



# *Awards For Excellence*

Winners List 2020

# Large Market Television

## Best Morning Newscast

- 1st Place WISN TV, [Officers Shot: Fugitive Manhunt](#)
- 2nd Place WISN TV, [Jacob Blake Police Shooting](#)
- 3rd Place WYTU TV, [Noticiero Telemundo Wisconsin 11 a.m.](#)

## Best Evening Newscast

- 1st Place WISN TV, [Miller Brewery Rampage](#)
- 2nd Place WTMJ TV, [TMJ4 News at 10 - Molson Coors Shooting](#)
- 3rd Place WITI TV, [Mayfair Mall Shooting](#)

## Best Sportscast

- 1st Place WISN TV, [Stephanie Sutton](#)
- 2nd Place WITI TV, [Tim Van Vooren](#)
- 3rd Place WDJT TV, [Scott Grodsky Composite](#)

## Best Weathercast

- 1st Place WDJT TV, [Drew Burgoyne Composite](#)
- 2nd Place WISN TV, [Lindsey Slater](#)
- 3rd Place WITI TV, [Tom Wachs](#)

## Best Continuing Coverage

- 1st Place WISN TV, [Jacob Blake Police Shooting](#)
- 2nd Place WTMJ TV, [Unemployment System Collapse](#)
- 3rd Place WDJT TV, [CBS 58 Jacob Blake Shooting and Unrest](#)

## Best Spot News

- 1st Place WITI TV, [No Charges for Officer Mensah](#)
- 2nd Place WISN TV, [Officers Shot: Fugitive Manhunt](#)
- 3rd Place WDJT TV, [CBS 58 Breaking News Coverage of the Mayfair Mall Shooting](#)

## Best News Writing

- 1st Place WDJT TV, [Barn Basketball](#)
- 2nd Place WTMJ TV, [Calligraphy Man](#)
- 3rd Place WTMJ TV, [Juan Pablo Strong](#)

## Best Hard News/Investigative

- 1st Place WDJT TV, [Sick and Sued](#)
- 2nd Place WITI TV, [Reckless Driving](#)
- 3rd Place WITI TV, [Case of the Missing Uniforms](#)

## Best Series or Documentary

- 1st Place WISN TV, [Unemployment Backlog](#)
- 2nd Place WITI TV, [Inside a Mystery: Milwaukee Cold Cases](#)
- 3rd Place WISN TV, [Milwaukee Police Chief Chaos](#)

## Best Feature

- 1st Place WITI TV, [Driveway Turned Center Stage](#)
- 2nd Place WYTU TV, [Nacho Libre Police DACA/Dreamer In Uniform/SOÑADOR CON UNIFORME](#)
- 3rd Place WTMJ TV, [College at 14](#)

## Best Live On-Scene Reporting

- 1st Place WITI TV, [Aaron Maybin](#)
- 2nd Place WISN TV, [Matt Smith](#)
- 3rd Place WISN TV, [Hannah Hilyard](#)

## Best Use of Video

- 1st Place WDJT TV, [Tintype Photography](#)
- 2nd Place WISN TV, [Jason Hunter](#)
- 3rd Place WITI TV, [Venmo Challenge](#)

## Best Sports Reporting

- 1st Place WISN TV, [Stephen Watson](#)
- 2nd Place WISN TV, [Stephanie Sutton](#)
- 3rd Place WITI TV, [Diver Makes Social Media Splash](#)

## Best Significant Community Impact

- 1st Place WTMJ TV, [Celebrating Juneteenth Day](#)
- 2nd Place WYTU TV, [Telemundo Wisconsin Community Impact](#)
- 3rd Place WITI TV, [Contact 6](#)

## Best Specialty Programming

- 1st Place WDJT TV, [CBS 58 Morning News Congratulates the Class of 2020 Primetime Special](#)
- 2nd Place WTMJ TV, [The TMJ4 Positively Milwaukee Awards](#)
- 3rd Place WISN TV, [50 Days Shutdown](#)

## Best Image Promotion

- 1st Place WTMJ TV, [We Are Milwaukee: Nurse Christin](#)
- 2nd Place WTMJ TV, [TMJ4 News: Celebrate the Good](#)
- 3rd Place WISN TV, [WISN 12 2020 Year Ender](#)

## Best Weather Promotion

- 1st Place WDJT TV, [2020 Summer Drew Gets Me Ready 30](#)
- 2nd Place WTMJ TV, [Storm Team 4: Brighter Tomorrows](#)
- 3rd Place WISN TV, [WISN 12 Mark Baden Fall 2020](#)

## Best Topical Promotion

- 1st Place WISN TV, [WISN 12 Kenosha Continuing Coverage](#)
- 2nd Place WDJT TV, [CBS 58 News "Primed and Ready"](#)
- 3rd Place WISN TV, [WISN 12 News at 10 - What's Next](#)

## Best Public Service Announcement

- 1st Place WISN TV, [WISN 12 Pet Walk 2020](#)
- 2nd Place WTMJ TV, [Science Day with TMJ4](#)
- 3rd Place WITI TV, [Buddy Check 6](#)

## Best Commercial or Underwriting Announcement

- 1st Place WYTU TV, [Prime Financial Credit Union](#)
- 2nd Place WTMJ TV, [We're Open: Seider](#)
- 3rd Place WTMJ TV, [FHK Insurance](#)

## Best Coverage of Civil Discourse and Social Change

- 1st Place WDJT TV, [CBS 58 Morning News Race and Justice Special](#)
- 2nd Place WISN TV, [Changing The Game](#)
- 3rd Place WISN TV, [Project Community: A Panel on Community and Policing](#)

## Best Pandemic-Related Service to Community

- 1st Place WISN TV, [Save Our Store](#)
- 2nd Place WITI TV, [Feed a Hero](#)
- 3rd Place WTMJ TV, [The Rebound Milwaukee](#)

## Best Election Coverage

- 1st Place WTMJ TV, [Election 2020](#)
- 2nd Place WISN TV, [Commitment 2020: Election Preview](#)

## Best Website

- 1st Place WDJT TV, [CBS58.com](#)
- 2nd Place WISN TV, [WISN.com](#)
- 3rd Place WTMJ TV, [TMJ4.com](#)

## Best Web Story

- 1st Place WTMJ TV, [Waiting for Benefits](#)
- 2nd Place WITI TV, ['I'm 6 and 3!' Reckless driver tracks his high speed chases](#)
- 3rd Place WITI TV, [Judge Orders Gov. Evers to turn over emails to FOX6](#)

### **Best Use of Social Media**

- 1st Place WDJT TV, [CBS 58 Morning News FB Live Q&A](#)
- 2nd Place WISN TV, [Jacob Blake police shooting](#)
- 3rd Place WTMJ TV, [TMJ4 News Social Media](#)

### **Best Original Digital Content**

- 1st Place WTMJ TV, [My Block: Peace Gardens at Sherman Park](#)
- 2nd Place WITI TV, [Open Record](#)
- 3rd Place WITI TV, [Deff-initely Milwaukee](#)

### **Best Online Personality**

- 1st Place WTMJ TV, [Vince Vitrano](#)
- 2nd Place WYTU TV, [Jocelyne Pruna](#)
- 3rd Place WDJT TV, [Justin Thompson-Gee](#)

### **Best Online Breaking News Coverage**

- 1st Place WISN TV, [Miller Brewery mass shooting](#)
- 2nd Place WITI TV, [COVID-19](#)
- 3rd Place WITI TV, [Officer-involved Shooting of Jacob Blake](#)

