Red Bow</u>
3rd Place	WEAU TV	<u>Commercial Jed's Tree Service</u>

Best Website

1st Place	WAOW TV	<u>WAOW Website</u>
2nd Place	WSAW TV	<u>WSAW Newschannel 7</u>
3rd Place	WEAU TV	<u>WEAU.COM</u>

Best Web Story

1st Place	WSAW TV	<u>Langlade County Task Force Addressing</u> <u>Childcare Needs</u>
2nd Place	WKBT TV	<u>The Lease Agreement Beef that Spoiled</u> <u>LAX Food Hall</u>
3rd Place	WSAW TV	<u>DOC Release Name of Counselor who</u> <u>Died in Lincoln Hills Assault</u>

Best Use of Social Media

1st Place	WEAU TV	<u>WEAU- Reels and Shorts</u>
2nd Place	WAOW TV	<u>Facebook</u>
3rd Place	WSAW TV	<u>Facebook</u>

Best Original Digital Content

1st Place	WSAW TV	<u>Forgotten Wisconsin Cold Cases:</u> <u>Who Killed Deirde Week?</u>
2nd Place	WLAX TV	<u>Hosting the Holidays</u>
3rd Place	WAOW TV	<u>WIAA Court Report</u>

Best Online Personality

1st Place	WJFW TV	<u>Konrad Supinski</u>
2nd Place	WSAW TV	<u>Mark Holley</u>
3rd Place	WEAU TV	<u>Derek Dalman</u>

Best Online Breaking News Coverage

1st Place	WKBT TV	<u>Two Horses, One Cat Killed in Massive</u> <u>Fire at Minnesota Equestrian Center</u>
2nd Place	WKBT TV	<u>LAX Food Hall 'Not Going to Happen',</u> <u>Property Managers Seeking Eviction</u>
3rd Place	WEAU TV	<u>Apple Orchard Accident</u>

Best Election Coverage

1st Place	WSAW TV	<u>Election Coverage Compilation</u>
2nd Place	WSAW TV	<u>NewsChannel 7 at 10:00 - Election Night</u> <u>Special</u>
3rd Place	WAOW TV	<u>Election Coverage</u>

Best Election Promo

1st Place	WEAU TV	<u>Political Spotlight in Eau Claire POP</u>
2nd Place	WSAW TV	<u>Election Night POB</u>
3rd Place	WAOW TV	<u>April Snowy Election POP</u>



Best Morning Radio Show

1st Place	WKTJ FM	<u>Jen, Gabe, and Chewy</u>
2nd Place	WGKB FM	<u>Truth Be Told</u>
3rd Place	WTMJ AM	<u>Wisconsin's Morning News</u>

Best Radio Show

1st Place	WAUK AM	<u>The Maggie Daun Show - Aug. 20, 2024</u>
2nd Place	WGKB FM	<u>The Tory Lowe Show</u>
3rd Place	WSSP AM	<u>Wisconsin Sports Daily</u>

Best Newscast

1st Place	WAUK AM	<u>Oct. 17, 2024</u>
2nd Place	WTMJ AM	<u>Wisconsin's Morning News</u>
3rd Place	WTMJ AM	<u>Wisconsin's Morning News</u>

Best Sportscast

1st Place	WIBA AM	<u>Doug Russell Sports</u>
-----------	---------	----------------------------

Best Continuing Coverage

1st Place	WUWM FM	<u>MPS 2024 Referendum</u>
2nd Place	WTMJ AM	<u>No Snow in the North Woods</u>
3rd Place	WGKB FM	<u>The Tory Lowe Show - Family Displaced</u> <u>by House Fire</u>

Best Spot News

1st Place	WUWM FM	<u>Families of Slain Men in Milwaukee March</u> <u>for Accountability</u>
2nd Place	WTMJ AM	<u>Abundant Life School Shooting</u>
3rd Place	WTMJ AM	<u>Trump Rally Shooting in Butler</u> <u>Pennsylvania</u>

Best News Writing

1st Place	WUWM FM	<u>What Happens When an Animal at the Milwaukee County Zoo Dies?</u>
2nd Place	WUWM FM	<u>As Wisconsin Winters Warm, a Way of Life is Melting Away</u>
3rd Place	WORT FM	<u>Madison in the Seventies: The Commercial Sex Industry</u>

Best Hard News/Investigative

1st Place	WORT FM	<u>UW System Spends Millions on Consultants</u>
2nd Place	WUWM FM	<u>UW-Milwaukee Students Worry About What Changes to DEI Initiatives Might Mean for the Future</u>
3rd Place	WTMJ AM	<u>Where are the SRO's?</u>

Best Feature

1st Place	WTMJ AM	<u>A Fire Sale at Fuddruckers</u>
2nd Place	WMDX AM	<u>Matenaer on Air - Voter Humor</u>
3rd Place	WORT FM	<u>Voices of Resilience & Dignity: The Birth of Los Volcanes Cooperative</u>

