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# Better Newspaper Contest 2014 Winners





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**BIG COUPON SAVINGS** INSIDE  
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 BREWERS BANGED UP BUT BEAT CUBS, 5-3

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EDUCATION

# WORKING TO CLOSE THE ACHIEVEMENT GAP

Despite efforts to reverse trend, student development falling; increase in poverty could be part of reason

By Patti Zanting and Adam Rodewald | Press-Gazette Media

**ACHIEVEMENT GAPS**

Green Bay's poorest students continue falling further behind their peers in nearly every core subject area despite concerted efforts to reverse the trend for more than a decade.

The disparity in student achievement has reached its widest point in at least five years, according to a Press-Gazette Media analysis of standardized test results.

The problem likely reflects the ballooning poverty rate among families with children in the state's fourth largest school district, according to local and state education leaders. More than 60 percent of Green Bay's 21,000 students are considered poor — the 28th highest among Wisconsin's 424 school districts.

See GAP, A5



Educators at Encompass Early Education and Care asked 4-year-old kindergarten students to draw self-portraits or family pictures. These examples show what kind of difference their backgrounds have already played in their young lives.

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ABUSE

## Residents allowed to leave troubled facility

Oconto officials respond to issues

By Adam Rodewald | Press-Gazette Media

Oconto County officials have asked individuals prospectively placed into an assisted living facility whether they want to leave, a county attorney said.

Residents have the right to request a transfer, but the recent exposure of issues at Longview Terrace I in Sauskon prompted the county to approach residents about their stay at the facility, cooperation counselor Cheryl Mick said.

"When the state got involved and the newspaper got involved, we contacted our clients about their position with regard to Longview Terrace I," Mick said, referring to a February report by Press-Gazette Media exposing issues that included staff forcibly restraining residents, excessively dragging them and leaving violent residents unattended.

"If they choose to move we will certainly move them. At this point we don't have any reason to believe that they are asking to be moved," Mick said.

State regulators issued two orders revoking the facility's license to operate last fall. Owner Debra Rogge appealed both orders. One of the two appeals has been dismissed and a decision hasn't been reached in the second.

See RESIDENTS, A4

**ONLINE**

Gun rights advocates planned an open carry demonstration early today in downtown Green Bay after a police officer was shown violently arresting a man in a cellphone video that eventually went viral. See Press-Gazette Media journalist Doug Schneider's report from overnight online at [greenbaypressgazette.com](http://greenbaypressgazette.com).

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**Ripon Commonwealth Press**  
 Thursday, Dec. 19, 2013 | Ripon, WI 54971

Serving the Ripon community since 1864

2012 Wisconsin Weekly Newspaper of the Year  
 2013 Wisconsin Weekly Newspaper of the Year

INSIDE

# 'It's going to take the whole block'

Riponites share gripping accounts of historic downtown fire

Find more coverage of the fire here: [Watson Street will be blocked off for time being, page 3](#)  
 It's not yet known whether historic buildings will get rebuilt, page 3  
 Water level got low but drinking water stayed safe, page 3  
 Editorial: Local response was immediate, massive, page 4  
 Column: Main Street manager staying positive, page 4  
 Perspective: Tragedy brings sadness and joy at same time, page 5  
 Read a letter to the editor regarding the fire, page 5  
 Remember... Ripon's biggest fire also was early on a Wednesday morning, page 5  
 Most, but not all, downtown businesses are operating again, page 13  
 See the best submitted photos of the fire, page 20

Also, for videos and a photo gallery, see [RiponPress.com](http://RiponPress.com)

How are excerpts of what they experienced in their own words. For an unabridged version of this story, including stories not told here, visit this story online at [www.RiponPress.com](http://www.RiponPress.com).

**DENNIS MILLER, FIREFIGHTER**  
 Miller knew it was a bad fire as he passed the scene on his way to the fire house.

See BLOCK/ page 17

**RIPON HIGH** School freshman Henry Galambos, 14, points to where his bedroom used to be. Most of belongings from the room now are on the floor below. Top, his room, RoseAnn Sabado, shot this fire scene from RoseAnn Street. In near darkness and others describe the early-morning fire, see the video on [RiponPress.com](http://RiponPress.com). Top left photo

## We may never know why Watson St. fire wasn't criminal but cause is undetermined

The investigation was done by representatives from the state Division of Criminal Investigation (DCI). Aeneas Bessas with help from

Isabel Bessas of Alcohol, Tobacco, Firearms and Explosives (ATF).

See CAUSE/ page 19

When Stacey Kind woke up last week Wednesday morning to the sound of her smoke detector going off, her first thought went to the safety of her 15-month-old twins and her 8-year-old daughter.

Not long after, however, the realization that she had lost her apartment and everything in it set in.

Kind was one of seven families — a total of 26 people — who were displaced from their homes as a result of the Watson Street fire.

But a week later, Kind and the other families are a couple steps closer to a return to normalcy.

"By the end of this week, everyone should be in housing," Ripon Area United Way President Jeff Pahlman-Becker said. "Right now, there is one family in houses (Tim & Susan) and one family on the college campus — Part of our commitment is to make sure that not only (she) we have adequate and safe housing, but it is affordable housing long-term. We are not going to put them in some place for five or two months and \$1,000 a year. So we are doing our best to make sure it is adequate, but also affordable."

Pahlman-Becker, who sits on the Watson Street Fire Recovery Committee along with representatives from the Ripon Area Chamber of Commerce, Red Cross and Truist Financials, also noted several other needs have been satisfied.

"The fire committee met (Monday) morning and a number of families were in over the weekend to get both clothing and food — significant amounts of

See RESIDENTS/ page 18

## Where was God in this fire? Why Santa? Just be-Claus

When is God in our lives and in our world today?  
 Many people ask, "Why doesn't God appear now with great signs of power like back in biblical times?"

This time of year those who go to church study the Holy Scriptures at home house of God's

angel, Gabriel, visiting Mary to inform her she will bear a son who will be called Son of God, of an angel visiting Joseph of the field to announce Jesus' birth in Bethlehem with the glory of the Lord shining around them, followed suddenly by the appearance of a multitude of the heavenly army, praising God.

Once again, where is God today? In response to the news of the downtown fire in Ripon Dec.

See GOD/ page 19

**Ripon lady has countless Claus' around her home**

If Santa doesn't visit your home next week, check with Lorraine Jess.

A "little no-show won't be because it's a foggy Christmas eve and Rudolph isn't available."

No — if Santa doesn't arrive, there's a better than average chance it's because this Riponite will have managed him to add to her enormous collection.

Simply put, Lorraine loves to collect Santa's. Loves them. Big ones. Little ones. Old ones. New ones. Musical ones with guitars and drums, or books to read. If it's a depiction of the

See SANTAS/ page 16

LORRAINE JESS OF Ripon holds two of the many Santas she decorates her home with each year.

Daily: Green Bay Press-Gazette  
 Publisher: Scott Johnson

Weekly: Ripon Commonwealth Press  
 Publisher: Tim Lyke

The 2014 Better Newspaper Contest included 2,897 total entries from 172 newspapers.

Entries were judged by members of the Michigan Press Association.



WISCONSIN NEWSPAPER ASSOCIATION

## On the cover

Clockwise from top left:

Daily Feature Photo, Group A, Honorable Mention: *The Post-Crescent*, Appleton: "Breaking Dawn" by William Glasheen.

Daily Feature Photo, Group A, Second Award: *The Post-Crescent*, Appleton: "A Wild Ride" by Dan Powers.

Daily Feature Photo, Group C, First Award: *West Bend Daily News*: "Last Effort" by John Elke.

Weekly Feature Photo, Group E, Second Award: *Ripon Commonwealth Press*: "A Rose for the Missing" by Ian Stepleton.

## Need duplicates?

Additional plaques and certificates are available for purchase from the WNA Foundation. Plaques are \$60 each and certificates are available for \$6 each. Tax, postage and handling are included in the price.

Deadline to order is Monday, March 29. Order forms are available at the convention registration desk or online at [www.WNAnews.com](http://www.WNAnews.com).

## Thank you!

Our special thanks to Capital Newspapers Madison and *Wisconsin State Journal* Editor John Smalley for printing and assisting with this 2014 Better Newspaper Contest winners tab.

Let your readers know:



WISCONSIN NEWSPAPER ASSOCIATION FOUNDATION

Visit [www.wnanews.com](http://www.wnanews.com) to download your 2014 Better Newspaper Contest Award Winner logo.

## Congratulations, Division Winners!

### Daily Newspapers

**Division A:**  
*Green Bay Press-Gazette*

**Division B:**  
*The Gazette, Janesville*

**Division C:**  
*Herald Times Reporter, Manitowoc/  
Marshfield News Herald (tie)*

### Weekly Newspapers

**Division D:**  
*Door County Advocate, Sturgeon Bay*

**Division E:**  
*Ripon Commonwealth Press*

**Division F:**  
*Jackson County Chronicle,  
Black River Falls*





General Excellence

Group A
First Award: Wisconsin State Journal, Madison: Staff: This paper clearly stands out from the competition. From compelling and in-depth story telling to its strong voice and authoritative design, this is one very good, well-rounded newspaper.

Second Award: La Crosse Tribune: Staff: Solid, if a bit dry, enterprise reporting. Overall, a strong news report with good a community look and feel throughout the paper.

Third Award: The Post-Crescent, Appleton: Staff: A good newspaper but lacks the local feel and authority of the top two finishers.

Group B
First Award: Leader-Telegram, Eau Claire: Don Huebscher, Gary Johnson, Julian Emerson: In a strong field, the Leader-Telegram wins for its intense and comprehensive local coverage, coupled with ambitious reporting and strong, local voice on the Opinion page.

Second Award: The Gazette, Janesville: Staff: Strong front-page enterprise helps set this paper apart. The editor's column is an excellent touch that gives readers insight into newsroom thinking.

Third Award: The Journal Times, Racine: Staff: Solid local news coverage. A stronger local sports report would really lift up this paper.

Group C
First Award: EagleHerald, Marinette: Dan Kitkowski: Not flashy, but chock full of local news and sports. Local editorial and the extensive calendars, police blotter and other nuts and bolts show this paper really cares about covering its community.

Collage of newspaper pages including 'TEE IT UP!', 'SUNDAY STATE JOURNAL', 'Suspect in killings had long rap sheet', 'Hitting the Jackpot', 'Cyclists make sweet amends', 'Smaller amounts over time', 'Walker up, session down', 'City embraces bike shop', 'SUNDAY BEST Learning in tongues'.

Collage of newspaper pages including 'BANKING ON LIFE', 'FINDING HIS MARK', 'LEADER-TELEGRAM', 'homeless', 'Report: Chippewa County gaining farms', 'Law offers help for pregnant women', 'SOJOURNER HOUSE', 'Nets Gunderson Chevrolet and Osseo Ford'.

Collage of newspaper pages including 'EAGLE HERALD', 'A second chance', 'Mileski gets stayed sentence; avoids prison', 'Brey felt prison was needed', 'Board renews inmate deal with Oconto County'.

Wisconsin State Journal, First Award, Group A, General Excellence

Second Award: Marshfield News-Herald: Staff: Strong, sharp look. Good enterprise. Editorials have something to say.

Third Award: Daily News, West Bend: Staff: Good looking newspaper that attracts the reader with its good design and organization. Nicely done!

Group D
First Award: Hudson Star-Observer: Staff: The Hudson Star-Observer stood out among all the entries as the best in show. It has valuable information, strong use of graphics and layouts that are inviting to the reader. Well done!
Second Award: The Lakeland Times, Minocqua: Staff: The Lakeland Times contains a tremendous amount of

Leader-Telegram, First Award, Group B, General Excellence

information in its pages. The special sections included in these issues were well-executed. Sports coverage is extensive and thorough. Layouts a little jumbled in some places, but overall the paper does well.

Third Award: Waukesha NOW: Staff: The numerous NOW newspaper entries all follow a certain formula; they all are generally good. The Waukesha NOW paper seemed to have a little something extra: more information, pleasant and well-planned layouts, a lively opinion page. Nice work!

Group E
First Award: Ripon Commonwealth Press: Staff: Wisconsin's small towns are served by some outstanding weekly newspapers and the Ripon Commonwealth Press leads the field. Its

EagleHerald, First Award, Group C, General Excellence

all-hands-on-deck coverage of a downtown fire would be hard to match by a big city daily. The Press staff thought of and covered every angle. From hard-hitting watchdog coverage of school district mis-doings to up-close coverage of high school sports, the Ripon paper does it all well. A little more courage on the Editorial page would make a serious newspaper even more upright.

Second Award: The Platteville Journal: Steve Prestegard, Jason Nihles, Carol Tyson, Ann Rupp: The Platteville Journal knows how to handle breaking news. From fires to crime to high school sports, its staff keeps readers on top of what matters right now. Good use of photos. The Kallembach story





**Hudson Star Observer, First Award, Group D, General Excellence**

was brilliant in its depth and detail. Mug shots of houses might seem dull, but that's the way to tell the story.

**Third Award:** *The Record-Review*, Abbotsford: Peter Weinschenk, Kristen Marie Winter: Serious, grown-up coverage of news that matters. The Record-Review does a good job of explaining why the little things that state and local government do make a real difference in the lives of readers. Very nice use of impactful photos, both on the emotional hair-lip story and the fun snowshoe racing story. Strong and courageous editorial voice ... The Record-Review obviously is an essential part of its community.

**Honorable Mention:** *The Tribune-Phonograph*, Abbotsford: Kevin O'Brien, Kris O'Leary, Carol O'Leary: It's easy for a hard-news guy to love the Tribune-Phonograph. This staff is



**Ripon Commonwealth Press First Award, Group E, General Excellence**

into the detail that tells the story. From getting firemen to complain about the department in the next town to explaining the politics behind police staffing, they have their ears to the ground and a facility for making the technicalities accessible.

**Group F First Award:** *Sussex Sun*, Hartland: Staff: Really impressive grasp of local issues and excellent work making them real to readers. It's hard to go wrong with the police misconduct story, but the Sun handles it well, telling readers why it matters without pandering. Nice touch with photos. Editorial page voice is a little weak.

**Second Award:** *Sauk Prairie Eagle*: Baraboo: Staff: Good-looking front pages with a nice variety of news and excellent attention to photos. Overall, a very attractive, sophisticated-looking newspaper. Tons of depth in community coverage inside.

**Third Award:** *Jackson County Chronicle*, Black River Falls: Staff: The



**Sussex Sun, First Award, Group F, General Excellence**

Chronicle makes me like Jackson County. Good job showing us what matters in the community.

**Honorable Mention:** *Kettle Moraine Index*, Hartland: Staff: Wow, what a spectrum of excellent reporting and writing. From same-sex marriage to noisy motorcycles, the Index engages with well-written stories that don't shy away from the gory details.

## Special Projects

**Group A First Award:** *Wisconsin State Journal*: "18 Money: An Uncertain Future" - Dan Simmons, John Hart, Mark Pitsch, Jason Klein: A fine bit of exploratory journalism about an interesting topic. If anything, I'd have wanted more stories of ill-advised spending.

**Second Award:** *Green Bay Press-Gazette*: "2014 NFL draft" - Staff: About as thorough an analysis as fans might hope for.

**Open Division: Daily First Award:** *Kenosha News*: "Poverty Series - Getting By: Making a life on less than a living" - Brian Sharkey, Joe

Potente, Kathy Troher, Janine Anderson, Deneen Smith, Heather Poyner, Kevin Poirier, Bill Siel, Brian Passino, Sean Krajacic, Bridget Holtz, Steve Lund: This was an ambitious project that, at its best, documented the realities of poverty without framing its subjects as victims or objects of pity. At several points, I wanted the narratives to go deeper and certain pieces would have benefited from a more rigorous interrogations of their subjects' stories and broader external perspectives. But, overall, nice work.

**Second Award:** *Wausau Daily Herald*: "Central Wisconsin Academic All Stars-group entry" - Staff: It's nice to see a section like this that isn't dialed in. The care here was evident and the profiles about as lively as you'd hope.

**Third Award:** *Wausau Daily Herald*: "20 Under Forty" - Staff: A good concept, though it would have been nice to see some narrative alongside the lists of the honorees' accomplishments.

**Group D First Award:** *Vilas County News-Review*, Eagle River: "Warm The Children?" - Staff: Great cause. Good job keeping this in front of readers with numerous stories, which is why you took first place. Publishing names of donors gives them recognition and is nice if you have the space. Didn't think it was necessary to give yourself recognition in the second paragraph of your first story by pointing out that you won an award in a previous newspaper contest for coverage of this. Next year, you could improve by possibly finding families who have benefited from the program and adding a more personal angle - what are their struggles, what does this program mean to them?

**Second Award:** *The Star News*, Medford: "Food Drive Competition" - Staff: Great idea. Second place due to

not enough promotion in the paper. The opinion column was nice, but why is the news story on this buried at the bottom of page 9? I liked the Facebook posts promoting it, but there should have been bigger stories detailing the food security issue and more coverage in the paper itself. Find personal stories of families struggling, interview the clubs participating and what it means to them.

#### Open Division: Weekly

**First Award:** The Edgerton Reporter: “Sterling North Book and Film Festival” - Staff: Great job all-around celebrating your book and film festival. Lots of editorial accompanied by good art and targeted advertising. Wonderful layout. Keep up the stellar work.

**Second Award:** *Jackson County Chronicle*, Black River Falls: “Melrose Centennial” - Matthew Perenchio, Cassandra Colson, Sally Paitl: A lot of effort and research clearly put in here. We wish there would have been more photos, but we appreciate the stories.

**Third Award:** *Ripon Commonwealth Press*: “Special Project Entry” - Staff: The art is amazing here. Liked the scrapbook layout very much.

**Honorable Mention:** *The Star*, Sun Prairie: “Hope 2 Others” - Barb Trimble: Fun ads and good layout on stories.

## Editorial

#### Group A

**First Award:** *The Capital Times*, Madison: “The Capital Times” - John Nichols, Dave Zweifel, Lynn Danielson, Judie Kleinmaier: This paper has a strong voice and, in the grandest of newspapering tradition, puts politicians on notice and holds them accountable. Well done. Keep it up.

**Second Award:** *Wisconsin State Journal*, Madison: “Strong ruling lets Wisconsin say ‘I do’” and other editorials - Scott Milfred: Series of three editorials over a nine-month period on an issue important to the local economy: a proposed casino that the governor is holding to an “impossible standard.” Editorials are well-written, a nice length and consistent.

**Third Award:** *Green Bay Press-Gazette*: Editorials - Peter Frank.

#### Group B

**First Award:** *The Gazette*, Janesville: “Secrecy on fire station burns city, Call community summit on heroin, Make that call to prevent suicide” - Greg Peck: Solid topics. Great clarity and calls to action.

**Second Award:** *Oshkosh Northwestern*: “Looking a gift horse in the mouth: A last stand for 113th Congress, City needs fresh look at budget” - James Fitzhenry: Very well thought out. Concise. Love “The Final Thought.”

**Third Award:** *Beloit Daily News*: “Let the people in on the issues” - William Barth: Took on controversial topics and hit them head on.

**Honorable Mention:** *The Journal Times*, Racine: “Approve the casino; we need the jobs, Ask not what your country can do for you, An unfortunate lapse in judgment by Chiapete” - Mark Lewis, Steve Lovejoy, Tom Farley, Stephanie Jones: Very good pieces. Easy to read. Concise.

#### Group C

**First Award:** *Daily Tribune*, Wisconsin Rapids: “Bullying culture cannot be ignored; Under new owners, paper industry shift continues; Daily Tribune building project engages community” - Robert Mentzer: Clean, compelling arguments and calls to action made this stand out.

## Our View

### *Reduced bag limit system is crucial to conservation*

In a press release announcing its spring walleye spearing declarations on a record 273 northern Wisconsin lakes, the Lac du Flambeau tribe said last Friday that the state’s angling bag-limit system is a “flawed practice” that continues to “fuel contempt and animosity toward Chippewa tribes.”

We beg to differ.

In line with the safe harvest formula that was devised by the Department of Natural Resources (DNR) and approved by federal courts, the system of reducing sport angler daily bag limits to curtail the chances of a walleye overharvest is not flawed. It’s essential.

**Vilas County New-Review,**  
**First Award, Group D, Editorial**

**Second Award:** *EagleHerald*, Marinette: “Marinette Utility in deep waters” - Dan Kitkowski.

**Third Award:** *Herald Times Reporter*, Manitowoc: “High-speed chases, Don’t let exceptions rule the day, Stricter investment rules” - Patrick Pankratz:

**Honorable Mention:** *The Daily Reporter*, Milwaukee: “Three editorials” - Chris Thompson.

#### Group D

**First Award:** *Vilas County News-Review*, Eagle River: “Editorials” - Kurt Krueger, Gary Ridderbusch, Anthony Drew: Direct and to the point.

**Second Award:** *The Star News*, Medford: “Stop Voter Suppression Efforts, Student code is flawed and needs to go back to the drawing board, Beware of false populism” - Brian Wilson: Strong positions, but a bit preachy.

**Third Award:** *Vernon County Broadcaster*, Viroqua: “Editorials” - Matt Johnson: Well written, but fewer clichés would be welcome.

#### Group E

**First Award:** *Milton Courier*: “Editorials” - James Debilzen: Well-written editorials with a strong voice. Good eye to local issues. Not afraid to call out those who deserve it. Nice work!

**Second Award:** *The Tribune-Phonograph*, Abbotsford: “Wait; Frozen, Conflicted” - Kevin O’Brien: Nice commentary on local issues. Clear and direct writing. Good job.

**Third Award:** *River Falls Journal*: “Editorials” - Phil Pfuehler: Good use of local situations for commentary.

**Honorable Mention:** *The Record-Review*, Abbotsford: “Want to go forward? Stop going backwards, A faith restored, Support the Child Victims Act - Peter Weinschenk: Especially liked the first editorial in this entry. Nice handle on local politics.

#### Group F

**First Award:** *Clintonville Chronicle*: “Inner Ramblings” - Tricia Rose: Talk about local subjects, this editor has her fingers on the pulse of the community — and jumps right in. Congratulations.

**Second Award:** *The Cambridge News*: “Editorials” - Amy Alder. Well-written editorials with mostly local subjects.

**Third Award:** *Manawa Messenger*, Clintonville: “Point Taken” - Madeline Marquardt: Good writing, but local subjects would be better — and better attention to typos.

## Editorial Pages

#### Group A

**First Award:** *Wisconsin State Journal*, Madison: Scott Milfred, Kris Crary, Phil Hands, Laura Nolen, Amy Geiger: Powerful & thoughtful commentary on complex issues. These pages are a public



service to Wisconsin citizens.

**Second Award:** *Green Bay Press-Gazette*: Peter Frank: Powerful & thoughtful commentary on complex issues. These pages are a public service to Wisconsin citizens.

**Group B**  
**First Award:** *Wausau Daily Herald*: Robert Mentzer: Eye-popping presentation, diverse opinions & strong writing put this entry in a solid first.

**Second Award:** *Kenosha News*: Steve Lund: Thorough & thoughtful. Well researched pieces.

**Third Award:** *The Gazette*, Janesville: Greg Peck: Solid writing.

**Honorable Mention:** *Leader-Telegram*, Eau Claire: Don Huebscher, Tom Gunderson.

**Group C**  
**First Award:** *Daily Tribune*, Wisconsin Rapids: Robert Mentzer, Cicely Gordon, Emily Wynn: Stunning design and sleek storytelling. A pleasure in which to immerse yourself.

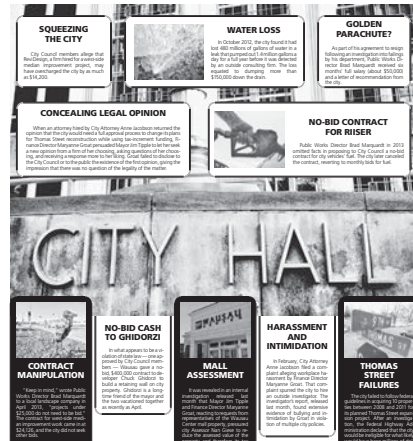
**Second Award:** *Daily Jefferson County Union*, Fort Atkinson: Christine Spangler: Impressive local commentary on Freedom of Information. Readers are well served.

**Third Award:** *Baraboo News Republic*: Staff: Not afraid to take on controversial issues and advocate for a reasonable solution.

**Group D**  
**First Award:** *Vilas County News-Review*, Eagle River: Kurt Krueger, Gary Ridderbusch, Anthony Drew: Liked that they had a viewpoint every week. The nature column along with a picture was also a nice feature to break up the page.

## CITY STRUGGLES

TROUBLED GOVERNANCE, WASTE AND DECEPTION IN THE PAST TWO YEARS



*Wausau Daily Herald*, First Award, Group B, Editorial Pages

**Second Award:** *Hudson Star-Observer*: Doug Stohlberg: Well written columns, very informed on what is going on in their community.

**Third Award:** *The Star News*, Medford: Brian Wilson: This was another strong candidate. The category only had three entries, but this one was right up there. Find a way to take away all of the gray in the page.

**Open Category**  
**First Award:** *Lake Geneva Regional News*: John Halverson, Sarah Schauf: I lived their straight-forward approach in their editorials. Great job of explaining why you ran the article about an opposing journalist.

**Second Award:** *The Platteville Journal*: Steve Prestegard: Nice use of graphics to break open the pages. Consistent each week.

**Third Award:** *Ripon Commonwealth Press*: Tim Lyke, Ian Stepleton: A close second, I did not like the “featurish” article on the pages.

## Special Section-Editorial

**Group A**  
**First Award:** *Wisconsin State Journal*, Madison: “Hometown History: A retrospective on the 99-year legacy of the WIAA state basketball tournament” - Art Kabelowsky, Greg Sprout, Tom Oates, Dennis Semrau, Jason Galloy, Tom Kahl, Brock Fritz, Barry Adams, Laura Nolan, Jason McMahon: This section takes readers on a memorable journey. Having multiple voices and topics keeps it fresh.

**Second Award:** *The Post-Crescent*, Appleton: “Yard MD spring home and garden section” - Julie Gilkay, Rob Zimmer: Perfect packaging of content and photos with exceptional layout - very well done.

**Third Award:** *La Crosse Tribune*: “Building a Legacy” - Chris Hubbuch, Mike Tighe, Sasha Case: This section elevated an often “mandatory” construction story to a new level that is informative and interesting for readers.

**Honorable Mention:** *La Crosse Tribune*: “Faces Never Forgotten” - Chris Hardie, Marc Wehrs, Mike Tighe, Terry Burt: Wonderful tribute to local Vietnam veterans.

**Group B**  
**First Award:** *The Journal Times*, Racine: “Racine County: Open for Business” - Ann M. Walter, Tom Farley, Gregory Shaver, Scott Anderson: These business sections are a showcase of excellent journalism.

**Second Award:** *The Journal Times*, Racine: “Positively Racine County” - Ann M. Walter, Tom Farley, Gregory Shaver, Scott Anderson: This is a great way to promote positive efforts in a community - publishing the organizations’ wish lists is a nice touch.

**Third Award:** *The Gazette*, Janesville: “Innovation 2014” - Scott Angus: This section has a perfect mix of must-read stories with great art.

**Honorable Mention:** *Oshkosh Northwestern*: “World’s Greatest Aviation Celebration - Staff: Interesting stories and photos, nicely packaged, very well done.

**Group C**  
**First Award:** *Marshfield News-Herald*: “You Magazine” - Liz Welter, Deb Cleworth, Megan McCormick, Mystique Macomber, Tara Mondloch.

**Second Award:** *EagleHerald*, Marinette: “People Making a Difference 2013” - Staff.

**Third Award:** *Daily News*, West Bend: “WC 45: Washington County 45 on the Move” - Staff.

**Honorable Mention:** *Daily Jefferson County Union*, Fort Atkinson: “Football 2014 - Jeff Seisser, Josh Smith, Michael Gouvion, Matt Gardner.

**Group D**  
**First Award:** *New Richmond News*: “2014 Graduation Keepsake” - Micheal Foley, Dave Newman, Sarah Young, Jordan Willi, Cindy Croes: This may not be the fanciest of the bunch, but it takes a lot of work. Loved the features. As journalists, we often just talk about a student-athlete’s performance on the court. It was nice to see info about all the things the student athletes were involved with.

**Second Award:** *Door County Advocate*, Sturgeon Bay: “Impact - Business and Industry 2013” - Scott Schmeltzer, Warren Bluhm, Christopher Clough, Tina M. Gohr, Ramelle Bintz, Samantha Hernandez, Ruth Johnson, *Advocate* Staff: Loved the fact that they were thorough with all of the local businesses. Nice guide for people in the area.

**Third Award:** *Door County Advocate*, Sturgeon Bay: - Warren Bluhm, Christopher Clough, Korey Mallien, Ramelle Bintz, Samantha Hernandez, Alyssa Bloechl, Advocate contributors: This took a ton of work. Loved the old photos and stories that went along with the pictures. Nice job.

#### Open Category

**First Award:** *Oconomowoc Focus*, Hartland: "Destination Oconomowoc" - Amy Nixon, Emily Kundert, Matt Colby, Jackie Tomczyk, Scott Ash, Todd Ponath: Great information about your community. A newcomer could pick that up and know what is going on in your area. Great photos, printing, etc. The cream of the crop.

**Second Award:** *The Star*, Sun Prairie: "Health Sense JUNE" - Sue Spahn: A close second in the competition. Took on a tough subject and did a nice job with it.

**Third Award:** *The Star*, Sun Prairie: "Xplore- Summer" - Sue Spahn: Some very useful information about the area.

**Honorable Mention:** *The Valders Journal*: "Hometown Heroes" - Brian Thomsen, Todd Bergmann: This was not quite as sharp as some of the other publications, but took a subject we all know about and personalized it.

## Open Records/FOI Award

#### Group A

**First Award:** *Gannett Wisconsin Media*, Appleton: "Violations draw few citations/AG won't pursue open government complaints" - Eric Litke: This was an excellent systematic look at how local and state officials enforce the state's openness law: not very aggressively. The use of real people who

were shut out by their own governments resulted in compelling stories.