## *Medium Market Television*

### **Best Morning Newscast**

- 1st Place WMTV TV, [The Morning Show: Overnight Unrest](#)
- 2nd Place WLUK TV, [Good Day Wisconsin - Oct. 3, 2020](#)
- 3rd Place WISC TV, [Kenosha and Madison Unrest](#)

### **Best Evening Newscast**

- 1st Place WKOW TV, [27 News at 5 6/1/20](#)
- 2nd Place WLUK TV, [FOX 11 News at 9 - April 7, 2020](#)
- 3rd Place WISC TV, [UW Madison shuts down](#)

### **Best Sportscast**

- 1st Place WMTV TV, [NBC15's George Balekji](#)
- 2nd Place WBAY TV, [Dave Schroeder](#)
- 3rd Place WMTV TV, [NBC15 Sports](#)

### **Best Weathercast**

- 1st Place WKOW TV, [John Zeigler](#)
- 2nd Place WISC TV, [Chris Reece Compilation](#)
- 3rd Place WLUK TV, [Justin Steinbrink](#)

### **Best Continuing Coverage**

- 1st Place WISC TV, [Continuing Coverage of Madison Unrest](#)
- 2nd Place WLUK TV, [Lake Levels and Shore Erosion](#)
- 3rd Place WMTV TV, [Anisa Scott's Death and Legacy](#)

### **Best Spot News**

- 1st Place WISC TV, [First Madison protests](#)
- 2nd Place WKOW TV, [Madison Protests](#)
- 3rd Place WKOW TV, [Molson Coors Shooting](#)

### **Best News Writing**

- 1st Place WKOW TV, [Happy Heart Hunt](#)
- 2nd Place WKOW TV, [Ode to Flansy](#)
- 3rd Place WMTV TV, [A Simple Stone](#)

### **Best Hard News/Investigative**

- 1st Place WBAY TV, [Waushara County DA MIA](#)
- 2nd Place WMTV TV, [NBC15 Investigates: Chaos in Kenosha, the questions that remain](#)
- 3rd Place WISC TV, [The politicization of misinformation](#)

### **Best Series or Documentary**

- 1st Place WMTV TV, [Class During COVID](#)
- 2nd Place PBS Wisconsin, [Nancy Zieman: Extraordinary Grace](#)
- 3rd Place WFRV TV, [WFRV Investigates "Letter to the Community: An Open Conversation About Race"](#)

### **Best Feature**

- 1st Place PBS Wisconsin, [Wisconsin Life: A Doll Like Me](#)
- 2nd Place WMTV TV, [Tools To Succeed](#)
- 3rd Place WMTV TV, [Scott and Shannon's Love Story](#)

### **Best Live On-Scene Reporting**

- 1st Place WMTV TV, [NBC15's George Balekji](#)
- 2nd Place WISC TV, [Madalyn O'Neill Compilation](#)
- 3rd Place WKOW TV, [Lance Veaser](#)

### **Best Use of Video**

- 1st Place PBS Wisconsin, [Wisconsin Life: Skijoring](#)
- 2nd Place WISC TV, [Beltline Bob hit twice](#)
- 3rd Place WMTV TV, [Hold Onto Hope](#)

### **Best Sports Reporting**

- 1st Place WMTV TV, [Using His Voice](#)
- 2nd Place WKOW TV, [Overcoming the Odds](#)
- 3rd Place WMTV TV, [First Family of Pucks](#)

### **Best Significant Community Impact**

- 1st Place WISC TV, [Graduation 2020 - Born to Make History](#)
- 2nd Place WMTV TV, [Because of You - 25th Share Your Holidays Campaign](#)
- 3rd Place WISC TV, [Summer not forgotten](#)

### **Best Specialty Programming**

- 1st Place WISC TV, [Names Behind the Numbers](#)
- 2nd Place WLUK TV, [FOX 11 Community Cares Special](#)
- 3rd Place PBS Wisconsin, [Wisconsin Young Artists Compete: The Final Forte](#)

### **Best Image Promotion**

- 1st Place WKOW TV, [27 News Drone Coverage Promo](#)
- 2nd Place PBS Wisconsin, [PBS Wisconsin is Made in Wisconsin](#)
- 3rd Place WMTV TV, [Wake up to More Image Top](#)

### **Best Weather Promotion**

- 1st Place WKOW TV, [Meteorologist John Zeigler - Impact](#)
- 2nd Place WKOW TV, [Johnny's Weather School](#)
- 3rd Place WISC TV, [First Warn Weather - Trust Us](#)

### **Best Topical Promotion**

- 1st Place WKOW TV, [Hacked Homes](#)
- 2nd Place WKOW TV, [Beating the Bite](#)
- 3rd Place PBS Wisconsin, [Nancy Zieman: Extraordinary Grace](#)

### **Best Public Service Announcement**

- 1st Place WMTV TV, [Stop in the Name of Love](#)
- 2nd Place WISC TV, [Time For Kids - Recipe For Health 2020](#)
- 3rd Place WMSN TV, [Wisconsin Medical Society and Nurses Association - Your Health Can't Wait](#)

### **Best Commercial or Underwriting Announcement**

- 1st Place WKOW TV, [Isthmus Eats Commercial](#)
- 2nd Place WMSN TV, [Toppers Drama Theater - The Family Dinner](#)
- 3rd Place WLUK TV, [Toro Snowblower 2020 Maggie](#)

### **Best Coverage of Civil Discourse and Social Change**

- 1st Place WISC TV, [Covering social change](#)
- 2nd Place WBAY TV, [Power 2 Change](#)
- 3rd Place WKOW TV, [WKOW](#)

### **Best Pandemic-Related Service to Community**

- 1st Place WMTV TV, ['Care Box Challenge' Raises Nearly \\$3.4M In Its First 100 Days](#)
- 2nd Place WKOW TV, [Feeding Hope Text-A-Thon](#)
- 3rd Place PBS Wisconsin, [At-Home Learning](#)

## **Best Election Coverage**

- 1st Place WKOW TV, [November Presidential Election](#)
- 2nd Place WISC TV, [News 3 Now: Election 2020](#)
- 3rd Place PBS Wisconsin, [Here & Now](#)

## **Best Website**

- 1st Place PBS Wisconsin, [WisContext](#)
- 2nd Place PBS Wisconsin, [PBS Wisconsin Education](#)
- 3rd Place WFRV TV, [Weareregreenbay.com WFRV Television/Digital Website for 2020](#)

## **Best Web Story**

- 1st Place PBS Wisconsin, [No Place Like Home](#)
- 2nd Place WFRV TV, [WFRV Digital: "THEN & NOW: Protests in Northeast Wisconsin"](#)
- 3rd Place PBS Wisconsin, [WisContext: The Coronavirus Pandemic and Face Masks](#)

## **Best Use of Social Media**

- 1st Place WKOW TV, [Social media coverage following the shooting of Jacob Blake in Kenosha](#)
- 2nd Place WBAY TV, [Best Use of Social Media - Steve's Weather School - WBAY](#)
- 3rd Place WKOW TV, [Social video at 27 News WKOW](#)

## **Best Original Digital Content**

- 1st Place PBS Wisconsin, [The Light](#)
- 2nd Place PBS Wisconsin, [State Street Mural Project](#)
- 3rd Place WISC TV, [Election Night livestream](#)

## **Best Online Personality**

- 1st Place WMTV TV, [NBC15's Tim Elliott](#)
- 2nd Place WKOW TV, [Sara Maslar-Donar, reporter and weekend morning anchor](#)
- 3rd Place WBAY TV, [Best Online Personality - Dave Schroeder - WBAY](#)