Best Use of Audio in Radio News

1st Place	WTMJ AM	<u>Just a Bit Outside Reunion</u>
2nd Place	WMDX AM	<u>Hiking the Ice Age Trail</u>
3rd Place	WUWM FM	<u>The Story Behind the Oriental Theatre's Restored 1925 Wurlitzer Organ</u>

Best Live On-Scene Reporting

1st Place	WTMJ AM	<u>RNC Officer Involved Shooting</u>
2nd Place	WTMJ AM	<u>Donald Trump Rallies in Green Bay</u>

Best Interview

1st Place	WSSP AM	<u>Brewers GM Matt Arnold Joins Sparky at the Toy Drive</u>
2nd Place	WTMJ AM	<u>UW-LaCrosse Chancellor Joe Gow</u>
3rd Place	WTMJ AM	<u>Capturing The Flying Bullet</u>

Best Sports Play By Play

1st Place	WTLX FM	<u>Wisconsin Volleyball vs. Minnesota</u>
2nd Place	WKTJ FM	<u>Catholic Memorial vs. Reedsburg</u>
3rd Place	WGKB FM	<u>Marquette University High School vs. Mukwonago</u>

Best Significant Community Impact

1st Place	WGKB FM	<u>Community Clean Up</u>
2nd Place	Wauk AM	<u>The Maggie Daun Show - Maggie & the Millionaires Talk Money</u>
3rd Place	WGKB FM	<u>Beyond the Mic with Sherwin Hughes</u>

Best Specialty Programming

1st Place	WGKB FM	<u>101.7 The Truth Summit</u>
2nd Place	WUWM FM	<u>Rock 'n' Roll Poet: A Reitman Retrospective</u>
3rd Place	WMDX AM	<u>The Todd Allbaugh Show - Northern Lightning</u>

Best Promotional Announcement

1st Place	WTMJ AM	<u>Brewers 2024 Season Primer</u>
2nd Place	WRIS FM	<u>Spin Session Vinyl Starter Kit</u>
3rd Place	WKTJ FM	<u>Brust v. LaFleur Jersey Redemption</u>

Best Public Service Announcement

No Entries

Best Commercial or Underwriting Announcement

1st Place	WTMJ AM	<u>Bunzel's Cattle Country</u>
2nd Place	WTMJ AM	<u>Carbliss Ready for Baseball</u>
3rd Place	WSSP AM	<u>Pool Park "Pool Park Pete Dads Day"</u>

Best Humorous Commercial or Underwriting Announcement

1st Place	WTMJ AM	<u>Sentry Over the Top</u>
2nd Place	WSSP AM	<u>Pool Park "Movie Trailer"</u>

Best Website

1st Place	WTMJ AM	<u>WTMJ.com</u>
2nd Place	WUWM FM	<u>WUWM.com</u>

Best Web Story

1st Place	WUWM FM	<u>Answers to Southeastern Wisconsin Cold Weather Power Outage Questions</u>
2nd Place	WMDX AM	<u>Chaos to Resilience: Tzera's Musical Journey from Puerto Rico to Wisconsin</u>
3rd Place	WTMJ AM	<u>A Look Inside the Former Northridge Mall</u>

Best Use of Social Media

1st Place	Wauk AM	<u>The Maggie Daun Show - Heather Cox Richardson Interview</u>
2nd Place	WTMJ AM	<u>WTMJ</u>
3rd Place	WGKB FM	<u>The Truth Social Media</u>

Best Original Digital Content

1st Place	WGKB FM	<u>101.7 The Truth - I Am Milwaukee</u>
2nd Place	WUWM FM	<u>Gertie's Guide to Elections: Voting in Wisconsin</u>
3rd Place	WUWM FM	<u>2024 Voter Guide</u>

Best Online Personality

1st Place	WTMJ AM	<u>Kristin Brey</u>
2nd Place	WGKB FM	<u>The Truth - Carrie "Noni Juice" Mahone</u>
3rd Place	WTMJ AM	<u>Vince Vitrano</u>

Best Online Breaking News Coverage

No Entries

Best Election Coverage

1st Place	WUWM FM	<u>Election Coverage</u>
2nd Place	WGKB FM	<u>Election Coverage</u>

Best Election Promo

No Entries

Medium Market Radio News and Talk

Best Morning Radio Show

1st Place	WTAQ AM	<u>The Morning News with Matt and Rob</u>
2nd Place	WGBW AM	<u>Maino & The Mayor - The Mayor's Birthday</u>
3rd Place	WOMT AM	<u>Talk It Out with Melissa and Ian</u>

Best Radio Show

1st Place	WFHR FM	<u>Community Stories JR</u>
2nd Place	WLBL FM	<u>Route 51 - April 26 - Bad River</u>
3rd Place	WHBY AM	<u>Focus Fox Valley with Hayley Tenpas</u>

Best Newscast

1st Place	WXCO AM	<u>Brittney Merlot Newscast Oct. 23, 2024</u>
2nd Place	WHBY AM	<u>5 a.m. Newscast Oct. 15, 2024</u>
3rd Place	WFDL AM	<u>Evening News</u>

