

**2016 Nebraska Broadcasters Association Pinnacle Awards
Sponsored by Pinnacle Bank & Nebraska Public Power District**

RADIO

1. SERVICE TO COMMUNITY

Gold	KAWL/KTMX, York	"#1 Severe Weather Station"
Silver	NET Radio, Lincoln	"Touring Nebraska's Literary Heritage"
Bronze	KBBK, Lincoln	"Christmas Wish"

2. SERVICE TO CHILDREN

Gold	WJAG, Norfolk	"Ravenscroft Film Series"
Silver	KFOR, Lincoln	"Spotlight on Child Abuse Prevention Month"
Bronze	NET Radio, Lincoln	"The Circle C in Tiny Cody"

3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	NET Radio, Lincoln	"Educating the Homeless in Nebraska"
Silver	KFOR, Lincoln	"Student Loan Help Center"
Bronze	KFAB, Omaha	"Grow Omaha"

4. SERVICE TO AGRICULTURE

Gold	KFOR, Lincoln	"The Future of Ag Journalism"
Silver	KRVN, Lexington	"Inner City Kids Enjoy Farm Life"
Bronze	NET Radio, Lincoln	"My Farm Roots: Showtime at the Fair"

5. BEST SPOT NEWS REPORTING

Gold	KFOR, Lincoln	"Tornado Warnings in Lincoln, 2015"
Silver	KFAB, Omaha	"Funeral Home Fire"
Bronze	KNEN, Norfolk	"Groundhog Day Blizzard Update"

6. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold	NET Radio, Lincoln	"Homelessness in Nebraska"
Silver	NET Radio, Lincoln	"The Changing Look of Nebraska Health Care"
Bronze	KRVN, Lexington	"R-Project Stirs Up Sandhills Landowners"

7. BEST NEWSCAST

Gold	KLIN, Lincoln	"KLIN News with Jane Monnich"
Silver	KFOR, Lincoln	"KFOR Noon News"
Bronze	KGFW, Kearney	"KGFW 4:00 p.m. Report"

8. BEST PLAY BY PLAY/ON THE SCENE SPORTS REPORTING

Gold	WJAG, Norfolk	"Norfolk vs. Lincoln East"
Silver	KKPR, Kearney	"Kearney Catholic's 4th State Volleyball Title"
Bronze	KKPR, Kearney	"Amherst Holds Off Ainsworth"

9. BEST IN-DEPTH SPORTS STORY OR SERIES

Gold	NET Radio, Lincoln	"Growing Interest in Golf"
Silver	KOZN, Omaha	"Sharp and Benning - Lawrence Phillips"
Bronze	KLIN, Lincoln	"Softball Saved Kylee"

10. BEST SPORTSCAST

Gold	KKPR, Kearney	"Classic Hits 98.9 Noon Sports"
Silver	KFAB, Omaha	"KFAB 7:15 a.m. Sports - Jim Rose"
Bronze	KQSK, Chadron	"Sports with Dave Collins"

11. BEST COMMERCIAL

Gold	NRG Media, Omaha	"McKean's Floor to Ceiling Store"
Silver	NRG Media, Omaha	"Patriarch Distillers"
Bronze	NRG Media, Lincoln	"Cedars Barbecue"

12. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN

Gold	KNTK, Lincoln	"Karaoke Christmas"
Silver	KTIC, West Point	"More Meat Mondays"
Bronze	KFAB, Omaha	"Tornado Promo"

13. BEST STATION WEBSITE

Gold	KRVN, Lexington	KRVN.com
Silver	NET Radio, Lincoln	NET News Website
Bronze	KBRY, Broken Bow	kbear923.com

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TELEVISION

1. SERVICE TO COMMUNITY

Gold	KETV, Omaha	"Welcome to Burlington Station"
Silver	NET TV, Lincoln	"For the Love of the Game"
Bronze	KETV, Omaha	"KETV NewsWatch 7 Chronicle: Organ Donation"

2. SERVICE TO CHILDREN

Gold	NET TV, Lincoln	"Gold Star Kids"
Silver	KETV, Omaha	"KETV NewsWatch 7 Chronicle: Teen Mentoring"
Bronze	KETV, Omaha	"Teen Suicide and Sexting"

3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	KETV, Omaha	"Rebirth of Burlington Station"
Silver	KLKN, Lincoln	"Golden Homes"
Bronze	KSNB, Hastings	"What's Cool in Your School Series"