## **Best Online Breaking News Coverage**

- 1st Place WMTV TV, [Downtown Demonstrations](#)
- 2nd Place WKOW TV, [Five coworkers killed, gunman also dead in Milwaukee brewery mass shooting](#)
- 3rd Place WISC TV, [Channel 3000 Protest Coverage](#)

# *Small Market Television*

## **Best Morning Newscast**

- 1st Place WSAW TV, [The New Back to School: Sept. 3, 2020 Newscast](#)
- 2nd Place WKBT TV, [News 8 Now This Morning-The Morning After](#)
- 3rd Place WXOW TV, [MidDay 5-14-2020](#)

## **Best Evening Newscast**

- 1st Place KBJR TV, [KBJR 6 News at 10](#)
- 2nd Place WJFW TV, [WJFW Newswatch 12 at 10](#)
- 3rd Place CBS3 - Duluth Superior, [CBS 3 News Live at 5](#)

## **Best Sportscast**

- 1st Place WSAW TV, [Matt Infield Sports Anchoring Compilation](#)
- 2nd Place WQOW TV, [WQOW Best Sportscast](#)
- 3rd Place WSAW TV, [Reece Van Haaften Sports Anchoring Compilation](#)

## **Best Weathercast**

- 1st Place WSAW TV, [Jeremy Tabin Meteorologist Compilation](#)
- 2nd Place WSAW TV, [Mark Holley Meteorologist Compilation](#)
- 3rd Place WKBT TV, [Michelle Poedel Compilation](#)

## **Best Continuing Coverage**

- 1st Place WKBT TV, [Election 2020](#)
- 2nd Place WEAU TV, [Superintendent Arrested](#)
- 3rd Place WSAW TV, [Unemployment in Wisconsin Due to COVID-19 Pandemic](#)

## **Best Spot News**

- 1st Place WJFW TV, [Rib Lake Break-Ins](#)
- 2nd Place WEAU TV, [Cadott Tornado](#)
- 3rd Place WKBT TV, [Covid-Case 1](#)

## **Best News Writing**

- 1st Place WKBT TV, [Sound of Giving](#)
- 2nd Place WAOW TV, [Fighting for Justice](#)
- 3rd Place WSAW TV, [Cheryl Coyer Makes Quilts for Veterans](#)

## **Best Hard News/Investigative**

- 1st Place WKBT TV, [Breaking the Silence](#)
- 2nd Place WSAW TV, [7Investigates: When You Can't Call 911](#)
- 3rd Place WSAW TV, [7Investigates: Patients Caught in Insurance Battle](#)

## **Best Series or Documentary**

- 1st Place WLAX TV, [Rivertown La Crosse](#)
- 2nd Place WXOW TV, [Race in La Crosse Schools](#)
- 3rd Place KBJR TV, [KBJR 6 News Presents: Missing & Murdered: An Invisible Epidemic](#)

## **Best Feature**

- 1st Place WQOW TV, [Amy Swinehouse](#)
- 2nd Place WXOW TV, [The Man Behind the Napkins](#)
- 3rd Place WEAU TV, [Anthony's Legacy](#)

## **Best Live On-Scene Reporting**

- 1st Place WKBT TV, [Jordan Fremstad Compilation](#)
- 2nd Place WEAU TV, [Zach Prelutsky](#)
- 3rd Place WSAW TV, [Stella Porter Compilation](#)

## **Best Use of Video**

- 1st Place WKBT TV, [Falling In Love](#)
- 2nd Place WSAW TV, [You Know You're From Merrill: Emma's Sweet Corn](#)
- 3rd Place WXOW TV, [COVID Stay-at-Home Concert](#)

## **Best Sports Reporting**

- 1st Place WJFW TV, [Great Northern Riding Club](#)
- 2nd Place WJFW TV, [Karlie Woodall](#)
- 3rd Place WSAW TV, [Mound Masterpieces](#)

## **Best Significant Community Impact**

- 1st Place WKBT TV, [Steppin' Out in Pink 2020](#)
- 2nd Place WKBT TV, [Joy of Sharing 2020](#)
- 3rd Place WEAU TV, [Wagner Tails](#)

## **Best Specialty Programming**

- 1st Place WQOW TV, [The Power of Band](#)
- 2nd Place WJFW TV, [Tiffany/Zunker Congressional Debate](#)
- 3rd Place CBS3 - Duluth Superior, [CBS 3 News Presents: Race & Campaign 2020](#)

## **Best Image Promotion**

- 1st Place WXOW TV, [Sports Overtime Workout](#)
- 2nd Place WKBT TV, [Mom](#)
- 3rd Place WEAU TV, [Hello Wisconsin- Pandemic Greetings](#)

# Large Market Radio News and Talk

## **Best Weather Promotion**

- 1st Place WSAW TV, [Mark's Garden](#)
- 2nd Place WEAU TV, [WEAU Lifestyle Weather](#)
- 3rd Place WAOW TV, [Get Outside](#)

## **Best Topical Promotion**

- 1st Place WSAW TV, [Black Lives Matter POP](#)
- 2nd Place WSAW TV, [The Student Experience](#)
- 3rd Place WEAU TV, [Hello Wisconsin 227](#)

## **Best Public Service Announcement**

- 1st Place WSAW TV, [Children's Miracle Network - Extra Life](#)
- 2nd Place WEAU TV, [Together Chippewa Valley](#)
- 3rd Place WKBT TV, [Food Drive Fridays](#)

## **Best Commercial or Underwriting Announcement**

- 1st Place WSAW TV, [Wausau School District - Teachers](#)
- 2nd Place WLAX TV, [Big Boar BBQ](#)
- 3rd Place WAOW TV, [Next Step Prosthetics](#)

## **Best Coverage of Civil Discourse and Social Change**

- 1st Place WEAU TV, [Protest Montage](#)
- 2nd Place WQOW TV, [Hometown Conversations](#)
- 3rd Place WSAW TV, [Race, Law Enforcement and Social Justice Compilation](#)

## **Best Pandemic-Related Service to Community**

- 1st Place WEAU TV, [At Home With Amie](#)
- 2nd Place WEAU TV, [School's in Session](#)
- 3rd Place WSAW TV, [Singing for Their Supper](#)

## **Best Election Coverage**

- 1st Place WEAU TV, [2020 Election Coverage](#)
- 2nd Place WSAW TV, [Election 2020 Coverage](#)
- 3rd Place WJFW TV, [Election Composite](#)

## **Best Website**

- 1st Place KBJR TV, [KBJR6.COM](#)
- 2nd Place WQOW TV, [WQOW.com](#)
- 3rd Place WAOW TV, [waow.com](#)

## **Best Web Story**

- 1st Place WEAU TV, [The Crossroads of Love and Compassion](#)
- 2nd Place WEAU TV, [Superintendent Arrested](#)
- 3rd Place WSAW TV, [Graduate Surprises Fellow Classmates by Walking to get Diploma](#)

## **Best Use of Social Media**

- 1st Place WKBT TV, [News 8 Now Online](#)
- 2nd Place WJFW TV, [Maya Reese - #NorthwoodsNoise](#)
- 3rd Place WQOW TV, [Best Use of Social Media](#)

## **Best Original Digital Content**

- 1st Place WKBT TV, [News 8 Now Online](#)
- 2nd Place WJFW TV, [In Case You Missed It](#)
- 3rd Place WSAW TV, [WSAW Sports Podcast on replacing a legend on the ice](#)

## **Best Online Personality**

- 1st Place WEAU TV, [Tucker Antico](#)
- 2nd Place WEAU TV, [Justus Cleveland](#)
- 3rd Place WJFW TV, [Maya Reese](#)