**Second Award:** *Green Bay Press-Gazette*: "When police shoot" - Doug Schneider: The watchdog function is probably most important to readers when it involves law enforcement agencies, particularly those that can use deadly force. Using records to reveal the details of this story was powerful.

**Third Award:** *The Post-Crescent*, Appleton: "Dubinski case costs taxpayers \$184,000: Figure still growing as ex-Neenah police officer sues city" - Duke Behnke: It is important that taxpayers know how their money is being spent and this story uncovered the details in a high-profile case that readers would not have otherwise known.

**Honorable Mention:** *The Post-Crescent*, Appleton: "Police misconduct in Appleton revealed after battles" - Nick Penzenstadler: This is journalism that readers will value highly.

#### Group B

**First Award:** *The Gazette*, Janesville: "Police should uphold our state's open records laws, State should keep modest disclosure of campaign donors, Keep process open for picking leaders of UW System, State cracks OpenBook on its spending, Expand rather than restrict court records online" - Greg Peck: Wonderful to see these kind of well-reasoned editorials about the need for governmental openness throughout the year and not just during Sunshine Week. The writer always kept the focus on how readers were being impacted.

**Second Award:** *The Gazette*, Janesville: "City meeting draws questions" - Frank Schultz, Marcia Nelesen: Readers often wonder what takes place during closed governmental meetings. These affected homeowners had a right to know what their city was contem-

plating before it was a done deal. The newspaper was able to expose this.

**Third Award:** *Wausau Daily Herald*: "Mayor conceals calls to developer" - Pete Wasson, Theresa Clift: A great example of a news organization holding elected officials accountable. Superb watchdog reporting.

**Honorable Mention:** *The Reporter*, Fond du Lac: "Officer Crash" - Colleen Kottke, Carlos Munoz: Even if some information is embarrassing, the public has a right to know about it and assess its relevance. This is part of holding government accountable.

#### Group C

**First Award:** *Stevens Point Journal*: "Stevens Point to blame for well problems" - Chris Jones: This is a great example of taking open records to the next level. The initiative shown to obtain the records was just the start. Getting expert analysis to help readers understand what happened to the private wells due to the new city well was a master stroke.

**Second Award:** *Daily Jefferson County Union*, Fort Atkinson: "Fort council holds city manager review" - Ryan Whisner, Christine Spangler: Newspaper stayed with this story through thick and thin and readers appreciate this kind of doggedness on their behalf.

**Third Award:** *Herald Times Reporter*, Manitowoc: "Council members defend fire chief pact" - Charlie Mathews: Probing reporters made it possible for this newspaper's readers to better understand what was really going on with the fire chief and what it cost them.

**Honorable Mention:** *Daily News*, West Bend: "Open up!" - Jennifer McBride: A wonderful Sunshine Week editorial, complete with real-life

examples that bring the issue home to readers where they live.

#### Group D

**First Award:** *The Northwoods River News*, Rhinelander: "Former school district secretary disputes firing" - Marcus Nesemann: Great lede. Story moves smoothly. Good analysis of emails. Wanted to hear from a few more sources to see if this was political.

**Second Award:** *Vernon County Broadcaster*, Viroqua: "Wisconsin A.G. Van Hollen fails state's residents with Open Records opinion" - Matt Johnson: What is going on in Wisconsin? Great piece showing how an elected official believes she's above the law, and the state attorney general is endorsing this behavior because she's a fellow Republican.

**Third Award:** *News Graphic*, Cedarburg: "M-T School Ad-Hoc committee" - Gary Achtenberg: Solid reporting. Good job showing the superintendent didn't understand the law. Would have liked to hear from some ad hoc committee members.

#### Open Category

**Overall comment:** Just because you asked for records doesn't mean you have a story every time. The three winners really rose to the top.

**First Award:** *Ripon Commonwealth Press*: "Consultants, staff said 'wait' on '09 Boca deal, 'The city lacked safeguards'" - Ian Stepleton: Excellent use of the law and documentation of the process by the newspaper.

**Second Award:** *Lake Geneva Regional News*: "Pastor can't work for OWI court" - Robert Ireland: Well done digging to find the truth.

**Third Award:** *Lake Geneva Regional News*: "Supreme Court backs paper in records dispute" - Robert Ireland: Nice



job in the watchdog role.

## Breaking News Coverage

### Group A

**First Award:** *Wisconsin State Journal*, Madison: "Hostage plotted, stayed calm, during wild ride" - Rob Schultz: Riveting story. Made me feel as if I were there.

**Second Award:** *Green Bay Press-Gazette*: "Aggressive arrest" - Doug Schneider: Excellent investigation, but officer's first name spelled two different ways in stories.

**Third Award:** *The Capital Times*, Madison: "Second day of legal same-sex marriages in Dane County? 'It's been amazing'" - Jessie Opoien.

**Honorable Mention:** *Green Bay Press-Gazette*: "Leo Frigo bridge collapse" - Nathan Phelps, Scott Williams:

### Group B

**First Award:** *The Reporter, Fond du Lac*: "New suspect emerges in Berit Beck cold case" - Peggy Breister, Colleen Kottke: Great lede in the initial stories before the press conference. Nice coverage from the family's side. I also like the easy-to-read how-to-help graphic accompanying the second story. Gripping story from the family. I cannot image what they went through so many years with leads not panning out.

**Second Award:** *The Journal Times*, Racine: "Absolutely deplorable, It was just too much, Animals comfortable and safe, Shelter did not have state license" - Aaron Knapp, Stephanie Jones, Kristen Zambo, Gregory Shaver, Scott Anderson: The description of the stench hanging in the air puts the reader there. Excellent follow up coverage. Overall, terrific job on a horrific situation.

**Third Award:** *Kenosha News*: "Zelich



## 'IT IS DEVASTATING'

**BY ROBERT CALLAHAN**  
A deadly storm tore through southern Wisconsin on Sunday evening, leaving an estimated 100 people dead and thousands of homes destroyed. The National Weather Service issued a tornado warning for southern Wisconsin on Sunday evening, 10 p.m. as the storm moved into the region. The storm was a deadly one, with winds reaching 150 mph. The storm caused a major disaster in Fennimore, Wisconsin, where a large building was destroyed. The storm was a deadly one, with winds reaching 150 mph. The storm caused a major disaster in Fennimore, Wisconsin, where a large building was destroyed.

**Fennimore Times, First Award, Group F, Breaking News Coverage**

charged in 19-year-old's death, Timeline of homicide case filed against Steven Zelich" - Janine Anderson: Nicely covered. It's nice to see the timeline to help readers know what led up to this point. Nice lede and lead-up to the man being charged.

**Honorable Mention:** *The Gazette*, Janesville: "Murder and a missing woman along Janesville riverfront" - Frank Schultz, Neil Johnson, Nick Crow: The staff did a great job piecing together the information. The stories also had good details. The subheads (on Courtney jump) helped break up what was a long story. It kept the story from dragging on.

### Group C

**First Award:** *Baraboo News Republic*: "Babysitter guilty of murdering infant" - Tim Damos: Unbelievable competition in this category but the amazing reporting and investigative journalism put this over the top.

**Second Award:** *Stevens Point Journal*: "Gay marriage protest ends in frustra-

tion" - Sari Lesk, Jamie Rokus, Pete Wasson.

**Third Award:** *Portage Daily Register*: "Police: Victim shot in cold blood" - Shannon Green, Lyn Jerde, Jen McCoy, Craig Spychalla.

**Honorable Mention:** *Herald Times Reporter*, Manitowoc: "Man killed in 'road rage' crash" - Suzanne Weiss.

### Group D

**First Award:** *Waukesha NOW*: "Stabbing chills even police" - Christopher Kuhagen: Great, compelling coverage. The photos and layout of the first story kicked off the must-read continuing coverage. You covered several angles of this story as it twisted and turned throughout the justice system. I'm sure your readers appreciated the time and energy spent.

**Second Award:** *Ladysmith News*: "Tear gas ends tense police standoff with barricaded suspect" - Luke Klink: Good storytelling that made it easy to follow, especially when describing how school officials handled the situation and the types of messages being blared out over loudspeakers by negotiators. As well as getting the story, the reporter did a great job with photos. And it doesn't go without noting that all of this happened on the eve of Election Day, which likely was another long day for the reporter. Great work.

**Third Award:** *Door County Advocate*, Sturgeon Bay: "The real deal" - Ramelle Bintz: Good in-depth coverage, especially by getting an interview with the first couple to apply to be married. The close-up shot of them holding hands helped tell the story visually.

### Group E

**Overall comment:** There were some great entries in this category, which

made narrowing the selections very difficult. The staffs represented in all the entries are to be commended for the way they handled major breaking news.

**First Award:** *Ripon Commonwealth Press*: "Huge fire burns downtown: Blaze likely began in basement of 300 block, Families forced to flee in the dark of the night, It's going to take the whole block, We may never know why, Displaced residents safe, have immediate needs met, Will building get rebuilt" - Ian Stepleton, Tim Lyke, Aaron Becker, Jonathan Bailey: Nice comprehensive job of covering the fire. This was a major event to the community and was treated as such.

**Second Award:** *Lake Geneva Regional News*: "Two former city employees face felonies" - Chris Schultz: Very good job sorting out the details of a complex subject.

**Third Award:** *River Falls Journal*: "Cool-headed actions save 41 lives" - Jill Dexheimer: Nice job of pulling together various sources, and effective use of art in the presentation.

**Honorable Mention:** *Grant County Herald Independent*, Lancaster: "Youth dies in farm accident" - David Timmerman, Rob Callahan: A respectful job of handling a tough subject - the loss of a child.

### Group F

**Overall comment:** This category had an eclectic mix of stories and presentations. It's good to see the smaller papers still out there beating the bushes for stories, and serving the interests of their readers and communities.

**First Award:** *The Fennimore Times*: "IT IS DEVASTATING" - Robert Callahan: Excellent job of covering a community-wide catastrophe. Lots

of sources and elements weaved into place.

**Second Award:** *The County Journal*, Ashland: “The Ice Caves have gone viral” - Hope McLeod: Interesting story on how a community was caught by surprise and thrived.

**Third Award:** *Jackson County Chronicle*, Black River Falls: “Son shoots father and hides body, authorities say” - Cassandra Colson: Good, informative article on a tough subject.

**Honorable Mention:** *The Cambridge News*: “NMS makes Leadholm a human sundae to help tornado victims” - Amy Alder: Nice job of handling a different kind of story. Lots of elements.

## Local Column

### Group A

**First Award:** *Green Bay Press-Gazette*: “Today’s Take” - Dan Higgins.

**Second Award:** *Green Bay Press-Gazette*: “Today’s Take” - Adam Rodewald.

**Third Award:** *Green Bay Press-Gazette*: “Today’s Take” - Paul Srubas.

**Honorable Mention:** *The Post-Crescent*, Appleton: “Ed Berthiaume columns” - Ed Berthiaume.

### Group B

**First Award:** *The Journal Times*, Racine: “Opinion: Memories, opportunity lost with JFK’s assassination; Rosa conquers struggles for glorious career; Just Say No To Bucks” - Peter Jackel.

**Second Award:** *Kenosha News*: “Your Haunted House Survival Guide; Jingle all the way with our Holiday Calorie Counting Guide; Roses are red, violets are blue; I wish you all love & good

friends, too” - Elizabeth Snyder.

**Third Award:** *Beloit Daily News*: “Community considers access, programs where Turtle Creek meets the Rock River” - William Barth.

**Honorable Mention:** *The Journal Times*, Racine: “Glad You Asked” - Bridget Thoreson.

### Group C

**First Award:** *Portage Daily Register*: “Drop me at the Curb, One Happy Camper, Turn down the air” - Erika Gerhardt Obois: These columns draw in readers with their conversational tone and a focus on real-life activities. Very approachable writing.

**Second Award:** *The Ashland Press*: “Local columns” - Rick Olivo: Writer does a fine job of adding texture to the news events of the day, often tying in a local angle.

**Third Award:** *The Chippewa Herald*, Chippewa Falls: “Day of Confusion, Calendar Mess, World War I Still Felt a Century Later” - Rod Stetzer: Writer brings a human element to his columns. The idea of a longer February was fun.

**Honorable Mention:** *Baraboo News Republic*: “It’s a Funny Thing” - Ben Bromley: Humor is hard to do well, especially consistently well. I can see how this column would be looked forward to by readers.

### Group D

**First Award:** *The Country Today*, Eau Claire: “Weight weight, Motor cycle days, Tractor ride” - Sara T. Brede-sen: Entertaining and well-written first-person columns with nice turns of phrase. Lots of personality, strong voice. I wanted to read more!

**Second Award:** *Vernon County Broadcaster*, Viroqua: “An Outsider Looking In” - Matt Johnson: Nice storytelling

techniques in all three columns. “Dog-dodging” was especially good.

**Third Award:** *The Country Today*, Eau Claire: “Big adventure comes close to home, Retired farmhouse windows hold many family memories, Suggestion: Keep DOT freeway program” - Jim Massey: Author spins some nice yarns in these columns. Nice pace, friendly and conversational.

### Group E

**First Award:** *Mount Horeb Mail*: “The Geiger Counter” - Matt Geiger: Entertaining columns, written with wit and many good turns of phrase. I wanted to read more of the author’s work.

**Second Award:** *Lake Geneva Regional News*: “Jade Bolack’s columns” - Jade Bolack: First-person columns are well-executed and interesting.

**Third Award:** *Ripon Commonwealth Press*: “If we told you who Editor Ian met, we’d have to Poison you, Yuletide log ride was a real downer, City should sell tickets to view its ‘fountains of fecal matter’” - Ian Stepleton:

**Honorable Mention:** *Ripon Commonwealth Press*: “Here’s how Ripon’s school teachers totaled my car; Shoot, someone hung toilet paper from our trees ... (hooray!!); Ripon church makes history by hosting baby shower for pastor” - Tim Lyke: Nice work!

### Group F

**First Award:** *Crawford County Independent & The Kickapoo Scout*, Gays Mills: “Drift from a Driftless Place” - John Gibbs: Gibbs offers the best reading among the entries. From this sample of three, he covers a wide variety of topics and does it in an entertaining style.

**Second Award:** *The Brillion News*: “Parades and Twerking” - Ed Byrne:

Ed Byrne has a dry sense of humor that can bring out a good laugh. He shows his serious side, as well, at times, and offers up some good reading every week.

**Third Award:** *DeForest Times-Tribune*, Sun Prairie: “Columns” - Lauren Anderson: It’s not obvious whether this is a weekly column or series of articles. Nevertheless, Anderson does a great job of telling her experiences at a farm.

**Honorable Mention:** *Manawa Messenger*, Clintonville: “Under the Hood” - John Gunnell: When someone not interested in cars and motorcycles enjoys reading through Gunnell’s columns, you know he’s doing a good job of storytelling.

## Local Outdoor Column

### Daily - Open

**First Award:** *Green Bay Press-Gazette*: “Outdoors” - Patrick Durkin: Strong, well-written columns on a surprising variety of topics for an ‘outdoors’ columnist. He’s obviously a writer and journalist at least as much as he’s a hunter and angler.

**Second Award:** *The Post-Crescent*, Appleton: Rob Zimmer: Engaging and beautifully crafted, Zimmer’s columns really put us on the riverbank. We could smell the winter-killed fish and found ourselves rooting for the eagles. Zimmer obviously loves his subject matter and it shows in his prose. And his photos are as well done as his stories.

**Third Award:** *The Gazette*, Janesville: “Turnover time, Stocking food the target this gun season, Hooked: Pan-fish promote fishing habit” - Ted Peck: Nicely done traditional hook and bullet columns with a great sense of place and a good share of useful how-to for enthusiastic readers.



# BANDING TOGETHER

Southern Door players rally around grieving teammate

By Korey Mallien  
Door County Advocate

At a glance, they appear to be nothing more than typical athletic arm-bands.

But up close, there's a special, heartwarming significance to the thin black straps that Southern Door High School girls basketball players recently started wearing around their biceps.

The Under Armour arm-bands are stitched with a name.

It's the girls way of supporting Abby and letting the entire Baranczyk family know that we're thinking about them and we're behind them," said Southern Door coach Brandon Wuestler. "To go through what Abby and her family has is extremely difficult."

Senior forward Courtney VanHout came up with the idea for the armbands. The Eagles wore them for the first time Jan. 3 during a game against Oneida Nation. "It all started during our



Southern Door High School girls basketball players are wearing armbands that are stitched with a heart and the name Jenna on them in memory of Jenna Baranczyk. PHOTO BY ANNE BREITENBERG FOR THE ADVOCATE

let's do something more to member Jenna.

"With Abby being one my closest friends, I know how hard this has been for I wanted to let her know if people are thinking about I and we're not going to forget Jenna."

In addition to the armbands, varsity players also show their support of the Baranczyks by writing Jenna's initials and drawing pink hearts on their shirts and VanHout. Pink was Jenna's favorite color.

"It's really special to me see what they've done," is Abby Baranczyk. "It shows the love of my friends and how they care about me and my family. It represents Jenna in a good way."

Jenna, the daughter of Robert and Jean Baranczyk, played basketball, volleyball and softball. She was a honors student at Southern Door Middle School and was actively involved in the youth ministry at her church.

Mother Jean Baranczyk deeply touched by what players and many others have done for her family during such a difficult time.

What a great way to honor Jenna," she said of the armbands. "It's incredible. I overheard my really."

"I just can't get over the outpouring of love a concern that has been in our family. We've been hearing from people all over the county and surrounding counties who have seen us through prayers and good wish.

We got a card and a plant from the Algona High School girls basketball team, and I've heard that the Wisconsin (Lynn Geier) got involved with the armbands. These are our rivals on the court, I when you walk away every game so Jenna could be with us. So then I started thinking.

game at Sturgeon Bay (Dec. 16)," said VanHout. "Abby decided to play that night and in the locker room she took her necklace off, which was her sister's, and she put it around Megan Hawkey's neck and asked her to wear it every time she played. These are our rivals on the court, I when you walk away every game so Jenna could be with us. So then I started thinking.

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**First Award:** *Green Bay Press-Gazette* - Staff: With one entry in the division, the hands down winner is the Green Bay Press. The publication has a great mixture of local and national sports throughout its pages. The full bleed front on the Packers was a nice piece.

## Group B

**First Award:** *The Journal Times*, Racine - Susan Shemanske, Alan Nunn, Greg Giesen, Peter Jackel, Robb Luehr, Gery Woelfel: Good mixture of local and national news with good photos. The writing is strong throughout the publication.

**Second Award:** *Leader-Telegram* Eau Claire - Joe Ziemer, Mike Klees, Jason Cox, Jesse O'Brien: Good layouts help to carry the paper along with good writing and photography.

**Third Award:** *Central Wisconsin Sunday*, Marshfield - Staff: The strong features help to carry the sections.

**Honorable Mention:** *Beloit Daily News* - Jim Franz, Josh Flickinger.

## Group C

**First Award:** *Daily Tribune*, Wisconsin Rapids - Staff: Good local stories, photos and graphics carry the sports sections of the Daily Tribune. The Cross Country section was a great way to tell the story of the event.

**Second Award:** *Herald Times Reporter*, Manitowac - Nate Woelfel, Tom Dombeck, Matthew Apgar, Adam Thompson, Sue Pischke: Nice mixture of local and national news with graphics and good photography. Info boxes alert readers to online videos.

**Third Award:** *Daily News*, West Bend - Nicholas Dettmann: Thought the middle school volleyball feature and photo package in the one section was great. Not many sports section devote any kind of space to middle school

sports.

**Honorable Mention:** *The Chippewa Herald*, Chippewa Falls - Brandon Berg, Sam Oleson.

## Group D

**First Award:** *Door County Advocate*, Sturgeon Bay - Korey Mallien: Good packages, nicely arranged.

**Second Award:** *Mukwonago Chief*: "The Heavyweights" - JR Radcliffe, Jackie Tomczyk, Carol Spaeth-Bauer: I really like that the layout was fresh and out of the box on certain pages.

**Third Award:** *Oconomowoc Enterprise* - Mark Hutchinson: Nice use of color and attractive layout.

**Honorable Mention:** *The Northwoods River News*, Rhinelander -Jeremy Mayo: Nice use of art and getting as many art elements onto a page as possible.

## Group E

**First Award:** *The Platteville Journal* - Jason Nihles: Love the left rail and overall layout. Well done.

**Second Award:** *The Star*, Sun Prairie - Karl Raymond: Very visually appealing page.

**Third Award:** *Middleton Times-Tribune* - Rob Reischel: Good use of dominant art on the big story.

**Honorable Mention:** *Mount Horeb Mail* - Rob Reischel: Excellent use of dominant art.

## Group F

**First Award:** *The Oregon Observer*: "No time to spare, A march of a champion, Making a statement" - Anthony Iozzo, Jeremy Jones: Great job! Loved the layout of the pages. Flowed very well. Nice use of photos.

**Second Award:** *Sussex Sun*, Hartland: "Rising Above" - JR Radcliffe, Matt Colby, Chris Schuck, Chuck Delsman, Todd Ponath, Scott Ash: Love the use of dominant art and the column in the left rail.

**Third Award:** *De Pere Journal*, Green Bay - Staff: Nice looking section. Good use of modular layout and story placement.

**Honorable Mention:** *Jackson County Chronicle*, Black River Falls - Staff: Good looking section with a wide variety of content. Nice job!

# Sports News Story

## Group A

**First Award:** *Green Bay Press-Gazette*: "Johnathan Franklin injury" - Weston Hodkiewicz: Strong lede really drew me into the article. The author took what could have been a cut-and-dry story and dug deeper, coming up with a lot of great information and talking to a lot of different people to tell the sad story of an NFL player whose career ended way too soon.

**Second Award:** *Wisconsin State Journal*, Madison: "Badgers football: Former Monona Grove athlete Jaden Gault takes leave from team while battling depression" - Jason Galloway: Great job bringing to light some of the challenges that big-time college athletes face every day. Many people see only the glamorous side of sports; this shows that these athletes face a lot of the same real-world problems that we're all confronted with.

**Third Award:** *The Post-Crescent*, Appleton: "Making history: Kimberly wins state title in record-setting 15 innings" - Ricardo Arguello: Overtimes and extra innings can be a killer for sports writers, but the author managed to put together a well-developed article despite working under a very strict deadline.

**Door County Advocate First Award, Group D, Sports News Story**

**Honorable Mention:** *The Gazette*, Janesville: "Giving them the royal treatment, Winter's ghosts - snowy owls bring silent beauty to windswept Rock Prairie, Cautionary tale: Beloit exhibit chronicles loss of passenger pigeon" - Anna Marie Lux: Nice stories on important topics.

## Weekly - Open

**First Award:** *Vilas County News-Review*, Eagle River: "In the Outdoors" - Kurt Krueger: Best writing, obvious expertise.

**Second Award:** *Superior Telegram*: "A good father's goal, Ice fishing in April, The photograph" - Darrell Pendergrass: Good, clear writing.

**Third Award:** *Lake Geneva Regional News*: "Ben Stanley's outdoor columns" - Ben Stanley.

**Honorable Mention:** *Vernon County Broadcaster*, Viroqua: "Trout Fishing" - Jay Ford Thurston.

# Sports Pages

## Group A

**Group B**

**Overall comment:** A very competitive field with some terrific entries. The three winning entries went above and beyond coverage of a sporting event and told stories that tugged at your heart and put a smile on your face.

**First Award:** *The Journal Times*, Racine: "Benkert was more than just a coach" - Peter Jackel: Anecdotes recalled by players who graduated nearly 20 years ago show just how much of an impact this coach had on their lives. The author did a fantastic job of capturing this emotion and helping us remember a coach who was successful both in wins and losses and in becoming a positive role model for his athletes.

**Second Award:** *The Sheboygan Press*: "Lakeland gains from 'adoption' of local boy" - Adam Thompson: A heart-warming story showing everything that is right with sports. The author did a fantastic job of capturing the emotion in a clear, concise manner.

**Third Award:** *Beloit Daily News*: "Mohns heading to Iowa" - Josh Flickinger: I loved the lead-in to the story, taking us back to the days when this big-time basketball star was just a little girl so enamored with the game that she threw a complete fit when she couldn't attend her sister's practice. Great job.

**Group C**

**Overall comment:** There were a lot of good entries here. The winners were stories (in one case, a series of stories) that showed initiative on deadline. All had good use of quotes and game action and mixed the two together quite well.

**First Award:** *Daily Jefferson County Union*, Fort Atkinson: "Eagles' goal from Day 1? Win State" - Jeff Seisser:

Comprehensive coverage of a state championship week had a wealth of detail and quotes to give readers added insight into this team's run. A yeoman effort one night, when the game ended after 1 a.m. and still made it into that day's paper with a story that was descriptive and concise.

**Second Award:** *The Monroe Times*: "Warriors Capture Gold" - Mark Nesbitt: Well-done story on a high school football championship game. Uses quotes well and gives people a peek behind the plays that made it a day to remember.

**Third Award:** *Daily Jefferson County Union*, Fort Atkinson: "UW-Whitewater excels under Miller, Bennett" - Josh Smith: Well-done preview takes readers behind the scenes of a team which rallied behind its assistant coaches when the head coach had surgery. Good perspectives all around.

**Honorable Mention:** *Daily News*, West Bend: "Celebrate Like It's 1986" - Adam Lindemer: Thorough job on a sport that mostly is overlooked. Explains how a team won the title and hints as to why without bogging the story down in details about a complicated system to determine the league champ.

**Group D**

**First Award:** *Door County Advocate*, Sturgeon Bay: "Banding together" - Korey Mallien.

**Second Award:** *Germantown-Menomonee Falls NOW*: "Never easy": Germantown boys win third straight title" - Steve Tietz.

**Third Award:** *The Portage County Gazette*, Stevens Point: "SPASH boys cross country team wins 10th State Title, SPASH's top runner Anderson forced to miss State Meet due to injury" - John Kemmeter.

**Honorable Mention:** *Lake Country Reporter*, "That 80s show" - JR Radcliffe.

**Group E**

**First Award:** *Grant County Herald Independent*, Lancaster: "Golden Boys" - A.J. Gates: Great telling of not only the championship win for the team but the path to the win. Also gives well-deserved attention to the team as well as the sport of golf.

**Second Award:** *The Waunakee Tribune*: "Soccer title" - Peter Lindblad: The beginning grabs readers and the writing and detail keeps them in.

**Third Award:** *The Stoughton Courier Hub*: "A dream come true" - Anthony Iozzo: Great job capturing the excitement.

**Honorable Mention:** *Milton Courier*: "One stroke killer" - Michael Gouvion: The headline really grabbed me to read the story. Great story plus a peek into the team's expectations for states.

**Group F**

**First Award:** *The Brillion News*: "First for Faith" - Andrew Pantzlaff: The writer pulls readers right into the story with putting them into Faith's shoes, then keeps them with a well-written story.

**Second Award:** *Clintonville Tribune Gazette*: "Jirscheles reach Major League goal, Jirschele comes full circle" - Tim Beimal: This story goes above and beyond about Mike Jirschele getting into the major league and his family.

**Third Award:** *The Brillion News*: "Play Ball" - Ed Byrne: Good job providing viewpoints from both sides to bring more spring sports options into the district, including the financial aspect and giving athletes more options.

**Honorable Mention:** *Sauk Prairie Eagle*, Baraboo: "Tickets Punched and Ready to Go" - Jaren Haser: Good story about wrestlers qualifying at not just one, but two meets. The photos

nicely compliment the story.

**Local Sports Column****Group A**

**First Award:** *The Post-Crescent*, Appleton: "Our Best Game' Papermakers dominate Spartans for Division 2 title, Lee gets his revenge, state title, Wolves remake their destiny" - Ricardo Arguello: These columns are written in a way that welcomes readers in. They provide the kind of detail they cannot get from another source. They make it clear that sports is a human endeavor.

**Second Award:** *La Crosse Tribune*: "Smiling Wildcats face special challenge, What she has done is crazy, Gone too soon" - Todd Sommerfeldt: Human interest angles were fully explored in these columns, which take readers well beyond the score of the game.

**Third Award:** *Wisconsin State Journal*, Madison: "Prep Talk" - Jason Gallo-way: These columns add a lot of good reporting to the opinions expressed.

**Honorable Mention:** *The Post-Crescent*, Appleton: "Playing remains a passion for 88-year-old tennis player, Feel the March Madness excitement, Packer street name possibilities are plentiful" - Tim Froberg: Clever writing adds to the reader enjoyment of these columns.

**Group B**

**First Award:** *Leader-Telegram*, Eau Claire: Joe Ziemer: The breadth of styles of columns are sure to be welcomed by readers. One column is an insightful look at the private school multiplier being proposed in the state, while others explore the human interest angle to perfection.

**Second Award:** *Beloit Daily News*: "Wedig will be perfect hire for Purple



Knights” - Jim Franz: Great variety of human interest angles are explored in these columns. A great service to readers.

**Third Award:** *The Journal Times*, Racine: “Hisle makes a call from the heart, Humble start led to great success, Ozzy’s enduring spirit” - Peter Jackel: These columns go well beyond the game stories to let readers in on what kind of personalities the stars have.

**Honorable Mention:** *Kenosha News*: “Rangers make it less like work, Reigel part of Bo’s Platteville posse, Local recounts his time with ‘Moonlight’ Graham” - Mike Johnson: Variety of the columns keep the readers interested.

**Group C**  
**First Award:** *Daily News*, West Bend - Nicholas Dettmann: Topics are explored in depth and address complex local issues that readers want to know more about. These are far more than the obligatory columns tied to the “big game.”

**Second Award:** *The Chippewa Herald*, Chippewa Falls: Brandon Berg: These columns take readers behind the scenes and explain why the games turn out the way they do.

**Third Award:** *Daily Jefferson County Union*, Fort Atkinson: “Just Saying” - Josh Smith: Topics chosen tend to be non-traditional, which makes the readers take note.

**Honorable Mention:** *Daily Jefferson County Union*, Fort Atkinson: “Seisser Up Sports” - Jeff Seisser: Columnist writes from a personal perspective.