Best Sportscast

1st Place	KFIZ AM	<u>Morning Sports with Chuck Freimund</u>
2nd Place	WFBZ FM	<u>Sports Center</u>
3rd Place	WLCX AM	<u>Jimmie Kaska</u>

Best Continuing Coverage

1st Place	WOMT AM	<u>Elijah Vue Disappearance and Death</u>
2nd Place	WAYY AM	<u>Chippewa Valley Triage</u>
3rd Place	WOMT AM	<u>The Neighborhood Project Divides the Community</u>

Best Spot News

1st Place	WXCO AM	<u>Cranberry Economy and Freeze - Brittney Merlot</u>
2nd Place	WOMT AM	<u>Proposed Transitional Housing and Warming Shelter Splits Manitowoc Community</u>
3rd Place	WFDL AM	<u>Under Water</u>

Best News Writing

1st Place	WOMT AM	<u>Lighthouse Recovery Community Center Continues to Battle Stigma</u>
2nd Place	WOMT AM	<u>Jason Prigge - "We Are Still Alive"</u>

Best Hard News/Investigative

1st Place	WTAQ AM	<u>Green Bay Correctional Institution; Troubling Present, Hopeful Future</u>
2nd Place	WTAQ AM	<u>Pure Prairie Poultry and Wisconsin Poultry Farmers</u>
3rd Place	WGTD FM	<u>Justice For Martel Lee, Defendant</u>

Best Feature

1st Place	WISS AM	<u>EAA - Worlds Busiest Airport</u>
2nd Place	WTAQ AM	<u>Appleton Man to be Inducted Into the Santa Claus Hall of Fame</u>
3rd Place	WTAQ AM	<u>Into the Backrooms</u>

Best Use of Audio in Radio News

1st Place	WOMT AM	<u>Reedsville Basketball Player Reaches Point Milestone</u>
2nd Place	WOMT AM	<u>Manitowoc Boy Makes Waves in the Rap Scene</u>
3rd Place	WISS AM	<u>VP Harris Visits Ripon</u>

Best Live On-Scene Reporting

1st Place	WOMT AM	<u>Snow Causes Power Outage</u>
2nd Place	WOMT AM	<u>SS Badger Welcomed Back</u>
3rd Place	WFBZ FM	<u>Post Game Show - Aaron Morse</u>

Best Interview

1st Place	WFBZ FM	<u>Dolly Vanderlip</u>
2nd Place	WOMT AM	<u>Ryan Brahm (Seehafer News Director) and President Donald Trump</u>
3rd Place	WHBY AM	<u>Women Who Wow Us - Alondra Sanchez</u>

Best Sports Play By Play

1st Place	KUWS FM	<u>UW-Superior vs. Gustavus Adolphus Men's Hockey</u>
2nd Place	KUWS FM	<u>UW-Superior vs. UW-Stout Men's Hockey</u>
3rd Place	WFBZ FM	<u>Onalaska vs. Central</u>

Best Significant Community Impact

1st Place	WHBY AM	<u>Women Who Wow Us</u>
2nd Place	WOMT AM	<u>Seehafer Sharing Tree, Benefiting The Haven Men's Homeless Shelter</u>
3rd Place	KFIZ AM	<u>Annual Halloween Party</u>

Best Specialty Programming

1st Place	WFHR FM	<u>Halloween Special</u>
2nd Place	WFHR FM	<u>ELF Call Center</u>
3rd Place	WOMT AM	<u>Manitowoc County Lakeshore Holiday Parade</u>

Best Promotional Announcement

1st Place	WTAQ AM	<u>WiscoAg Holiday Promo</u>
2nd Place	WFBZ FM	<u>High School Football</u>
3rd Place	WFHR FM	<u>Morning Show - Best Not Miss</u>

Best Public Service Announcement

1st Place	WOMT AM	<u>Seehafer Sharing Tree, Benefiting The Haven Men's Homeless Shelter</u>
2nd Place	WFHR FM	<u>The Santa Cause</u>

Best Commercial or Underwriting Announcement

1st Place	WOGO AM	<u>Kelly Heating & Electric "Mitsubishi"</u>
2nd Place	WOMT AM	<u>Arctic Run Railroad</u>
3rd Place	WOGO AM	<u>Rust Proofers "Don't Be Scared Of Rust!"</u>

Best Humorous Commercial or Underwriting Announcement

1st Place	WOGO AM	<u>Wiersgalla Plumbing & Heating "Don't Wait!"</u>
2nd Place	WFHR FM	<u>El Cafe</u>
3rd Place	WOGO AM	<u>MyPillow "Rejuvenate!"</u>

Best Website

1st Place	WFBZ FM	<u>ESPN 105.5</u>
2nd Place	WHBY AM	<u>WHBY Website</u>
3rd Place	KFIZ AM	<u>KFIZ.com</u>