## **Best Online Breaking News Coverage**

- 1st Place WEAU TV, [Eau Claire Protest](#)
- 2nd Place WSAW TV, [Live on scene coverage of an officer involved shooting](#)
- 3rd Place WSAW TV, [Local Hospital has a press event to discuss COVID situation](#)

## **Best Morning Radio Show**

- 1st Place WTMJ AM, [Wisconsin's Morning News](#)
- 2nd Place WSSP AM, [Bart Winkler Morning Show](#)

## **Best Radio Show**

- 1st Place WSSP AM, [Big Show- Leroy Butler becomes 1st time finalist for HOF](#)
- 2nd Place WTMJ AM, [Wisconsin's Afternoon News](#)
- 3rd Place WISN AM, [The Dan O'Donnell Show](#)

## **Best Newscast**

- 1st Place WTMJ AM, [Wisconsin's Afternoon News](#)
- 2nd Place WTMJ AM, [Wisconsin's Morning News](#)

## **Best Sportscast**

- 1st Place WTMJ AM, [Greg Matzek](#)
- 2nd Place WTMJ AM, [Bryan Dee](#)

## **Best Continuing Coverage**

- 1st Place WTMJ AM, [Unrest in Kenosha](#)
- 2nd Place WORT FM, [Madison Poised for Police Oversight Board](#)
- 3rd Place WUWM FM, [MPS Spring Remote Learning Rollout](#)

## **Best Spot News**

- 1st Place WORT FM, [Stop, Dont Go: SASY Neighborhood Pushes Against Removal Of Postal Services](#)
- 2nd Place WISN AM, [The Miller Brewery Shooting](#)
- 3rd Place WTMJ AM, [Molson Coors shooting](#)

## **Best News Writing**

- 1st Place WISN AM, [A More Perfect Union](#)
- 2nd Place WUWM FM, [PFAS Concern Remains High In Marinette](#)
- 3rd Place WTMJ AM, [The Show Must Go On](#)

## **Best Hard News/Investigative**

- 1st Place WTMJ AM, [Wisconsin Prison COVID-19 Outbreak](#)
- 2nd Place WUWM FM, [MPS May Be 'Losing The Best And Brightest' Due To HR Problems](#)
- 3rd Place WUWM FM, [Police Brutality Protest](#)

## **Best Feature**

- 1st Place WUWM FM, [Owl Family Captures Milwaukee Suburb's Heart During Coronavirus Pandemic](#)
- 2nd Place WTMJ AM, [Stories of the Heart: Michael Saxby](#)
- 3rd Place WORT FM, [Radio Chipstone: The Last Note](#)

## **Best Use of Audio in Radio News**

- 1st Place WUWM FM, [Deputies Fraternalize with Rittenhouse on Night of Fatal Shooting](#)
- 2nd Place WUWM FM, [Orchestra Aims To Provide Healing Amid Coronavirus Pandemic](#)
- 3rd Place WORT FM, [Goodman Pool Reopens for the Summer](#)

## **Best Live On-Scene Reporting**

- 1st Place WTMJ AM, [Milwaukee Protests](#)
- 2nd Place WISN AM, [The Mayfair Mall Shooting](#)
- 3rd Place WTMJ AM, [Molson Coors shooting](#)

### **Best Interview**

- 1st Place WISN AM, [Joseph Mensah's First Interview](#)
- 2nd Place WTMJ AM, [The Poll Worker](#)
- 3rd Place WTMJ AM, [Bob Costas](#)

### **Best Sports Play By Play**

- 1st Place WTSO AM, [Madison East deals top-ranked rival Madison La Follette their only loss of the 2019-2020 season](#)

### **Best Significant Community Impact**

- 1st Place WTMJ AM, [Kids 2 Kids Christmas](#)
- 2nd Place WTMJ AM, [Pass the Turkey](#)
- 3rd Place WKTI FM, [ESPN Wisconsin Radiothon with Pat Connaughton](#)

### **Best Specialty Programming**

- 1st Place WTMJ AM, [WTMJ 2021](#)
- 2nd Place WKTI FM, [9th Annual Wisconsin Sports Awards](#)
- 3rd Place WISN AM, [A Dan O'Donnell Show Christmas Special](#)

### **Best Promotional Announcement**

- 1st Place WORT FM, [Bad Sister Heidi's Year-End Giving](#)
- 2nd Place WTMJ AM, [Through It All](#)
- 3rd Place WKTI FM, [ESPN Milwaukee Fantasy Football](#)

### **Best Commercial or Underwriting Announcement**

- 1st Place WSSP AM, [Brothers Consolidated HVAC; Too Loud](#)
- 2nd Place WTMJ AM, [Black Husky Brewing](#)
- 3rd Place WSSP AM, [Otto's Wine and Spirits; Home Town](#)

### **Best Humorous Commercial or Underwriting Announcement**

- 1st Place WTMJ AM, [Sentry Foods](#)
- 2nd Place WTMJ AM, [CPAP Rx](#)
- 3rd Place WSSP AM, [Wisconsin Indoor Golf Center; The Bird](#)

### **Best Coverage of Civil Discourse and Social Change**

- 1st Place WUWM FM, [Protests for Police Reform, Social Justice](#)
- 2nd Place WRNW FM, [The Crossover Tackles Social Justice](#)
- 3rd Place WTMJ AM, ["No justice, no peace"](#)

### **Best Pandemic-Related Service to Community**

- 1st Place WUWM FM, [The Coronavirus Pandemic in Wisconsin](#)
- 2nd Place WISN AM, [The Latest Word on Medicine](#)

### **Best Election Coverage**

- 1st Place WUWM FM, [Election 2020](#)
- 2nd Place WTMJ AM, [Decision Wisconsin](#)

### **Best Website**

- 1st Place WTMJ AM, [WTMJ.com](#)
- 2nd Place Wisconsin Public Radio, [WPR.org's Coronavirus in Wisconsin Section](#)
- 3rd Place Wisconsin Public Radio, [WPR.org](#)

### **Best Web Story**

- 1st Place WUWM FM, [Milwaukee's Lost Town Of Lake](#)
- 2nd Place Wisconsin Public Radio, [Why Is There A 'Wau' In So Many Wisconsin Place Names?](#)
- 3rd Place WTMJ AM, [Mercurious](#)

### **Best Use of Social Media**

- 1st Place WTMJ AM, [Wisconsin's Radio Station](#)
- 2nd Place Wisconsin Public Radio, [WPR Twitter Strategy](#)
- 3rd Place Wisconsin Public Radio, [WPR Facebook Strategy](#)

### **Best Original Digital Content**

- 1st Place WTMJ AM, [Convention Countdown](#)
- 2nd Place Wisconsin Public Radio, [COVID-19 Live Blog Coverage](#)
- 3rd Place WTMJ AM, [Decision Wisconsin](#)

### **Best Online Personality**

- 1st Place WTMJ AM, [Bryan Dee](#)
- 2nd Place Wisconsin Public Radio, [Laurel White -- Twitter](#)
- 3rd Place WTMJ AM, [Steve Scaffidi](#)

### **Best Online Breaking News Coverage**

- 1st Place WTMJ AM, [Molson Coors shooting](#)
- 2nd Place Wisconsin Public Radio, [Madison, Milwaukee Protests](#)
- 3rd Place WTMJ AM, [Protestors take to the streets of Milwaukee](#)

## *Medium Market Radio News and Talk*

### **Best Morning Radio Show**

- 1st Place WKTY AM, [WKTY Morning Show with Dave Carney](#)
- 2nd Place WOMT AM, [Lee & Damon in the Morning](#)