**Group D**  
**First Award:** *Door County Advocate*, Sturgeon Bay - Jon Gast: Blends his knowledge of the community with an easy-to-read style that draws readers in.

**Second Award:** *Oconomowoc Enter-*

*prise*, Waukesha: “Wichman still rolling at 88 years young, Barkers formed strong father/son connection, Restoration project to reap rewards” - Mark Hutchinson: Writes well on a variety of topics.

**Third Award:** *Door County Advocate*, Sturgeon Bay: Kevin Naze: Very clear he knows his subject matter, and shows an ability to make it interesting even to readers who don’t know much about the outdoors.

**Honorable Mention:** *North Shore NOW*, Waukesha: “From the Press Box” - Steven L. Tietz.

**Group E**  
**First Award:** *Oconomowoc Focus*, Hartland: “All Schuck Up” - Chris Schuck: Makes the reader feel what he’s writing about. Good knowledge of community.

**Second Award:** *The Platteville Journal*: “Platteville Journal Etc.” - Steve Prestegard: Smooth style and knows his audience.

**Third Award:** *Ripon Commonwealth Press*: “Scrabbling through the ABCs, Basketball teams showed plenty of heart in tourney runs, Ripon freshman football team’s success is result of collective effort, hard work” - Jonathan Bailey: The Scrabble idea is innovative, and it’s nice to see teams get credit who don’t usually show up in the paper.

**Honorable Mention:** *Burlington Standard Press*: “Sports Check” - Mike Ramczyk: Writes with lots of passion.

**Group F**  
**First Award:** *Manawa Messenger*, Clintonville: “From Left Field” - Andrew Hanlon: Variety of subjects, quality writing, knowledge of subjects make this writer a good read.

**Second Award:** *Poynette Press*: “Fourth

And Inches” - Sam Rodriguez: Nice personal touch on the curling column.

**Third Award:** *Clintonville Tribune Gazette*: “Shawano Speedway finally gets racing season under way, Racing action at Shawano Speedway reaches across nation, Championships in all divisions up for grabs” - Bert Lehman: You have to like a column that helps launch a whole publication on the subject.

## Sports Feature

**Group A**  
**First Award:** *Gannett Wisconsin Media*, Appleton: “Champions & Charity - 6 stories” - Eric Litke: The scope, research and reporting in this series put it miles ahead of other pieces in this category. Solid all around.

**Second Award:** *The Post-Crescent*, Appleton: “Special Bond ” - Ricardo Arguello: Solid lede. Well-rounded feature that examines several aspects of Cohen’s life athletically, personally, culturally. Wordy at times, but ending brings story full circle.

**Third Award:** *Green Bay Press-Gazette*: “Fight of Her Life: Verona junior Ebony Nettles-Bey battles cancer with a big assist from her teammates and her favorite sport” - Dennis Semrau: Touching story. I would have liked to see more writing by the author and fewer quotes.

**Group B**  
**First Award:** *Leader-Telegram*, Eau Claire: “Skating Away” - Jesse O’Brien: Great lede. I really enjoyed this story. Would have liked to read more about how this friendship began at age 5. Probably lots of great anecdotes hidden there.

**Second Award:** *Beloit Daily News*: “Basketball like oasis for Trojan” - Josh Flickinger: Solid lede. Transitions were

a little rough, but still a nice job overall.

**Third Award:** *The Sheboygan Press*: “Only area native to reach Majors enjoyed journey” - Adam Thompson: Good reporting, but lacked in color and quotes. Still found some excellent details.

**Group C**  
*Overall comment:* Solid writing throughout. The winning entries, I felt, were stories that could make readers say to those nearby, “Did you see this?” and bring more in to read these well-told stories.

**First Award:** *Daily News*, West Bend: “Now look at me” - Jason Clary: Well-told story of a young man who wouldn’t accept a doctor’s opinion and made himself into a world-class athlete. Excellent use of detail, without candy-coating or shying away from the reality of what happened.

**Second Award:** *Watertown Daily Times*: “Just a game he loves” - Kevin Wilson: Good story about a hometown boy who did good, then came home to give back. Excellent update and feature on a young man who was able to make a life out of the sport he loved.

**Third Award:** *The Chippewa Herald*, Chippewa Falls: “Miracle on Ice” - Sam Oleson: This story brings out the grit and determination of a young hockey player in a way that leaves the reader both impressed and inspired.

**Honorable Mention:** *Herald Times Reporter*, Manitowoc: “Riding the wave” - Phillip Bock: This piece has great detail. The explanation of how the wave pool was constructed, geologically compared to others, was a detail that popped. Equipment details give the reader a sense of what is needed and also how much fun it can be. Sounds like golf: easy to start, hard to master.

**Group D**

**First Award:** *Waukesha NOW*: “Ver-bick passing the bar” - Steven Martinez: This was well written. I was surprised at the way it captured my attention because I’m not a huge track fan. This story kept me wanting to read more; it flowed very well.

**Second Award:** *Oconomowoc Enterprise*, *Waukesha*: “Before there were playoffs, Cooney was perfect in ‘67” - Mark Hutchinson.

**Third Award:** *Muskego-New Berlin NOW*: “Schulz’s story: From walk-on to record-setter at Utah” - John Rech.

**Honorable Mention:** *Lake Country Reporter*, *Hartland*: “Pyramid Scheme” - JR Radcliffe: I really liked this story. At first, I was not sure if it would keep my attention, but I found myself soaking up the new information. Nice job.

## Group E

**First Award:** *Milton Courier*: “Judge preparing to leave the high court” - Michael Gouvion: This was a tough contest and all four are very close. This story was well written; good flow with great tidbits about the young man woven in.

**Second Award:** *The Verona Press*: “Inspirational battle” - Anthony Iozzo: Another good story, but not overly emotional given the subject. Did she get to meet LeBron?

**Third Award:** *Lake Geneva Regional News*: “A tale of two climates” - Ben Stanley: I started reading this story and the next thing I knew, I was done. The writer did a good job of keeping my attention to the end.

**Honorable Mention:** *Lake Geneva Regional News*: “Indoor softball a big hit” - Chuck Delsman: Fun, entertaining, easy to read. Made me want to join the league.



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## MAKING CENTS

Opinions vary on whether an increase in minimum wage would hurt or help those it is designed to assist

By Sharon Roznik | Action Reporter Media

**R**ose Smith of Fond du Lac keeps her heat at 50 degrees through Wisconsin’s harsh winters and rides her bicycle to work until the snow flies. She makes little more than a minimum wage and by necessity has become adept at living frugally. Her food purchases always include a coupon and she never goes out to eat. A cell phone is out of the question.

See WAGES, Page A6

### WEATHER

Five-day Forecast Page A6

**THE NEXT 36 HOURS**

|            |           |               |
|------------|-----------|---------------|
| High today | Low       | High tomorrow |
| <b>52</b>  | <b>40</b> | <b>54</b>     |
| Rain       | Rain      | Rain          |

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\$1.50  
Retail  
For home  
delivery  
pricing,  
see Reader's  
Guide.

**LIVING WAGE CALCULATION FOR FOND DU LAC COUNTY, WISCONSIN**

The living wage shown is the hourly rate that an individual must earn to support their family if they are the sole provider and are working full-time (2080 hours per year). The state minimum wage is the same for all individuals, regardless of how many dependents they may have. The poverty rate is typically quoted as gross annual income. We have converted it to an hourly wage for the sake of comparison.

|         |                 |                 |                 |                 |                 |                 |              |
|---------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------|
| 1 ADULT | 1 ADULT 1 CHILD | 1 ADULT 2 CHILD | 1 ADULT 3 CHILD | 2 ADULT 1 CHILD | 2 ADULT 2 CHILD | 2 ADULT 3 CHILD | MINIMUM WAGE |
| \$13.72 | \$15.17         | \$17.02         | \$18.33         | \$16.00         | \$16.42         | \$17.00         | \$7.25/hour  |

Source: Social Security Administration, Institute of Technology

**THE SERIES**

• Today reporter Sharon Roznik kicks off The Reporter’s three-part series on minimum wage and the implications of raising it to \$10.

• In **Part 2** on Wednesday, April 30, reporter Laurie Ritger explores the impact a minimum wage increase may have on local businesses.

• **Part 3** by reporter Colleen Kottke examines how a local single mother is managing to raise her sons on a meager paycheck. It is slated to run on Sunday, May 4.

You can also follow the series online at [fdlreporter.com](http://fdlreporter.com).

**VIDEO ONLINE**

Visit [fdlreporter.com](http://fdlreporter.com) for a video interview with Rose Smith about minimum wage.

**The Reporter, Fond du Lac, First Award, Group B, Enterprise/Interpretive Reporting**

## Group F

**First Award:** *Jackson County Chronicle*, *Black River Falls*: “A Drive for Success” - Cassandra Colson.

**Second Award:** *The Democrat Tribune*, *Mineral Point*: “Basketball bonds father, daughter” - Joelle Doye.

**Enterprise/ Interpretive Reporting**

## Group A

**First Award:** *Green Bay Press-Gazette*: “Child abuse” - Adam Rodewald:

This work is the epitome of what journalists must do, namely looking to provide a voice to the vulnerable who cannot do so. The extensive investigation expertly weaved data and the human element. It also importantly provided ways people can, and should, help, and, through the strong reporting and storytelling, compelled readers to a call for action. Kudos.

## Second Award:

*The Post-Crescent*, *Appleton*: “Northern Inn problems” - Holly Meyer: There is something about this series that is

so compelling, so telling. It has all the elements of strong enterprise reporting in a local community, from shining a light on a segment of society that is easy to ignore to showing the shift in how public officials decided to handle the situation. Very solid local reporting.

**Third Award:** *Wisconsin State Journal*, *Madison*: “Eric Pizer pardon” - Dee J. Hall: This is a story about absolutes and the gray. Should a governor deviate from stated policy when it comes

to the special circumstances of a veteran? Should that veteran get a break when there is a victim living with continued consequences from their paths crossing? Interesting issue, told well.

## Group B

**Overall comment:** What made our top four really stand out was how the writers found “real people” to talk about real issues in their communities. They were able to put a face on an issue, and tied it all together with statistics, graphics, photos, excellent writing and tight editing. Keep up the great work, Wisconsin newsies!

**First Award:** *The Reporter*, *Fond du Lac*: “Minimum wage” - Laurie Ritger, Sharon Roznik, Colleen Kottke: Excellent job on breaking down the myths and the hype surrounding the proposed minimum wage hike, and finding the real people who have a stake in this political hot potato. The graphics complemented the piece and you were able to show how such an increase would impact the economy as well as individual people. The writing is what really sewed this piece up as the No. 1 spot. You draw the reader in with your narrative and keep them reading with the details and focus on people. Congratulations!

**Second Award:** *Wausau Daily Herald*: “Enslaved: Sex-trafficking cases pervasive, hard to crack” - Shereen Siewert: This two-part series was an excellent look at the often untouchable issue of human trafficking. You drew the reader in with a narrative that gets the heart pumping, and you continue to provide details and statistics throughout the stories that are startling. Insightful work and nicely presented.

**Third Award:** *Kenosha News*: “Getting By: Making a life on less than a living” - Brian Sharkey, Joe Potente, Kathy Troher, Janine Anderson, Deneen



Smith, Heather Poyner, Kevin Poirier, Bill Siel, Brian Passino, Sean Krajacic, Bridget Holtz: This series was clearly a huge undertaking of the Kenosha staff. We bet that the community really identified with and appreciated your hard work in measuring poverty in your community. The graphics were top notch, and the reporting and presentation great. Well done, team!

**Honorable Mention** *Leader-Telegram*, Eau Claire: “On the Streets” - Julian Emerson, Marisa Wojcik: Fantastic job of finding the details and the personalities that really made this series shine. The fact that your reporting has also led to some changes in your community is truly an example of why we do what we do in the news biz.

#### Group C

**First Award:** *Daily News*, West Bend: “The Impact of Alcohol” - Linda McAlpine, Joe VanDeLaarschot, Jennifer McBride, Nicole Kiefert, Dave Rank, Amanda Voss, Ken Merrill, Nicholas Dettmann, John Ehlke, Alison Wood.

**Second Award:** *Marshfield News-Herald*: “Hooked: Committee seeks to reverse growth in heroin use, overdoses, deaths; Heroin tragedy; Second officer to join heroin fight; Campaign to target heroin use in community” - Liz Welter.

**Third Award:** *Stevens Point Journal*: “Coming Up Empty” - B.C. Kowalski.

**Honorable Mention:** *Watertown Daily Times*: “Changing not closing, Bethesda transitions clients into community homes” - Sarah Weihert.

#### Group D

**First Award:** *Lake Country Reporter*, Hartland: “Heroin series” - Donna Frake: Several of the entries in this category reported on the growing

heroin problems in their communities. None of them made the situation as real as the Focus team did. Great storytelling about the real victims and causes of this national problem grabs readers by the collar and forces them to pay attention. Great effort; head and shoulders above the rest.

**Second Award:** *Lake Country Reporter*, Hartland: “How much does Walmart hurt? No progress on Pabst Walmart” - M.L. Santovec, Paige Brunclik: One of the strongest looks inside Walmart’s impact on local communities. And a fine prescription for both surviving the behemoth retailer and for doing small-town journalism. Kudos for recognizing that the Davids in this Goliath struggle already live and work in your town. Vivid and well sourced.

**Third Award:** *Inter-County Leader*, Frederic: “h-e-L-P” - Greg Marsten: I had to go put on a hat after reading this story. It’s going to be another cold winter. Amazing depth and breadth of the story everyone is talking about, but few are covering as thoroughly or as deeply.

**Honorable Mention** *Door County Advocate*, Sturgeon Bay: “Amending justice; Bill to amend ‘intent law goes to hearing; Do the right thing; Measure repealing ‘intoxication defense’ passes; AB 7890 bill motivated by Cooper case; ‘We finally can grieve; Justice for Alish, Ava” - Samantha Hernandez: It’s hard to argue with results. *The Advocate’s* attention to this legal outrage fixed it. This is why we’re journalists.

#### Group E

**Overall comment:** The winners here did everything right – they were thorough, had multiple sources, and answered all questions a reader may have had. There were some entries in this category that had subjects with

EXTREME potential that was never fully reached (i.e., transgendered child, military sexual assault). I was fascinated by the personal accounts, but the stories missed the winner’s circle because they lacked more sources, angles. When writing these stories, bring in medical professionals to interview, etc. to utilize all resources. A problem I noticed with a few other entries was that jump pages were missing, or stories were cut off. Be careful in submission. It’s difficult to judge an entry when part of it is missing.

**First Award:** *Burlington Standard Press*: “Heroin” - Edward Nadolski, Vicky Wedig, Patricia Bogumil, Jennifer Eisenbart, Tracy Ouellette, Heather Ruenz, Kellen Olshefski: Excellent work! You were the clear winner in this category due to covering all angles in a very thorough manner. Great personal stories, good art, wonderful layout and approach to a growing problem.

**Second Award:** *Ripon Commonwealth Press*: “It’s going to take the whole block;’ We may never know why; Displaced residents safe, have immediate needs met’ Will building get rebuilt? Tebon hopeful but ‘leery;’ Water tower level got low, but drinking water was not in danger’ Cash on Hand, How were..” - Ian Stepleton, Tim Lyke, Aaron Becker, Jonathan Bailey: Great coverage on a devastating fire. Good pics, and fantastic concerted effort by staff to present a variety of stories.

**Third Award:** *Ripon Commonwealth Press*: “Boca” - Ian Stepleton: This isn’t the sexiest of stories, but it’s crucial to community journalism and a lot of work was obviously put into covering this.

**Honorable Mention:** *Burlington Standard Press*: “Mother’s Crusade” - Jennifer Eisenbart: Bittersweet story.

Very good job.

#### Group F

**First Award:** *Lodi Enterprise*: “A journey from darkness, Bringing awareness to suicide prevention” - Lauren Anderson: Powerful lede and photo to kick off this great two-part series about a topic that’s never easy to cover. You did a great job providing a human narrative first, and then an explainer piece to go more into the wider topic of suicide. The second piece included stats, warning signs and ways to get help — all important parts of this story that often get forgotten. Details such as his six-figure salary and \$500,000 house and her struggle with BS/AS really helped tell the story of just how far-reaching suicide can be. Superb job on a difficult subject area.

**Second Award:** *Sussex Sun*, Hartland: “Police misconduct cost village \$165,000” - Kelly Smith: This was your story, as bizarre as it was. You owned it from the start and stayed with it, through its many twists and turns. Great job explaining the importance of it all rather than just the sensational side of “Porn in the Morn.” Telling readers about taxpayer dollars being spent defending the case and how elected officials were kept in the dark about some of it gives the important back story. Nice job in providing enough context with every story, but not so much that it felt re-hashed every time — something that can easily happen when you follow a story as closely as you did with this one.

**Third Award:** *Jackson County Chronicle*, Black River Falls: “Organic farming is conference’s subject” - Matthew Perenchio: Nice job explaining this story and getting multiple people to chime in on what went on at City Hall. I especially liked the sidebar, “Police chief: Lack of charges doesn’t equal lack of violations.” You clearly explained the struggle of proving a case beyond

reasonable doubt versus just having evidence of some alleged wrong-doing. Changes were made in the end, as well, which shows that more than one person agreed that things perhaps weren't totally on the up-and-up.

**Honorable Mention:** *Sauk Prairie Eagle*, Baraboo: "Vollbrecht: 'I'm not a quitter'" - Kim Lamoreaux: You don't often get an interview with a man who's been behind bars for 20+ years for murder. Nice job getting both sides to talk, especially with explaining the rationale for him accepting the plea bargain despite still claiming his innocence. Readers don't always get the background like you provided on a story like this. Nice work.

## Business Coverage

### Group A

**Overall comment:** Lots of nice entries. Quite a few long-form stories. Don't see that much anymore.

**First Award:** *Green Bay Press-Gazette*: Richard Ryman: Nice, thorough coverage of a variety of business and business-related issues. Nice use of explanatory text to grab the more general reader. Nice conversational tone.

**Second Award:** *Wisconsin State Journal*, Madison: "Columns"- Barry Adams: Good topics to interest a variety of readers, well researched and written. Some editing issues (punctuation still matters!).

**Third Award:** *The Post-Crescent*, Appleton: "Million-Dollar Mile (economic impact), Paper industry, Earlier times (Black Friday)" - Maureen Wallenfang: Interesting topics that always focus on an over-arching theme: economic impact of the reader-ship area.

### Group B

**First Award:** *Wausau Daily Herald*: Bob Dohr: Excellent writing on a variety of business and business-related stories. Shows an ability to cover a wide range of topics. Nice, tight writing.

**Second Award:** *Leader-Telegram*, Eau Claire: "Blowin' in the Wind" - Eric Lindquist: Excellent mix of issues and features. Well researched and well written, nicely keeping the reader's interest.

**Third Award:** *The Gazette*, Janesville: "Taking stock after four years of 5.0, All in the family: Janesville's oldest businesses share similarities, Learning to earn" - Jim Leute: Interesting collection of local issues covered with the local reader in mind.

### Group C

**First Award:** *Marshfield News-Herald*: "Felker Bros. fights predatory pricing practices; Thorp business owner seeks changes to sales tax laws; Small businesses demand more say" - Marisa Cuellar: Excellent coverage of local issues that ties in national and international aspects of business, connecting the community to broader world economic trends. Inclusion of local businesses puts a local touch on the broader issues.

**Second Award:** *Daily Tribune*, Wisconsin Rapids: "Tenn. company to purchase NewPage, Maine town offers glimpse into Verso, Verso purchase to include dams, Former Verso mill destroyed in 2012" - Nathaniel Shuda: Solid first story - lots of sources. Good enterprise reporting by talking to employee in Maine. Great continuing coverage on a company that obviously has a strong impact on the community. Well-rounded business coverage from extensive reporting on the company's activity outside of the community as well.

**Third Award:** *Herald Times Reporter*, Manitowoc: "Beauty in the midst of destruction, Creating brighter future at Orion, Enhancing flavors worldwide" - Charlie Mathews: These stories are excellent profiles that have as much focus on business as they do on human interest topics. This is a great way to draw in readers who are not typically inclined to read business pieces. Well done. I suggest consulting experts or consultants to bolster some generalizations made about market trends and perhaps add insight, context and background that the sources did not. For instance, in the Orion story, I would have liked to have seen a market analyst's opinion of their sector for balance. The Red Arrow story was full of detail that few people often consider. I suggest contacting a food flavor expert or food trends consultant for their thoughts on smoked flavor and its place in the current culinary scene. This could give the story another dash of relevance and a source that doesn't work at the company. There are so many trade groups, I'd imagine even one for those who make artisan furniture with reclaimed wood, that an extra source will only make these great stories stronger.

**Honorable Mention:** *The Daily Reporter*, Milwaukee: Dan Shaw: Strong, detailed explanations of the laws and regulations being reported on. Very expository. "Tainted by the crimes of another" is quite a great headline as well.

### Group D

**First Award:** *Hudson Star-Observer*, Waupaca: "30 years of passion keep Art Doyle's Spokes and Pedals spinning; High standards, adaptability, variety mark Sandeen Insurance's 100 years; Chamber, city offer thumbs-up downtown business report" - Chuck Nowlen: Loved the personal aspect of these business profiles. An interesting and heartfelt read.

**Second Award:** *The Country Today*, Eau Claire: "A wise choice, No bin-buster, Going high-tech" - Heidi Clausen: Again, the personal aspect of these entries made them stand out. Excellent writing as well.

**Third Award:** *Franklin-Greendale-Hales Corners-Oak Creek NOW*: "The Rock in talks with Frontier League baseball" - John Rasche: Appreciated the solid writing skills that made this story easy to read and understand.

**Honorable Mention:** *Vilas County News-Review*, Eagle River: State-of-the-art recycling center opens, New era in construction, Tourists spent \$400 million in Vilas and Oneida counties" - Gary Ridderbusch: The writer did a good job of expanding on these subjects and making them enjoyable to read.

### Group E

**First Award:** *The Verona Press*: "Liberty Park, Epic" - Jim Ferolie: This group of stories displays a great command and familiarity with the subject. The tone makes it very readable and clear. It dives into the details without getting bogged down. Great ledes; organized. This is great work; clear No. 1.

**Second Award:** *Ripon Commonwealth Press*: "80 percent of our business has gone ..., 'Cryptolocker' virus destroys Ripon business computers' data, How do you prepare for 'Black Thursday?'" - Ian Stepleton: Strong writing and ideas for stories; I'd guess your readers loved these articles. Somewhat light on really explaining the details of the subject of each piece, but still solid work.

**Third Award:** *The Valders Journal*: "Good manufacturing jobs...Economy swings up, County sees bounce..., Bank switch," - Todd Bergmann: Good choices on how to structure the articles. Fell a bit short on strength of analysis, but were still informative pieces.



**Group F**

**First Award:** *The Oregon Observer*: Bill Livick: The feature on Headquarters Bar showed a depth of investigation and knowledge of both the subject and local business climate. Great historical perspective provided on the Community Bank. Nice, multi-sourced reporting on the printing business. Solid business coverage. Clear, lively writing.

**Second Award:** *Jackson County Chronicle*, Black River Falls: “Dairy goat co-op expanding its operation in Mt. Sterling; Turning apple wood into smoke; Local farmers forced to contend with cool, wet planting conditions; Event features aronia as crop” - Cassandra Colson: Great localization of the federal shutdown. The glimpse into a local farm’s switch to dairy milking machines makes the stakes clearer than just talking dry statistics, etc.; a good explainer. Strong writing.

**Third Award:** *Crawford County Independent & The Kickapoo Scout*: Charley Preusser: Extensive work on the orchard story. I liked the story about businesses popping up in repurposed spaces on Main Street. Decent ledes; hard work on display.

**Feature**

**Group A**

**First Award:** *La Crosse Tribune*: “The injured mind of an American hero: La Crosse WWII veteran one of thousands lobotomized by the U.S. government after the war” - Allison Geyer: The reporter did such a great job capturing moments — and the lobotomy was definitely a defining moment in this hero’s life. Thank you for doing such a great job covering this!

**Second Award:** *Green Bay Press-Gazette*: “Queen of the Kolaches”: - Daniel Higgins: This article combined great photojournalism with equal

SLC coach, players touched by boy’s heroic efforts in tragic fire

‘Moved me to tears’



*Herald Times Reporter, Manitowac, First Award, Group C, Feature*

reporting! I loved it all around.

**Third Award:** *The Capital Times*, Madison: “Buzzkill: Experts say more young women are starting to binge on booze” - Jessie Opoien: A very important piece about a very important topic.

**Group B**

**First Award:** *The Gazette*, Janesville: “Heartbeat to heartbreak: While the pain will never cease, family finds hope and healing in sharing of still-birth experience” - Gina Duwe: This was a very heart-wrenching story. The use of the first person was compelling. A great job all around.

**Second Award:** *The Sheboygan Press*: “A good guy gone: Duane Vogel gave all for his country” - Janet Weyandt: A lovely — though sad — retrospective.

**Third Award:** *Leader-Telegram*, Eau Claire: “Gift with a gallop” - Pamela Powers: A heart-warming, well-written story.

**Honorable Mention:** *Leader-Telegram*, Eau Claire: “To the rescue” - Dan Lyksett.

**Group C**

**First Award:** *Herald Times Reporter*, Manitowoc: “Moved me to tears” - Phillip Bock.

**Second Award:** *The Monroe Times*: “Committed to each other” - Tom Holm.

**Third Award:** *Herald Times Reporter*, Manitowoc: “Drug death a painful memory” - Suzanne Weiss.

**Honorable Mention:** *EagleHerald*, Marinette: “Battling personal demons” - Penny Mullins.

**Group D**

**First Award:** *Mukwonago Chief*: “Forever Changed drives home message” - Carol Spaeth-Bauer: Great lede; made me want to read on, and story got even better. Effective and descriptive writing transported reader to the mock accident scene. Sure to have impact on student population and their parents.

**Second Award:** *Franklin-Greendale-Hales Corners-Oak Creek NOW*: “Sikhs mark an anniversary of healing” - Heather Ronaldson: Lead sentence

invites reader into the Sikh experience and draws one to try to understand the impact the tragic shooting had on the community.

**Third Award:** *Waupaca County Post* (formerly *County Post West*), Waupaca: “Czerwinski family stays strong with sidebar: Meghan’s wish to be granted” - Greg Seubert: Inspiring story; strong and compassionate writing. Effective use of subheads to narrate story. Large and great lead photo added to strong piece. Great job!

**Honorable Mention:** *Courier Press*, Prairie du Chien: “Homemade dill pickles bring in thousands for telethon over the years” - Correne Martin: Fun, inviting lede to Martin’s story about homemade dill pickles. Strong and clean writing style was a pleasure to read.

**Group E**

**First Award:** *The Tribune-Phonograph*, Abbotsford: “Chains of command” - Kevin O’Brien: Lots of good quotes in a story that is important everywhere. Well done.

**Second Award:** *Lake Geneva Regional News*: “Remembering a cat named Badger” - Lisa Schmelz: Makes everyone want to know this man. A good send-off to a special man.

**Third Award:** *Lake Geneva Regional News*: “A confession, chemical evidence conflict” - Robert Ireland: Hard work by the reporter with lots of sources.

**Honorable Mention** *Lake Geneva Regional News*: “Souvenirs of a higher order” - Jessica Franzene: Great history lesson. Lots of research.

**Group F**

**First Award:** *The Oregon Observer*: “Love in limbo” - Scott Girard: Terrific piece. Takes what is often a controver-

sial topic and just presents the picture of where the couple is without giving any judgement. Leaves the reader to draw their own conclusions.

**Second Award:** The Brillion News: “LUCKY BRAKE: Storm spares rare Corvette from sinkhole fate” - Andrew Pantzloff: One of the things the weekly newspaper is supposed to be good at - taking a national and international story and finding the local angle. The sinkhole story was everywhere for weeks.

**Third Award:** *The Oregon Observer*: “Taking apart a time capsule” - Bill Livick, Jeremy Jones, Victoria Vlisides: A very long story that shows the image of a hoarder who seemed to understand the value of at least some of the things she hoarded. I love the image of the materials covered with ash and the horrible smell of decades of cigarette smoke.

**Honorable Mention:** *DeForest Times-Tribune*, Sun Prairie: “Old Glory returns home” - Jake Kurtz: The writer throws in words that seem to be just for his enjoyment or to impress the reader. “Patriotic threads,” “veterans’ hangout” take away, not add to, the story. But nonetheless, an interesting piece that makes the reader hope the sender of the “patriotic threads” does return to the post and introduce himself to the veteran.

## Lifestyle Pages

### Group A

**First Award:** *Green Bay Press-Gazette*: “Sunday Life “ - Kendra Meinert, Daniel Higgins: A really lovely job all around. I liked the local angle of the Green Bay pets page, and the fall colors page was timely — and appreciated by readers, I’m sure.

**Second Award:** *The Post-Crescent*, Appleton - Ed Berthiaume: I really liked the stylized lead-in to “Channel-

ing Memphis.”

### Group B

**First Award:** *Leader-Telegram*, Eau Claire: “Remembering Camelot” - Eric Lindquist, Blythe Wachter, Joe O’Brien: Great local angle on this story.

**Second Award:** *Leader-Telegram*, Eau Claire: “Planting Hope” - Christena T. O’Brien, Blythe Wachter, Marisa Wojcik, Joe O’Brien.

**Third Award:** *The Journal Times*, Racine: “Like a miracle, Sister-to-sister, A mother’s mission” - Lindsay Bullock, Ann M. Walter, Kristen Zambo, Scott Anderson.

### Group C

**First Award:** *Portage Daily Register*: “HOPS, Fishwrap, JFK” - Craig Spychalla.

**Second Award:** *EagleHerald*, Marinette: “From the Past” - Melissa Kowalczyk, Larry Ebsch, Becki Minton.

**Third Award:** *Herald Times Reporter*, Manitowoc - Benjamin Wideman, Sarah Kloopping, Sue Pischke, Kelley Simms.

### Open Category: Weekly

**First Award:** *Burlington Standard Press*: “Standard Press Lifestyle” - Tracy Ouellette: Modern, crisp style is inviting. Font usage is eye catching and easy to read. Ease up on so many decks of headlines on “Hold my hand piece.” Buddy bench is awesome. Nice job.