Best Web Story

1st Place	WISS AM	<u>Homeless Told to "Move Along"</u>
2nd Place	WXCO AM	<u>Roche-a-Cri State Park Wildfire Contained</u>
3rd Place	WLCX AM	<u>Wisconsin Voters Approve Vast Majority of School District Referendums</u>

Best Use of Social Media

1st Place	WTAQ AM	<u>Woldt Farms Sustainability Efforts</u>
2nd Place	WFBZ FM	<u>EPSN 105.5</u>
3rd Place	WGBW AM	<u>Maino & The Mayor "Trash Bash"</u>

Best Original Digital Content

1st Place	WHBY AM	<u>The Elvis Jet at EAA Airventure</u>
2nd Place	WHBY AM	<u>The Restoration of St. Mary's Church in Menasha</u>
3rd Place	WTAQ AM	<u>Wisconsin Potato Harvest with Alsum Farms</u>

Best Online Personality

1st Place	WTAQ AM	<u>WiscoAg - Joanna Guza</u>
2nd Place	WTAQ AM	<u>Matt Z and Rob Sussman</u>
3rd Place	WXCO AM	<u>Brittney Merlot Facebook/YouTube/X</u>

Best Online Breaking News Coverage

1st Place	WOMT AM	<u>Elijah Vue Press Conference</u>
2nd Place	WFHR FM	<u>Election Coverage</u>
3rd Place	WOMT AM	<u>Prigge Crash</u>

Best Election Coverage

1st Place	WHBY AM	<u>Election Night Coverage with Jonathan, Hayley and Ben</u>
2nd Place	WFHR FM	<u>Mc Namara, Testin, Krug, Miner</u>
3rd Place	WTAQ AM	<u>Election Coverage 2024</u>

Best Election Promo

1st Place WOMT AM [Grothman - Zarbano Debate](#)

Small Market Radio News and Talk

Best Morning Radio Show

1st Place WBEV FM [Morning Show - She Fished It Out](#)
2nd Place WRJO FM [Wake Up with The Wolf](#)
3rd Place WBEV FM [Morning Show - The Beaver Dam Bachelor](#)

Best Radio Show

1st Place WBEV AM [The Dam Sports Show](#)
2nd Place WBEV FM [Hometown Today - Halloween](#)
3rd Place WBEV FM [Hometown Today - Schlitz Happens](#)

Best Newscast

1st Place WRJO FM [July 1, 2024](#)
2nd Place WRJO FM [Dec. 5, 2024](#)
3rd Place WBEV FM [Feb. 7, 2024](#)

Best Sportscast

1st Place WBEV AM [ESPN BD Sportcenter](#)
2nd Place WBEV FM [Wade Bates WBEV Sports](#)

Best Continuing Coverage

1st Place WRJO FM [Town of Cassian Drug Rehab Center](#)
2nd Place WBEV FM [Beaver Dam's Year Long Search for Mayor](#)
3rd Place WBEV FM [Missing Persons Case Turns Into Homicide Investigation](#)

Best Spot News

1st Place WRJO FM [Eagle River Ice Castle Will Be Built](#)
2nd Place WRJO FM [Rhineland Assistant Fire Chief Passing](#)
3rd Place WBEV FM [Columbus Police Chief Gives Homicide Update](#)

Best News Writing

1st Place WBEV FM [Uncle Bill Passes Away](#)

Best Hard News/Investigative

1st Place WBEV FM [Waupun Prison Staff Charged](#)

Best Feature

1st Place WRJO FM [Pines Moonlight Run](#)
2nd Place WBEV FM [Letters to Santa](#)
3rd Place WRJO FM [Northwoods Thanksgiving Meals of Kindness](#)

Best Use of Audio in Radio News

1st Place WRJO FM [Northwoods 4th of July](#)
2nd Place WRJO FM [Veterans Day Service](#)
3rd Place WBEV FM [Trump Makes Campaign Stop in Dodge County](#)

Best Live On-Scene Reporting

1st Place WRJO FM [Northwoods Christmas Live Nativity](#)
2nd Place WBEV FM [Wandering Wade - Honey of an Interview](#)
3rd Place WRJO FM [Northwoods Christmas Kickoff](#)

Best Interview

1st Place WRJO FM [Be Kind Be Nice](#)
2nd Place WRJO FM [Northland Pines Dream Coat](#)
3rd Place WBEV FM [Last Day Music](#)

Best Sports Play By Play

1st Place WBEV FM [Randolph at Mayville Boys Basketball](#)
2nd Place WHYB FM [Menominee vs. Iron Mountain](#)
3rd Place WHYB FM [Menominee vs. Traverse City](#)

Best Significant Community Impact

1st Place WHYB FM [Shop with a Cop](#)
2nd Place WBEV FM [Children's Radiothon Raises over \\$148,000](#)
3rd Place WBEV FM [Lend Me Your Ears](#)

Best Specialty Programming

1st Place WBEV FM [Veterans Day 2024](#)
2nd Place WBEV FM [Fall Candidates Forum](#)