### **Best Radio Show**

- 1st Place WKTY AM, [The Grant Bilse Show](#)
- 2nd Place WHLA FM, [Newsmakers: Activist/Actor Dodie Whitaker](#)
- 3rd Place KUWS FM, [Protest, Solutions and Challenges Following the Death of George Floyd](#)

### **Best Newscast**

- 1st Place WTAQ AM, [WTAQ's Morning News](#)
- 2nd Place WTAQ AM, [WTAQ's News At Noon](#)
- 3rd Place WSAU FM, [WSAU News Mike Leischner](#)

### **Best Continuing Coverage**

- 1st Place WRJN AM, [Continuing riots in Kenosha](#)
- 2nd Place WFDL AM, [Flattening The Curve](#)
- 3rd Place WTAQ AM, [NE Wisconsin's COVID 19 Journey](#)

### **Best Spot News**

- 1st Place WTAQ AM, [Green Bay BLM March](#)
- 2nd Place WTAQ AM, [Popeyes Big Day](#)
- 3rd Place WOMT AM, [Local Man Camps Out for Week](#)

### **Best News Writing**

- 1st Place WTAQ AM, [Haunted Green Bay](#)
- 2nd Place WSAU FM, [Grand Opening held for JoJo's Jungle](#)
- 3rd Place WOMT AM, [Stay at Home High School Senior](#)

### **Best Hard News/Investigative**

- 1st Place WTAQ AM, [Green Bay Riot](#)
- 2nd Place WOMT AM, [Local Soldier Voice Frustrations with VA](#)
- 3rd Place WFDL AM, [Lakeside Park: A Community Divided](#)

### **Best Feature**

- 1st Place WOMT AM, [Area Man Granted His Dying Wish](#)
- 2nd Place WTAQ AM, [Mary's Heart](#)
- 3rd Place WTAQ AM, [Cop On A Mission](#)

### **Best Use of Audio in Radio News**

- 1st Place WTAQ AM, [Veteran's Day](#)
- 2nd Place WOMT AM, [Accordian Month](#)
- 3rd Place WOMT AM, [Local Man Recalls Rare Poker Loss to Mom](#)

### **Best Live On-Scene Reporting**

- 1st Place WTAQ AM, [Election Day Is Here](#)
- 2nd Place WTAQ AM, [Pzacki Day](#)

### **Best Interview**

- 1st Place WOMT AM, [Prevea Health Matters - Tomi Genske](#)
- 2nd Place WSAU FM, [Pre-election interview with Wausau Mayor Katie Rosenberg](#)
- 3rd Place WIZM AM, [What Is Justice?](#)

### **Best Sports Play By Play**

- 1st Place WOMT AM, [Kiel at Roncalli Girls](#)
- 2nd Place WFDL AM, [Waupun's Sectional Showdown](#)
- 3rd Place KFIZ AM, [Sprints State Championship Hockey Coverage Play by Play](#)

### **Best Specialty Programming**

- 1st Place WOMT AM, [2020 Lincoln High School Graduation](#)
- 2nd Place WOMT AM, [Sports Talk](#)

### **Best Promotional Announcement**

- 1st Place WOMT AM, [Seehafer News App](#)
- 2nd Place WKTY AM, [Murder Hornets](#)
- 3rd Place WIZM AM, [Miracle on 34th Street](#)

### **Best Public Service Announcement**

- 1st Place WOMT AM, [Lake Shore CAP](#)

### **Best Commercial or Underwriting Announcement**

- 1st Place WIZM AM, [A Christmas Most Sour](#)
- 2nd Place WOMT AM, [Green Bay Gamblers](#)
- 3rd Place WSAU FM, [Linetec - Nov Recruitment](#)

### **Best Humorous Commercial or Underwriting Announcement**

- 1st Place WKTY AM, [Harden Rules](#)
- 2nd Place WSAU FM, [Mullins Cheese Spring Concert](#)
- 3rd Place WOGO AM, [The Raven Team "Leave It To The Pros"](#)

### **Best Coverage of Civil Discourse and Social Change**

- 1st Place WOMT AM, [Manitowoc Race Relations](#)
- 2nd Place WTTN AM, [The Earl Ingram Show - Kenosha Day of Non-Protest](#)
- 3rd Place WIZM AM, [Juneteenth](#)

### **Best Pandemic-Related Service to Community**

- 1st Place WOMT AM, [COVID 19 Coverage](#)
- 2nd Place WOGO AM, [Radio Broadcasts Chi-Hi "Drive-In Graduation!"](#)
- 3rd Place WFDL AM, [COVID Pandemic: Protecting The Community](#)

### **Best Election Coverage**

- 1st Place WTAQ AM, [Election 2020](#)
- 2nd Place WOMT AM, [Debates & Election Coverage](#)
- 3rd Place WHWC FM, [Legislative Debates](#)

### **Best Website**

- 1st Place WSAU FM, [WSAU.com](#)
- 2nd Place WOMT AM, [Seehafernews.com](#)

### **Best Web Story**

- 1st Place WSAU FM, [Arrest made decades later in 1984 Wood County murder](#)
- 2nd Place WOMT AM, [Despite Restrictions, A Group of Friends Have Found a Way To Continue A Thursday Night Tradition](#)
- 3rd Place WSAU FM, [Stevens Point City Council Votes Down Proposal to Allow Football at Goerke Park](#)

### **Best Use of Social Media**

- 1st Place WOMT AM, [United as One Fundraiser](#)
- 2nd Place WOMT AM, [Memorial Day Ceremony](#)
- 3rd Place WSAU FM, [Facebook and Twitter](#)

### **Best Original Digital Content**

- 1st Place WIZM AM, [Around River City: Lisa's Implants](#)
- 2nd Place WOMT AM, [Hello Lakeshore](#)
- 3rd Place WIZM AM, [Around River City: Students and Corona](#)

### **Best Online Personality**

- 1st Place WOMT AM, [Lee Douglas](#)
- 2nd Place WOMT AM, [Terry Stevenson](#)

### **Best Online Breaking News Coverage**

- 1st Place WOMT AM, [Protest Forms Outside Wisconsin Aluminum Foundry](#)

## *Small Market Radio News and Talk*

### **Best Morning Radio Show**

- 1st Place WRJO FM, [Wake up with The Wolf](#)
- 2nd Place WHYB FM, [Chuck and Jim Show- Veterans Day Salute](#)
- 3rd Place WBEV AM, [WBEV Morning Show- John Moser Says Farewell](#)

### **Best Radio Show**

- 1st Place WBEV AM, [Breaktime](#)
- 2nd Place WFBZ FM, [The Sports Lead ESPN 105.5](#)
- 3rd Place WHYB FM, [Swap Shop](#)

### **Best Newscast**

- 1st Place WRJO FM, [Corona 2020](#)
- 2nd Place WHYB FM, [WHYB AM News 01/08/2020](#)
- 3rd Place WTCH AM, [WTCH News Feb 12, 2020](#)

### **Best Sportscast**

- 1st Place WBEV AM, [Daily Dodge Sports](#)
- 2nd Place WWIS FM, [WWIS Sportscasts 2020](#)
- 3rd Place WHYB FM, [High School Football Roundup](#)

### **Best Continuing Coverage**

- 1st Place WHYB FM, [COVID-19 Pandemic](#)
- 2nd Place WHYB FM, [PFAS Contamination](#)
- 3rd Place WBEV AM, [Formation Of Beaver Dam Lake District](#)

### **Best Spot News**

- 1st Place WRJO FM, [Eagle River Trump Rally](#)
- 2nd Place WBEV AM, [Election Postponed With County Clerk Live On Air](#)
- 3rd Place WXPR FM, [October Snow](#)