**Second Award:** *Wisconsin State Farmer*, Waupaca: “Down Home: A Rural Lifestyle” - Susan Manzke, John Oncken, Carla Gunst, Matt Unrau: Modern, crisp style is inviting. Font usage eye catching and easy to read. Ease up on so many decks of headline on hold my hand piece. Buddy bench is awesome. Nice job.

## Environmental Reporting

### Group A

**First Award:** *The Post-Crescent*, Appleton: “Intruder alert: Destructive emerald ash borer looms just outside Fox Cities” - Duke Behnke.

**Second Award:** *Green Bay Press-Gazette*: “Fox River cleanup” - Paul Srubas.

**Third Award:** *Green Bay Press-Gazette*: “Chronic wasting disease” - Patrick Durkin.

### Group B

**First Award:** *The Reporter*, Fond du Lac: “Manure spill” - Laurie Ritger: Good job covering a variety of angles.

**Second Award:** *The Journal Times*, Racine: “Caledonia man claims coal worsens health issues” - Bridget Thoreson: Succeeds at putting a face to the issue.

**Third Award:** *The Gazette*, Janesville: “How much water do we have?” - Anna Marie Lux: Good article.

**Honorable Mention:** *The Gazette*, Janesville: “Saving a watershed?” - Catherine Idzerda.

### Group C

**Overall comment:** Interesting range of topics in this category. Common thread among the better entries was that they went beyond official sources.

**First Award:** *The Daily Reporter*, Milwaukee: “Iowa ruling boosts renewable energy” - Dan Shaw: Nice scope of coverage. Multiple viewpoints balanced nicely. Good effort of getting into a topic that most readers may not be familiar with.

**Second Award:** *Portage Daily Register*: “BLUE ACRES Fish fuel for growing food at Montello aquaponics operation” - Lyn Jerde: Enjoyed the writing style and range of sources. Like first place, did a good job of getting into a topic most readers may not be familiar with.

**Third Award:** *Herald Times Reporter*, Manitowoc: “Digging for answers” - Charlie Mathews: Good job of putting names and faces to the issue.

**Honorable Mention:** *Baraboo News Republic*: “Advocates want Badger for birds, not ATVs” - Tim Damos: Good job of putting names and faces to the issue.

### Group D

**First Award:** *Lake Country Reporter*, Hartland: “Zerwekh dam removal begins” - Kelly Smith: Excellent lede, setting the tone for the report. The reporter did a great job of capturing Margaret Zerwekh’s emotions regarding the project. The reporter could have started with the project, but instead made it more personal by focusing on Margaret.

**Second Award:** *The Country Today*, Eau Claire: “Water wars” - Nathan Jackson: This reporter did a great job of weaving the information throughout the story. The pictures nicely accompany the story and help give a clear visual.

**Third Award:** *The Country Today*, Eau Claire: “Fishing for answers” - Heidi Clausen: This story’s descriptive lede helps put the reader there, especially if they’ve never been to Washburn County. This story is packed with great information.

### Group E

**Overall comment:** There are plenty of good entries and choosing the top winners was not easy. It’s good to see that these papers are not shying away from important environmental issues.



# INTRUDER ALERT

DESTRUCTIVE EMERALD ASH BORER LOOMS JUST OUTSIDE FOX CITIES

By Duke Behnke | Post-Crescent Media

**A**rborists and foresters see the invasive emerald ash borer as a horror story they can't stop. The destructive beetle has killed tens of millions of ash trees across the Midwest in the past decade, and last summer it was found within 20 miles of the Fox Cities.

Trevor Fink, Neenah's parks superintendent and city forester, said it's not a question of whether the pest will arrive in the Fox Cities, but when.

See INTRUDER, Page A6

## EMERALD ASH BORER

The Wisconsin Department of Agriculture, Trade and Consumer Protection maintains a website with detailed information on the emerald ash borer. It includes a description of the pest, maps where it has been found, firewood regulations, management practices and recommendations for replacement trees.



*The Post-Crescent, Appleton, First Award, Group A, Environmental Reporting*

**First Award:** *The Verona Press*: "Help! Beetles to the rescue as USRWA fights invasive species" - Kathryn Chew:

Amid a collection of good environmental entries, Chew's report on using beetles to fight invasives stood out the best-written story. She did a good job of informing the public and writing a well-organized report. It was also illustrative to draw attention and explain.

**Second Award:** *The Waunakee Tribune*: "Digester, Digester" - Roberta Baumann: Baumann's report on manure

digester problems is by far the most in-depth entry. She consulted various sources and dug in to turn out a very informative piece.

**Third Award:** *Wisconsin Dells Events*: "Fish passage 'risky' says Alliant" - Jason Cuevas: Cuevas did a fine job of covering the issue of a fish passage at a dam. He consulted many sources and put it all together into an informative and easy-to-read report.

**Honorable Mention:** *Ripon Commonwealth Press*, "Green Lake's water quality struggles, A 'Call to Action'"

- Aaron Becker: This report on Green Lake water quality certainly lets readers know the issues going on with the situation.

### Group F

**First Award:** *The County Journal*, Ashland: "The good news about renewables grows more obvious at Bailey's Greenhouse" - Hope McLeod: Well-written story on a compelling subject — with lots of pictures to illustrate.

**Second Award:** *Clintonville Chronicle*: "Watershed Contamination" - Tricia Rose: Excellent details. Well done.

**Third Award:** *Jackson County Chronicle*, Black River Falls: "Public support key in fighting CWD" - Cassandra Colson: Well-written story on a fascinating subject.

## All-Around Newspaper Photography

### Group A

**First Award:** *The Post-Crescent*, Appleton: Dan Powers, Wm. Glasheen, Sharon Cekada: Lots of solid photography, well displayed. Photo essays are the standout. Specifically, the Alzheimers essay and the Inn residents being displaced (lead shot on front is classic). Strong sports photos, but the softball winning trio celebrating in the Friday edition caught the judge's eye.

**Second Award:** *Green Bay Press-Gazette*: Staff: Very nicely displayed cover photos of Packers' loss, as well as a nice team coverage of the game. Equally nice cover shot of a victim of police shooting, and solid coverage of the marathon.

### Group B

**First Award:** *Leader-Telegram, Eau Claire*: Steve Kinderman, Dan Reiland, Marisa Wojcik: Strong staff photos throughout, well displayed and edited; particularly, the homeless series' great

storytelling photos are a standout.

**Second Award:** *The Gazette*, Janesville - Bill Olmsted, Dan Lassiter: Some nice staff photos well displayed, particularly the child resting their head on a parent's head on the first day of school and a sports shot of a golfer lining up a putt.

**Third Award:** *The Reporter*, Fond du Lac: Patrick Flood, Aileen Andrews: What earned this newspaper third place was its nice coverage with solid photos of the wildfires, as well as the several issues of nice photos from the Walleye Weekend. In general, good photos could benefit from more judicious crops and using fewer photos, but using the best large ones.

**Honorable Mention:** *The Journal Times*, Racine: Gregory Shaver, Scott Anderson: There seemed to be few staff photos but the two shots that caught the judge's eye and earned Honorable Mention were the shot of the lioness and her cub, as well as the softball catcher watching her hit.

### Group C

**First Award:** *The Monroe Times* - Anthony Wahl: Very powerful emotion in the faith and farming story. Fair photos inventive in lighting, although reproduction lost information in shadows a bit. All photos get to the point of the emotion in the story. Wonderful lighting and exposure on sports shots (studio lighting?).

**Second Award:** *Marshfield News-Herald* - Megan McCormick: Photos have strong human interest and composition, with nice moments in most photos. Horse numbers photos very striking. Photos throughout well displayed. Good variety throughout.

**Third Award:** *Daily News*, West Bend - John Ehlke: Some strong images which could benefit from better repro-

duction. Several very strong shots of a pro baseball game.

#### Group D

**First Award:** *Inter-County Leader*, Frederic - Staff: Excellent work. Beautiful photos, variety of candid shots.

**Second Award:** *Vilas County News-Review*, Eagle River - Staff: Impressive. You were a close first-place runner-up. Great shots and use of color.

**Third Award:** *Hudson Star-Observer* - Doug Stohlberg: Good work.

**Honorable Mention:** *News Graphic*, Cedarburg: Mark Justesen: Nice job.

#### Group E

**First Award:** *The Stoughton Courier Hub* - Staff: Outstanding photos, great content and composition. Our one criticism is that a few photos did not name the subjects. If you take the time to get a great shot, take the time to get names.

**Second Award:** *Ripon Commonwealth Press* - Tim Lyke, Ian Stepleton, Aaron Becker, Jonathan Bailey: Great pics. The format of your paper gives you an advantage in sizing of photos. Glad to see you using it to the best of your ability. We particularly liked how you used the pic for "See: Worthy."

**Third Award:** *The Verona Press* - Staff: Great job. Particularly fantastic shots of damage from the tornado.

**Honorable Mention:** *The Waunakee Tribune*, Waunakee - Roger Hamilton: Good. Work on sharper photos.

#### Group F

**First Award:** *Washburn County Register*, Shell Lake - Staff: Very good job capturing news photos.

**Second Award:** *Sauk Prairie Eagle*, Baraboo - Staff: Nice pics, reproduction needs improvement so photos are

crisper.

**Third Award:** *Clintonville Tribune Gazette* - Bert Lehman, Jeff Hoffman, Sue Schroeder, Greg Seubert, Tim Beimal, Angie Landsverk

**Honorable Mention:** *Jackson County Chronicle*, Black River Falls - Staff.

### General News Photo

#### Group A

**First Award:** *The Post-Crescent*, Appleton: "Minimal Mudslinging" - William Glasheen: Great angle, great action, great expression. An all-around winner.

**Second Award:** *Green Bay Press-Gazette*: "Their turn to fly" - Jim Matthews: The subject's expression is priceless and makes this shot a winner. A better cropping job might have bumped it to first place. Be careful about wide crops if they don't add anything to the photo.

**Third Award:** *Wisconsin State Journal*, Madison: "Bakery Closing" - John Hart: Lovely emotion captured. Candid shots are always so much better than posed photos.

#### Group B

**First Award:** *Kenosha News*: "Moving tributes at the Wall" - Sean Krajacic: They say a picture is worth a thousand words. This one is worth so many more than that.

**Second Award:** *Kenosha News*: "Snow emergency" - Brian Passion: Quite a surprise homecoming. The raw emotion in this photo is beautiful. I had a very hard time choosing between the first- and second-place photos.

**Third Award:** *Leader-Telegram*, Eau Claire: "Christmas Surprise" - Dan Reiland: The fact that the horse's eyes are closed, too, makes this photo a

winner. Against the snowy backdrop, this one was a sure-fire bet to place.

**Honorable Mention:** *The Sheboygan Press*: "A surprise engagement" - Gary Klein: A beautiful moment captured for two beautiful people. Community journalism at its finest.

#### Group C

**First Award:** *Watertown Daily Times*: "Remembering our veterans" - Samantha Christian: The clear winner. Sometimes it's not the subject that needs to be in focus. This photographer got that.

**Second Award:** *Daily Tribune*, Wisconsin Rapids: "Ready to give it her all - Juda Polling Booths" - Megan McCormick: Even beauty queens have to deal with less-than-stellar facilities. The gown and crown against the cinder block backdrop is a great contrast.

**Third Award:** *The Daily Reporter, Milwaukee*: "Pour Weather" - Kevin Harnack: Nice moment ... a lucky catch from being at the right place at the right time.

**Honorable Mention:** *Portage Daily Register*: "HAPPY CAMPER" - Shannon Green: Would have liked to have seen a better crop job, but the expression on the little boy's face is a nice moment.

#### Group D

**First Award:** *The Portage County Gazette*, Stevens Point: "Polar Plunge" - Gene Kemmeter: Great action photo caught at the perfect moment! We wish it hadn't been cropped quite so tight, we liked seeing the people in the background in the unedited version.

**Second Award:** *Sawyer County Record*, Hayward: "Fat Bike Birkie 2014" - Terrell Boettcher: Very nice, crisp shot. Good action.

**Third Award:** *Brookfield-Elm Grove NOW*, Brookfield: "Sticky sweet rewards" - C.T. Kruger: Fun photo with great expression.

**Honorable Mention:** *Lake Country Reporter*, Hartland: "Dramatic climb" - Scott Ash: Good job on using the natural light available. Very attention-grabbing photo.

#### Group E

**First Award:** *The Waunakee Tribune*: "Flying raccoon escapes burning house" - Roger Hamilton: This photo was so unbelievable we actually called the fire chief to verify authenticity. We were conflicted upon learning it was a still shot gleaned from video, but it was so remarkable we kept the first place ranking. Great job, but we are still wondering why this was on page 8 instead of the front page?!

**Second Award:** *The Stoughton Courier Hub*: "Batty for Bats" - Samantha Christian: Stunning photo! We loved the angle at which the bat was captured.

**Third Award:** *County Post East*, New London: "Up in the air" - Tim Beimal: Nice shot, perfectly cropped.

**Honorable Mention:** *Grant County Herald Independent*, Lancaster: "Library groundbreaking" - David Timmerman: Terrific shot of what is normally a boring activity. Not so here! Love the sod flying through the air. Great new spin on old photo.

#### Group F

**First Award:** *Manawa Messenger*, Clintonville: "Dance Off" - Haley Ingersoll: Great capture and fantastic expression!

**Second Award:** *Jackson County Chronicle*, Black River Falls: "Corn Dog" - Scott Carey: This photo made us laugh. Great picture and way to go getting down to the dog's point of



view. Good headline for the photo!

**Third Award:** *Clintonville Chronicle*: “Boy with Tongue” - Tricia Rose: Nice candid! Like how the background is slightly out of focus and the child is very sharp.

**Honorable Mention:** *Sauk Prairie Eagle*, Baraboo: “Into the snowy skies” - Kim Lamoreaux: We love the subject matter and recognize the difficulty of capturing such a shot.

## Spot News Photo

### Group A

**First Award:** *The Post-Crescent*, Appleton: “Major Fire” - William Glasheen: Just the right position to show the wild flames, great billowing smoke, firefighter activity and the environment.

**Second Award:** *The Capital Times*, Madison: “First same-sex marriages in Dane County” - Mike DeVries: Nice position and composition captures the emotion of the couple and their supporters.

**Third Award:** *The Post-Crescent*,



*The Verona Press*, First Award, Group E, Spot News Photo

Appleton: “Battling a barn fire” - Dan Powers: Great story beyond the routine fire-damages-barn/business, conveyed in the pose of the mother and son shown in the foreground with the firefighters and damaged barn in the background.

**Honorable Mention:** *Green Bay Press-Gazette*: “Infant death” - Jim Matthews: Strong emotion might have been strengthened by a tighter crop.

### Group B

**First Award:** *The Reporter*, Fond du Lac: “FDL standoff ends peacefully” - Aileen Andrews: Two dramatic photos very well convey the scenario of a bizarre incident. Great work.

**Second Award:** *Kenosha News*: “Man dies in one-car crash on I-94 off-ramp” - Brian Passino: Very remarkable devastation to a vehicle makes the viewer wonder how it happened. Firetruck in the middle, on the plus-side, serves as a curtain revealing two widely separated debris fields; on the minus-side, hides what’s behind.

**Third Award:** *Leader-Telegram*, Eau Claire: “Search for Missing Canoeist”

- Steve Kinderman: A great vantage point shows the drama of the rescue attempt unfolding. A very unusual spot news photo

**Honorable Mention:** *The Reporter*, Fond du Lac: “Sturgeon stalking” - Patrick Flood: This image was a stand-out visually and showed ingenuity in getting off the ground to get an unique angle showing the isolation and also the recent activity from the snow tracks.

### Group C

**First Award:** *The Monroe Times*: “Storms leave trail of damage” - Anthony Wahl: First-, second- and third-place photos all reflect a dramatic moment for a family, but this one tells two stories. The overall, as well as a more specific personal, story with a very unique view.

**Second Award:** *Daily News*, West Bend: “Slinger Train Derailment” - John Ehlke: A tender human-interest view of a breaking news story. Nice touch looking deeper into the story.

**Third Award:** *Portage Daily Register*: “Fire destroys Portage home” - Shannon Green: Big flames always make for a dramatic photo, but the billowing smoke really helps to convey the damage done. Nice positioning of the two firefighters.

**Honorable Mention:** *Watertown Daily Times*: “Birds of a feather” - Sarah Weihert: Very surprising to see the three hummingbirds at the feeder at right all in almost the same position of approach. Nice composition.

### Group D

**First Award:** *North Shore NOW*, Waukesha: Jeff Rumage: Skilled news pictures like this cut to the emotion of an event. Had to be ready to get this one. Good crop. Great shot of some tough news.

**Second Award:** *Courier Press*, Prairie du Chien: “‘Best friends’ escape rollover” - Correne Martin: What a moment; close second. Good focus, crop, instinct. Great shot that captures real emotion.

**Third Award:** *The Country Today*, Eau Claire: “Technology contrast” - Jim Massey: Great juxtaposition, obviously. Makes a pretty mundane picture into something very creative. Way to keep your eyes open.

### Group E

**First Award:** *The Verona Press*: “Twister shreds school” - Scott Girard: Knew this was the winner the instant I saw it. Heartbreaking, technically solid, great crop—and, best, drives home the news. Good instinct to get inside the classroom. An excellent shot amongst tough competition.

**Second Award:** *Ripon Commonwealth Press*: “Fire scorches Brandon Marsh” - Aaron Becker: A very artistic shot. I love the balance, the frame, the firefighter’s interesting pose, the surreal smoke/flames as a backdrop. I love this picture.

**Third Award:** *Tribune Record Gleaner*, Loyal: “Fire levels Loyal home” - Dean Lesar: At first, I thought this had been photoshopped. Photographer thought on his feet and captured this haunting image. What it lacks in contextual info, it makes up for in emotion.

**Honorable Mention:** *Courier Sentinel*, Cornell: “A garage is destroyed by fire” - Monique Westaby: A tough shot to get and it drives home the danger. Very striking. Beat out several other great shots.

### Group F

**First Award:** *The Democrat Tribune*, Mineral Point: “Class of 2014 bids farewell” - Joelle Doye: What a delight-

ful moment. Great shot; way to be ready. Great crop.

**Second Award:** *Clintonville Tribune Gazette*: “Barn destroyed in fire” - Jeff Hoffman: Shot has layers that are interesting to unwrap. Fires tend to be standard, but this crop and exposure captured a lot.

**Third Award:** *De Pere Journal*, Green Bay: “Raising Hay Downtown” - Todd McMahon: Cute; must have been irresistible to shoot. Nice focus, frame.

## Sports Photo

### Group A

**First Award:** *The Post-Crescent*, Appleton: “Within Reach” - William Glasheen.

**Second Award:** *The Post-Crescent*, Appleton: “FUp” - Dan Powers.

**Third Award:** *The Capital Times*, Madison: “Tug of War Championships” - Michelle Stocker.

**Honorable Mention:** *Green Bay Press-Gazette*: “FRCC softball” - H. Marc Larson.

### Group B

**First Award:** *Leader-Telegram*, Eau Claire: “Jumping Back In” - Marisa Wojcik: Great motion and focus of the shot draws the eyes in more than a typical feature shot would.

**Second Award:** *Leader-Telegram*, Eau Claire: “Soccer Hard Hit” - Steve Kinnerman: Best action shot in the category.

**Third Award:** *Leader-Telegram*, Eau Claire: “Quick Learner” - Dan Reiland: Fun idea brings energy to a pose.

**Honorable Mention:** *The Gazette*, Janesville: “Last minute agony” - Bill Olmsted: Unique perspective for a sports photo, but tells so much.

### Group C

**First Award:** *Daily News*, West Bend: “Last Effort” - John Ehlke: Terrific photo to get the expression in the athlete’s face, good crop zeroes in on emotion as legs convey motion. Easy winner in the category.

**Second Award:** *Daily Jefferson County Union*, Fort Atkinson: “Bouton dive” - Josh Smith: Solid action shot. Brings energy to the page.

**Third Award:** *The Monroe Times*: “Cards state-bound again” - Anthony Wahl: The best of many celebration photos in this category. Good job to get close, focused and framed.

**Honorable Mention:** *Herald Times Reporter*, Manitowoc: “Still soaring: Roncalli secures trip to state” - Matthew Apgar.

### Group D

**First Award:** *Greenfield-West Allis NOW*, Waukesha: “Unexpected take-down” - Peter Zuzga.

**Second Award:** *Lake Country Reporter*, Hartland: “Hawks move on to Final Four” - Todd Ponath.

**Third Award:** *Superior Telegram*: “Spartan girls advance to state” - Jed Carlson.

**Honorable Mention:** *The Lakeland Times*, Minocqua: “Jet Ski Flip” - Dean Hall.

### Group E

**First Award:** *Oconomowoc Focus*: “University Lake School senior Isabel Seidel” - Scott Ash.

**Second Award:** *The Platteville Journal*: “Insult to injury” - Jason Nihles: This shot got everything in the frame. You looked at it and said ouch.

**Third Award:** *Tribune Record Gleaner*, Loyal: “Safe at second” - Dean Lesar:

Liked that the photographer tried something different on your typical pitcher in the windup photo.

**Honorable Mention:** *The Valders Journal*: “Crunch Time” - Brian Thomson: This was very close, if the glove were included in the photo it would have made the difference. Still a good photo.

### Group F

**First Award:** *The Democrat Tribune*, Mineral Point: “Pointers soar past Heights for first regional crown since 2006” - Joelle Doye: There is more to a good sports photo than just being in the right place at the right time. This had everything: focus, stop action and uniqueness. Just a great photo.

**Second Award:** *Clintonville Chronicle*: “Close Call” - Greg Rose: A photo that makes you laugh out loud is good.

**Third Award:** *Sussex Sun*, Hartland: Eye of the tiger - Scott Ash.

**Honorable Mention:** *Jackson County Chronicle*, Black River Falls: Barefoot “Water Skier” - Cassandra Colson.

## Feature Photo

### Group A

**First Award:** *Green Bay Press-Gazette*: “Ice formations” - H. Marc Larson: The composition of the picture is great, highlighting the cold winter months of Wisconsin during last year’s Polar Vortex. The picture is good enough that it could be framed and hung on a wall.

**Second Award:** *The Post-Crescent*, Appleton: “A wild ride” - Dan Powers: The photographer was in the right place at the right time to catch this great feature shot. The reaction of the girls in the picture help to make the picture.

**Third Award:** *The Capital Times*, Madison: “Woodland Montessori School’s

Outdoor Class” - Mike DeVries: Love the expression on the girls face as she peers out of the knot hole on the log.

**Honorable Mention:** *The Post-Crescent*, Appleton: “Breaking Dawn” - William Glasheen: Great photo at sunrise of opening day hunting season. The photo helps to tell the story.

### Group B

**First Award:** *The Gazette*, Janesville: Dan Lassiter: Great action and emotion in the picture. The kids are enjoying the snow. The photo was a hard choice between the first and second as each of them had great emotion.

**Second Award:** *The Gazette*, Janesville: “A little down time” - Bill Olmsted: Really good photo the photographer caught that special moment at something that happens on a yearly basis. Tough choice between first place and second.

**Third Award:** *The Gazette*, Janesville: “Area clubs cater to CrossFit craze” - Jennifer Du Puis: The framing made the picture.

**Honorable Mention:** *Leader-Telegram*, Eau Claire: “Fresh Dance Moves” - Marisa Wojcik: Good action shot and composition.

### Group C

**First Award:** *The Monroe Times*: “Faith, Farming and Perseverance” - Anthony Wahl: The picture caught my eye the minute I looked at the little previews. Without opening the image I could feel its impact. You can tell by the photo that the photographer spent time with the subjects to get to that touching moment. Great photo that really tells a story.

**Second Award:** *Herald Times Reporter*, Manitowoc: “Riding the wave” - Matthew Apgar: The photo has great action. Well composed. The photogra-



**Baraboo News Republic**

First . . . . . Breaking News Coverage  
 Third . . . . . Investigative Reporting  
 Third . . . . . Editorial Page(s)  
 Third . . . . . Niche Publication-Out of Paper  
 HM. . . . . Environmental Reporting  
 HM. . . . . Local Column

**Beloit Daily News**

First . . . . . Social Media - Sports  
 Second . . . . . Social Media - Sports  
 Second . . . . . Local Sports Column  
 Second . . . . . Sports Feature  
 Third . . . . . Entertainment Pages  
 Third . . . . . Local Column  
 Third . . . . . Sports News Story  
 Third . . . . . Editorial Award  
 Third . . . . . Social Media - Sports  
 HM. . . . . Sports Page(s)

**Brookfield-Elm Grove NOW**

First . . . . . Feature Photo  
 First . . . . . General Web Excellence  
 Third . . . . . General News Photo  
 HM. . . . . Overall Page Design

**Burlington Standard Press**

First . . . . . Lifestyle Page(s)  
 First . . . . . Enterprise/Interpretive Reporting  
 HM. . . . . Front Page  
 HM. . . . . Local Sports Column  
 HM. . . . . Enterprise/Interpretive Reporting

**Central Wisconsin Sunday**

First . . . . . Page Design - Sports  
 Second . . . . . Overall Page Design  
 Third . . . . . Front Page  
 Third . . . . . Sports Page(s)

**Clintonville Chronicle**

First . . . . . Editorial Award  
 Second . . . . . Environmental Reporting  
 Second . . . . . Sports Photo  
 Third . . . . . General News Photo

**Clintonville Tribune Gazette**

Second . . . . . Sports News Story  
 Second . . . . . Spot News Photo  
 Third . . . . . Local Sports Column  
 Third . . . . . All-Around Newspaper Photography  
 Third . . . . . Most Improved Newspaper

**County Post East**

Third . . . . . General News Photo

**Courier Press**

First . . . . . Niche Publication-Out of Paper  
 Second . . . . . Spot News Photo  
 Second . . . . . Bill Payne Award  
 Second . . . . . Niche Publication-In Paper  
 HM. . . . . Feature

**Courier Sentinel**

HM. . . . . Spot News Photo

**Crawford County Independent & The Kickapoo Scout**

First . . . . . Local Column  
 Third . . . . . Business Coverage

**Daily Jefferson County Union**

First . . . . . Sports News Story  
 First . . . . . Bill Payne Award  
 First . . . . . Use of Color  
 First . . . . . Multiple Advertiser Spread  
 First . . . . . Use of Art Service  
 Second . . . . . Sports Photo  
 Second . . . . . Open Records/FOI Award  
 Second . . . . . Most Improved Newspaper  
 Second . . . . . Editorial Page(s)  
 Second . . . . . Bill Payne Award  
 Third . . . . . Sports News Story  
 Third . . . . . Local Sports Column  
 Third . . . . . Use of Art Service  
 HM. . . . . Special Section-Editorial  
 HM. . . . . Local Sports Column

**Daily News**

First . . . . . Sports Photo  
 First . . . . . Sports Feature  
 First . . . . . Enterprise/Interpretive Reporting  
 First . . . . . Local Sports Column  
 Second . . . . . Spot News Photo  
 Second . . . . . Special Pages  
 Second . . . . . Headlines  
 Second . . . . . Use of Color  
 Third . . . . . All-Around Newspaper Photography  
 Third . . . . . General Excellence  
 Third . . . . . Special Pages  
 Third . . . . . Sports Page(s)  
 Third . . . . . Special Section-Editorial  
 Third . . . . . Circulation Promotion  
 HM. . . . . Photo Essay  
 HM. . . . . Open Records/FOI Award  
 HM. . . . . Investigative Reporting  
 HM. . . . . Sports News Story  
 HM. . . . . Page Design - Feature

**Daily Tribune**

First . . . . . Investigative Reporting  
 First . . . . . Sports Page(s)  
 First . . . . . Front Page  
 First . . . . . Page Design - Sports  
 First . . . . . Editorial Award  
 First . . . . . Editorial Page(s)  
 Second . . . . . General News Photo  
 Second . . . . . Business Coverage  
 Third . . . . . Entertainment Pages  
 Third . . . . . General Digital Excellence  
 Third . . . . . Social Media - News  
 HM. . . . . Feature Photo  
 HM. . . . . Reporting on Local Education

**De Pere Journal**

Third . . . . . Front Page  
 Third . . . . . Spot News Photo

Third . . . . . Sports Page(s)

**DeForest Times-Tribune**

First . . . . . Front Page  
 Third . . . . . Local Column  
 Third . . . . . Reporting on Local Education  
 HM. . . . . Feature  
 HM. . . . . Most Improved Newspaper

**Door County Advocate**

First . . . . . Sports News Story  
 First . . . . . Local Sports Column  
 First . . . . . Entertainment Pages  
 First . . . . . Front Page  
 First . . . . . Sports Page(s)  
 First . . . . . Newspaper Promotion  
 First . . . . . Innovative Online Advertising  
 First . . . . . Online Advertising-Single Ad- Static  
 First . . . . . Online Advertising-Single Ad- Animated  
 Second . . . . . Special Section-Editorial  
 Second . . . . . Reporting on Local Education  
 Second . . . . . Advertising Special Section  
 Second . . . . . Multiple Advertiser Spread  
 Second . . . . . Advertising Sales Tool  
 Second . . . . . Newspaper Promotion  
 Third . . . . . Breaking News Coverage  
 Third . . . . . Special Section-Editorial  
 Third . . . . . Local Sports Column  
 Third . . . . . Use of Color  
 Third . . . . . Niche Publication-Out of Paper  
 Fourth . . . . . Multiple Advertiser Spread  
 HM. . . . . Breaking News Coverage  
 HM. . . . . Enterprise/Interpretive Reporting

**EagleHerald**

First . . . . . General Excellence  
 Second . . . . . Special Section-Editorial  
 Second . . . . . Editorial Award  
 Second . . . . . Lifestyle Page(s)  
 HM. . . . . Feature