Best Promotional Announcement

1st Place WRJO FM [2024 Northwoodstock Music Festival](#)
2nd Place WRJO FM [Street Dance](#)
3rd Place WBEV FM [171 Cans of Beer Giveaway Promo](#)

Best Public Service Announcement

1st Place WBEV FM [Red Kettle Concert](#)
2nd Place WRJO FM [Gyro's for Hero's](#)
3rd Place WBEV FM [Noel's Pizza Fundraiser](#)

Best Commercial or Underwriting Announcement

1st Place WBEV FM [Hometown Glass - Garage Door Bob](#)
2nd Place WBEV FM [The Grinch Who Stole Breakfast](#)
3rd Place WRJO FM [Minocqua Popcorn Uncle Puff](#)

Best Humorous Commercial or Underwriting Announcement

1st Place WRJO FM [Prime Choice Where You Takin' Your Deer](#)
2nd Place WRJO FM [Northwoods Shooters Shop](#)
3rd Place WHYB FM [Koehne Christmas Reading](#)

Best Website

1st Place WBEV FM [DailyDodge.com](#)
2nd Place WHYB FM [Website News](#)
3rd Place WHYB FM [Website](#)

Best Web Story

1st Place WBEV FM ["The Donald" in Dodge County](#)
2nd Place WBEV FM [Broadcasting Legend Uncle Bill McCollum Passes Away](#)

Best Use of Social Media

1st Place WBEV FM [WBEV Facebook](#)
2nd Place WHYB FM [WHYB](#)

Best Original Digital Content

1st Place WBEV FM [Radio Park Rumble](#)
2nd Place WHYB FM [Wiener Wednesday](#)
3rd Place WBEV FM [Remembering Uncle Bill](#)

Best Online Personality

1st Place WBEV AM [Cory Sparks](#)
2nd Place WHYB FM [News Director](#)
3rd Place WHYB FM [WHYB](#)

Best Online Breaking News Coverage

1st Place WBEV FM [Flooding Hits the Area](#)
2nd Place WHYB FM [Fifth Street Fire](#)
3rd Place WBEV FM [Governor Evers Visits Horicon Elementary](#)

Best Election Coverage

1st Place WRJO FM [Election Coverage 2024](#)
2nd Place WBEV FM [WBEV Interviews Local Candidates](#)

Best Election Promo

1st Place WRJO FM 2024 Election Night Promo



Large Market Radio Music Format

Best Morning Radio Show

1st Place WMYX FM Elizabeth and Radar Valentines Day Special
2nd Place WKLH FM Dave & Dorene/Dave's Last Day
3rd Place WLSP LP Seriously Sun Prairie - Joey's Song and Livin' Large

Best Radio Show

1st Place WLUM FM Ian McCain Afternoons
2nd Place WHQG FM Borna and Mandy
3rd Place WVMO FM Under the Covers

Best Newscast

1st Place WVMO FM Bird Report
2nd Place WVMO FM Monona Calendar

Best Interview

1st Place WHQG FM Borna and Mandy with Morty
2nd Place WJMR FM Don Black with Kurtis Blow
3rd Place WLUM FM Adler Talks with Billy Corgan of Smashing Pumpkins and Chloe Corgan

Best Original Feature

1st Place WMYX FM Make Your Job Sound Sexy
2nd Place WMGN FM Women's History Month
3rd Place WHQG FM Deck the Hog

Best Live On-Site Broadcast Remote

1st Place WVMO FM Loud in the Library
2nd Place WLSP LP 2024 Classic Car Remote
3rd Place WJMR FM Jammin Rise Up Vote MKE

Best Use of Audio (Non-News)

1st Place WKLH FM Over 40 Years of Dave Luczak
2nd Place WMYX FM Taylor Swift Experts
3rd Place WLUM FM Adler Talks Oasis Reunion Concert

Best Sports Coverage

1st Place WHQG FM Tim Murray
2nd Place WVMO FM Monona Grove Football
3rd Place WLUM FM Adler Talks with UW-Milwaukee Mens BB Coach Bart Lundy

Best Significant Community Impact

1st Place WMGN FM Magic 98 Holiday Wish Final Call
2nd Place WMYX FM The 27th Annual 99.1 The Mix Stuff the Bus
3rd Place WVMO FM Let's Be Civil

Best Specialty Programming

1st Place WVMO FM Polka Time: DJ Shotski
2nd Place WMSE FM CTSI Discovery Radio Episode 121
Emergency Medicine and Injury
Prevention and Control
3rd Place WVMO FM Cool Reggae Beats

Best Promotional Announcement

1st Place WHQG FM Space Apes
2nd Place WKLH FM Making Ends Meet
3rd Place WHQG FM Fall Into Cash

Best Station Promo

1st Place WRXS FM Cheap Labor
2nd Place WVMO FM Branding
3rd Place WVMO FM Americana Music

Best Station Event Promo

1st Place WHQG FM Bacon You Crazy
2nd Place WKLH FM Psst Dave's Retiring!
3rd Place WVMO FM Vinylthon

