

**2011 Nebraska Broadcasters Association Awards of Excellence**  
**Sponsored by the Robert H. Storz Foundation & Nebraska Army National Guard**  
**RADIO**

**1. SERVICE TO COMMUNITY**

**1A Public Service Program or Program Series**

Gold	KFOR, Lincoln	"Tracking Human Slavery"
Silver	KKCD, Omaha	"Cars 4 Heroes"
Bronze	KUSO, Norfolk	"US 92 Christmas Wishes"

**1B Public Service Announcement or Series of Announcements**

Gold	KBBK, Lincoln	"Wastewater Rain Garden"
Silver	KBBK, Lincoln	"Keep The Coin"
Bronze	KNEB, Scottsbluff	"Nebraska State Patrol;-Spring Planting Safety"

**1C Public Service Project or Program**

Gold	KBBK, Lincoln	"Gina's & Joe's Christmas Wish"
Silver	KUTT, Beatrice	"10 <sup>th</sup> Annual KUTT Thanksgiving Free Meal"
Bronze	KSYZ/KROR, Grand Island	"The Big Grape"

**2. SERVICE TO CHILDREN**

**2A Program or Series**

Gold	WJAG/KEXL, Norfolk	"Real World Starts Now"
Silver	KOGA/KMCX, Ogallala	"Teen Dating"
Bronze	WJAG/KEXL, Norfolk	"Stevie's Wish"

**2B Public Service Announcement or Series of Announcements**

Gold	KVNO, Omaha	"Kids in Concert"
Silver	KUTT, Fairbury	"Jefferson County Community Coalition"
Bronze	KNEB, Scottsbluff	"Capstone Super Hero Run"

**2C Non-Broadcast Service Project or Program**

Gold	KFGE, Lincoln	"Country Campout for Kids"
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**3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION**

Gold	KFOR, Lincoln	"Carol Channing-Champion of Fine Arts"
Silver	KCOW, Alliance	"Nebraska Veterans Cemetery"
Bronze	KFOR, Lincoln	"The New Look of Whittier Junior High"

**4. SERVICE TO AGRICULTURE**

Gold	KHAS, Hastings	"Sunrise 60 Close-ups: Ag Week Series"
Silver	KNEB, Scottsbluff	"A Divided Industry"
Bronze	KTCH, Wayne	"Bountiful Harvest"

**5. BROADCAST NEWS AWARDS OF EXCELLENCE**

**5A Best Spot News Reporting**

Gold	KLIN, Lincoln	"Millard South Shooting"
Silver	WJAG, Norfolk	"2010 Elkhorn River Flooding"
Bronze	KFOR, Lincoln	"Romantix Fire"

**5B Best In-Depth or Investigative Story or Series**

Gold	NET Radio, Lincoln	"False Confessions"
Silver	KLIN, Lincoln	"Candidate Banned"
Bronze	KVNO, Omaha	"Voices: People In Poverty"

**5C Best Newscast**

Gold	KFOR, Lincoln	"12 Noon News"
Silver	KFAB, Omaha	"5:30 News-Rich Denison"
Bronze	KFAB, Omaha	"6:30 News-Bill Jensen"

**6. BROADCAST SPORTS AWARDS OF EXCELLENCE**

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

Gold	KXPN, Kearney	"Minden/Norfolk Catholic"
Silver	WJAG, Norfolk	"Norfolk/Omaha"
Bronze	KRVN, Lexington	"State Basketball"

**6B Best Sports In-Depth Story or Series**

Gold	KLIN, Lincoln	"Not Self But Country"
Silver	KLIN, Lincoln	"Nebraska Moves to Big 10"
Bronze	KRVN, Lexington	"Drake Beranek Feature"

**6C Best Sportscast**

Gold	KXPN, Kearney	"ESPN am Sports with Doug Duda"
Silver	KFAB, Omaha	"7:40 am Sportscast"
Bronze	KLIN, Lincoln	"KLIN Sports with Chris Whitney"

**7. BEST COMMERCIALS**

**7A Best Commercial Spot Announcement or Campaign :60**

Gold	KBBK, Lincoln	"Harry and Dave"
Silver	KCOW, Alliance	"Thiele's Thanksgiving"
Bronze	KNEN, Norfolk	"Satellite Central"

**7B Best Commercial Spot Announcement or Campaign :30**

Gold	KBBK, Lincoln	"Office Champion"
Silver	KEZO, Omaha	"Urology Specialists"
Bronze	KSYZ, Grand Island	"XYZ Exterminating Mole Mafia"