4. SERVICE TO AGRICULTURE

Gold	NET TV, Lincoln	"Choice Cuts: Meat in America"
Silver	KOLN-KGIN, Lincoln	"A Combine Ride-Along"
Bronze	KNOP-KNPL- KIIT, North Platte	"Custom Boots from Cody"

5. BEST SPOT NEWS REPORTING

Gold	KETV, Omaha	"Officer Orozco Shooting"
Silver	KHGI, Kearney	"Winfrey Plumbing Explosion"
Bronze	KHGI, Kearney	"Text 911"

6. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold	WOWT, Omaha	"Surviving the War: Losing the Battle at Home"
Silver	WOWT, Omaha	"Cracked House"
Bronze	KETV, Omaha	"Fake Firearms"

7. BEST NEWSCAST

Gold	WOWT, Omaha	"WOWT 6 News Daybreak"
Silver	KETV, Omaha	"KETV NewsWatch 7 at 10:00 p.m."
Bronze	KLKN, Lincoln	"KLKN Eyewitness News at 6:00 p.m."

8. BEST ON THE SCENE SPORTS REPORTING

Gold	KOLN-KGIN, Lincoln	"2015 High School Football Championships"
Silver	KMJK, Columbus	"Scotus Tops Norfolk Catholic for State Title"
Bronze	KLKN, Lincoln	"Husker Faithful Welcome National Champions"

9. BEST IN DEPTH SPORTS STORY OR SERIES

Gold	KOLN-KGIN, Lincoln	"The Blind Batter"
Silver	KOLN-KGIN, Lincoln	"The Perfect Recovery"
Bronze	KETV, Omaha	"Kyler Erickson Profile"

10. BEST SPORTSCAST

Gold	KOLN-KGIN, Lincoln	"10/11 Sports at 10:00 p.m. with Kevin Sjuts"
Silver	KLKN, Lincoln	"KLKN 10:00 p.m. Sports"
Bronze	WOWT, Omaha	"WOWT Sports"

11. BEST COMMERCIAL

Gold	KOLN-KGIN, Lincoln	"Nebraska Jones, Quest for Treasure"
Silver	KOLN-KGIN, Lincoln	"Brock Law - "Workers Comp""
Bronze	KSNB, Hastings	"Santin Insurance - MMOS"

12. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN

Gold	WOWT, Omaha	"Not an Olympic Athlete"
Silver	KPTM, Omaha	"Mind of a Thief"
Bronze	KPTM, Omaha	"A Day in the Life of a First Responder"

13. BEST STATION WEBSITE

Gold	NET TV, Lincoln	"NET News Website"
Silver	WOWT, Omaha	"WOWT.com"
Bronze	KNOP-KNPL- KIIT, North Platte	"NBC Nebraska North Platte"

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COLLEGE STUDENT RADIO

PUBLIC SERVICE ANNOUNCEMENT

KRNU, Lincoln

“Waste Puppet Pals”

BEST PROMOTIONAL ANNOUNCEMENT

KVNO HD-2, Omaha

“Free Range Friday Downs”

NEWS STORY

KRNU, Lincoln

“Jaywalking at UNL”

NEWS FEATURE

KRNU, Lincoln

“Saltillo Road Problems”

SPORTS STORY

KRNU, Lincoln

“Football Practice Changes”

LIVE SPORTS EVENT

KVNO HD-2, Omaha

“UNO Baseball vs. Oral Roberts”

COLLEGE STUDENT TV

BEST PUBLIC SERVICE ANNOUNCEMENT

UNO TV, Omaha

“Mav Radio Promo”

BEST PROMOTIONAL ANNOUNCEMENT

UNO TV, Omaha

“Haunted Heartland Promo”

BEST NEWS STORY

KRNU, Lincoln

“Sex Offender Speaks”

BEST NEWS FEATURE

KRNU, Lincoln

“Drag Feature”

BEST SPORTS STORY

KRNU, Lincoln

“Rodeo”

HIGH SCHOOL STUDENT TV

BEST NEWS

Omaha Westside

“Ellie Beats Stereotypes”

BEST SPORTS

Bellevue West

“Cross Country is More Than Just Running”

BEST PLAY BY PLAY

Millard West

“Millard West vs. Bellevue West”