Best Client Event Promo

1st Place WKLH FM Angler Management
2nd Place WVMO FM Wild & Scenic Film Festival
3rd Place WVMO FM Harry Whitehorse Event

Best Public Service Announcement

1st Place WLSP LP Seeking Sports Announcers for Sun Prairie High School Games
2nd Place WLSP LP Sun Prairie Notecard Fundraiser PSA
3rd Place WVMO FM St. Stephens Fundraiser

Best Commercial or Underwriting Announcement

1st Place WMMM FM HJ Pertzborn "We're Here"
2nd Place WMMM FM Aaron Weber Group "Christmas Story"
3rd Place WMYX FM Otto's Wine & Spirits "A Thanksgiving to Remember"

Best Humorous Commercial or Underwriting Announcement

1st Place WHQG FM Woodchuckers - Tongue Twister
2nd Place WHIT AM Wisconsin Potatoes - Tip Off
3rd Place WOLX FM Door Creek Dental "My Toof"

Best Website

1st Place WWQM FM Madison's Country Q106
2nd Place WLUM FM WLUM - FM102/1 Milwaukee
3rd Place WVMO FM WVMO Website

Best Use of Social Media

1st Place WWQM FM Madison's Country Q106
2nd Place WLUM FM FM 102/1 Instagram
3rd Place WLUM FM WTFM102/1

Best Original Digital Content

1st Place WVMO FM Boogie Down Promo
2nd Place WLUM FM We're From Milwaukee
3rd Place WLUM FM Girl In Red Proves Love's Not Dead

Best Online Personality

1st Place WLUM FM Michelle Rutkowski
2nd Place WWQM FM Cailynn Hensen
3rd Place WVMO FM Grandma Cyd

Best Live Online On-Site Coverage

1st Place WVMO FM DJ Shotski & Green County Cheese Days Coverage
2nd Place WLUM FM Secret Sessions
3rd Place WLUM FM Big Snow Show 18

Medium Market Radio Music Format

Best Morning Radio Show

1st Place	WBCV FM	<u>Trav in the Morning - Monday in March</u>
2nd Place	WKSZ FM	<u>Otis, Katie, and Nick</u>
3rd Place	WISM FM	<u>John Murphy in the Morning</u>

Best Radio Show

1st Place	WKSZ FM	<u>Afternoons with Reed and Eddie</u>
2nd Place	WRJN AM	<u>Homeward Bound with Curt Vollman</u>
3rd Place	WRJN AM	<u>Dan Markus Way Museum</u>

Best Newscast

1st Place	WFDL FM	<u>Evening News</u>
2nd Place	WFDL FM	<u>Morning News</u>
3rd Place	WRJN AM	<u>Campaign Stops and More</u>

Best Interview

1st Place	WRJN AM	<u>Author Rory Graves Talks About Haunted Racine</u>
2nd Place	WBCV FM	<u>Trav in the Morning - Veterans Day Interview</u>
3rd Place	WVTY FM	<u>Dancing Grannies</u>

Best Original Feature

1st Place	WRJN AM	<u>Starman-Solar Probe</u>
2nd Place	WKSZ FM	<u>"Melinda Monday" with Otis, Katie, and Nick</u>
3rd Place	WKSZ FM	<u>"Dear Kathryn - Mee Maw" with Otis, Katie, and Nick</u>

Best Live On-Site Broadcast Remote

1st Place	WFDL FM	<u>Gregg Owens at the Sheboygan Powerboat Races</u>
2nd Place	WKSZ FM	<u>Subaru Loves Dogs Event - Reed Petitpren</u>
3rd Place	WLKN FM	<u>John Michael Kohler Art's Center's Midsummer Festival of the Arts</u>

Best Use of Audio (Non-News)

1st Place	WBCV FM	<u>Man Cold</u>
2nd Place	WLKN FM	<u>Habitat Chat with Habitat for Humanity Lakeside</u>
3rd Place	WKSZ FM	<u>Dead Fish Names - Otis, Katie, and Nick</u>

Best Sports Coverage

1st Place	WFDL FM	<u>Lomira and Laconia at their Best</u>
2nd Place	WNAM AM	<u>Wisconsin Timber Rattlers Jesus Chirinos 3-Run Home Run</u>
3rd Place	WTCX FM	<u>Gameplan Show with Packer DB Carrington Valentine</u>

Best Significant Community Impact

1st Place	WLKN FM	<u>Seehafer Shelter Tree, Benefiting The Haven Men's Homeless Shelter</u>
2nd Place	WAVL FM	<u>Community Diaper Drive</u>
3rd Place	WHTQ FM	<u>Teacher of the Year 2024</u>

Best Specialty Programming

1st Place	WAVL FM	<u>Wellness Wednesday</u>
2nd Place	WVTY FM	<u>Reopening of McKinley Beach</u>
3rd Place	WLKN FM	<u>The WLKN Christmas Shopping Spree</u>