**Franklin-Greendale-Hales Corners-Oak Creek NOW**

Second . . . . . Feature  
 Third . . . . . Business Coverage

**Gannett Wisconsin Media**

First . . . . . Open Records/FOI Award  
 First . . . . . Sports Feature  
 Second . . . . . Investigative Reporting

**Germantown-Menomonee Falls NOW**

First . . . . . Page Design - Feature  
 Second . . . . . Sports News Story  
 HM. . . . . Page Design - Sports

**Grant County Herald Independent**

First . . . . . Sports News Story  
 First . . . . . Adv Idea (Series)  
 First . . . . . Advertising Special Section  
 First . . . . . Use of Local Photography  
 Second . . . . . Page Design - Sports  
 Second . . . . . Overall Page Design  
 Second . . . . . Adv Idea (Series)

Third . . . . . Front Page  
 Fourth . . . . . Adv Idea (Series)  
 HM. . . . . General News Photo  
 HM. . . . . Breaking News Coverage

**Green Bay Press-Gazette**

First . . . . . Front Page  
 First . . . . . Investigative Reporting  
 First . . . . . Feature Photo  
 First . . . . . Business Coverage  
 First . . . . . Headlines  
 First . . . . . Social Media - News  
 First . . . . . Enterprise/Interpretive Reporting  
 First . . . . . Sports Page(s)  
 First . . . . . Overall Page Design  
 First . . . . . Page Design - Feature  
 First . . . . . Page Design - Sports  
 First . . . . . Entertainment Pages  
 First . . . . . Local Column  
 First . . . . . Sports News Story  
 First . . . . . Local Outdoor Column  
 First . . . . . Social Media - Sports  
 First . . . . . Graphics  
 First . . . . . Lifestyle Page(s)  
 First . . . . . Niche Publication-In Paper  
 First . . . . . Niche Publication-Out of Paper  
 First . . . . . Use of Local Photography  
 First . . . . . Advertising Special Section  
 First . . . . . Harrison MacDonald  
 First . . . . . Multiple Advertiser Spread  
 First . . . . . Online Revenue Builder  
 First . . . . . Online Advertising-Single Ad- Static  
 First . . . . . Online Advertising-Single Ad- Animated  
 First . . . . . Advertising Sales Tool  
 First . . . . . Circulation Promotion  
 Second . . . . . All-Around Newspaper Photography  
 Second . . . . . General Digital Excellence  
 Second . . . . . Open Records/FOI Award  
 Second . . . . . Breaking News Coverage  
 Second . . . . . General News Photo  
 Second . . . . . Special Pages  
 Second . . . . . Overall Page Design  
 Second . . . . . Local Column  
 Second . . . . . Environmental Reporting  
 Second . . . . . Special Projects  
 Second . . . . . Feature  
 Second . . . . . Editorial Page(s)  
 Second . . . . . Innovative Online Advertising  
 Second . . . . . Use of Local Photography  
 Second . . . . . Multiple Advertiser Spread  
 Second . . . . . Online Advertising-Single Ad- Static  
 Second . . . . . Online Advertising-Single Ad- Animated  
 Second . . . . . Advertising Sales Tool  
 Third . . . . . Editorial Award  
 Third . . . . . Reporting on Local Education  
 Third . . . . . Local Column  
 Third . . . . . Environmental Reporting  
 Third . . . . . Bill Payne Award  
 Third . . . . . Adv Idea (Series)  
 Third . . . . . Use of Color  
 Third . . . . . Harrison MacDonald  
 Third . . . . . Online Advertising-Single Ad- Static  
 Fourth . . . . . Use of Local Photography

Fourth . . . . . Advertising Special Section  
 Fourth Online Advertising-Single Ad- Animated  
 HM. . . . . Spot News Photo  
 HM. . . . . Sports Photo  
 HM. . . . . Breaking News Coverage  
 HM. . . . . Reporting on Local Education

**Greenfield-West Allis NOW**

First . . . . . Sports Photo

**Herald Times Reporter**

First . . . . . Digital Project - Ongoing  
 First . . . . . Feature  
 First . . . . . General Digital Excellence  
 First . . . . . Use of Color  
 Second . . . . . Feature Photo  
 Second . . . . . Sports Page(s)  
 Second . . . . . Front Page  
 Second . . . . . Overall Page Design  
 Second . . . . . Reporting on Local Education  
 Third . . . . . Photo Essay  
 Third . . . . . Feature  
 Third . . . . . Open Records/FOI Award  
 Third . . . . . Feature Photo  
 Third . . . . . Headlines  
 Third . . . . . Reporting on Local Government  
 Third . . . . . Editorial Award  
 Third . . . . . Environmental Reporting  
 Third . . . . . Page Design - Feature  
 Third . . . . . Lifestyle Page(s)  
 Third . . . . . Business Coverage  
 HM. . . . . Sports Photo  
 HM. . . . . Sports Feature  
 HM. . . . . Breaking News Coverage  
 HM. . . . . Social Media - News

**Hudson Star-Observer**

First . . . . . Business Coverage  
 First . . . . . General Excellence  
 Second . . . . . Editorial Page(s)  
 Second . . . . . Entertainment Pages  
 Third . . . . . Front Page  
 Third . . . . . All-Around Newspaper Photography

**Inter-County Leader**

First . . . . . All-Around Newspaper Photography  
 Third . . . . . Enterprise/Interpretive Reporting  
 HM. . . . . General Web Excellence

**Jackson County Chronicle**

First . . . . . Special Pages  
 First . . . . . Investigative Reporting  
 First . . . . . Reporting on Local Education  
 First . . . . . Sports Feature  
 Second . . . . . Special Pages  
 Second . . . . . Page Design - Sports  
 Second . . . . . Photo Essay  
 Second . . . . . General News Photo  
 Second . . . . . Investigative Reporting  
 Second . . . . . Special Projects  
 Second . . . . . Business Coverage  
 Third . . . . . Environmental Reporting  
 Third . . . . . General Excellence

Third . . . . . Feature Photo  
 Third . . . . . General Web Excellence  
 Third . . . . . Enterprise/Interpretive Reporting  
 Third . . . . . Breaking News Coverage  
 Third . . . . . Circulation Promotion  
 HM. . . . . All-Around Newspaper Photography  
 HM. . . . . Sports Page(s)  
 HM. . . . . Sports Photo

**Kenosha News**

First . . . . . Entertainment Pages  
 First . . . . . General News Photo  
 First . . . . . Special Projects  
 Second . . . . . Spot News Photo  
 Second . . . . . Photo Essay  
 Second . . . . . General News Photo  
 Second . . . . . Reporting on Local Education  
 Second . . . . . Local Column  
 Second . . . . . Editorial Page(s)  
 Third . . . . . Enterprise/Interpretive Reporting  
 Third . . . . . Breaking News Coverage  
 HM. . . . . Headlines  
 HM. . . . . Photo Essay  
 HM. . . . . Local Sports Column

**Kettle Moraine Index**

HM. . . . . General Excellence

**La Crosse Tribune**

First . . . . . Reporting on Local Government  
 First . . . . . Feature  
 Second . . . . . General Excellence  
 Second . . . . . Reporting on Local Government  
 Second . . . . . Local Sports Column  
 Third . . . . . Special Section-Editorial  
 Third . . . . . Reporting on Local Government  
 HM. . . . . Special Section-Editorial

**Ladysmith News**

Second . . . . . Breaking News Coverage

**Lake Country Reporter**

First . . . . . Environmental Reporting  
 First . . . . . Page Design - Sports  
 First . . . . . Enterprise/Interpretive Reporting  
 First . . . . . Reporting on Local Education  
 Second . . . . . Web Special Project  
 Second . . . . . Enterprise/Interpretive Reporting  
 Second . . . . . Sports Photo  
 Third . . . . . Overall Page Design  
 Third . . . . . Creative use of Multimedia  
 HM. . . . . Sports News Story  
 HM. . . . . General News Photo  
 HM. . . . . Sports Feature

**Lake Geneva Regional News**

First . . . . . Headlines  
 First . . . . . Editorial Page(s)  
 First . . . . . Harrison MacDonald  
 Second . . . . . Open Records/FOI Award  
 Second . . . . . Local Column  
 Second . . . . . Feature  
 Second . . . . . Breaking News Coverage

Second . . . . . Graphics  
 Second . . . . . Creative use of Multimedia  
 Second . . . . . Newspaper Promotion  
 Second . . . . . Online Revenue Builder  
 Third . . . . . Open Records/FOI Award  
 Third . . . . . Feature  
 Third . . . . . Sports Feature  
 Third . . . . . Local Outdoor Column  
 Third . . . . . Photo Essay  
 Third . . . . . Reporting on Local Government  
 Third . . . . . Use of Local Photography  
 Third . . . . . Innovative Online Advertising  
 Fourth . . . . . Niche Publication-Out of Paper  
 HM. . . . . Feature

**Leader-Telegram**

First . . . . . Headlines  
 First Digital Project - Limited Duration or Single  
 Story  
 First . . . . . All-Around Newspaper Photography  
 First . . . . . Photo Essay  
 First . . . . . Sports Photo  
 First . . . . . General Excellence  
 First . . . . . Lifestyle Page(s)  
 First . . . . . Local Sports Column  
 First . . . . . Sports Feature  
 First . . . . . Multiple Advertiser Spread  
 Second . . . . . Sports Photo  
 Second . . . . . Business Coverage  
 Second . . . . . Sports Page(s)  
 Second . . . . . Page Design - Sports  
 Second . . . . . Lifestyle Page(s)  
 Second . . . . . Social Media - News  
 Third . . . . . Spot News Photo  
 Third . . . . . Sports Photo  
 Third . . . . . General News Photo

Third . . . . . Feature  
 Third . . . . . Niche Publication-Out of Paper  
 Third . . . . . Niche Publication-In Paper  
 Third . . . . . Multiple Advertiser Spread  
 Fourth . . . . . Niche Publication-In Paper  
 HM. . . . . Enterprise/Interpretive Reporting  
 HM. . . . . Front Page  
 HM. . . . . Feature Photo  
 HM. . . . . Feature  
 HM. . . . . Editorial Page(s)

**Living Mukwonago Chief**

First . . . . . Niche Publication-In Paper  
 First . . . . . Reporting on Local Government  
 First . . . . . Feature  
 Second . . . . . Sports Page(s)

**Living Oconomowoc Focus**

Second . . . . . Use of Color  
 Fourth . . . . . Advertising Sales Tool

**Living Sussex Sun**

First . . . . . Advertising Sales Tool

**Lodi Enterprise**

First . . . . . Enterprise/Interpretive Reporting  
 Second . . . . . Feature Photo  
 Second . . . . . Niche Publication-Out of Paper  
 Third . . . . . Page Design - Sports  
 Third . . . . . Reporting on Local Government

**Manawa Messenger**

First . . . . . Local Sports Column  
 First . . . . . General News Photo  
 Third . . . . . Editorial Award  
 HM. . . . . Local Column



*Green Bay Press-Gazette, First Award, Group A, Feature Photo*



### **Marshfield News-Herald**

First . . . . . Special Pages  
 First . . . . . Special Section-Editorial  
 First . . . . . Reporting on Local Education  
 First . . . . . Social Media - News  
 First . . . . . Business Coverage  
 Second . . . . . All-Around Newspaper Photography  
 Second . . . . . Digital Project - Ongoing  
 Second . . . . . General Excellence  
 Second . . . . . General Digital Excellence  
 Second . . . . . Page Design - Sports  
 Second . . . . . Enterprise/Interpretive Reporting  
 Second . . . . . Online Revenue Builder  
 Third . . . . . Front Page  
 HM. . . . . Entertainment Pages  
 HM. . . . . Reporting on Local Government

### **Middleton Times-Tribune**

Third . . . . . Sports Page(s)

### **Milton Courier**

First . . . . . Sports Feature  
 First . . . . . Editorial Award  
 Second . . . . . Front Page  
 Third . . . . . Investigative Reporting  
 Third . . . . . Reporting on Local Education  
 Third . . . . . Feature Photo  
 HM. . . . . Sports News Story

### **Mount Horeb Mail**

First . . . . . Local Column  
 HM. . . . . Sports Page(s)

### **Muskego-New Berlin NOW**

Second . . . . . Photo Essay  
 Third . . . . . Sports Feature

### **New London Press-Star**

First . . . . . Most Improved Newspaper

### **New Richmond News**

First . . . . . Special Section-Editorial

### **News Graphic**

First . . . . . Headlines  
 Second . . . . . Headlines  
 Third . . . . . Feature Photo  
 Third . . . . . Open Records/FOI Award  
 HM. . . . . All-Around Newspaper Photography

### **North Shore NOW**

First . . . . . Spot News Photo  
 Second . . . . . Overall Page Design  
 Second . . . . . Page Design - Feature  
 Second . . . . . Front Page  
 Third . . . . . Reporting on Local Education  
 HM. . . . . Local Sports Column

### **Oconomowoc Enterprise**

Second . . . . . Local Sports Column  
 Second . . . . . Reporting on Local Government  
 Second . . . . . Sports Feature  
 Third . . . . . Sports Page(s)

### **Oconomowoc Focus**

First . . . . . Special Section-Editorial  
 First . . . . . Local Sports Column  
 First . . . . . Photo Essay  
 First . . . . . Sports Photo  
 Third . . . . . Overall Page Design  
 HM. . . . . Sports Feature

### **Oshkosh Northwestern**

First . . . . . Innovative Online Advertising  
 First . . . . . Advertising Sales Tool  
 Second . . . . . Front Page  
 Second . . . . . Editorial Award  
 Second . . . . . Bill Payne Award  
 Second . . . . . Use of Color  
 Third . . . . . Use of Color  
 HM. . . . . Digital Project - Limited or Single Story  
 HM. . . . . Special Section-Editorial

### **Pierce County Herald**

Third . . . . . Advertising Special Section

### **Portage Daily Register**

First . . . . . Entertainment Pages  
 First . . . . . Headlines  
 First . . . . . Reporting on Local Government  
 First . . . . . Page Design - Feature  
 First . . . . . Lifestyle Page(s)  
 First . . . . . Local Column  
 Second . . . . . Environmental Reporting  
 Third . . . . . Spot News Photo  
 Third . . . . . Breaking News Coverage  
 HM. . . . . General News Photo  
 HM. . . . . Front Page

### **Poynette Press**

First . . . . . Feature Photo  
 Second . . . . . Local Sports Column  
 Second . . . . . Reporting on Local Government  
 Third . . . . . Headlines

### **Ripon Commonwealth Press**

First . . . . . Continuing Web Coverage  
 First . . . . . Web Special Project  
 First . . . . . Open Records/FOI Award  
 First . . . . . Investigative Reporting  
 First . . . . . Page Design - Sports  
 First . . . . . General Excellence  
 First . . . . . Breaking News Coverage  
 First . . . . . Graphics  
 First . . . . . Reporting on Local Education  
 First . . . . . Creative use of Multimedia  
 First . . . . . Reporting on Local Government  
 First . . . . . Use of Art Service  
 First . . . . . Bill Payne Award  
 First . . . . . Newspaper Promotion  
 First . . . . . Innovative Online Advertising  
 Second . . . . . Spot News Photo  
 Second . . . . . All-Around Newspaper Photography  
 Second . . . . . Enterprise/Interpretive Reporting  
 Second . . . . . Feature Photo  
 Second . . . . . Business Coverage  
 Second . . . . . Photo Essay

Second . . . . . Circulation Promotion  
 Second . . . . . Harrison MacDonald  
 Second . . . . . Use of Local Photography  
 Second . . . . . Niche Publication-In Paper  
 Third . . . . . Headlines  
 Third . . . . . Page Design - Feature  
 Third . . . . . Editorial Page(s)  
 Third . . . . . Local Sports Column  
 Third . . . . . Local Column  
 Third . . . . . Special Projects  
 Third . . . . . Enterprise/Interpretive Reporting  
 Third . . . . . Graphics  
 Third . . . . . Newspaper Promotion  
 Third . . . . . Online Revenue Builder  
 Third . . . . . Online Advertising-Single Ad- Static  
 Fourth . . . . . Use of Art Service  
 HM. . . . . Web Special Project  
 HM. . . . . Environmental Reporting  
 HM. . . . . Local Column  
 HM. . . . . Photo Essay

### **River Falls Journal**

Third . . . . . Breaking News Coverage  
 Third . . . . . Editorial Award  
 HM. . . . . Editorial Page(s)

### **Sauk Prairie Eagle**

First . . . . . Niche Publication-In Paper  
 Second . . . . . Front Page  
 Second . . . . . General Excellence  
 Second . . . . . All-Around Newspaper Photography  
 HM. . . . . Sports News Story  
 HM. . . . . General News Photo  
 HM. . . . . Enterprise/Interpretive Reporting

### **Sawyer County Record**

Second . . . . . General News Photo

### **Stevens Point Journal**

First . . . . . Open Records/FOI Award  
 First . . . . . Overall Page Design  
 Second . . . . . Entertainment Pages  
 Second . . . . . Photo Essay  
 Second . . . . . Reporting on Local Government  
 Second . . . . . Breaking News Coverage  
 Second . . . . . Social Media - News  
 Third . . . . . Enterprise/Interpretive Reporting

### **Superior Telegram**

Second . . . . . Page Design - Sports  
 Second . . . . . Local Outdoor Column  
 Third . . . . . Sports Photo  
 HM. . . . . Reporting on Local Education

### **Sussex Sun**

First . . . . . Overall Page Design  
 First . . . . . General Excellence  
 First . . . . . Photo Essay  
 Second . . . . . Enterprise/Interpretive Reporting  
 Second . . . . . Sports Page(s)  
 Third . . . . . Web Special Project  
 Third . . . . . Sports Photo

### **The Ashland Press**

Second . . . . . Local Column  
 Third . . . . . Most Improved Newspaper

### **The Brillion News**

First . . . . . Headlines  
 First . . . . . Sports News Story  
 First . . . . . Reporting on Local Government  
 First . . . . . Online Advertising-Single Ad- Static  
 Second . . . . . Feature  
 Second . . . . . Headlines  
 Second . . . . . Overall Page Design  
 Second . . . . . Local Column  
 Second . . . . . General Web Excellence  
 Second . . . . . Online Advertising-Single Ad- Static  
 Third . . . . . Sports News Story  
 Third . . . . . Use of Art Service  
 HM. . . . . Reporting on Local Education

### **The Cambridge News**

Second . . . . . Editorial Award  
 HM. . . . . Breaking News Coverage

### **The Capital Times**

First . . . . . General Digital Excellence  
 First . . . . . Editorial Award  
 Second . . . . . Spot News Photo  
 Second . . . . . Digital Project - Ongoing  
 Second . . . . . Reporting on Local Education  
 Third . . . . . Digital Project - Ongoing  
 Third . . . . . Sports Photo  
 Third . . . . . Feature Photo  
 Third . . . . . Breaking News Coverage  
 Third . . . . . Feature

### **The Chippewa Herald**

Second . . . . . Local Sports Column  
 Third . . . . . Sports Feature  
 Third . . . . . Local Column  
 Third . . . . . Reporting on Local Education  
 HM. . . . . Sports Page(s)

### **The Country Today**

First . . . . . Local Column  
 Second . . . . . Environmental Reporting  
 Second . . . . . Business Coverage  
 Third . . . . . Environmental Reporting  
 Third . . . . . Page Design - Feature  
 Third . . . . . Spot News Photo  
 Third . . . . . Local Column  
 HM. . . . . Headlines

### **The County Journal**

First . . . . . Environmental Reporting  
 Second . . . . . Breaking News Coverage

### **The Courier**

HM. . . . . Page Design - Sports

### **The Daily Reporter**

First . . . . . Environmental Reporting  
 First . . . . . Niche Publication-Out of Paper  
 First . . . . . Advertising Special Section

Second . . . . . Investigative Reporting  
 Second . . . . . Page Design - Feature  
 Second . . . . . Niche Publication-Out of Paper  
 Second . . . . . Advertising Special Section  
 Second . . . . . Use of Art Service  
 Third . . . . . Digital Project - Ongoing  
 Third . . . . . General News Photo  
 Third . . . . . Advertising Special Section  
 HM. . . . . Digital Project - Ongoing  
 HM. . . . . Editorial Award  
 HM. . . . . Graphics  
 HM. . . . . Business Coverage

#### **The Democrat Tribune**

First . . . . . Spot News Photo  
 First . . . . . Sports Photo  
 Second . . . . . Sports Feature

#### **The Dunn County News**

Second . . . . . Continuing Web Coverage  
 HM. . . . . Continuing Web Coverage  
 HM. . . . . Investigative Reporting

#### **The Edgerton Reporter**

First . . . . . Special Projects  
 Second . . . . . Advertising Special Section  
 Third . . . . . Niche Publication-Out of Paper

#### **The Fennimore Times**

First . . . . . Breaking News Coverage  
 Third . . . . . Adv Idea (Series)

#### **The Freeman**

HM. . . . . Entertainment Pages

#### **The Gazette**

First . . . . . General Digital Excellence  
 First . . . . . Open Records/FOI Award  
 First . . . . . Feature Photo  
 First . . . . . Editorial Award  
 First . . . . . Feature  
 First . . . . . Bill Payne Award  
 First . . . . . Adv Idea (Series)  
 First . . . . . Newspaper Promotion  
 First . . . . . Niche Publication-Out of Paper  
 First . . . . . Use of Local Photography  
 First . . . . . Online Advertising-Single Ad- Static  
 First . . . . . Use of Art Service  
 Second . . . . . Digital Project - Limited Duration or Single Story  
 Second . . . . . All-Around Newspaper Photography  
 Second . . . . . Open Records/FOI Award  
 Second . . . . . Investigative Reporting  
 Second . . . . . General Excellence  
 Second . . . . . Feature Photo  
 Second . . . . . Adv Idea (Series)  
 Second . . . . . Newspaper Promotion  
 Second . . . . . Niche Publication-Out of Paper  
 Second . . . . . Use of Local Photography  
 Second . . . . . Advertising Special Section  
 Second . . . . . Harrison MacDonald  
 Second . . . . . Circulation Promotion  
 Third . . . . . Photo Essay

Third . . . . . Investigative Reporting  
 Third . . . . . Feature Photo  
 Third . . . . . Business Coverage  
 Third . . . . . Page Design - Feature  
 Third . . . . . Local Outdoor Column  
 Third . . . . . Special Section-Editorial  
 Third . . . . . Environmental Reporting  
 Third . . . . . Graphics  
 Third . . . . . Editorial Page(s)  
 Third . . . . . Social Media - News  
 Third . . . . . Bill Payne Award  
 Third . . . . . Adv Idea (Series)  
 Third . . . . . Use of Local Photography  
 Third . . . . . Advertising Special Section  
 Third . . . . . Online Revenue Builder  
 Third . . . . . Online Advertising-Single Ad- Static  
 Fourth . . . . . Harrison MacDonald  
 Fourth . . . . . Online Advertising-Single Ad- Animated  
 HM. . . . . Breaking News Coverage  
 HM. . . . . Sports Photo  
 HM. . . . . Investigative Reporting  
 HM. . . . . Local Outdoor Column  
 HM. . . . . Environmental Reporting  
 HM. . . . . Social Media - Sports

#### **The Journal Times**

First . . . . . Sports Page(s)  
 First . . . . . Most Improved Newspaper  
 First . . . . . Local Column  
 First . . . . . Sports News Story  
 First . . . . . Special Section-Editorial  
 Second . . . . . Entertainment Pages  
 Second . . . . . Breaking News Coverage  
 Second . . . . . Special Section-Editorial  
 Second . . . . . Environmental Reporting  
 Second . . . . . Graphics  
 Third . . . . . General Excellence  
 Third . . . . . Reporting on Local Government  
 Third . . . . . Lifestyle Page(s)  
 Third . . . . . Local Sports Column  
 HM. . . . . All-Around Newspaper Photography  
 HM. . . . . General Digital Excellence  
 HM. . . . . Local Column  
 HM. . . . . Editorial Award

#### **The Lakeland Times**

Second . . . . . General Excellence  
 HM. . . . . Sports Photo

#### **The Monroe Times**

First . . . . . All-Around Newspaper Photography  
 First . . . . . Spot News Photo  
 First . . . . . Photo Essay  
 First . . . . . Feature Photo  
 Second . . . . . Feature  
 Second . . . . . Sports News Story  
 Second . . . . . Multiple Advertiser Spread  
 Third . . . . . Sports Photo  
 Third . . . . . Innovative Online Advertising  
 Fourth . . . . . Niche Publication-Out of Paper  
 Fourth . . . . . Advertising Special Section

#### **The Northwoods River News**

First . . . . . Open Records/FOI Award  
 First . . . . . Advertising Special Section  
 Second . . . . . Niche Publication-Out of Paper  
 Third . . . . . Advertising Special Section  
 Fourth . . . . . Niche Publication-Out of Paper  
 HM. . . . . Sports Page(s)

#### **The Oregon Observer**

First . . . . . Feature  
 First . . . . . Page Design - Sports  
 First . . . . . Sports Page(s)  
 First . . . . . Business Coverage  
 First . . . . . Multiple Advertiser Spread  
 Second . . . . . Reporting on Local Education  
 Third . . . . . Feature

#### **The Platteville Journal**

First . . . . . Overall Page Design  
 First . . . . . Sports Page(s)  
 First . . . . . Use of Color  
 Second . . . . . Headlines  
 Second . . . . . Editorial Page(s)  
 Second . . . . . Local Sports Column  
 Second . . . . . General Excellence  
 Second . . . . . Sports Photo  
 Third . . . . . Page Design - Sports

#### **The Portage County Gazette**

First . . . . . General News Photo  
 Second . . . . . Use of Color  
 Third . . . . . Sports News Story  
 Third . . . . . Adv Idea (Series)  
 Third . . . . . Use of Art Service  
 Fourth . . . . . Use of Color  
 Fourth . . . . . Use of Art Service

#### **The Post-Crescent**

First . . . . . Digital Project - Limited or Single Story  
 First . . . . . All-Around Newspaper Photography  
 First . . . . . Spot News Photo  
 First . . . . . Photo Essay  
 First . . . . . Digital Project - Ongoing  
 First . . . . . Sports Photo  
 First . . . . . General News Photo  
 First . . . . . Special Pages  
 First . . . . . Reporting on Local Education  
 First . . . . . Environmental Reporting  
 First . . . . . Local Sports Column  
 First . . . . . Bill Payne Award  
 First . . . . . Adv Idea (Series)  
 First . . . . . Use of Color  
 First . . . . . Innovative Online Advertising  
 First . . . . . Use of Art Service  
 Second . . . . . Digital Project - Limited or Single Story  
 Second . . . . . Photo Essay  
 Second . . . . . Sports Photo  
 Second . . . . . Feature Photo  
 Second . . . . . Social Media - News  
 Second . . . . . Enterprise/Interpretive Reporting  
 Second . . . . . Entertainment Pages  
 Second . . . . . Special Section-Editorial  
 Second . . . . . Local Outdoor Column

Second . . . . . Lifestyle Page(s)  
 Second . . . . . Sports Feature  
 Second . . . . . Bill Payne Award  
 Second . . . . . Niche Publication-In Paper  
 Second . . . . . Adv Idea (Series)  
 Second . . . . . Use of Color  
 Second . . . . . Niche Publication-Out of Paper  
 Second . . . . . Advertising Special Section  
 Second . . . . . Use of Art Service  
 Third . . . . . Digital Project - Limited or Single Story  
 Third . . . . . Spot News Photo  
 Third . . . . . Photo Essay  
 Third . . . . . General Digital Excellence  
 Third . . . . . Open Records/FOI Award  
 Third . . . . . General Excellence  
 Third . . . . . Business Coverage  
 Third . . . . . Social Media - News  
 Third . . . . . Sports News Story  
 Third . . . . . Niche Publication-In Paper  
 Third . . . . . Innovative Online Advertising  
 Third . . . . . Use of Local Photography  
 Third . . . . . Advertising Special Section  
 Third . . . . . Online Advertising-Single Ad- Animated  
 Third . . . . . Use of Art Service  
 Fourth . . . . . Online Revenue Builder  
 HM. . . . . Open Records/FOI Award  
 HM. . . . . Investigative Reporting  
 HM. . . . . Feature Photo  
 HM. . . . . Local Column  
 HM. . . . . Local Sports Column

#### **The Record-Review**

Third . . . . . General Excellence  
 HM. . . . . Editorial Award

#### **The Reporter**

First . . . . . Enterprise/Interpretive Reporting  
 First . . . . . Spot News Photo  
 First . . . . . Breaking News Coverage  
 First . . . . . Reporting on Local Education  
 First . . . . . Page Design - Feature  
 First . . . . . Environmental Reporting  
 First . . . . . Niche Publication-In Paper  
 Second . . . . . Niche Publication-In Paper  
 Second . . . . . Multiple Advertiser Spread  
 Second . . . . . Innovative Online Advertising  
 Second . . . . . Online Advertising-Single Ad- Static  
 Second . . . . . Advertising Sales Tool  
 Third . . . . . Headlines  
 Third . . . . . All-Around Newspaper Photography  
 Third . . . . . General Digital Excellence  
 Third . . . . . Reporting on Local Education  
 Third . . . . . Overall Page Design  
 Fourth . . . . . Innovative Online Advertising  
 HM. . . . . Spot News Photo  
 HM. . . . . Open Records/FOI Award

#### **The Richland Observer**

Second . . . . . Page Design - Feature  
 Second . . . . . Use of Art Service



## **The Sheboygan Press**

First . . . . . Front Page  
 First . . . . . Overall Page Design  
 First . . . . . Advertising Special Section  
 Second . . . . . Headlines  
 Second . . . . . Sports News Story  
 Second . . . . . Reporting on Local Government  
 Second . . . . . Feature  
 Second Online Advertising-Single Ad- Animated  
 Third . . . . . Sports Feature  
 Third Online Advertising-Single Ad- Animated  
 Third . . . . . Advertising Sales Tool  
 HM. . . . . General News Photo