### **Best News Writing**

- 1st Place WHYB FM, [Lake Perch Shortage](#)
- 2nd Place WHYB FM, [COVID & Domestic Violence](#)
- 3rd Place WXPR FM, [COVID-19 Frustrations Rise with the Number of Cases](#)

### **Best Hard News/Investigative**

- 1st Place WRJO FM, [Safer at Home Lifted](#)
- 2nd Place WXPR FM, [Great Lakes Water Level Crisis](#)
- 3rd Place WHYB FM, [President Trump Visits Marinette Marine](#)

### **Best Feature**

- 1st Place WHYB FM, [Future Fund](#)
- 2nd Place WRJO FM, [2020 Polar Bear Plunge](#)
- 3rd Place WRJO FM, [Hayward Lumberjack Championship](#)

### **Best Use of Audio in Radio News**

- 1st Place WTCH AM, [Bus Driver Appreciation](#)
- 2nd Place WXPR FM, [Trout Streams, Beaver Dams, and Explosives](#)
- 3rd Place WRJO FM, [Memorial Day 2020](#)

### **Best Live On-Scene Reporting**

- 1st Place WHYB FM, [Menominee County Election Results](#)
- 2nd Place WHYB FM, [President Trump Speaks at Marinette Marine](#)
- 3rd Place WRJO FM, [Eagle River Pond Hockey](#)

### **Best Interview**

- 1st Place WBEV AM, [Neurodiversity \(say that ten times fast\)](#)
- 2nd Place WHYB FM, [FFG\(X\), COVID-19 Interview with Governor Evers](#)
- 3rd Place WTCH AM, [Spooky Places](#)

### **Best Sports Play By Play**

- 1st Place WBEV AM, [BD Girls Punch Ticket to State](#)
- 2nd Place WHYB FM, [Emma Anderson Reaches 1000 Points](#)
- 3rd Place WMAM AM, [Katelyn Kitzinger All-Time Leading Scorer](#)

### **Best Significant Community Impact**

- 1st Place WRJO FM, [A Day with Angel Pledge-A-Thon](#)
- 2nd Place WBEV AM, [2020 Children's Radiothon](#)
- 3rd Place WHYB FM, ["Look for the Helpers" Series](#)

### **Best Specialty Programming**

- 1st Place WRJO FM, [Live FORK Concert](#)
- 2nd Place WTCH AM, [Shawano Senior Spotlight](#)
- 3rd Place WRJO FM, [Live Memorial Day Ceremony](#)

### **Best Promotional Announcement**

- 1st Place WWIS FM, [Happy Hours With Josh Donovan](#)
- 2nd Place WBEV AM, [Milwaukee Brewers - Baseballitis](#)
- 3rd Place WFBZ FM, [ESPN 105.5 Sports Lead](#)

### **Best Public Service Announcement**

- 1st Place WBEV AM, [Children's Radiothon Amazon Smile](#)
- 2nd Place WRJO FM, [Holiday Help for Non-Profits](#)
- 3rd Place WWIS FM, [JC Dairy Promotion Committee - Curds for Kids PSA](#)

### **Best Commercial or Underwriting Announcement**

- 1st Place WRJO FM, [Frasiers Winter is Coming](#)
- 2nd Place WBEV AM, [Rechecks - Future Turkey Cop](#)
- 3rd Place WBEV AM, [Vita Park Singing Eye Docs Christmas Carol](#)

### **Best Humorous Commercial or Underwriting Announcement**

- 1st Place WRJO FM, [Prime Choice Where Ya' Takin' Your Deer](#)
- 2nd Place WBEV AM, [Surefire - Frigid Hearts](#)
- 3rd Place WRJO FM, [Kneaded Relief Christmas Massage](#)

### **Best Coverage of Civil Discourse and Social Change**

- 1st Place WRJO FM, [Bucks March and Kenosha Protest](#)
- 2nd Place WBEV AM, [Reaction To George Floyd Killing](#)
- 3rd Place WHYB FM, [Black Lives Matter Protest on Stephenson Island](#)

### **Best Pandemic-Related Service to Community**

- 1st Place WJMC AM, [Barron County Covid Q & A](#)
- 2nd Place WXPR FM, [COVID-19 Forums](#)
- 3rd Place WWIS FM, [COVID-19 Questions and Answers](#)

### **Best Election Coverage**

- 1st Place WXPR FM, [Election 2020 Coverage](#)
- 2nd Place WHYB FM, [Voting in the COVID-19 Era](#)
- 3rd Place WRJO FM, [Election Coverage 2020](#)

### **Best Website**

- 1st Place WBEV AM, [DailyDodge.com](#)

### **Best Web Story**

- 1st Place WHYB FM, [LCS 25 Launched at Marinette Marine](#)
- 2nd Place WXPR FM, [Fighting Phosphorus on the Big Eau Pleine](#)
- 3rd Place WXPR FM, [Next Door to Drilling](#)

### **Best Use of Social Media**

- 1st Place WBEV AM, [Daily Dodge](#)
- 2nd Place WWIS FM, [Mother's Day Shoutouts](#)
- 3rd Place WHYB FM, [Back to School Photo Contest](#)

### **Best Original Digital Content**

- 1st Place WBEV AM, [2 for the Road](#)
- 2nd Place WBEV AM, [2020 Youth Animal Expo](#)
- 3rd Place WHYB FM, [Shoreline Shopping Show](#)

### **Best Online Personality**

- 1st Place WWIS FM, [Mary Gerdes](#)
- 2nd Place WBEV AM, [Wade Bates](#)

### **Best Online Breaking News Coverage**

- 1st Place WBEV AM, [Multiple People Shot In Mayville](#)
- 2nd Place WHYB FM, [Officer-Involved Shooting Death Reported in Marinette County](#)

## *Large Market Radio Music Format*

### **Best Morning Radio Show**

- 1st Place WJQM FM, [Best Morning Radio Show: Krista & The Morning Rush](#)
- 2nd Place WLDB FM, ["Feel Good Mornings with Joe"](#)
- 3rd Place WLSP LP, [Good Morning Sun Prairie: Baker Street](#)

### **Best Radio Show**

- 1st Place WJQM FM, [Best Radio Show: DJ Fusion](#)
- 2nd Place WVMO FM, [The Good Kind](#)
- 3rd Place WLSP LP, [Song Archaeology](#)

### **Best Newscast**

- 1st Place WLSP LP, [Sun Prairie In Focus](#)
- 2nd Place WVMO FM, [Monona Bird Report](#)
- 3rd Place WVMO FM, [Community Calendar](#)

### **Best Interview**

- 1st Place WMMM FM, [Live from Studio M with Black Pumas](#)
- 2nd Place WLUM FM, [FM 102.1 Adler Interviews Actor Comedian Television Host Matt Iseman](#)
- 3rd Place WVMO FM, [Archeology Interview](#)

### **Best Original Feature**

- 1st Place WJQM FM, [Breaking Bad News: Marta Can't Sing In Wedding](#)
- 2nd Place WVMO FM, [Native American History](#)
- 3rd Place WVMO FM, [Giving Thanks to Local Music](#)

### **Best Live On-Site Broadcast Remote**

- 1st Place WVMO FM, [Loud in the Library](#)

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

- 1st Place WJQM FM, [Vicki Gunvalson Reality Check](#)
- 2nd Place WJQM FM, [We Appreciate You Staying Home](#)
- 3rd Place WVMO FM, [Monona Library: Wing It](#)



### **Best Sports Coverage**

- 1st Place WMMM FM, [Packers Fake Crowd Guy](#)
- 2nd Place WLUM FM, [FM 102.1 Adler Interviews AEW Wrestler Nyla Rose](#)
- 3rd Place WVMO FM, [MG Sports Showcase](#)