Best Promotional Announcement

1st Place	WBCV FM	<u>Bark Bowl</u>
2nd Place	WKSZ FM	<u>Taylor Ticket Tag Promo</u>
3rd Place	WKSZ FM	<u>KISSmas Tree Promo</u>

Best Station Promo

1st Place	WKSZ FM	<u>Old Skool Jam Weekend Promo</u>
2nd Place	WKSZ FM	<u>KISS Concerts and Cash Promo</u>
3rd Place	WRJN AM	<u>Elvis Passing Anniversary</u>

Best Station Event Promo

1st Place	WKSZ FM	<u>Welcome Brunch with Otis, Katie, and Nick</u>
2nd Place	WKSZ FM	<u>ATW Airport to New York City Promotion</u>

Best Client Event Promo

1st Place	WKSZ FM	<u>Let's Do Lunch with the Bar!</u>
2nd Place	WKSZ FM	<u>Bay Park Square Back to School</u>
3rd Place	WRJN AM	<u>Time and Again Records Promotion</u>

Best Public Service Announcement

1st Place	WKSZ FM	<u>Skating with Santa Promo</u>
2nd Place	WLKN FM	<u>Ales for Tails</u>
3rd Place	WKSZ FM	<u>Coats for Kids Campaign</u>

Best Commercial or Underwriting Announcement

1st Place	WWIB FM	<u>Wil-Kil Pest Control "The Hunters"</u>
2nd Place	WWIB FM	<u>The Raven Team "No Second Chances"</u>
3rd Place	WKSZ FM	<u>Green Bay Blizzard Yoooper Night</u>

Best Humorous Commercial or Underwriting Announcement

1st Place	WWIB FM	<u>Superior Sealers "Saving You Money!"</u>
2nd Place	WAXX FM	<u>Nicolet Law "Alex Endorsement"</u>
3rd Place	WWIB FM	<u>The Medicine Shoppe "Happy Thanksgiving!"</u>

Best Website

1st Place	WKSZ FM	<u>959kissfm.com</u>
2nd Place	WLKN FM	<u>WLKN.COM</u>
3rd Place	WQCC FM	<u>KICKS 106.3 Website</u>

Best Use of Social Media

1st Place	WKSZ FM	<u>95.9 KISS FM Social Media Channels</u>
2nd Place	WTCX FM	<u>Gobblefest XXV</u>
3rd Place	WLKN FM	<u>The 2024 Rock Your Putter: Putter Only Golf Outing</u>

Best Original Digital Content

1st Place	WKSZ FM	<u>"Basic Bros" - Reed & Eddie</u>
2nd Place	WFDL FM	<u>Laconia Ladies State Bound!</u>
3rd Place	WBCV FM	<u>The Big Haul</u>

Best Online Personality

1st Place	WFON FM	<u>Chandra in the Morning</u>
2nd Place	WLKN FM	<u>Radio</u>

Best Live Online On-Site Coverage

1st Place	WKSZ FM	<u>Morgan Wallen Chair Throwing Competition</u>
2nd Place	WLKN FM	<u>TDS Turkey</u>
3rd Place	WKSZ FM	<u>Taylor Swift Miami Winner</u>

Small Market Radio Music Format

Best Morning Radio Show

1st Place	WLKG FM	<u>Good Morning Wisconsin</u>
2nd Place	WLKG FM	<u>Lifematters with Tom & Nancy</u>
3rd Place	WMDC FM	<u>Mornings with Meg and Gregg</u>

Best Radio Show

1st Place	WLKG FM	<u>Middays with Andi</u>
2nd Place	WLKG FM	<u>Afternoon Drive with Mike Mason</u>
3rd Place	WCOW FM	<u>The "BIG T Show" with Travis Winchester</u>

Best Newscast

1st Place	WCOW FM	<u>News Update with Josh Leyh</u>
2nd Place	WCOW FM	<u>7 a.m. News with Josh Leyh</u>
3rd Place	WJMC FM	<u>Local Newscast with Carl Cooley</u> <u>Sep. 20, 2024</u>

Best Interview

1st Place	WRLS FM	<u>The Oak Ridge Boys Coming to Hayward</u>
2nd Place	WJMT AM	<u>Happy Days at Lola</u>
3rd Place	WCOW FM	<u>Ty with Clint Black</u>

Best Original Feature

1st Place	WCOW FM	<u>Honoring Marley Tauscher</u>
2nd Place	WHTL FM	<u>The Informational Minute</u>
3rd Place	WLKG FM	<u>Gary Theatre</u>

Best Live On-Site Broadcast Remote

1st Place	WHDG FM	<u>Trig's Supermarket - Mistletoe Market</u>
2nd Place	WDDC FM	<u>Grand Reopening</u>
3rd Place	WNNO FM	<u>Holly Jolly</u>

Best Use of Audio (Non-News)

1st Place	WCOW FM	<u>Deer Song Demand with Ben & Arnie</u>
2nd Place	WHTL FM	<u>Coffee with Brian Show Open</u>
3rd Place	WHTL FM	<u>The Veterans Connection Show Open</u>

