



News Release

Wisconsin stations break WBA awards submission record, again

1,783 submissions received

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Madison, Wis. – Participation in the Wisconsin Broadcasters Association’s annual “Awards for Excellence” broke another record in 2017.

Radio and television stations from across Wisconsin submitted their best on air, digital and social media projects from 2016. A total of 1,783 submissions were received in dozens of categories, up 95 from the previous year. Submissions came from 101 radio stations and 34 television stations.

“We’re proud of the fact that so many of our member stations participate in a program that promotes excellence in local broadcasting, which is something our members do so well,” said WBA President & CEO Michelle Vetterkind. “Our members enjoy the friendly competition.”

Submissions will now be judged by media professionals in other states.

Results of the awards in each category will be used to determine the stations that will be named News Operation of the Year and Station of the Year in three market size categories.

“The Awards for Excellence have evolved so much over the years to recognize all the new tools our members are using to connect with local audiences,” Vetterkind said. “The awards give everyone a chance to see the best of what’s happening in local broadcasting.”

The Awards for Excellence will be presented at the WBA Awards Gala on Saturday, May 6 at the Madison Marriott West in Middleton.

The Wisconsin Broadcasters Association represents Wisconsin radio stations, television stations and the organizations that support them with services, networking, continuing education, and advocacy. More than 95 percent of all stations licensed in Wisconsin are WBA members.