## **The Star**

First . . . . . Page Design - Feature  
 First . . . . . Front Page  
 First . . . . . Circulation Promotion  
 First . . . . . Online Revenue Builder  
 First Online Advertising-Single Ad- Animated  
 Second . . . . . Special Section-Editorial  
 Second . . . . . Most Improved Newspaper  
 Second . . . . . Sports Page(s)  
 Second . . . . . Advertising Sales Tool  
 Second . . . . . Bill Payne Award  
 Second . . . . . Innovative Online Advertising  
 Second Online Advertising-Single Ad- Animated  
 Second . . . . . Multiple Advertiser Spread  
 Third . . . . . Special Section-Editorial  
 Third . . . . . Use of Color  
 Third . . . . . Niche Publication-In Paper  
 Third Online Advertising-Single Ad- Animated  
 Fourth . . . . . Niche Publication-In Paper  
 Fourth . . . . . Innovative Online Advertising  
 Fourth Online Advertising-Single Ad- Animated  
 HM. . . . . Special Projects  
 HM. . . . . Graphics

## **The Star News**

First . . . . . Adv Idea (Series)  
 First . . . . . Use of Color  
 First . . . . . Circulation Promotion  
 First . . . . . Multiple Advertiser Spread  
 First . . . . . Use of Local Photography  
 Second . . . . . Special Pages  
 Second . . . . . Editorial Award  
 Second . . . . . Special Projects  
 Second . . . . . Adv Idea (Series)  
 Second . . . . . Use of Art Service  
 Third . . . . . Editorial Page(s)  
 Third . . . . . Harrison MacDonald  
 HM. . . . . Front Page

## **The Stoughton Courier Hub**

First . . . All-Around Newspaper Photography  
 Second . . . . . General News Photo  
 Second . . . . . Reporting on Local Education  
 Second . . . . . Reporting on Local Government  
 Third . . . . . Sports News Story  
 HM. . . . . Page Design - Sports

## **The Tribune-Phonograph**

First . . . . . Feature  
 Second . . . . . Editorial Award  
 Third . . . . . Advertising Sales Tool  
 HM. . . . . General Excellence

## **The Valders Journal**

Third . . . . . Business Coverage  
 Third . . . . . Multiple Advertiser Spread  
 HM. . . . . Special Section-Editorial  
 HM. . . . . Overall Page Design  
 HM. . . . . Sports Photo

## **The Verona Press**

First . . . . . Environmental Reporting  
 First . . . . . Spot News Photo  
 First . . . . . Business Coverage  
 Second . . . . . Sports Feature  
 Third . . All-Around Newspaper Photography

## **The Waunakee Tribune**

First . . . . . General News Photo  
 First . . . . . Feature Photo  
 Second . . . . . Sports News Story  
 Second . . . . . Investigative Reporting  
 Second . . . . . Environmental Reporting  
 HM. . . . All-Around Newspaper Photography

## **The Woodville Leader**

First . . . . . General Web Excellence  
 Second . . . . . Most Improved Newspaper  
 Third . . . . . Continuing Web Coverage  
 Third . . . . . Overall Page Design

## **Tribune Record Gleaner**

Third . . . . . Spot News Photo  
 Third . . . . . Sports Photo  
 Fourth . . . . . Use of Color

## **Vernon County Broadcaster**

Second . . . . . Open Records/FOI Award  
 Second . . . . . Local Column  
 Third . . . . . Headlines  
 Third . . . . . Reporting on Local Government  
 Third . . . . . Editorial Award  
 HM. . . . . Local Outdoor Column

## **Vilas County News-Review**

First . . . . . Editorial Page(s)  
 First . . . . . Special Pages  
 First . . . . . Editorial Award  
 First . . . . . Special Projects  
 First . . . . . Local Outdoor Column  
 First . . . . . Use of Art Service  
 First . . . . . Advertising Sales Tool  
 First . . . . . Bill Payne Award  
 Second . All-Around Newspaper Photography  
 Third . . . . . Multiple Advertiser Spread  
 HM. . . . . Business Coverage

## **Washburn County Register**

First . . . All-Around Newspaper Photography  
 Third . . . . . Photo Essay

## **Watertown Daily Times**

First . . . . . General News Photo  
 Second . . . . . Sports Feature  
 Third . . . . . Bill Payne Award  
 Third . . . . . Use of Color  
 Third . . . . . Multiple Advertiser Spread  
 Fourth . . . . . Use of Color  
 HM. . . . . Spot News Photo  
 HM. . . . . Enterprise/Interpretive Reporting

## **Waukesha NOW First**

Breaking News Coverage  
 First . . . . . Sports Feature  
 First . . . . . Photo Essay  
 Second . . . . . Feature Photo  
 Third . . . . . Photo Essay  
 Third . . . . . General Excellence  
 HM. . . . . Reporting on Local Government  
 HM. . . . . Feature Photo

## **Waupaca County Post**

First . . . . . Investigative Reporting  
 Third . . . . . General Web Excellence  
 Third . . . . . Feature  
 HM. . . . . Creative use of Multimedia

## **Wausau Daily Herald**

First . . . . . Investigative Reporting  
 First . . . . . Business Coverage  
 First . . . . . Reporting on Local Government  
 First . . . . . Graphics  
 First . . . . . Editorial Page(s)  
 First . . . . . Social Media - News  
 First Online Advertising-Single Ad- Animated  
 Second . . . Enterprise/Interpretive Reporting

Second . . . . . General Digital Excellence  
 Second . . . . . Page Design - Feature  
 Second . . . . . Special Projects  
 Third Digital Project - Limited Duration or Single Story  
 Third . . . . . Open Records/FOI Award  
 Third . . . . . Special Projects  
 HM. . . . . Reporting on Local Education

## **Wauwatosa NOW**

First . . . . . Overall Page Design  
 Second . . . . . General Web Excellence  
 Third . . . . . Page Design - Sports

## **Wisconsin Dells Events**

First . . . . . Niche Publication-Out of Paper  
 Third . . . . . Environmental Reporting

## **Wisconsin State Farmer**

First . . . . . Most Improved Newspaper  
 Second . . . . . Lifestyle Page(s)

## **Wisconsin State Journal**

First . . . . . General Excellence  
 First . . . . . Breaking News Coverage  
 First . . . . . Special Section-Editorial  
 First . . . . . Special Projects  
 First . . . . . Editorial Page(s)  
 Second . . . . . Editorial Award  
 Second . . . . . Business Coverage  
 Second . . . . . Sports News Story  
 Third . . . . . Investigative Reporting  
 Third . . . . . General News Photo  
 Third . . . . . Enterprise/Interpretive Reporting  
 Third . . . . . Local Sports Column  
 Third . . . . . Sports Feature  
 HM. . . . . Photo Essay  
 HM. . . . . General News Photo



Greenfield-West Allis NOW, First Award, Group D, Sports Photo

pher caught the action right at its peek.

**Third Award:** *Herald Times Reporter*, Manitowoc: “Dazzling view” - Sue Pischke: Well composed photo with the skiers in the center of the ice cave and the sun burst lighting the cave.

**Honorable Mention:** *Daily Tribune*, Wisconsin Rapids: “Ready to give it her all” - Megan McCormick: The photographer took the time and thought to get the reflection in the mirror. Good photo.

#### Group D

**First Award:** *Brookfield-Elm Grove NOW*, Brookfield: Peter Zuzga: This picture has it all: it’s visually striking; it’s an unusual look at a mundane occurrence; it’s skillfully captured; emotional; and it’s well-framed and colorful. A rich, interesting picture.

**Second Award:** *Waukesha NOW*: Scott Ash: This frozen moment is so well-timed and captured, you’d almost think he had the performers stop and he walked over and carefully arranged them. You can get lost in the exquisite details and textures of this shot. A simple shot done perfectly.

**Third Award:** *News Graphic*, Cedarburg: Mark Justesen: Creativity and visual impact win here. This one gets better when you zoom in on the spider to see just how well-captured this one was. Great idea and one that is fun to look at.

**Honorable Mention:** *Waukesha NOW*: “Riding into spring” - Todd Ponath: Unusual but striking, this photo is a pleasure to see. The shallow focus is fun and sucks the viewer into what I think is a mesmerizing shot.

#### Group E

**First Award:** *The Waunakee Tribune*: “The awe of the season” - Roger Hamilton: What a delightful photograph. Showed great instinct to find a special

moment at what would have otherwise been fairly mundane-looking event. Good focus, great crop. Breathes emotion into the page. Wonderful shot.

**Second Award:** *Ripon Commonwealth Press*: “A rose for the missing” - Ian Stepleton: A very touching and creative shot. Technically good; great shallow focus, good composition. Lots of context and emotion

**Third Award:** *Milton Courier*: Michael Gouvion: Sometimes it’s all about the moment and this picture has it in spades. Great expressions, good crop. Somewhat blurry, but that usually doesn’t matter terribly to readers. I’m sure they loved this one. Great shot.

#### Group F

**First Award:** *Poynette Press*: Rachelle Blair: Great moment, emotion. Good color and crop. You can get a sense for how much fun the kids were having.

**Second Award:** *Lodi Enterprise*: Jennifer Fetterly: Tough shot to get; it’s not perfect but is gloriously close to being perfectly in focus and with everyone’s expressions ok. Love scene it invokes.

**Third Award:** *Jackson County Chronicle*, Black River Falls: Nate Beier: Easy to have fun with a willing subject, but this is also a striking, well-taken photo. Jumps right out at you, as intended.

### Photo Essay

#### Group A

**First Award:** *The Post-Crescent*, Appleton: “Timber Trouble” - William Glasheen: These are photos that don’t draw attention to themselves; rather they draw the viewer into the many aspects of this well-packaged investigation. Very sophisticated reporting visually. A notch above.

**Second Award:** *The Post-Crescent*,

Appleton: “Times Lost” - Dan Powers: I’m impressed with the sense of time within and among the photos; not all taken on the same day or in the same environment. Each gives a different glimpse into this family’s existence.

**Third Award:** *The Post-Crescent*, Appleton: “Can’t Hyde It” - William Glasheen: Some very nice storytelling in sports action. Great layout doesn’t overshadow really strong photos.

**Honorable Mention:** *Wisconsin State Journal*, Madison: “Amish Ice Harvest” - John Hart: Some really fine angles and vantage points, and a good look into a lifestyle most don’t see.

#### Group B

**First Award:** *Leader-Telegram*, Eau Claire: “On the Streets: Stories of Being Homeless in Eau Claire” - Marisa Wojcik: Each photo takes you in; the caption gives you that much more depth. Very intimate photos. Inspiring work. An amazing number of very strong images covering a topic of great human interest.

**Second Award:** *Kenosha News*: St. Sean Krajacic: A great selection of photos; some wonderful angles and framing. Good emotion in many, and intimate enough to give one the sense of being there.

**Third Award:** *The Gazette*, Janesville: Dan Lassiter: An unusual story with some nice surprises. Nice variety of images with some innovative thinking.

**Honorable Mention:** *Kenosha News*: Kevin Poirier: Some very nice shots taken in very tight quarters. Something about the variety of types of shots given the tight quarters gives this the nod for Honorable Mention.

#### Group C

**First Award:** *The Monroe Times*: “Faith, Farming and Perseverance” -

Anthony Wahl: I really like this essay, and scored it well in the Overall category as well. An intimate look into a private lifestyle. Well done.

**Second Award:** *Stevens Point Journal*: “First day of class” - Joe Tamborello, Nate Vine: A wonderful idea to cover this routine for students that might otherwise go undocumented. Some really nice moments, but maybe a few too many photos of the same type of thing.

**Third Award:** *Herald Times Reporter*, Manitowoc: “Rite of passage” - Sue Pischke: Being that this focuses on one individual, this really feels like a photo essay, although the photos may not be as strong as others in this category.

**Honorable Mention:** *Daily News*, West Bend: “A Sweeping Good Time” - John Ehlke: Nice layout and a good variety of photos begin to tell a story. Its strength is several good photos and great layout, but the essay is not as strong as others.

#### Group D

**First Award:** *Waukesha NOW*: “Soggy on the soles” - Todd Ponath: Dramatic angle and reflection are so eye-catching for that first shot of the mud run. The colors pop, there’s good hierarchy, emotion, timing, framing. Cutlines don’t intrude. So much done right.

**Second Award:** *Muskego-New Berlin NOW*, Waukesha: “Skimming the waves” - Peter Zuzga: Slightly crowded layout, but emotional impact and solid photography make up for it. Good variation of zoom and focus. Beautiful portrait and some nice timing on display. Well done.

**Third Award:** *Waukesha NOW* - Scott Ash: Impact layout; love it. The excitement of the kids just explodes off the page. Perfect timing, tidy text and great cropping make the page



click, even for the top picture, which provided good context and fit, but is somewhat more tame than the rest.

### Group E

**First Award:** *Oconomowoc Focus*, Hartland: "OHS presents Hairspray" - Scott Ash: Composition is perfect. Action moves from dramatic pose at left, action shot that's moving right carries the eye clockwise around the page. Good mix of close-ups and wider shots. Top-notch photography, laid out neatly and for huge impact. Great work.

**Second Award:** *Ripon Commonwealth Press*: Staff: Standing on the weight of doing great things with a variety of staff and submitted pictures, I love the decision making and the layout. Perfect to use the silhouette shot as primary. The rest have great context or juxtaposition, with icicles on firefighters' helmets with the glow of flames in the background, etc.

**Third Award:** *Lake Geneva Regional News*: Sarah Schauf: Beautiful images, with the mist on the lake, the lens flares, the water splashing. Could have benefited from one or two fewer pictures, but otherwise has strong layout and good photography.

**Honorable Mention:** *Ripon Commonwealth Press*: "Fall fun (for all)" - Ian Stepleton, Aaron Becker: There is such creativity on display here. Could have benefited from a bit more white space or a couple fewer pictures, but is well-organized and captures the day. Love the emotion and creative framing.

### Group F

**First Award:** *Sussex Sun*, Hartland: "Sendoff with Love" - Todd Ponath: Captures a day of raw emotion with intimate, touching photos. Creative, strong cropping. Great timing on

display. Photographer has a great eye and knows where the focus should be. Strong layout compliments excellent, powerful images.

**Second Award:** *Jackson County Chronicle*, Black River Falls: "Flavors of the Fair" - Cassandra Colson: I've not seen any better summation of a county fair. These are joyous and well-timed for the most part. Great variety. Layout was strong but still ends up a tiny bit cluttered.

**Third Award:** *Washburn County Register*, Shell Lake: Larry Samson: Photographer has a great eye and sense of timing; was willing to get close and got shots from near and far. Decent layout, great color.

## Headlines

### Group A

**First Award:** *Green Bay Press-Gazette*: Julie Larson: Nice word play. Three strong entries.

### Group B

**First Award:** *Leader-Telegram*, Eau Claire: "Grumpy grouse stands his ground, This land is his land, A shot at life" - Tom Gunderson: Loved, loved these headlines - These stories were clever, concise, interesting, and reader friendly. Give this guy a raise!

**Second Award:** *The Sheboygan Press* - Dan Benson: Fun use of book titles and aptly used with the content presented. These headlines told the story while still being clever.

**Third Award:** *The Reporter*, Fond du Lac- Staff: 'Mooo-ving violation' made me chuckle and the other headlines were also spot on.

**Honorable Mention:** *Kenosha News*: "Walker, Texas rearranger, The thirst avenger, Reynolds' rap foils the Braves"

- Paul McKillip: Great play on words with these headlines. These were real "thinker" headlines.

### Group C

**First Award:** *Portage Daily Register*: Kerry Lechner: Great way to play with words and make something special and eye-catching. Headlines fit the story perfectly.

**Second Award:** *Daily News*, West Bend: Jennifer McBride: Good use of playing with the words to make headlines that capture the story.

**Third Award:** *Herald Times Reporter*, Manitowoc: "Better with age, Past and presents, New dogs learn old tricks" - Sarah Kloeping: Solid headlines. Made me want to read more.

### Group D

**First Award:** *News Graphic*, Cedarburg - Kay Dahlke: Someone is a big music fan. Thanks for bringing back some memories for the older generation.

**Second Award:** *News Graphic*, Cedarburg: Kay Dahlke: Someone has a good imagination.

**Third Award:** *Vernon County Broadcaster*, Viroqua: Matt Johnson: Nice use of words.

**Honorable Mention:** *The Country Today*, Eau Claire: "Bottle stoppers, V8, Fastenation"- Sara T. Bredesen: There were some pretty generic phrases used. Be inventive and you will move up next year.

### Group E

**First Award:** *Lake Geneva Regional News*: Chris Schultz: Schultz has a great talent for eye-catching, clever headlines. Congratulations.

**Second Award:** *The Platteville Journal*: "A magnum of alcohol related tickets, City budget ... , Yes, we are" - Steve

Prestegard: Pulls the readers to those stories.

**Third Award:** *Ripon Commonwealth Press*: "Why Santa? Just be-Claus," f-f-Frigid fun at d-d-Dickens: Cold weekend slightly slowed event, Though neither crusty nor pie-eyed, editor gets his just desserts" - Ian Stepleton: Files hard to read, but worth the trouble. Clever.

### Group F

**First Award:** *The Brillion News*: "Lucky Brake - Storm spares rare Corvette from sinkhole fate, Family bonds at core of Star Orchard, All is Well - Brillion water project back on track" - Andrew Pantzloff: Special talent for headline writing. Very good.

**Second Award:** *The Brillion News*: "Wedegold, "Golden Girls, 'Stone'walled at State" - Darcy Zander-Feinauer, Ed Byrne: Good headline writing, without stretching it.

**Third Award:** *Poynette Press*: "Out-smarting smartphones, This little piggy went home, No bull, "ABS plans Dekorra expansion" - Rachele Blair: Clever heds.

## Front Page

### Group A

**First Award:** *Green Bay Press-Gazette* - Bill Wambeke: These are interesting, clean front pages that showcase the content without a lot of design clutter. Excellent white space use as well as use of color, where appropriate. Impressive front pages. Congratulations!

### Group B

**First Award:** *The Sheboygan Press* - Sean McKeown-Young: This first-place winner knows how to use photos, graphics and text in the most visually appealing way possible. You really pulled together all the elements to provide excellent, clean page design. A true stand out among many excellent

entries! Congratulations!

**Second Award:** *Oshkosh Northwestern* - David Lafata: Love the use of sky, space, images, headlines, drop caps, and graphics to pull these pages together. Uncluttered, visually appealing. Great job!

**Third Award:** *Central Wisconsin Sunday*, Marshfield - Sean McKeown-Young: Great use of big art and text to make these front pages visually appealing. As a reader, you drew me in. As an editor, I was impressed.

**Honorable Mention:** *Leader-Telegram*, Eau Claire - Tom Gunderson: This designer stood out for making lemonade out of lemons. The centerpiece packages had no stand-out photos or art to use, and he made these front pages shine through use of graphics he pulled together himself to make it all work. He clearly understood the content well to illustrate the stories with graphics. Fun use of the theater aisle for text. Excellent job!

### Group C

**First Award:** *Daily Tribune*, Wisconsin Rapids - Sean McKeown-Young: Bright, inviting, lively, professional. You know how to commit to a centerpiece. Strong design framework and good typography. Each page is different, yet all share the same DNA.

**Second Award:** *Herald Times Reporter*, Manitowoc - Staff: Strong use of photos in bold centerpieces. Pages look a little busy. Heroin illustration is powerful.

**Third Award:** *Marshfield News-Herald* - Staff: Eye-pleasing pages build around good photos and outstanding heroin illustration.

**Honorable Mention:** *Portage Daily Register* - Kerry Lechner, Craig Sychalla: Very clean look, but short

on personality.

### Group D

**First Award:** *Door County Advocate*, Sturgeon Bay - Tim Cochran: Single story front cutting edge with panache. Make us want to turn page and see more. Outstanding photography. Awesome use of white space and headline size and font. Great eye.

**Second Award:** *North Shore NOW*, Waukesha: Matt Unrau: Good mixture of elements and use of graphic components. Nice headline treatment. A close second.

**Third Award:** *Hudson Star-Observer*: Doug Stohlberg: Totally love drop down labels. Good, solid design. Best of rest.

**Honorable Mention:** *The Star News*, Medford - Brian Wilson: Commendable effort. Cut-outs worthy.

### Group E

**First Award:** *The Star, Sun Prairie*: Addie Krosschell, Chris Mertes: Congrats to graphic presentation. Top shelf all the way. Invites reader in with large art and great, bold headline fonts. Pancake song nice touch. Top teasers too dense. Bottom teasers OK. Perhaps choose art with less faces in such a small spot.

**Second Award:** *Milton Courier* - James Debilzen: Clean design. Labels work well. Not crazy about centered headlines. Great use of color. Great art, nice size. Subheads a little small. Fonts fresh. Jump lines clean. Overall great design. Enter overall page design next year, too.

**Third Award:** *Grant County Herald Independent*, Lancaster - David Timmerman: Not far off second place. Love the nameplate and use of cutouts up there. Headline font and colored frames a bit distracting.

**Honorable Mention:** *Burlington Standard Press*: -Edward Nadolski, Jennifer Eisenbart: Best of rest. Love art and headline font.

### Group F

**First Award:** *DeForest Times-Tribune*, Sun Prairie - Jake Kurtz, Lauren Anderson: Everything we like. Bold fonts, big art, label heads, cutout and refers up high, appropriate white space. Unanimous choice here.

**Second Award:** *Sauk Prairie Eagle*, Baraboo - Staff: Classic design with modern feel. Kudos on big art. Nice Prairie package.

**Third Award:** *De Pere Journal*, Green Bay - Staff: Make some tweaks on size of bottom refer package.

## Overall Page Design

### Group A

**First Award:** *Green Bay Press-Gazette* - Bill Wambeke: Fearless commitment to strong graphics. Polished, thoughtful work that must delight readers.

**Second Award:** *Green Bay Press-Gazette* - Sean McKeown-Young: Bold pages with strong graphics. July 4 facts felt generic, and Lambeau Field presentation didn't show what it meant to me, the reader.

### Group B

**First Award:** *The Sheboygan Press* - Sean McKeown-Young: Great use of informative graphics that draw the eye and reward the reader for spending time with them. Bright palette makes these pages irresistible.

**Second Award:** *Central Wisconsin Sunday*, Marshfield - Sean McKeown-Young: Just the right amount of cleverness executed with great technical skill. Just a tad drab compared to the

first-place winner.

**Third Award:** *The Reporter*, Fond du Lac - Sean McKeown-Young: Strong, simple, inviting presentation. Graphics took a bit too much time to decipher.

### Group G

**First Award:** *Stevens Point Journal* - Sean McKeown-Young: These pages make tons of hard work look effortless. I have to wonder if the subtlety holds up on newsprint, but the PDFs are beautiful.

**Second Award:** *Herald Times Reporter*, Manitowoc - Sean McKeown-Young: That heroin fishhook makes me cringe, but that's the idea, right? Each page captures the intended mood perfectly. Good ideas, skilled execution.

### Group D

**First Award:** *Wauwatosa NOW*, Waukesha: "World War II vets take flight" - Scott Rieser: Great usage of great art. Invites the reader in. Fonts, colors and screens all mesh. Good work.

**Second Award:** *North Shore NOW*, Waukesha: "End of a chapter" - Matt Unrau: Totally professional presentation. Skirting page awesome. Only reason not top dog here is a correction in submission.

**Third Award:** *Lake Country Reporter*, Hartland: "Blade runner" - Matt Colby: Good treatment on aces pages and we really like column presentation. Cool use of fonts. Nice work overall, taking on tough competitors.

**Honorable Mention:** *Brookfield-Elm Grove NOW*: "Central hosts a Buzz-A-Thon" - Scott Rieser: Overall pleasing but subhead size and especially placement give pause. Strong photography. Not far behind.

### Group E

**First Award:** *The Platteville Journal* -



Steve Prestegard: Really like mixture of headline fonts. Big art more than a bonus, a necessity today. Right on here. Dress up your refers in rail.

**Second Award:** *Grant County Herald Independent*, Lancaster - David Timmerman: Close to first. Six deck headline and overuse of colored borders held you back.

**Third Award:** *Oconomowoc Focus*, Hartland - Emily Kundert: Nice big art. Makes us want to read it. Good work.

**Honorable Mention:** *The Valders Journal*: Brian Thomsen: Good use of headline presentation. Packages work well. Think about sprucing up nameplate.

## Group F

**First Award:** *Sussex Sun*, Hartland: "A Day for the Dogs" - Emily Kundert: Nice big art and big headlines grab attention. Great photography work. Class of this company. Would have switched dogs on first page to be looking in. Particularly liked Godspeed.

**Second Award:** *The Brillion News*: Football page, Honor Flight, Econo - Darcy Zander-Feinauer: Nice fade on cutouts. Really draws attention to highlighted player. Nice touch with athlete's signature.

**Third Award:** *The Woodville Leader* - Ben Seeling, Paul Seeling: Headed in right direction. Nice big main art ,but too busy (too much) small art. Too many elements on cover. Tighten up design.

## Page Design - Feature

### Group A

**First Award:** *Green Bay Press-Gazette* - Des Moines Design Studio: The Country USA spread is arresting and

informative. Design gives it room to breathe. Other pages are nice but flirt with trying too hard. Beware of novelty typefaces.

### Group B

**First Award:** *The Reporter*, Fond du Lac: Sean McKeown-Young: Great versatility with a "traditional" front page, a feature cover and an infographic, all looking like a reader couldn't help but be drawn in.

**Second Award:** *Wausau Daily Herald*: Jen Pudenz: Kudos for knowing when to get out of the way of great photos. Designer made the right call. Only thing I question is the script typeface.

**Third Award:** *The Gazette*, Janesville: Tim Seeman: Nice pages, but beware of novelty fonts. (Also, why the calm sea with the surfing paradise headline?)

### Group C

**First Award:** *Portage Daily Register*: Craig Spychalla: Great body of work. All very attractive pages.

**Second Award:** *The Daily Reporter*, Milwaukee: "Green Building Stuck in a Gray Area" - Jayne Laste: Good use of color. Eye-catching layout.

**Third Award:** *Herald Times Reporter*, Manitowoc: Kelley Simms: Definitely grabs the reader's attention. Well done!

**Honorable Mention:** *Daily News*, West Bend: Spark - Jennifer McBride: Awesome work here. The layouts just pop right off the page and catch your attention.

### Group D

**First Award:** *Germantown-Menomonee Falls NOW*, Waukesha: "A whole bunch of eggs" - Matt Unrau: Packages begin with concept, and those are commendable.

**Second Award:** *North Shore NOW*,

Waukesha: Matt Unrau: Made excellent use of headlines and nice big art. Clean design, good use of white space. A close second.

**Third Award:** *The Country Today*, Eau Claire -Jenn Stirmel: Good, clean design. Nice way to depict humorous nature of story. Great use of color in Naughty or Nice. Enjoyed your submissions.

### Group E

**First Award:** *The Star*, Sun Prairie - Alyssa Skiba: Big art, big fonts, big white space, big winners.

**Second Award:** *The Richland Observer*, Richland Center - Virginia Poole: Needs larger main art and larger headlines. Let's just forget you entered the Steampunk page.

**Third Award:** *Ripon Commonwealth Press* - Ian Stepleton: Nice strong packages and graphic elements.

## Page Design - Sports

### Group A

**First Award:** *Green Bay Press-Gazette* - Jake Lovett: Colorful and energetic pages. "Golden Again" is best of the bunch for its strong photo and headline treatment. Hierarchy is important.

### Group B

**First Award:** *Central Wisconsin Sunday*, Marshfield - Justin Brisson: "Put to the test" and "Something special" are great centerpiece presentations that pull the reader in. Nice use of space and color.

**Second Award:** *Leader-Telegram*, Eau Claire - Mike Klees: Strong main headlines and photos, although it feels like you're trying to fit too much on each page. Nice play for the well-planned portrait of the volleyball player.

### Group C

**First Award:** *Daily Tribune*, Wisconsin Rapids: Justin Brisson: Bold centerpieces are part of a clean design. Good use of white space to keep the pages inviting.

**Second Award:** *Marshfield News-Herald* - Justin Brisson: Nice, clean look. Could use a stronger sense of hierarchy. Are you trying to fit too much onto the page?

### Group D

**First Award:** *Lake Country Reporter*, Hartland: "The Incredible Volk" - Matt Colby: The use of graphics, type and photo editing techniques helped to bring these three sections to the top.

**Second Award:** *Superior Telegram* - Ken Olson: All three sections used a lot of photos to help tell the story. Nice layouts helped to carry the page.

**Third Award:** *Wauwatosa NOW*, Waukesha: "Football Preview" - Scott Rieser: The use of photos help to draw readers into the pages of the newspaper.

**Honorable Mention:** *Germantown-Menomonee Falls NOW*, Waukesha: "No slowing Almonte" - Matt Unrau: Good layouts throughout. I would have liked to see the photo that went with the "No slowing Almonte" story a little larger to help draw readers to the story.

### Group E

**First Award:** *Ripon Commonwealth Press* - Jonathan Bailey: Outstanding use of graphics in all three pages. The design of the pages set them apart from all other entries in the division.

**Second Award:** *Grant County Herald Independent*, Lancaster - A.J. Gates: There were several elements to the pages that helped to vault it into sec-

ond place. The use of graphics along with the weekly schedule and the right rail were nice added touches.

**Third Award:** *The Platteville Journal* - Jason Nihles: Hard to pick between two and three great use of photos and graphics within the pages.

**Honorable Mention:** *The Stoughton Courier Hub*: “Going back to state, Extra special, Best in the section” - Anthony Iozzo: All of the pages are were very clean with only three stories on each of them, along with photos.

#### Group F

**First Award:** *The Oregon Observer*: “No time to spare, A shootout to remember, A march of a champion” - Anthony Iozzo: Great mixture of photos and graphic elements within each of the pages. Large photos help to draw the readers into the pages of the paper.

**Second Award:** *Jackson County Chronicle*, Black River Falls - Cassandra Colson: Good use of photos within each of the stories; very clean layout.

**Third Award:** *Lodi Enterprise* - Rachele Blair: The mugshots that accompany the stories help put a face on standouts who may not be pictured in the photos in each of the games.

**Honorable Mention:** *The Courier*, Waterloo - Karl Raymond: A few of the pages got a little busy as several of the photos were the same size.