Best Sports Coverage

1st Place	WHTL FM	<u>Mitchell Speltz Play by Play High School Basketball</u>
2nd Place	WCOW FM	<u>Sports with John Pappadopoulos</u>
3rd Place	WSLD FM	<u>A Look Inside the Warhawks - Whitewater Men's Basketball Coach Jarod Wichser</u>

Best Significant Community Impact

1st Place	WCOW FM	<u>Dream Christmas</u>
2nd Place	WCQM FM	<u>10 Grand for the Cats and Dogs!</u>
3rd Place	WHTL FM	<u>Humanitarian Award Butch Halama</u>

Best Specialty Programming

1st Place	WLKG FM	<u>Saturday at the 70's</u>
2nd Place	WTMB FM	<u>Spark!</u>
3rd Place	WLKG FM	<u>Design Coach</u>

Best Promotional Announcement

1st Place	WHTL FM	<u>Lost Pet Alert Promo</u>
2nd Place	WCQM FM	<u>98Q Podcasting For Beginners</u>
3rd Place	WCOW FM	<u>Craig Morgan Concert Winner</u>

Best Station Promo

1st Place	WLKG FM	<u>Saturday at the 70's</u>
2nd Place	WCOW FM	<u>Free Fun Radio</u>
3rd Place	WLKG FM	<u>90's at Nine</u>

Best Station Event Promo

1st Place	WHTL FM	<u>Turkey Giveaway Promo</u>
2nd Place	WLKG FM	<u>Summer Birthday Bash</u>
3rd Place	WLKG FM	<u>12 Days of Christmas</u>

Best Client Event Promo

1st Place	WMBZ FM	<u>Lainey Wilson Giveaway</u>
2nd Place	WLKG FM	<u>Exemplar Financial - Shred Fest</u>
3rd Place	WCOW FM	<u>Santa Scamper</u>

Best Public Service Announcement

1st Place	WCOW FM	<u>Help Ari Save Her Home</u>
2nd Place	WCOW FM	<u>Boys & Girls Club House of Shadows</u>
3rd Place	WLKG FM	<u>Lake Geneva Jaycees - Venetian Fest</u>

Best Commercial or Underwriting Announcement

1st Place	WDDC FM	<u>Confidence</u>
2nd Place	WLKG FM	<u>Next Door Pub - Mighty Meatball</u>
3rd Place	WMBZ FM	<u>Over for Supper</u>

Best Humorous Commercial or Underwriting Announcement

1st Place	WHTL FM	<u>HD Tree Service The Branch</u>
2nd Place	WLKG FM	<u>Next Door Pub - Hot Honey Pizza</u>
3rd Place	WIRI FM	<u>From the Ground Up - Got Beans?</u>

Best Website

1st Place	WCOW FM	<u>COW97.COM</u>
2nd Place	WHTL FM	<u>WHTL Website</u>
3rd Place	WLKG FM	<u>LAKE961.COM</u>

Best Use of Social Media

1st Place	WLKG FM	<u>Wet Nose Wednesday from Walworth County Fair</u>
2nd Place	WLKG FM	<u>LAKE 961 FM</u>
3rd Place	WCOW FM	<u>Ben & Arnie Web Cam Wednesday</u>

Best Original Digital Content

1st Place	WMDC FM	<u>Lions Roar to Camp Randall</u>
2nd Place	WCOW FM	<u>Ben & Arnie Web Cam Wednesday</u>
3rd Place	WLKG FM	<u>The Impossible Question</u>

Best Online Personality

1st Place	WCOW FM	<u>Ben & Arnie</u>
2nd Place	WCOW FM	<u>Ty Anna</u>
3rd Place	WLKG FM	<u>Eric Paulsen, Good Morning Wisconsin</u>

Best Live Online On-Site Coverage

1st Place	WLKG FM	<u>Wet Nose Wednesday from Walworth County Fair</u>
2nd Place	WCQM FM	<u>98Q Live On-Site at Catkins Animal Shelter</u>
3rd Place	WCOW FM	<u>Country Fest</u>

2024 Station of the Year

Television

LARGE MARKET

WISN-TV, Milwaukee



MEDIUM MARKET

WMTV-TV, Madison



SMALL MARKET

WSAW-TV, Wausaw



News and Talk Radio

LARGE MARKET

WTMJ AM, Milwaukee



MEDIUM MARKET

WOMT FM, Manitowoc



SMALL MARKET

WBEV FM, Beaver Dam



Music Radio

LARGE MARKET

WVMO FM, Monona



MEDIUM MARKET

WKSZ FM, Green Bay



SMALL MARKET

WCOW FM, Sparta



2024 News Operation of the Year

Television

LARGE MARKET

WITI-TV, Milwaukee



MEDIUM MARKET

WMTV-TV, Madison



SMALL MARKET

WSAW-TV, Wausaw



News and Talk Radio

LARGE MARKET

WTMJ AM, Milwaukee



MEDIUM MARKET

WOMT AM, Manitowoc



SMALL MARKET

WBEV FM, Beaver Dam

