

Wisconsin Broadcasters Association

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News Release

Wisconsin LPFM believed to be first in nation to get state award recognition

WVMO gets 6 WBA Awards for Excellence

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Madison, Wis. – A low-power FM radio station in Monona is believed to be the first in the nation to be recognized by a state broadcast awards competition, based on consultation with other members of the National Association of State Broadcast Associations.

WVMO went on the air in 2015 at 98.7 FM broadcasting out of Monona City Hall. “The Voice of Monona,” as it’s called, invites all citizens in and around Monona to join the volunteer team at WVMO.

“WVMO has been called, ‘The coolest little station in the nation!’ To be the first LPFM in America to win statewide broadcast awards shows that the City of Monona’s ‘community-owned, locally-programmed, volunteer-driven’ radio station can use its unique hyper-local approach to successfully compete with the top stations in the state,” said WVMO co-founder, radio veteran, and WBA Hall of Fame member Lindsay Wood Davis. “Monona loves its radio station, because WVMO loves Monona.”

WVMO won the following awards competing with large market music radio stations in the recent WBA Awards for Excellence competition:

- Best Client Event Promo - 2nd Place - WVMO-FM, Hoot Hoot Hustle
- Best Sports Coverage - 2nd Place - WVMO-FM, Back in the Day - Soul of Baseball
- Original Feature - 3rd Place - WVMO-FM, Monona History Mom
- Best Use of Audio (Non-News) - 3rd Place - WVMO-FM, Listening to Records Club - Halloween Show
- Best Sports Coverage - 3rd Place - WVMO-FM, Hooked on Monona
- Best Election Coverage - 3rd Place - WVMO-FM, Back in the Day - Peace Love & Understanding

(more)

“We’re excited to see a low-power FM station in Wisconsin showing a community how local broadcasting can serve them in such a positive way,” said WBA President and CEO Michelle Vetterkind. “WVMO’s performance in the awards competition increases the profile of low power FM in Wisconsin and shows everyone how community service and excellent broadcasting go hand-in-hand.”

The WBA Awards for Excellence were handed out May 6 at the Madison Marriott West.

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