### **Best Significant Community Impact**

- 1st Place WJQM FM, [Krista's Road to Recovery with Tellurian and Madison Police Officer Jodi Nelson](#)
- 2nd Place WJQM FM, [2020 Gifts of Christmas](#)
- 3rd Place WVMO FM, [Monona Mayor Reports](#)

### **Best Specialty Programming**

- 1st Place WJQM FM, [Madtown Mom Squad: Kiddos Give Fun Tips During Covid](#)
- 2nd Place WVMO FM, [The VMO Show](#)
- 3rd Place WLSP LP, [Homeroom with Brad Saron](#)

### **Best Promotional Announcement**

- 1st Place WVMO FM, [Let's Connect](#)
- 2nd Place WJQM FM, [2020 Gifts of Christmas](#)
- 3rd Place WVMO FM, [WVMO Online](#)

### **Best Station Promo**

- 1st Place WJQM FM, [Why Moms Love Wine](#)
- 2nd Place WVMO FM, [From The Couch](#)
- 3rd Place WJQM FM, [Tracy & DJ Fusion: FWB Top 20 Countdown](#)

### **Best Station Event Promo**

- 1st Place WJQM FM, [Fire Fighters Save Valentines Day With Krista & The Morning Rush](#)
- 2nd Place WJQM FM, [Weezy Sunday](#)
- 3rd Place WVMO FM, [WVMO Movie Night](#)

### **Best Client Event Promo**

- 1st Place WVMO FM, [Winnequah School Donation](#)
- 2nd Place WVMO FM, [MGSD 4K Sign Up](#)

### **Best Public Service Announcement**

- 1st Place WXSS FM, [American Heart Association: Teens Talk](#)
- 2nd Place WXSS FM, [American Heart Association: Lying Kills](#)
- 3rd Place WJQM FM, [Now Open](#)

### **Best Commercial or Underwriting Announcement**

- 1st Place WJQM FM, [Terror At Tyrol](#)
- 2nd Place WOLX FM, [Middleton School District: Wheels On The Bus](#)
- 3rd Place WOLX FM, [Middleton School District: Virtual This](#)

### **Best Humorous Commercial or Underwriting Announcement**

- 1st Place WOLX FM, [Aaron Weber Group: Move to Madison](#)
- 2nd Place WVMO FM, [Monona Dog Park](#)
- 3rd Place WJQM FM, [Badger City Auto Humpback Whales Brake Special](#)

### **Best Coverage of Civil Discourse and Social Change**

- 1st Place WJQM FM, [Celebration of Life Anisa Scott](#)
- 2nd Place WVMO FM, [Monona Community & Eight Can't Wait](#)
- 3rd Place WVMO FM, [Monona Listening Session](#)

### **Best Pandemic-Related Service to Community**

- 1st Place WLUM FM, [FM 102.1 Save our Stages Radioathon](#)
- 2nd Place WLSP LP, [Sun Prairie EMS and Healing Hearts Family Counseling COVID PSAs](#)
- 3rd Place WVMO FM, [Supporting Local & Musicians](#)

### **Best Website**

- 1st Place WVMO FM, [WVMO.FM](#)

### **Best Use of Social Media**

- 1st Place WJQM FM, [93.1 JAMZ](#)
- 2nd Place WVMO FM, [Local Music Video interviews](#)
- 3rd Place WVMO FM, [WVMO Shows & Community](#)

### **Best Original Digital Content**

- 1st Place WVMO FM, [Zoomin' with WVMO](#)
- 2nd Place WLDB FM, [Taste Test Tuesday](#)
- 3rd Place WJQM FM, [Krista's Road to Recovery with Tellurian From Harker Heating & Cooling](#)

### **Best Online Personality**

- 1st Place WJQM FM, [DJ Fusion](#)
- 2nd Place WVMO FM, [Joe Martin](#)
- 3rd Place WJQM FM, [Krista & The Morning Rush](#)

### **Best Live On-Site Coverage**

- 1st Place WVMO FM, [Sunday Afternoon Live with Buzz Kemper](#)

## *Medium Market Radio Music Format*

### **Best Morning Radio Show**

- 1st Place WHTQ FM, [Kori with a K and the More Music Morning Show - What's the Secret](#)
- 2nd Place WFON FM, [Mike and Marty In the Morning Nov 10, 2020](#)
- 3rd Place WIZM FM, [Z-93 Morning Buzz](#)

### **Best Radio Show**

- 1st Place WVTY FM, [Van McNeil - May 12th 2020](#)
- 2nd Place WIFC FM, [Mike Mathers All Night Party](#)

### **Best Newscast**

- 1st Place WIFC FM, [WIFC News](#)
- 2nd Place WFDL FM, [Morning News](#)
- 3rd Place WOZZ FM, [WOZZ News 12-30-2020](#)

### **Best Interview**

- 1st Place WOZZ FM, [Interview With Diamante](#)
- 2nd Place WOZZ FM, [Interview With Mike Protich Of The Violent](#)
- 3rd Place WIFC FM, [Beverly D' Angelo on WIFC](#)

### **Best Original Feature**

- 1st Place WOZZ FM, [Artist Spotlight With Written By Wolves](#)
- 2nd Place WIZM FM, [Fit Fun Fab](#)
- 3rd Place WIFC FM, [Mikey Likes It Er No!](#)

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

- 1st Place WISM FM, [A Christmas Carol](#)
- 2nd Place WISM FM, [John Lennon/40 Years Since 1980](#)
- 3rd Place WGTD FM, [A CARTOONS-ON-THE RADIO - LEADING LADIES: ANGELA UBER ALLES.](#)

### **Best Sports Coverage**

- 1st Place WIFC FM, [Tom King Sports WIFC](#)
- 2nd Place WJMT AM, [Chad Holmes Merrill volleyball sectional semifinal](#)
- 3rd Place WTCX FM, [WLA Regional Showdown](#)

### **Best Significant Community Impact**

- 1st Place WYTE FM, [Y106.5 CMN Radiothon](#)
- 2nd Place WIZM FM, [Season of Giving](#)
- 3rd Place WIFC FM, [Be the Match](#)

### **Best Specialty Programming**

1st Place WISM FM, [A Christmas Carol](#)

### **Best Promotional Announcement**

1st Place WBCV FM, [Flush 2020](#)

### **Best Station Promo**

1st Place WHTQ FM, [15K Cash Stash](#)  
2nd Place WOZZ FM, [Rock 94.7's Virtual Festival](#)  
3rd Place WOZZ FM, [Forgot About Dad](#)

### **Best Public Service Announcement**

1st Place WQCC FM, [Rotary Lights of La Crosse](#)

### **Best Commercial or Underwriting Announcement**

1st Place WWIB FM, [The Raven Team "Memories Start At Home"](#)  
2nd Place WOZZ FM, [Redemption Ink - Frankenstein's Monster](#)  
3rd Place WFON FM, [Ledgerock Distillery](#)

### **Best Humorous Commercial or Underwriting Announcement**

1st Place WWIB FM, [Mason Companies "Stop The Stress"](#)  
2nd Place WISM FM, [Advanced Septic Installation "Crapstastic"](#)  
3rd Place WFON FM, [Busch Beer Snowdays](#)

### **Best Coverage of Civil Discourse and Social Change**

1st Place WGTD FM, [Shooting Gives Small Town No Choice But to Confront Racial Injustice and Inequality Issues](#)  
2nd Place WISM FM, [715 Newsmakers](#)  
3rd Place WIZM FM, [Shaundel Spivey](#)

