

2009 Nebraska Broadcasters Association Awards of Excellence
Sponsored by the Robert F. Storz Foundation & Nebraska Army National Guard
RADIO

1. SERVICE TO COMMUNITY

1A Public Service Program or Program Series

Gold	KUSO, Norfolk	"US 92 Christmas Wishes"
Silver	KOGA/KMCX, Ogallala	"Keith County Community Foundation"
Bronze	KOGA/KMCX, Ogallala	"Gift of Hope"

1B Public Service Announcement or Series of Announcements

Gold	KFAB, Omaha	"This is"
Silver	WJAG, Norfolk	"State Patrol"
Bronze	WJAG, Norfolk	"United We Stand"

1C Public Service Project or Program

Gold	KFOR, Lincoln	"Men's Health Magazine"
Silver	KHAS, Hastings	"Chautauqua"
Bronze	KTNC, Falls City	"Organ Donation"

2. SERVICE TO CHILDREN

2A Program or Series

Gold	KOGA/KMCX, Ogallala	"The Choking Game"
Silver	WJAG/KEXL, Norfolk	"School Children's Blizzard"
Bronze	WJAG/KEXL, Norfolk	"The Whistler"

2B Public Service Announcement or Series of Announcements

Gold	KFAB, Omaha	"Did You Know"
Silver	KCOW, Alliance	"Halloween Safety Tips"
Bronze	WJAG, Norfolk	"Project Extra Mile"

2C Non-Broadcast Service Project or Program

Gold	KNEN, Norfolk	"Read Aloud to a Child"
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3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	KNEN, Norfolk	"Spotlight on Score"
Silver	WJAG/KEXL, Norfolk	"Civil War Rededication"
Bronze	KFAB, Omaha	"Firefighters Remembered"

4. SERVICE TO AGRICULTURE

Gold	WJAG, Norfolk	"Grain Bin Safety"
Silver	KNEB, Scottsbluff	"Rendering Rule Backlash"
Bronze	KOGA/KMCX, Ogallala	"Terry Hejny"

5. BROADCAST NEWS AWARDS OF EXCELLENCE

5A Best Spot News Reporting

Gold	KFOR, Lincoln	"March 23 rd Severe Weather Coverage"
Silver	KFAB, Omaha	"Bee Death"
Bronze (Tie)	WJAG, Norfolk	"Put Me in Coach"
	KFAB, Omaha	"Pawn Shop Economy"

5B Best In-Depth or Investigative Story or Series

Gold	KLIN, Lincoln	"Safe Haven"
Silver	WJAG, Norfolk	"Norfolk's Billy Elliott"
Bronze	KVNO, Omaha	"Street Children"

5C Best Newscast

Gold	KFAB, Omaha	"5:30 A.M. News"
Silver	WJAG, Norfolk	"WJAG Noon News"
Bronze	KLIN, Lincoln	"5 P.M. KLIN News"

6. BROADCAST SPORTS AWARDS OF EXCELLENCE

6A Best Play by Play/On the Scene Sports Reporting

Gold	KOZN, Omaha	"College World Series"
Silver	KNEN, Norfolk	"Pierce vs. Boystown Championship"
Bronze	KSID, Sidney	"MAC Basketball with Dave Collins"

6B Best Sports In-Depth Story or Series

Gold	KLIN, Lincoln	"Blackshirts"
Silver	KCSR, Chadron	"Cardinal Contingent"
Bronze	KXPN, Kearney	"Cahoy on Olympic Gymnastics"

6C Best Sportscast

Gold	KFAB, Omaha	"Sports with Jim Rose"
Silver	KXPN, Kearney	"Doug Duda Morning Sports"
Bronze	KLIN, Lincoln	"5:40 A.M. Sports"

7. BEST COMMERCIALS

7A Best Commercial Spot Announcement or Campaign :60

Gold	KFAB, Omaha	"Burger King-Dragnet"
Silver	KUSO, Norfolk	"3D Auto Fred & Toad"
Bronze	KNEN, Norfolk	"Valentine's"

7B Best Commercial Spot Announcement or Campaign :30

Gold	KFAB, Omaha	"Godzilla vs. Fatburger"
Silver	KOGA/KMCX, Ogallala	"Computer Trouble Shooters-File Flush"
Bronze	KCOW, Alliance	"Arby's Roast Chicken Club Dance"

8. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN

Gold	KNEN, Norfolk	"Thanksgiving Cavity Search"
Silver	KZKX, Lincoln	"Kung Fu Grilla"
Bronze	KFAB, Omaha	"Nacho Cheese"

9. BEST STATION WEBSITE

Gold	KQKQ, Omaha	q985fm.com
Silver	KFAB, Omaha	kfab.com
Bronze	KTMX, York	ktmxfm.com

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TELEVISION

1. SERVICE TO COMMUNITY

1A Public Service Program or Program Series

Gold	NET Television, Lincoln	"Nebraska's Senate Race"
Silver	UNO Television, Omaha	"Consider This"
Bronze	KDUH, Scottsbluff	"Creature Feature"

1B Public Service Announcement or Series of Announcements

Gold	KOLN/KGIN, Lincoln-Grand Island	"Peoples City Mission"
Silver	KETV, Omaha	"Lauritzen Gardens"
Bronze	KOLN/KGIN, Lincoln-Grand Island	"Center Pointe"

1C Public Service Project or Program

Gold	UNO Television, Omaha	"Omaha Kids Coalition"
Silver	KHAS TV, Hastings	"Present Patrol"

2. SERVICE TO CHILDREN

2A Program or Series

Gold	UNO Television, Omaha	"Hola Amigos! Hello Friends!"
Silver	KHAS TV, Hastings	"Celebrate Youth"

2B Public Service Announcement or Series of Announcements

Gold	KETV, Omaha	"Faces of Hunger"
Silver	KETV, Omaha	"Shop Health-Eat Healthy"
Bronze	KETV, Omaha	"Family Fitness Tips"

2C Non-Broadcast Service Project or Program

Gold	KETV, Omaha	"Backpack Distribution"
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3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	KETV, Omaha	"Omaha Area Chamber"
Silver	KHAS TV, Hastings	"2009-Ready or Not"
Bronze	UNO Television, Omaha	"Inside Art"

4. SERVICE TO AGRICULTURE

Gold	NET Television, Lincoln	"The Ethanol Maze"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Husker Harvest Days"

5. BROADCAST NEWS AWARDS OF EXCELLENCE

5A Best Spot News Reporting

Gold	WOWT, Omaha	"Caught in Tornado"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Fuel Fed Fire"
Bronze	KMTV, Omaha	"Memorial Park Mess"

5B Best In-Depth or Investigative Story or Series

Gold	KETV, Omaha	"Shaken Babies, Shattered Lives"
Silver	WOWT, Omaha	"Dumpster Diving"
Bronze	KHAS TV, Hastings	"A Day in the Heartland"

5C Best Newscast

Gold	KMTV, Omaha	"10:00 P.M. Newscast"
Silver	WOWT, Omaha	"10:00 P.M. Newscast"
Bronze	KOLN/KGIN, Lincoln-Grand Island	"10/11 News at 10"

6. BROADCAST SPORTS AWARDS OF EXCELLENCE

6A Best Play by Play/On the Scene Sports Reporting

Gold	NET Television, Lincoln	"2009 NCAA Basketball (Evansville vs. Creighton)"
Silver	KOLN/KGIN, Lincoln-Grand Island	"D-2 Championship Game"
Bronze	KLKN, Lincoln	"Virginia Tech Pre-Game"

6B Best Sports In-Depth Story or Series

Gold	KMTV, Omaha	"Beep Baseball"
Silver	KETV, Omaha	"CWS Bus Drivers"
Bronze	NET Television, Lincoln	"Big Red Wrap Up"

6C Best Sportscast

Gold	KETV, Omaha	"KETV Newswatch 7 Sports"
Silver	KHAS TV, Hastings	"News 5 Sports at 10"

7. BEST COMMERCIALS

7A Best Commercial Spot Announcement or Campaign :60

No Winners

7B Best Commercial Spot Announcement or Campaign :30

Gold	KMTV, Omaha	"Children's Nursing Hospital"
Silver	KOLN/KGIN, Lincoln-Grand Island	"New View Real Estate"
Bronze	KPTM/KXVO, Omaha	"Mr. Rooter"

8. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN

Gold	KHAS TV, Hastings	"4 th Quarter Sports Basketball"
Silver	KETV, Omaha	"Anchor Image Spot"
Bronze	WOWT, Omaha	"WOWT.COM"

9. BEST STATION WEBSITE

Gold	KETV, Omaha	ketv.com
Silver	KLKN TV, Lincoln	klkntv.com
Bronze	KOLN/KGIN, Lincoln-Grand Island	koln/kgin.com