**8. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN**

Gold	KFAB, Omaha	"Husker Football "Man's Man #1"
Silver	KXPN, Kearney	"ESPN Bracketology"
Bronze	KNEB, Scottsbluff	"Beauty & Brawn"

**9. BEST STATION WEBSITE**

Gold	KFGE, Lincoln	froggy981.com
Silver	KQKQ, Omaha	Q985.com
Bronze	KLIN, Lincoln	klin.com

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**TELEVISION**

**1. SERVICE TO COMMUNITY**

**1A Public Service Program or Program Series**

Gold	NET Television, Lincoln	"Binge"
Silver	KOLN, Lincoln	"Old Town Crete"
Bronze	KLKN, Lincoln	"Tribute to Heroes-Children's Hero"

**1B Public Service Announcement or Series of Announcements**

Gold	KOLN/KGIN, Lincoln-Grand Island	"El Centro De Las Americas"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Good Neighbor Community Center Campaign"
Bronze	KMTV, Omaha	"Pothole Patrol"

**1C Public Service Project or Program**

Gold	KOLN/KGIN, Lincoln-Grand Island	"Heartland United Way Campaign"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Can Care-A-Van"
Bronze	KMTV, Omaha	"Komen Run"

**2. SERVICE TO CHILDREN**

**2A Program or Series**

Gold	KOLN/KGIN, Lincoln-Grand Island	"Child Advocacy Center Series"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Texting and Driving"
Bronze	KOLN/KGIN, Lincoln-Grand Island	"Make A Wish Series"

**2B Public Service Announcement or Series of Announcements**

Gold	KOLN/KGIN, Lincoln-Grand Island	"Child Guidance Center"
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**2C Non-Broadcast Service Project or Program**

Gold	KOLN/KGIN, Lincoln-Grand Island	"CAC Benefit Concert"
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**3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION**

Gold	KOLN/KGIN, Lincoln-Grand Island	"Our Town Grand Island"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Our Town Columbus"
Bronze	KMTV, Omaha	"Morning Blend-Ideas for Mother's Day"

**4. SERVICE TO AGRICULTURE**

Gold	KOLN/KGIN, Lincoln-Grand Island	"Young Farmers"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Drowned Crops"
Bronze	KOLN/KGIN, Lincoln-Grand Island	"Farmers Help for Cancer"

**5. BROADCAST NEWS AWARDS OF EXCELLENCE**

**5A Best Spot News Reporting**

Gold	KETV, Omaha	"Spring Floods"
Silver	KETV, Omaha	"Mapleton Tornado"
Bronze	KOLN/KGIN, Lincoln-Grand Island	"Puppy Rescue Bust"

**5B Best In-Depth or Investigative Story or Series**

Gold	NET Television, Lincoln	"CSI on Trial"
Silver	WOWT, Omaha	"Recycling Hidden Camera"
Bronze	KETV, Omaha	"Agro Terror"

**5C Best Newscast**

Gold	KETV, Omaha	"Newswatch 7 at 6"
Silver	KMTV, Omaha	"10 PM News"
Bronze	KLKN, Lincoln	"10 PM Newscast"

**6. BROADCAST SPORTS AWARDS OF EXCELLENCE**

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

Gold	KOLN/KGIN, Lincoln-Grand Island	"Prepzone Weekly"
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**6B Best Sports In-Depth Story or Series**

Gold	KOLN/KGIN, Lincoln-Grand Island	"Chain Gang"
Silver	KETV, Omaha	"Women's Football"
Bronze	KPTM, Omaha	"Jay Nelson"

**6C Best Sportscast**

Gold	KLKN, Lincoln	"10 PM Show"
Silver	KETV, Omaha	"KETV Newswatch 7 Sports"
Bronze	KHAS, Hastings	"6 pm Sports"

**7. BEST COMMERCIALS**

**7A. Best Commercial Spot Announcement or Campaign: 60-- No Entries**

**7B Best Commercial Spot Announcement or Campaign: 30**

Gold	KPTM, Omaha	"Extreme Pizza"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Jim's Home Health Service"
Bronze	KMTV, Omaha	"Omaha Federal Credit Union"

**8. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN**

Gold	KOLN/KGIN, Lincoln-Grand Island	"Sports Image: We Mean Business"
Silver	KOLN/KGIN, Lincoln-Grand Island	"Sports Overtime: Quality Family Time"
Bronze	KOLN/KGIN, Lincoln-Grand Island	"Athlete of the Week: Little Thor"

**9. BEST STATION WEBSITE**

Gold	KMTV, Omaha	action3news.com
Silver	KOLN/KGIN, Lincoln-Grand Island	1011now.com
Bronze	KETV, Omaha	KETV.com