### **Best Pandemic-Related Service to Community**

1st Place WIZM FM, [Covid interview](#)  
2nd Place WJMT AM, ["Hometown Concert for the Cause"](#)  
3rd Place WKSZ FM, [March 13th Escalation of COVID](#)

### **Best Website**

1st Place WOZZ FM, [Rock 94.7 Website](#)

### **Best Original Digital Content**

1st Place WAXX FM, [Eat. Drink. Shop. Local this holiday season!](#)  
2nd Place WGLX FM, [Wisconsin Rapids Polar Plunge 2020](#)  
3rd Place WBCV FM, [Trying Brach's Thanksgiving Candy](#)

### **Best Live On-Site Coverage**

1st Place WHTQ FM, [Special Olympics Wisconsin Closing Ceremonies](#)

## *Small Market Radio Music Format*

### **Best Morning Radio Show**

1st Place WCOW FM, [Ben & Arnie](#)  
2nd Place WCOW FM, [Ben and Arnie COW97](#)  
3rd Place WXRO FM, [95X Morning Show](#)

### **Best Radio Show**

1st Place WCOW FM, [Rachel Chase](#)  
2nd Place WCOW FM, [Mike in the Midday](#)  
3rd Place WSFQ FM, [The ROCK Noon Lunchbox](#)

### **Best Newscast**

1st Place WCOW FM, [Adam Roberts - COW97 News](#)  
2nd Place WCOW FM, [COW97 News with Adam Roberts](#)  
3rd Place WJMC FM, [News - April 8, 2020](#)

### **Best Interview**

1st Place WRLS FM, [Kikkan Randall American Olympic Champion](#)  
2nd Place WGLR FM, [Gary Allan on The Big Show](#)  
3rd Place WAQE FM, [Ryan Quinn with Officer Andy](#)

### **Best Original Feature**

1st Place WCOW FM, [Free Music Free For All](#)  
2nd Place WCOW FM, [Arnie's Dumb Thoughts](#)  
3rd Place WJMC FM, [Barron County Fair On The Air](#)

### **Best Live On-Site Broadcast Remote**

1st Place WCOW FM, [Freedom Car Show](#)  
2nd Place WCOW FM, [Hidden Trails Corn Maze](#)

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

1st Place WCOW FM, [Turdy Point Buck](#)  
2nd Place WHTL FM, [Middays With Mark \(show-open\)](#)  
3rd Place WMBZ FM, [You're A Mean One. 2020](#)

### **Best Sports Coverage**

1st Place WLST FM, [Sportscast 12/16/2020](#)  
2nd Place WCOW FM, [Adam Roberts](#)  
3rd Place WCOW FM, [Sports with Adam Roberts](#)

### **Best Significant Community Impact**

1st Place WCOW FM, [Dream Christmas](#)  
2nd Place WCOW FM, [Senior Salute](#)  
3rd Place WRCO AM, [REC Drive-In Annual Meeting on WRCO AM](#)

### **Best Specialty Programming**

1st Place WPVL FM, [Tribute to Brent](#)  
2nd Place WCOW FM, [Classic COW Charlie Daniels Tribute](#)  
3rd Place WXRO FM, [95X 20 in 20](#)

### **Best Promotional Announcement**

1st Place WPVL FM, [Flo Rida Fridays](#)  
2nd Place WCOW FM, [Survey Triple Play](#)  
3rd Place WCOW FM, [Ben & Arnie](#)

### **Best Station Promo**

1st Place WKFX FM, [Lovin' the Lake Pontoon Giveaway](#)  
2nd Place WGLR FM, [Queen B Brewers Promo](#)  
3rd Place WCOW FM, [COW97's 2020](#)

### **Best Station Event Promo**

1st Place WCOW FM, [COW97's Virtual Fair Barn](#)  
2nd Place WCOW FM, [William Hoffman St Jude Ride](#)

### **Best Client Event Promo**

1st Place WCOW FM, [Armed Forces Day Concert 2020](#)  
2nd Place WCOW FM, [Features Fest 2020](#)  
3rd Place WPVL FM, [Xtreme Summer of Memories Giveaway](#)

### **Best Public Service Announcement**

1st Place WCOW FM, [Gage Leis](#)  
2nd Place WCOW FM, [Tomah Health Love Light](#)

### **Best Commercial or Underwriting Announcement**

1st Place WGLR FM, [Potosi Saloon - Fish Fry Friday](#)  
2nd Place WJH FM, [Dr. McGillicuddy's Shooting Straight since 1865](#)  
3rd Place WCOW FM, [Eddie's Convenience Store](#)

### **Best Humorous Commercial or Underwriting Announcement**

1st Place WCOW FM, [Pasture Pride Cheese Store](#)  
2nd Place WHTL FM, [Rudy's Cars and Trucks \(Elvis\)](#)  
3rd Place WJH FM, [Scenic Drive Creative](#)

### **Best Coverage of Civil Discourse and Social Change**

1st Place WCOV FM, [COW97 Social Change Coverage](#)

### **Best Pandemic-Related Service to Community**

1st Place WCOV FM, [Virtual Fair Barn](#)  
2nd Place WCOV FM, [COW97 Covid 360](#)  
3rd Place WKFX FM, [Cameron High School Salute to Seniors](#)

### **Best Website**

1st Place WGLR FM, [WGLR.com](#)  
2nd Place WCOV FM, [COW97.com](#)  
3rd Place WPVL FM, [X1071.com](#)

### **Best Use of Social Media**

1st Place WPVL FM, [Xtreme 107.1 Facebook](#)  
2nd Place WGLR FM, [97-7 Country on Facebook](#)  
3rd Place WCOV FM, [COW97](#)

### **Best Original Digital Content**

1st Place WHTL FM, [Wisconsin's Heartland](#)  
2nd Place WSFQ FM, [Greatest Rock Artist of All Time](#)  
3rd Place WPVL FM, [Tribute to Brent](#)

### **Best Online Personality**

1st Place WHTL FM, [Mike Gilbertson](#)  
2nd Place WCOV FM, [Ben & Arnie](#)  
3rd Place WCOV FM, [Rachel Chase](#)

### **Best Live On-Site Coverage**

1st Place WCOV FM, [Legendary Freedom Car Show](#)  
2nd Place WCOV FM, [Rachel at Hidden Trails](#)

## *2020 Social & Digital Media Operation of the Year*

### *Television*

LARGE MARKET



WTMJ TV, Milwaukee

MEDIUM MARKET



PBS Wisconsin

SMALL MARKET



WEAU TV, Eau Claire

### *News and Talk Radio*

LARGE MARKET



WTMJ AM, Milwaukee

MEDIUM MARKET



WOMT AM, Manitowoc

SMALL MARKET



WBEV AM, Beaver Dam

### *Music Radio*

LARGE MARKET



WVMO LP, Monona

MEDIUM MARKET



WHTQ FM, Wausau, Stevens Point

SMALL MARKET



WCOV FM, Sparta

# 2020 Station of the Year

## Television

LARGE MARKET



WISN TV, Milwaukee

MEDIUM MARKET



WKOW TV, Madison

SMALL MARKET



WSAW TV, Wausau

## News and Talk Radio

LARGE MARKET



WTMJ AM, Milwaukee

MEDIUM MARKET



WOMT AM, Manitowoc

SMALL MARKET



WBEV AM, Beaver Dam

## Music Radio

LARGE MARKET



WJQM FM, Madison

MEDIUM MARKET



WOZZ FM, Wausau

SMALL MARKET



WCOW FM, Sparta

# 2020 News Operation of the Year

## Television

LARGE MARKET



WISN TV, Milwaukee

MEDIUM MARKET



WMTV 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