## Reporting on Local Government

#### Group A

**First Award:** *La Crosse Tribune*: “All bark and no bite?” - Betsy Bloom, Chris Hubbuch, Anne Jungen: Great use of data to identify a situation

worth raising questions about. I realize the focus was on the code enforcement system, but it seems awfully restrained not to single out an egregious offender or two.

**Second Award:** *La Crosse Tribune*: “On track to expand: Recent oil train accidents raise fears about BNSF plans in La Crosse” - Betsy Bloom: A thorough and well-written exploration of an circumstance that had bearing on the community’s safety. Great job placing the issue in a broader context.

**Third Award:** *La Crosse Tribune*: “The battle over branch libraries” - Betsy Bloom, Chris Hubbuch: A community issue written with depth and a clear sense of context. It’s pieces like this that give readers precisely the information they need to make clear judgments about issues in their communities. The comparisons to other libraries make the piece particularly strong.

#### Group B

**First Award:** *Wausau Daily Herald* - Theresa Cliff: Great watchdog reporting. Aggressive, but fair. Your city is lucky to have you.

**Second Award:** *The Sheboygan Press*: “Amsterdam Dunes, Slipping Away and Urban Wilderness” - Janet Weyandt, Josh Lintereur: Well-written stories that show a keen sense of the landscape and the significance of it to the local community.

**Third Award:** *The Journal Times*, Racine - Cara Spoto: Solid work explaining important local issues. I wanted to see a stronger effort to quantify the results of the mayor’s cross-county boosterism and a richer sense of the dispute surrounding soil testing at the cemetery. Don’t raise an uncatalogued American Indian burial ground in the first graph unless you’re going to tell us something about it by the last.

#### Group C

**First Award:** *Portage Daily Register*: “The \$55 Million County Question” - Lyn Jerde, Shannon Green, Craig Spsychalla: I loved the frequently asked questions and the “closer look.” Readers were able to take this complex situation and understand it in bite-sized chunks, and I really appreciated it. There were great graphics, excellent sources and awesome coverage of political issues in Portage.

**Second Award:** *Stevens Point Journal*: “The saga of Business Highway 51” - Chris Jones, B.C. Kowalski: The *Stevens Point Journal* did such an awesome job of telling the “saga of Business Highway 51” in a wide variety of ways. Instead of just reporting on the issue, writers interviewed lawmakers to get their input (loved the “legislative focus” sidebar) and designers provided excellent supplementary material like maps, fact boxes and more. The readers of this newspaper were very well served, and I’m sure they appreciated the attention to detail in this situation. Excellent job.

**Third Award:** *Herald Times Reporter*, Manitowoc - “Budget Battle Expected Tonight, Campsites proposal meets opposition, Manitowac lean initiatives” - Charlie Mathews: It seems like this community really cares about its government, and the newspaper does a great job of satisfying their readers’ interests. There were meeting previews, meeting coverage and in-depth stories based on issues discussed in and out of those meetings. The staff seems dedicated to this beat, and its readers are fortunate to have them.

**Honorable Mention:** *Marshfield News-Herald*: “City works to improve railroad safety, Crossing closure, ‘Overwhelming’ support to keep Maple crossing open” -Liz Welter: I liked how the newspaper covered the

railroad safety issue from all angles, seeking input from as many sources as possible. Instead of just previewing the survey or recapping it like a lot of media outlets would do, this newspaper did both, and it dove into the reasons why people answered the way they did. Great community journalism.

#### Group D

**First Award:** *Mukwonago Chief*: “Tough times for NPF” - Kaitlin Phillips: Good coverage of important local issues. Stood out in a large pool of entries.

**Second Award:** *Oconomowoc Enterprise*, Waukesha: “Town residents fed up with antics at weekly rental homes, Town grapples with regulating lake home rentals, Delafield council denies bid to reopen gun ranges” - Josh Perttunen: Nice coverage on the issues represented within the entry.

**Third Award:** *Vernon County Broadcaster*, Viroqua - Matt Johnson: Good writing that stands out on issues important to their communities.

**Honorable Mention:** *Waukesha NOW*: “Attorney says Alba’s fate could depend on one testimony” - Christopher Kuhagen: Nicely written coverage of the entry’s topics.

#### Group E

**First Award:** *Ripon Commonwealth Press*: “City sues developer, Boca, Connolly respond to the city: It’s mostly Ripon’s fault, Ripon was warned: Consultants, staff said ‘wait’ on ‘09 Boca deal, ‘The city lacked safeguards” - Ian Stepleton: Great job digging deep on this story with in-depth reporting and use of open records. The summarizing of legal verbiage was a great idea too. It would have been nice to have more of a back story regarding the developments (e.g. what was planned, etc.) early on.



**Second Award:** *The Stoughton Courier Hub*: Kettle Park West coverage - Bill Livick: Very solid continued coverage of an important and controversial topic. Nice job.

**Third Award:** *Lake Geneva Regional News* - Jade Bolack: Good job getting beneath the surface and showing both sides on issues of importance in the community.

#### Group F

**First Award:** *The Brillion News*: “Tree removal, Well mistake, Turning into trailer park” - Ed Byrne and Andrew Pantzlaff: Byrne and Pantzlaff make local government interesting. Their story selections include a contentious, crowded meeting, an aggrieved resident, and a utilities update. That story, “Mistake could jeopardize new Brillion well” has one of the best ledes I’ve ever read!

**Second Award:** *Poynette Press*: “Ban shot down, Range under fire, Engineer credits village for mistake” - Rachele Blair: Blair makes good use of the inverted pyramid to make her government stories readable and interesting. Excellent lead in “Range under fire.”

**Third Award:** *Lodi Enterprise* - “Solving the property problem, Legion starts remodel, Investigating the Lodi drug problem” -Rebecca Rudolph: Good focus on what local government can do for folks.

## Reporting on Local Education

#### Group A

**First Award:** *The Post-Crescent*, Appleton: “Security upgrade, Educational marketplace, Room for improvement” - Jen Zettel : I absolutely loved the *Post-Crescent’s* ability to localize state and national news with a timely spin. Each story — be it security upgrades,

disciplinary issues or law adaptations — was very interesting and hyper-local. So many perspectives were offered for each story that I understood the entire concept of each story, and they were written in such a way that I wasn’t bored by the end. The presentation was wonderful and I really appreciated the factboxes, sidebars and subheads that allowed readers to take in the stories in bite-size pieces. Excellent work.

**Second Award:** *The Capital Times*, Madison: “Discipline in Madison schools” - Pat Schneider: I was so surprised how this news outlet was able to take one topic (disciplinary action) and provide three completely different ways of writing about it. Of course, the angles were different, but each story had its own news element, blending reader interaction, hard news, state news and more, using the appropriate sources to investigate the issue. I really appreciated the reporter’s approach to the story with the girl who was suspended for an alcohol offense. It was very balanced and tasteful. Great work.

**Third Award:** *Green Bay Press-Gazette*: “Farm to School” - Patti Zarling: I really liked this series. The writer should be commended for being able to find so many different angles on this popular topic that a lot of news sources would have tried to write in one piece. Different perspectives on the farm-to-table concept painted the entire picture of the practice for readers. Great job.

**Honorable Mention:** *Green Bay Press-Gazette*: Education - Patti Zarling, Adam Rodewald: The design of this newspaper is amazing, as are the factboxes and sidebars that go with it. The writing was great, and I appreciated the localization of some state and national issues, but felt some of the story topics lacked originality. Nonetheless,

the proper sources were approached and great packages provided useful information for the readers.

#### Group B

**First Award:** *The Reporter*, Fond du Lac: “War on Sweets, Counselors, Religious music” - Colleen Kottke: *The Reporter* seems to have a huge investment in the education of its readership. I’m so impressed by the wide range of stories covering every aspect of the school system at all different levels. I particularly liked the ‘war on sweets’ package. It sounds like such a simple topic, but the pull out boxes, quotes and facts were so informative and useful that I can’t imagine anyone would not find the piece intriguing. Great work.

**Second Award:** *Kenosha News*: “Technology use in schools continues to grow” - Jessica Tuttle: I really liked the technology use mini-series. At first, when I saw the kicker, I thought the topic was a little outdated, but the reporter did a great job of focusing on modern technology and how it’s so important to students. I appreciated the use of language that even the technologically-inept could understand, and having voices from all different levels. I think my favorite part was the number breakdown.

**Third Award:** *The Reporter*, Fond du Lac: Cardinal Columns rape joke controversy - Sharon Roznik, Colleen Kottke, Peggy Breister: What an interesting education piece for a journalist to write. I thought the column was an excellent supplement to this coverage, and I was so intrigued by the writing and the issue that I was compelled to read more about it. I loved that these students were given a voice through your newspaper, and I thought the coverage of the issue was very fair and balanced, including in the column. What a great platform for these students to exert their opinions.

**Honorable Mention:** *Wausau Daily Herald*: “Schools to limit religious music, Message received, Preserving cursive” - Keith Uhlig, Shereen Siewert: What may have seemed to be a small issue may have been overlooked at a board meeting, but these reporters did such an amazing job of following the controversy of school music all the way through the process. I was very impressed by the writing, the variety of voices and the balanced reporting. Great job.

#### Group C

**First Award:** *Marshfield News-Herald*: “Tough lessons to learn; Brain drain; Busing, repairs prove costly” - Logan Carlson Told readers about changes affecting rural school districts in a way that would interest all readers, no matter the size of their home district. Explored all the angles.

**Second Award:** *Herald Times Reporter*, Manitowoc: “Eating healthy comes with a cost; Innovation dramatically changing the classroom; With budget talks approaching, school district weighs options” - Phillip Bock: Tracking educational innovation is important since many of the readers experienced a very different kind of education.

**Third Award:** *The Chippewa Herald*, Chippewa Falls: “Extra Effort: Chi-Hi’s Hannah Kuester refuses to let cancer define her, Rise in subsidized meals a sign of climbing poverty rates, Students find Chromebooks useful tools” -Elizabeth Dohms: Beat coverage showed a lot of outstanding variety and told stories from a human perspective.

**Honorable Mention:** *Daily Tribune*, Wisconsin Rapids: “Enrollment at MSTC projected to rise for first time in 3 years, WRPS could see rare increase in enrollment, Teachers: Still a place

for cursive writing” - Melanie Lawder: Covered the education beat well by tracking the numbers and explaining them to readers.

#### Group D

**First Award:** *Lake Country Reporter*, Hartland: “Local teaching positions lost, despite Act 10” - Steve Garrison: Writer demonstrated a high degree of understanding of a complicated subject and made the subject quickly relevant to the reader, and the impact Act 10 has had on local school districts. Despite a lot of figures and percentages, story lands strong and delivers compelling material that kept my attention to the very end.

**Second Award:** *Door County Advocate*, Sturgeon Bay: “Lunch angels to the rescue, New Curriculum ahoy, A different route to a diploma” - Samantha Hernandez: Great story on a subject that doesn't get enough press, quite frankly: student lunches and who qualifies and pays for them. Story placement was right for front page. Awesome photo too! Really liked the overhead shot. Good work to writer and layout team.

**Third Award:** *North Shore NOW*, Waukesha: “Tough financial learning curve” - Michael Meidenbauer: Great lead. First three graphs tells me this writer is well versed in K-12 education. Complicated topic made simpler to understand thanks the clean, easy-to-follow narrative.

**Honorable Mention:** *Superior Telegram*: “Disabilities create hurdles to open enrollment, Report cards out for local schools, School Board takes look at facilities” - Emily Kram: This story could easily have qualified for a higher position, were it not for a strong field of entrants. Personal lede to story was the hook that kept me reading on. Really good work.

#### Group E

**First Award:** *Ripon Commonwealth Press*: “That's Good Advisory, Survey support leans toward combo high-middle school, School Board re-votes, but aide spots still cut, College graduation speakers offer nine Tweets to live by, Consultant: Re-brand Green Lake School” - Aaron Becker: Selection of stories stands out for its depth of coverage, creativity, attention to detail and commitment to covering many aspects of the local schools. Writing was solid and did the deep dives into topics necessary for a win in this category. This is representative of the vital reporting we need in papers.

**Second Award:** *The Stoughton Courier Hub*: Stoughton Area School District referendum - Scott De Laruelle: Tough decision to place this second (instead of first). Writing is excellent and in-depth; great job at representing the different and complex facets of what to consider for this school funding vote. All communities would be lucky to have this much explanation for local election issues of this magnitude. Great series.

**Third Award:** *Milton Courier*: James Debilzen: This is excellent meeting coverage; perfect example of how to flesh out and breathe life into what usually ends up sounding like meeting minutes. Clear, concise writing; solid and informative work.

#### Group F

**First Award:** *Jackson County Chronicle*, Black River Falls -Cassandra Colson: Thoroughly enjoyed this entire entry. You're a great reporter who knows how to tell a story, whether that's hard news or a profile. Your ledes pull a reader in and your writing keeps them interested throughout. Loved the twins story. Great photos and info boxes. All of the other stories you

wrote for the same edition didn't go unnoticed either. Well done.

**Second Award:** *The Oregon Observer*: Oregon School District reporting - Scott De Laruelle: Very strong entry that narrowly missed a first-place win. Great photos and sidebars. The sidebars were just as strong as the main stories and did a nice job giving specific examples of what the main pieces talked about. Really enjoyed the personalized learning series and how you introduced it by talking with a teacher who'd been following that technique for a while. Innovative storytelling that shows you have a great grasp on this education beat.

**Third Award:** *DeForest Times-Tribune*, Sun Prairie - Lauren Anderson: Nice mix of hard news and feature stories. Great use of photos, a graph, multiple quotes, an info box and plugging an upcoming fundraiser. Really nice job on the school lunch photo and getting at food level with the shot. It's always nice to see a reporter go above and beyond simply covering school board meetings.

**Honorable Mention:** *The Brillion News*: Andrew Pantzlaff: Nice array of stories with several different sources. It shows that you know the important people to talk to.

## Special Pages

#### Group A

**First Award:** *The Post-Crescent*, Appleton - Staff : Comprehensive section with lots of local content and engaging, easy-to-read layouts.

**Second Award:** *Green Bay Press-Gazette* -Daniel Higgins: Really loved the local anchor story on each page.

#### Group C

**First Award:** *Marshfield News-Herald*

- Jan Zettler, Logan Carlson: Kids in sports get all the ink. Bravo to this newspaper and the reporter who put it all together for giving the brainiacs their own space. Engaging stories, nice photos and well-done layouts.

**Second Award:** *Daily News*, West Bend - Linda McAlpine: Local history is always a winner. This section was well-put together and interesting.

**Third Award:** *Daily News*, West Bend - Dan Muckelbauer: Faith pages are usually done weekly and can be something of an afterthought filled with canned copy. These were filled with local content ... which makes all the difference.

#### Group D

**First Award:** *Vilas County News-Review*, Eagle River - Gary Ridderbusch, Kurt Krueger, Anthony Drew: Krueger is the kind of writer who can draw the attention of someone who really doesn't even care that much about fishing. He does an excellent job covering the local fishing scene.

**Second Award:** *The Star News*, Medford - Brian Wilson, Mark Berglund: Berglund's second entry, when he spoke with a local young farmer, was really good, but the interest isn't as strong when he's running through statistics, even though he does a good job of it.

#### Group E

**First Award:** *Jackson County Chronicle*, Black River Falls - Staff: The Jackson County Chronicle's Home and Real Estate section offers the best reading, with initiative shown in contacting sources for information. Overall, there's plenty of information and tips for homeowners.

**Second Award:** *Jackson County Chronicle*, Black River Falls -Staff: A fea-



ture, such as the story on Ho-Chunk challenges, helps this entry rise above the typical collection of school news. Additional strong features would make it a winner.

## Investigative Reporting

### Group A

**First Award:** *Green Bay Press-Gazette*: “Cry for help” - Adam Rodewald: Outstanding and comprehensive look at abuse to an extremely vulnerable population. This kind of watchdog reporting is critical to the future of journalism.

**Second Award:** Gannett Wisconsin Media, Appleton: “Watching our steps, ACLU: State bill on cell-tracking falls short, DOJ remains mum on cell-tracking practices” - Eric Litke: Fascinating subject and one that is not often reported on. Stories give readers a straight-forward understanding of how this technology works.

**Third Award:** *Wisconsin State Journal*, Madison: “Walker tough on paroles” - Dee J. Hall: This topic affects a large number of people directly, and even more in an indirect way. Dogged reporting revealed the big change between administrations and readers should know that, especially in an election year.

**Honorable Mention:** *The Post-Crescent*, Appleton: “Delays and Denials, ‘I thought I’d be fired’” - Jim Collar: Readers were well served by the newspaper, which was doing its part to hold the school district accountable for the safety of its students.

### Group B

**First Award:** *Wausau Daily Herald*: “Public works projects break laws, director resigns” - Theresa Clift, Pete Wasson, Mark Treinen: Pursuit of this story, when city officials did not want to share information, was difficult, but

clearly paid off. Readers were eventually let in on the secret of how much the departed city employee was paid.

**Second Award:** *The Gazette*, Janesville: “Despite warnings, Whitewater church let sex offender work with children” - Nico Savidge: This is the kind of cautionary tale that parents fear the most when their children are put at risk. Excellent exposé.

**Third Award:** *The Gazette*, Janesville: “City meeting draws questions” - Frank Schultz: The public has a right to know and this newspaper made sure that it did. Well done.

**Honorable Mention:** *The Gazette*, Janesville: “Waiting, hoping, for an uncertain ride: Non-emergency transport system struggling with complaints” - Catherine Idzerda: Not every story is about a life or death situation. Still, this service to the public was worthy of investigation.

### Group C

**First Award:** *Daily Tribune*, Wisconsin Rapids: “Adams leaders stand by project, GEITS leader answers criticism, Adams to redo development agreement with GEITS” - Nathaniel Shuda: Journalism at its best – comfort the afflicted and afflict the comfortable.

**Second Award:** *The Daily Reporter*, Milwaukee: Dan Shaw.

**Third Award:** *Baraboo News Republic*: “Health of circus elephant questioned” - Tim Damos.

**Honorable Mention:** *Daily News*, West Bend: “A Look Inside Residential Care Facilities” - Amanda Voss, Ken Merrill, Jennifer McBride:

### Group D

**First Award:** *Waupaca County Post* (formerly *County Post West*), Waupaca: “Judicial race turns personal,

Complaints regarding horses trigger investigation, Clintonville woman charged for mistreating horses” - Robert Cloud: It’s obvious a lot of time and effort were put into these stories. You’ve done a good job at laying out the facts for your readers.

### Group E

**First Award:** *Ripon Commonwealth Press*: “Ripon was warned: Consultants, staff said ‘wait’ on ‘09 Boca deal; ‘The city lacked safeguards’” - Ian Stepleton: I’m impressed with your ability to condense five years’ worth of investigation into these concise, well-written articles.

**Second Award:** *The Waunakee Tribune*: “DNR Digester” - Roberta Baumann: It’s obvious that a lot work went into these stories too. Good job incorporating many opinions.

**Third Award:** *Milton Courier*: “Survey: 13% of districts have communications” James Debilzen: This is a somewhat unique topic but, as the story proves, worthy of investigation.

**Honorable Mention:** *The Dunn County News*, Menomonie: “City, DNR order QLF to clean retention pond; Pumping and hauling, clearing and cleaning” - Barbara Lyon.

### Group F

**First Award:** *Jackson County Chronicle*, Black River Falls: “Felon in Office” - Matthew Perenchio: Great job following up on tip and digging in. Mr. Larson obviously had no plans of coming forward about his conviction, and the paper made sure the public was aware.

**Second Award:** *Jackson County Chronicle*, Black River Falls: “County chair not charged following investigation” - Cassandra Colson: Good job on following up on this incident. Certainly looks like he received special

treatment. Would have liked to hear what the forestry and parks employees had to say.

## Entertainment Pages

### Group A

**First Award:** *Green Bay Press-Gazette*: “Weekend” - Kendra Meinert.

**Second Award:** *The Post-Crescent*, Appleton - Ed Berthiaume.

### Group B

**First Award:** *Kenosha News*: “Get Out” - Elizabeth Snyder, Jessica Tuttle, Brian Harkey: I loved all of the content in the samples provided to me. The front covers were all fun and engaging, there were fun stories inside with plenty of local content, and all of the local stories engaged me. I was really impressed with how put together everything was.

**Second Award:** *The Journal Times*, Racine: “Artistic Teamwork: BONK! To present its 65th show, Locally Grown, Down the Road” Lee B. Roberts, Ann M. Walter, Loreen Mohr, Dan Talsky: I enjoyed the engaging cover art and also enjoyed the content inside, with plenty of accompanying information boxes to go along. Very well done and easy to read.

**Third Award:** *Beloit Daily News*: “Grab a seat and kick back with the master of Blues” - Erica Pennington: I really like the direction you all took with your pages, and thought the designs each reflected the stories, which themselves were well done. The only thing I would do differently would be to make some of the content easy to read. Clean some of that up, and you have a really great section.

**Honorable Mention:** *The Freeman*, Waukesha: “TimeOut” - Dwayne

Butler: I liked this section. It was very cleanly designed and provided plenty of information. Perhaps you could spice things up with some more fun designs to really make things pop. I thought the stories were engaging and written well.

### Group C

**First Award:** *Portage Daily Register*: “Animal Instinct, Fishwrap, Brewing up some Funk” - Craig Spychalla: Very clean layouts with strong use of visuals. Strong, well-sourced local content. I enjoyed the use of local content with national stories to create a nice mix of entertainment news.

**Second Award:** *Stevens Point Journal*: “GO!” - Jamie Rokus: I really enjoyed the strong local content, and the clever headlines. The pages also had a lot of color. They really “popped.”

**Third Award:** *Daily Tribune*, Wisconsin Rapids: “GO!” - Mystique Macomber: These entries were well done, especially the Halloween page. Very informative content to serve readers.

**Honorable Mention:** *Marshfield News-Herald*: “GO!” - Jan Zettler: I enjoyed these pages and liked how there was a wealth of local information. It would have been nice to see some of the centerpiece stories fleshed out a bit more with more information and sourcing.

### Group D

**First Award:** *Door County Advocate*, Sturgeon Bay: “Your Key to the Door Weekly” - Christopher Clough: Clear cut winner. Visually pleasing, content informs. Big headlines, loads of color, interesting art makes us yearn for more.

**Second Award:** *Hudson Star-Observer*: “Now Playing” Carole Rieg: Sheer amount of content, diverse mix of stopping points is commendable. Big-

ger art needed.

## Graphics

### Group A

**First Award:** *Green Bay Press-Gazette* - Bill Wambeke: Very attractive work. Adds much to the stories. Well done.

### Open Category

**First Award:** *Wausau Daily Herald* - Sean McKeown-Young, Pete Wasson: Great use of graphics. Definitely added to the stories.

**Second Award:** *The Journal Times*, Racine - Dan Talsky: Good use of color. Nicely done!

**Third Award:** *The Gazette*, Janesville - Tony DiNicola: Very visually appealing. Great work!

**Honorable Mention:** *The Daily Reporter*, Milwaukee - Jayne Laste: Good work. Good use of shading.

### Open Category

**First Award:** *Ripon Commonwealth Press* - Jonathan Bailey: Very visually attractive. Draws attention to the story.

**Second Award:** *Lake Geneva Regional News* - Sarah Schauf: Very good use of graphics to illustrate otherwise dry material here.

**Third Award:** *Ripon Commonwealth Press* - Ian Stepleton: Striking work. Well done!

**Honorable Mention:** *The Star*, Sun Prairie - Sue Spahn: Attractive use of graphics. Definitely catches the reader’s eye.

## General Web Excellence

### Open Category

**First Award:** *Brookfield-Elm Grove NOW*, Brookfield - Michael Meiden-

bauer, Jon Olson, Jennifer Pfaff, Heather Ronaldson, Tom Skibosh, John Rasche, Dan Polley: Easy to navigate. Like how it is divided into sections and lots of links to go right to what you are interested in seeing. Like the thumbnail photos beside links and good-sized art when clicking on stories.

**Second Award:** *Wauwatosa NOW*, Waukesha - Michael Meidenbauer, Jon Olson, Jennifer Pfaff, Rory Linnane, Tom Skibosh, Dan Polley: Virtually indistinguishable from first place. Basically a toss-up. Same comments as first apply here – easy to navigate, good links, clean-looking website.

**Third Award:** *Waupaca County Post* (formerly *County Post West*), Waupaca - Robert Cloud: Nice website, not quite as many bells and whistles as first and second in this category.

**Honorable Mention:** *Inter-County Leader*, Frederic - Staff: Not sure why obituaries are the focus of your website. There should be a link for them, with the focus on news stories and links.

### Open Category

**First Award:** *The Woodville Leader*: -Paul Seeling, Ben Seeling: Looks great! Like the photo sizes at top and changing stories. Stories beneath also have good-sized photos to capture attention. Easy links.

**Second Award:** *The Brillion News*: Andrew Pantzlaff, Ed Byrne, Darcy Zander-Feinauer, Lisa Sprangers, Kris Bastian: Good job.

**Third Award:** *Jackson County Chronicle*, Black River Falls: Staff: Very nice.

## Creative use of Multimedia

### Open Category

**First Award:** *Ripon Commonwealth Press*: Coverage of the historic Watson Street fire - Staff: INCREDIBLE footage from first responder sets the tone for an amazing entry. Capturing citizen reaction to the fire’s after-effect wraps everything up brilliantly. Stunning still photography throughout. WOW ... amazing work!

**Second Award:** *Lake Geneva Regional News*: “How to cook a turkey in five minutes” - Jade Bolack, Joy Kowald: The kid’s commentary – and the thoughtful editing – made this entry an absolute pleasure to digest. Clever!

**Third Award:** *Lake Country Reporter*, Hartland: “The heartbreak of heroin: Grieving mother tells story of daughter’s descent, Opiate addiction a ‘plague’ in Lake Country” - Donna Frakel, Michael Meidenbauer, Steve Garrison, Kaitlin Phillips, Carol Spaeth-Bauer: Painful story ... thoughtfully presented through a number of access points. A real public service.

**Honorable Mention:** *Waupaca County Post* (formerly *County Post West*), Waupaca: “Relay teams stand out at state” - Robert Cloud, Greg Seubert, Holly Neumann: Great photos, great writing, nice video!

## Web Special Project

### Group D

**First Award:** *Ripon Commonwealth Press*: “Coverage of the historic Watson Street fire” - Staff: Your staff put a lot of time and effort into covering this fire and it showed in your vast array of content. I loved the landing page so readers could easily bookmark that for the most current news on the fire. Your coverage included everything — videos, audio of the 911 call, photo galleries, first-person



accounts, follow-up stories, letters from readers and an online poll. Bravo.

**Second Award:** *Lake Country Reporter*, Hartland: “The heartbreak of heroin: Grieving mother tells story of daughter’s descent Opiate addiction a ‘plague’ in Lake Country” - Michael Meidenbauer, Donna Frake, Steve Garrison, Kaitlin Phillips, Carol Spaeth-Bauer: You used a lot of great methods to tell this important story. From your audio clips to your interactive map, your online readers had a lot of extras to digest. The sidebar with links to your past content is such a great idea. Rather than linking to old content in your new story, when you’ve covered a series as well as you have and have so many past stories, it’s smart to pull them out and make it easy for readers to maneuver through it all.

**Third Award:** *Sussex Sun*, Hartland: “Butler PD Under Fire” - Michael Meidenbauer, Kelly Smith: You created a really nice timeline with links to must-read documents and past stories in this ever-evolving tale of police misconduct. My only suggestion would be to include a link to a story with every timeline entry. There were times when documents were the only thing linked on the timeline and it would have been nice to also have been able to read the most current story as of that time.

**Honorable Mention:** *Ripon Commonwealth Press*: “The Shot” - Jonathan Bailey: What a great video. It shows the raw emotion of a championship game. Not to mention, the buzzer-beater ending. The only thing that could have been made it even better was to have had an interview with Ben. Smart decision to include the video with all of the follow-up stories, as well. When you have a goldmine like that (100,000+ views), keep pushing it out to as many online audiences as you can.

## Social Media

## Journalism - News

### Group A

**First Award:** *Green Bay Press-Gazette*: “Public service-Tornado sirens” - Doug Schneider: This is what social media is about: getting information out and being part the solution to problems. To do that, we must be interactive in our communities. This is a perfect illustration of that.

**Second Award:** *The Post-Crescent*, Appleton: “Dudas Trial” - Ariel Cheung: Knowing what the people want to know about is important. Time was we couldn’t compete with television and radio; now we can. This proves people are turning to us for information ... which is very, very good news.

**Third Award:** *The Post-Crescent*, Appleton: Education coverage, breaking news - Jen Zettel: Interacting with readers is a great thing to do. This is such a new tool for newspaper reporters; this particular reporter knows how to make it work.

### Group B

**First Award:** *Wausau Daily Herald*: “Wausau school music controversy” - Joe Tamborello, Keith Uhlig, Robert Mentzer, Shereen Siewert: Thorough ... follows every twist and turn and captures the controversy when school music programs and free speech collide.

**Second Award:** *Leader-Telegram*, Eau Claire: Twitter coverage of local Eau Claire election race - Andrew Dowd.

**Third Award:** *The Gazette*, Janesville: “Stabbing, killing shock city” - Nick Crow, Andrew Reuter, Dave von Falkenstein.

### Group C

**First Award:** *Marshfield News-Herald* - Staff: Strong multi-platform coverage.

**Second Award:** *Stevens Point Journal*: “Gay Marriage Protest” - Sari Lesk, Andy Davis, Jamie Rokus, Pete Wasson: Followed a controversial issue in a compelling manner.

**Third Award:** *Daily Tribune*, Wisconsin Rapids: Staff: Good work.

**Honorable Mention:** *Herald Times Reporter*, Manitowoc: News Twitter posts - Sarah Klopping.

## Social Media Journalism - Sports

### Group A

**First Award:** *Green Bay Press-Gazette*: “Insiders blog” - Staff.

### Group B

**First Award:** *Beloit Daily News*, Beloit: “An uplifting evening in South Beloit” - Josh Flickinger.

**Second Award:** *Beloit Daily News*: “The look that said it all” - Josh Flickinger.

**Third Award:** *Beloit Daily News*: The “Grinch can’t keep Beloit Memorial down” - Josh Flickinger.

**Honorable Mention:** *The Gazette*, Janesville: “Parker baseball falls in state tournament” - Eric Schmoldt, John Barry, Dave von Falkenstein, Andrew Reuter.

## General Digital Excellence

### Group A

**First Award:** *The Capital Times*, Madison - Staff: Very clean design and easily navigable between pages and sections. Easy to pick out items of interest. Good community engagement on the race issue. Very good interactive graphics.

**Second Award:** *Green Bay Press-Gazette* and *PackersNews.com* - Staff: Basic design the same for the second and third places. What sets this entry apart is the Packer coverage for a very passionate fan base. One drawback: Design causes these impact pages to be slightly busy.

**Third Award:** *The Post-Crescent*, Appleton - Joel Christopher, Terry Lipshetz, Jim Reese, Chad Burkholder, Maurine Saliger: Solid local report and good navigation in such areas as Milestones, which still are so important to communities.

### Group B

**First Award:** *The Gazette*, Janesville - Staff: Clean design and a pleasing site to navigate. Easy to pick out items of interest. Special section landing page particularly effective. Strong local report.

**Second Award:** *Wausau Daily Herald* - Staff: Clean design and navigable. Local content is easily distinguished from other content. Good engagement in the feature allowing readers to ask an officer about laws.

**Third Award:** *The Reporter*, Fond du Lac - Carlos Munoz, Laurie Ritger, Colleen Kottke, Sharon Roznik, Patrick Flood, Aileen Andrews, Heather Stanek, Peggy Breister, Gary Clausius: Presents a solid local report as far as breadth of coverage. Very strong reliance on video, particularly produced video with voice-over that is not necessarily effective.

### Group C

**First Award:** *Herald Times Reporter*, Manitowoc: Staff: Good local sports coverage and deeper dives locally reflect the issues and people to care about in this community.

**Second Award:** *Marshfield News-*

*Herald* - Staff: The opinion pieces, especially, reflect a local flavor that is important. Solid local news report.

**Third Award:** *Daily Tribune*, Wisconsin Rapids: Staff: Lots of good features that are important to the community. Harder news tends to be beyond local.

## Digital Project: Limited

### Group A

**First Award:** *The Post-Crescent*, Appleton: "Dictionary of American Regional English reboots for new generation" - Ariel Cheung: Originality and creativity. These two words sum up your quiz and map perfectly. This was a fun way to boost the audience of a story that, on its own, might have been just another story that was read and then forgotten days later. Instead, you did something super creative and original - developing a reader-friendly quiz and putting together a map for regional sayings. (By the way I only got a 30 percent on the quiz, which makes sense because I'm not from Wisconsin.) Super cool audience engagement tools, and you saw the traffic boost as a result. Way to go!

**Second Award:** *The Post-Crescent*, Appleton: "In The Moment: Hanging on to memories" - Dan Powers: Loved, loved, loved this video. You did a great job of capturing the emotions, the fears, the realizations, and the poignant moments in this video. Nice shooting and editing!

**Third Award:** *The Post-Crescent*, Appleton: "Newborn baby screening" - Dan Powers: This video was effective in that it allowed a mother and father to tell their son's cautionary

tale while also drawing the viewer in with chronological visual cues that went along with what the mama was saying. Great job!

### Group B

**First Award:** *Leader-Telegram*, Eau Claire: "On the Streets: Stories of Being Homeless in Eau Claire" - Marisa Wojcik: Amazing job with this series. The multimedia presentation was top notch, and the videos themselves were poignant and complemented the text extremely well. Excellent job! We all need to do more of this kind of storytelling! Congratulations!

**Second Award:** *The Gazette*, Janesville: "Shifting Gears: Five years after GM" - Andrew Reuter, Dave von Falkenstein, Nick Agro: This was the story of a community. And *The Gazette* team did a phenomenal job of capturing the community's story with photo galleries, a great timeline, and video. Job well done!

**Third Award:** *Wausau Daily Herald*: "Inspirational Story: Remembering Kayla" - Dan Young: This was an emotional tribute to a young woman who positively impacted a community prior to, and after, her untimely death. The *Wausau Daily Herald* did a great thing when they compiled this video for their community.

**Honorable Mention:** *Oshkosh Northwestern*: "World War I shaped century, today's world" - Karl Ebert, Noell Dickmann, Joe Sienkiewicz: Great online presentation and photo galleries. Love the historical feel in a multimedia world. The treatment really provoked an emotional response in terms of the realization of just how devastating this Great War really was.

## Digital Project: Ongoing

### Open Category: Daily

**First Award:** *The Post-Crescent*, Appleton: "Clubhouse Live with John Kuhn" - Brett Christopherson, Ricardo Arguello, John Kuhn, Joel Christopher, Sarah Riley, Jim Rosandick, Terry Lipshetz, Mike Thiel, Wm. Glasheen, Cory Chisel: A nice, clean and easy-to-read website.

**Second Award:** *The Capital Times*, Madison: "The Changing Face of Madison" - Brandon Raygo, Todd Milewski, Mike Ivey, P.J. Slinger, Mike DeVries, Michelle Stocker, Katie Dean: Nicely delivered. Easy to understand. I like the interactive nature of this project.

**Third Award:** *The Capital Times*, Madison: "Together Apart: Race in Madison" - Katie Dean, Mike DeVries, Steven Elbow, Paul Fanlund, Mike Ivey, Jason Joyce, Todd Milewski, Chris Murphy, Jessie Opoien, Brandon Raygo, Pat Schneider, P.J. Slinger, Michelle Stocker: The timeline is easy to read and understand. I like the option of clicking the link to read more. Adding pictures to several entries was a nice touch. Too many photos would be overwhelming.

### Group C

**First Award:** *Herald Times Reporter*, Manitowoc - Sarah Kloepping, Sue Pischke, Charlie Mathews: Wow! It's great the way the project is broken into clear categories and the extensive amount of time that must have gone into this project. Great, well-rounded coverage!

**Second Award:** *Marshfield News-Herald* - Liz Welter, Deb Cleworth, Megan McCormick, Mystique Macomber, Tara Mondloch: The website is easy to use. I like the topics over the top of the tease.

**Third Award:** *The Daily Reporter*, Milwaukee: "833 East construction project in Milwaukee" - Joe Yovino, Rick Benedict: I like the photo gallery of what the project will contain right off the bat. It's eye-catching and makes me wonder what it's all about. It's nice to have the map to see where it's going to happen, but it would be nice to have additional information or visuals.

**Honorable Mention:** *The Daily Reporter*, Milwaukee: "The Couture construction project in Milwaukee" - Joe Yovino, Rick Benedict: Overall, a nice way to get everything about Couture in one place for readers. It would be nice to know a little more about the project just by looking at the site. I see the maps and views of what it will contain, but what if the reader is new to the area? They might not know, or remember, right off hand what the project is. I assume the stories on the left-hand side are previous stories, but it would be nice to break them into sections or categories instead of making the reader decipher what the story will be, based on the headline.

## Continuing Web Coverage

### Group E

**First Award:** *Ripon Commonwealth Press*: Continuing coverage of the historic Watson Street fire - Staff: This was the clear winner in this category. You covered this fire as well as I've seen any other continuing story covered. From the videos, audio of the 911 call, photo galleries, first-person accounts, follow-up stories, letters and reader poll, you owned this story. And it showed from one of your letter writers, who wrote, in part, "Your coverage of this incident was very complete and included appre-



ciation and praise for the many people that deserve it." The photo of icicles dangling off the smiling fireman's helmet was especially telling. Great work by all involved.

**Second Award:** *The Dunn County News*, Menomonie: Brett Hart: You provided a great follow-up story to an interesting situation. The closeup shot of the bald eagle in the second story was a highlight of the package. **Third Award:** *The Woodville Leader*: Paul Seeling, Ben Seeling, Kaye Bird: You did a nice job turning a piece of UGC into two follow-up opportunities. It looks like the community really rallied behind this girl and you provided good coverage, both before and after the fundraising event.

**Honorable Mention:** *The Dunn County News*, Menomonie: Barbara Lyon: You did a nice job using subheds in the first story to break up a long piece, followed up by a nice pullout box in the second story.

## Most Improved Newspaper

**Open Category - Daily**  
**First Award:** *The Journal Times*, Racine - Staff: A much cleaner, approachable product year over year. Feels effortless to move among sections and stories. Inside pages, in particular, have more appeal. Strong local report.

**Second Award:** *Daily Jefferson County Union*, Fort Atkinson - Staff: Making sports a separate section, with the ability to run color photos on the cover, was crucial to the improvement to this publication. Slightly cleaner feel throughout.

**Third Award:** *The Ashland Press* - Larry Servinsky, Rick Olivo, Amber

Mullen, Garrett Greenwald: Front page design feels less busy, and a better use of photos.

**Open Category: Weekly**  
**First Award:** *Wisconsin State Farmer*, Waupaca - Carla Gunst, Jan Shepel, Matt Unrau, Shannon Venegas, Trey Foerster: There was an obvious redesign with a better use of color and photos. The fonts and section headers were also nicely improved. **Second Award:** *The Star*, Sun Prairie - Christopher Mertes, Jake Kurtz, Karl Raymond, Alyssa Skiba: The masthead is a 100 percent improvement! Great use of photos throughout the paper.

**Group F**  
**First Award:** *New London Press-Star* - Bert Lehman, John Faucher, Sue Schroeder, Greg Seubert, Tim Beimal, Bob Cloud, Jane Myhra, Jaimie Baumann, Dave Wood, Cody Popp, Patrick Wood, Mick Gotta, Jeff Hoffman, Kevin Jacobs, Kathy Banks, Angie Landsverk: Front page redesign is a significant improvement. Really like the new masthead. Sports section is much-improved.

**Second Award:** *The Woodville Leader* - Ben Seeling, Paul Seeling: Love the new masthead. Good design throughout.  
**Third Award:** *Clintonville Tribune Gazette* - Bert Lehman, Sue Schroeder, Bob Cloud, Greg Seubert, Tim Beimal, Cody Popp, Jamie Baumann, John Faucher, Dave Wood, Kathy Banks, Patrick Wood, Mick Gotta, Jeff Hoffman, Kevin Jacobs, Angie Landsverk: Liked the section headers. Great use of photos.

**Honorable Mention:** *DeForest Times-Tribune*, Sun Prairie - Jake Kurtz, Lauren Anderson, Sam Rodriguez.

Left: *Wisconsin State Farmer*, Waupaca, **First Award**, *Open Category: Weekly*, **Most Improved Newspaper**



### City seeks roundabout

Traffic circle would replace stoplights at State and North Memorial

It would take a traffic circle to help alleviate congestion and safety issues caused by the congested intersection. It also would allow a full turn onto Memorial from the northbound lanes.

A roundabout at that location also would lead to fewer traffic violations, nearby West Street and possibly the removal of traffic signals at that location, North Memorial City Mayor added.

City Council will vote on Monday.

See **WJNTimes** Page 7A.

### 'Great goat escapade'

Residents chase animals that suddenly appeared in yards

It was a surprise when a goat suddenly appeared in a yard. The goat was seen in a yard in the area of the intersection of State and North Memorial. The goat was seen in a yard in the area of the intersection of State and North Memorial.

See **WJNTimes** Page 7A.

### Man's body discovered in Wind Lake

Authorities say his body was likely in the water for about three days

The Wisconsin State Police is investigating the death of a man who was found in Wind Lake. The man's body was found in the water of Wind Lake. The man's body was found in the water of Wind Lake.

See **WJNTimes** Page 7A.

### City administration proposes extending VentiWorks contract for two years

City Council will vote on Monday

The City Council is considering extending the contract with VentiWorks for two years. The City Council is considering extending the contract with VentiWorks for two years.

See **WJNTimes** Page 7A.

### Alaska Reps and Rick Warren set up a sign on the front of the Alaska State Capitol

The sign is a tribute to the state's history and the state's future.

See **WJNTimes** Page 7A.

### Your Pests/Your Waxman

Get rid of your pests and wax your car.

See **WJNTimes** Page 7A.

## WISCONSIN STATE FARMER

Large group hears proposals for farm implement regulation

Big money at State Fair livestock auction helps support youth scholarships

Crops and farmers stressed for lack of rain and heat

Four-headed ear of corn grows

VNA State Picnic attracts 400

Taking the Reins returns to Madison

Make it Milkhouse Clean!

## Bill Payne Memorial Award

### Best Locally Prepared Ad of the Year

#### Group A

**First Award:** *The Post-Crescent*, Appleton: "Amish Home Gallery - Power Tools" - Kimberly Ninmann, GIADC Creative Team: Eye catching ad with a great message. Loved the originality and the layout. The ad drew me in as a reader.

**Second Award:** *The Post-Crescent*, Appleton: "Andersen Pens - Blue Pen" - Kimberly Ninmann, Heather Holmes: Unique ad idea and very eye catching.

**Third Award:** *Green Bay Press-Gazette*: "Wine Cellar" - Jason Zoch, Consolidated Production Center : Great layout for all of the information that was in the ad.

#### Group B

**First Award:** *The Gazette*, Janesville: "Huntington Place Five Star Senior Living - Live Every Day to the Fullest" - Julie Daun, Gazette Production Staff: Great color & layout. I like the pictures of the facilities at the bottom.

**Second Award:** *Oshkosh Northwestern*: "Carpet Gallery" - Melanie Breit, GIADC Creative: Eye catching ad, very modern and great layout.

**Third Award:** *The Gazette*, Janesville: "Burtness Chevrolet - Santa with Big Red Pickup Truck" - Julie Daun, Gazette Production Staff: Santa for sure caught my attention. Fun, creative idea.

#### Group C

**First Award:** *Daily Jefferson County Union*, Fort Atkinson: "Vos' Sentry says goodbye after 90 years in business" - Leila Koeppel: Great ad!

Loved the old pictures with the letter from the owner. Very thoughtful. The sunset idea was great. Everything worked really well in the ad. Made me feel an emotional connection to a store that i have never been to.

**Second Award:** *Daily Jefferson County Union*, Fort Atkinson: "PremierBank 150th Anniversary" - Leila Koeppel, Robb Grindstaff, Jim Furley: Great ad idea. Like that it is a real family who banks there. Love the history timeline and the "we're here for you" message.

**Third Award:** *Watertown Daily Times*: "Give me your tired...Kathys Buffalo Bar" - Mark Heiden: Cool, unique idea, very eye catching, loved the layout.

#### Group D

**First Award:** *Vilas County News-Review*, Eagle River: "Derby 51 Years" - Betsy Bleicher, Gary Ridderbusch, Kurt Krueger: Not sure if there was a "50th year" ad, but this is eye-catching with good graphics and use of color.

**Second Award:** : *Courier Press*, Prairie du Chien: "3M is Celebrating 50 Years" - Kim Corpian: A business change is often covered only by Editorial, so this is a pleasant change. Good reminder of history and impact of the company. I liked the color scheme and the b/w pics.

#### Group E

**First Award:** *Ripon Commonwealth Press*: "Diedrich's 90th Anniversary" - Tami Conlon, Todd Sharp: I greatly appreciate the restraint shown by all involved in this ad. One strong graphic, just a touch of color and very few words. Even as a thumbnail, it is clear this ad is outstanding.

**Second Award:** *The Star*, Sun Prairie:

"Angell Park Speedway 2014 Schedule" - Nathan Sheeks: While this is a recurring event and maybe has used this graphic before, I find the big Toyota very captivating. Your graphics went outside the lines, in several ways, and it paid off.

## Harrison MacDonald Best business-building classified idea.

#### Open Category

**First Award:** *Green Bay Press-Gazette*: "Affordable Homes Tour" - Beth Perdue: Great Idea to showcase affordable homes to those searching the housing market. Great layout. And easy way to "circle" your favorite affordable home and take with you as you go.

**Second Award:** *The Gazette*, Janesville: "GazetteXtraHomes.com - Work With A REALTOR" - Gazette Sales Staff, Terry Fleig: Adding an online component to your print publication is a great way to create a connection with your advertiser. Gives them something extra and your readers a chance to have it all in one spot.

**Third Award:** *Green Bay Press-Gazette*: "Dan Goben" - Michelle Palma, Consolidated Production Center: EVERY CAR ON SALE! Grabs your attention. To see what each car looks like, price and a short description is something every car buyer is looking for!

**Honorable Mention:** *The Gazette*, Janesville: "City Wide Rummage Sale - Dunkin Donuts/Baskin Robbins" - Jody Gearhart, Michele Richardson, Nikkii Taber, Terry Fleig

#### Group D

**First Award:** *Lake Geneva Regional News*: "Business Spotlight" - Michael Reinsissel, Duane Hove, Mike Coolidge, Phil Bonyata, Jessica Franzene, Sarah Schauf: This is a nice twist on a classic concept. The use of color and placement is visually pleasing and the content is relevant.

**Second Award:** *Ripon Commonwealth Press*: "Whooping Crane Festival" - Todd Sharp, Tami Conlon, Brandon Jacobs: Great ad and effective use of design elements. Billboard and continued marketing of this design was also a plus!

**Third Award:** *The Star News*, Medford: "Two papers" - Shawna Wiese: Original idea and adaptable to multiple markets and mediums!

## Best Ad Idea Series

#### Group A

**First Award:** *The Post-Crescent*, Appleton: "Amish Home Gallery - Origins" - Kimberly Ninmann, GIADC Creative Team: Nice concept and great art.

**Second Award:** *The Post-Crescent*, Appleton: "Furniture Solutions - Undeniably You" - Jessica Janda, GIADC Creative Team: Good use of color. Art really pops. Very contemporary.

**Third Award:** *Green Bay Press-Gazette*: "Prevea- GameChanger" - Janessa Widzinski, Amelia Compton-Wolff, Sarah Dreikosen: Nice theme. Makes readers want to look for the next ad in the series.

#### Open Category

**First Award:** *The Gazette*, Janesville: "Merrill & Houston's Steak Joint" - Nina Perona, Donna Felland: I loved the angled photos with the sepia



tones. Really gives the reader an idea of the feel of the restaurant.

**Second Award:** *The Gazette*, Janesville: "Greater Midwest Trading Company Inc. 11-12-13 Event" - Mary Hamlin, Sara Miller: Great pick up on the use of dates and numbers!

**Third Award:** *The Gazette*, Janesville: "Rollin Pin Bakery - Bob as Snowman, Cookie Man & Clown" - Dawn Meinschock, Donna Hanson: Getting the advertiser to put his face in the ad was a good idea-really brands him and his business.

#### Group D

**First Award:** *The Star News*, Medford: "WNA Winners" - Patricia Durham: Very cool ads. Great way to showcase your achievements and encourage people to subscribe.

**Second Award:** *The Star News*, Medford: "Tailored Family Care Clinic" - Mandi Troiber, Kelly Schmidt: Eye-catching color. Like how each ad highlighted different services that they offer.

**Third Award:** *The Portage County Gazette*, Stevens Point: "Sandra's Lasting Impressions Ad Series 2" - Paula O'Kray: Nice bright color, with a good layout. Like the seasonal changes.

#### Group E

**First Award:** *Grant County Herald Independent*, Lancaster: "Lancaster Small Town Feature" - Jessica Brownell, Kevin Kelly, Brian Muldoon: Great looking ads. Large photos grab your attention to read farther into the ad and see what it is all about.

**Second Award:** *Grant County Herald Independent*, Lancaster: "MaCandis Moms" - Jessica Brownell, Brian

Muldoon: Great Idea to get foot traffic into your store. I think you could make this into a contest as well.

**Third Award:** *The Fennimore Times*: "Come to Fennimore" - Jessica Brownell, Brian Muldoon.

**Honorable Mention:** *Grant County Herald Independent*, Lancaster: "MaCandis Faces" - Jessica Brownell, Brian Muldoon.

## Best Advertising Special Section

#### Group A

**First Award:** *Green Bay Press-Gazette*: "Back to School" - Sarah Dreikosen, Multiple Sales Reps, Amelia Compton-Wolff: Section is beautiful! Font is easy to read, photos grab your attention, and the pagination is nicely done. Love the Tiny Fashion Pages!

**Second Award:** *The Post-Crescent*, Appleton: "2013 Prep Football Section" - Staff: Great piece that highlights the football teams and tells you everything you need to know pre-season! Great photography, layout and great way to highlight the leaders.

**Third Award:** *The Post-Crescent*, Appleton: "59th Annual Report" - Staff: Nice piece, packed with a ton of information. Great way to inform the community of the best of the best. Well Done.

**Fourth Award:** *Green Bay Press-Gazette*: "Howard/Suamico Special Section" - Consolidated Production Center, Multiple Sales Reps: Nice piece. Great layout and ads are very well put together.

#### Group B

**First Award:** *The Sheboygan Press*: "2014 Lakeshore Women's Expo" - Tia Knetter-Stolper: Cover jumps out and grabs your attention. The middle spread, map of event, is great to take along and know where you are going.

**Second Award:** *The Gazette*, Janesville: "Gazette Cute Kids Tabloid with Blain's Farm & Fleet" - Tom Bradley, Dan Bothun, Terry Fleig, Donna Hanson, Donna Felland, Gazette Sales Staff, Gazette Production Staff: Who doesn't love cute kids!? Great job! I am sure this took a lot of time to put together.

**Third Award:** *The Gazette*, Janesville: "Burtness Chevrolet Open House - Tabloid" - Tom Bradley, Julie Daun, Donna Felland, Gazette Sales Staff, Gazette Production Staff: Great idea to showcase a long standing business.

#### Group C

**First Award:** *The Daily Reporter*, Milwaukee: "Newsmakers of the Year" - Jayne Laste: Great Work! This piece is beautifully put together. Large photos grab attention and bring the section together. Layout of pages is easy to read. Great section to leave on the coffee table all year long.

**Second Award:** *The Daily Reporter*, Milwaukee: "Top Projcets" - Jayne Laste: Great piece to showcase top projects in the area.

**Third Award:** *The Daily Reporter*, Milwaukee: "Construction Law" - Jayne Laste: Nice layout. Great info. Layout is put together nicely.

**Honorable Mention:** *The Monroe Times*: "Light Your Way/Church Section" - Tai Ruegsegger, Steve Allen, Diane Albright, Mae Burke, Laura

Hughes: Great way to tell readers their options.

#### Group D

**First Award:** *The Northwoods River News*, Rhinelander: "Progress - Momentum in the Northwoods" - Staff: Having the advertiser's ads right next to their story makes for a great reason to be in this section. Great ads! Glossy cover pulls this piece together

**Second Award:** *Door County Advocate*, Sturgeon Bay: "Spring Home & Garden" - Annie Williams, Katie Vitela, Melinda Johnson, Judy Steger, Pam Harkema, Renee Krueger, Ruth Johnson, Sarah Dreikosen, Christopher Clough: Very nice put together piece!! Use of color and typography pulls the piece together. Section was tight. Maybe adding white space to open up the section.

**Third Award:** *The Northwoods River News*, Rhinelander: "37th Annual Hodag Country Festival" - Staff: Use of large photos grabs readers attention. The map in the middle makes for a great "take along" piece to the event.

#### Group E

**First Award:** *Grant County Herald Independent*, Lancaster: "She" - Staff: Great piece showcasing area women!! Nice Job!

**Second Award:** *The Edgerton Reporter*: "Wisconsin Tobacco Reporter" - Staff: Well put together piece.

**Third Award:** *Pierce County Herald*, Ellsworth: "Portraits In Pierce County" - Victoria Howe, Tracy Webb, Shelly Hansen: Great looking section.

## Best Use of Color

### Group A

**First Award:** *The Post-Crescent*, Appleton: "Furniture Solutions - Undeniably You" - Jessica Janda, GIADC Creative Team: This ad just pops! The bright green is great and it has just the right amount of white space. Very eye catching and is a perfect fit for the message.

**Second Award:** *The Post-Crescent*, Appleton: "Amish Home Gallery - Power Tools" - Kimberly Ninmann, GIADC Creative Team: Love the contrast of the black and white hands with the color in the ad. This ad really pops and grabs your attention.

**Third Award:** *Green Bay Press-Gazette*: "First Impression Dental" - Abby Wallendal, Consolidated Production Center: The white really pops in this ad with the darker colors as a background. My eye was drawn right toward the beautiful bride with gorgeous white teeth. Good use of color for this ad!

### Group B:

**First Award:** *Herald Times Reporter*, Manitowoc: "Chick Days" - Karley Musil, Quentin Powalish: Nice, bright colors. Great clarity and layout. The bright colored bags tie in really well with the background color. Very eye catching!

**Second Award:** *Oshkosh Northwestern*: "Power of Pink" - Sandy DeKeyser, GIADC Creative: Jewelry popped from this ad! Great use of color. The darker tones of pink with the bright pink was a great combination.

**Third Award:** *Oshkosh Northwestern*: "Casual Living" - Pearce Goodwin, GIADC Creative: The red really makes this ad pop. It brings out the

touch of red in the patio furniture and really makes it stand out. The backdrop is beautifully done as well. Very eye catching.

### Group C

**First Award:** *Daily Jefferson County Union*, Fort Atkinson: "Vos' Sentry's 90 Years Goodbye Letter" - Leila Koepfel: The sunset in this ad is amazing. It really catches your attention. The sunset combined with the burgundy background and old photos really made for a great eye catching ad.

**Second Award:** *Daily News*, West Bend: "Put a Ring on It!" - Tami Anderson: The bright pink flowers really make this ad pop. It is a great combination with the sparkling diamond ring.

**Third Award:** *Watertown Daily Times*: "National Honey month with Dadant" - Mark Heiden: Glad he chose the color version of this ad! The gold really pops off of the black background and catches the readers attention.

**Honorable Mention:** *Watertown Daily Times*: "Enjoy the Fall colors at Kathy's Buffalo Bar" - Mark Heiden: Creative use of color! I Love how the colors of the different beers were compared to the fall colors. This definitely caught my attention and was an original idea.

### Group D

**First Award:** *The Star News*, Medford: "High View - BBQ Ribs" - Sarah Biermann, Todd Lundy: Color really "pops" the ad on the page.

**Second Award:** *The Portage County Gazette*, Stevens Point: "Corn On The Curb event ad" - Paula O'Kray: Yellow against the blue is really eye catching.

**Third Award:** *Door County Advocate*, Sturgeon Bay: "Jack O' Lantern Days" - Judy Steger: The jack-o-lantern really stands out.

**Honorable Mention:** *The Portage County Gazette*, Stevens Point: "Springville Eatery & Pub ad" - Paula O'Kray: Color makes the pizza really enticing.

### Group E

**First Award:** *The Platteville Journal*: "Hometown Hog Roast" - Ann Rupp, Carol Tyson: Original use of color immediately brings your attention to the ad.

**Second Award:** *Living Oconomowoc Focus*, Hartland: "TLC Laser, Girl's Night Out" - Britani Zambo: Really screams Girls Night Out! Very eye catching.

**Honorable Mention:** *Tribune Record Gleaner*, Loyal: "Zepplin's Furniture" - Ashley Kadolph: Good use of holiday colors.

**Third Award:** *The Star*, Sun Prairie: "Prairie Kids Club" - Dana Derber: Nice bold use of color.

## Best Use of Local Photography

### Group A

**First Award:** *Green Bay Press-Gazette*: "D&M Jewelers" - Tom Wardlow, Consolidated Production Center: The Jewelry in this ad is very nicely photographed. It jumps off the page and catches your attention. Creative use of the background graphics as well.

**Second Award:** *Green Bay Press-Gazette*: "John's Hallmark" - Consolidated Production Center: Great use of color in this ad. It is very

eye catching and it does a nice job of making the ornament pop. The graphics enhance the nicely done photography work of the ornament.

**Third Award:** *The Post-Crescent*, Appleton: "Memorial Florist & Greenhouses - Yard MD" - Kimberly Ninmann, GIADC Creative Team: The gardening graphics mesh very well with the actual photograph of Rob. Makes him and the ad in general stand out.

**Honorable Mention:** *Green Bay Press-Gazette*: "Beth's Boutique" - Abby Wallendal, Kristy Gnadt: I like the use of white space in this ad. It helps the jeans and beautiful accessories pop.

### Group B

**First Award:** *The Gazette*, Janesville: "O'Riley & Conway's Irish Pub - Dining & Destinations Magazine Double Page Spread" - Gazette Staff: Photography was great in this ad. The many different pictures gave me an idea of what the restaurant atmosphere was like and made me want to go there and try it out!

**Second Award:** *The Gazette*, Janesville: "Richards Construction - Parade of Homes Plansbook Ad" - Julie Daun, Gazette Production Staff: Beautiful pictures of the house and interior. The clean lines and incorporation of his business card, made this ad pop.

**Third Award:** *The Gazette*, Janesville: "Best Events Catering - Graduation Section Ad" - Mary Hamlin, Gazette Production Staff: The pictures did a great job of showcasing the different types of parties they have put together and what the business is capable of. The collage look of the pictures and text around it, worked well for the ad.



## Group D

**First Award:** *The Star News*, Medford: “Medford Curling state” - Mandi Troiber, Kelly Schmidt, Todd Lundy, Tresa Blackburn: I like the use of action photos, rather than a team lineup. This give the reader a small feel for the competition and a better poster approach for the advertisers.

## Group E

**First Award:** *Grant County Herald Independent*, Lancaster: “Lancaster Wrestling Champs” - Jessica Brownell, A.J. Gates: This looks more like a poster for a wrestling event. Strong photography, good use of font and graphics. (Almost a little heavy on the advertising, which you won't hear from many publishers.)

## Second Award:

*Ripon Commonwealth Press*: “Pep Rally Video” - Tami Conlon, Tim Lyke: The best part of this is that so many will be looking for themselves in this picture. Good use of the tiger's eyes at the top.

**Third Award:** *Lake Geneva Regional News*: “Baker House” - Michael Reinsissel, Phil Bonyata: The dramatic nighttime picture, and the coloring of the ad make this look like “The” Award to dine and/or spend the night.

## Best Multiple-Advertiser Spread

### Group A

**First Award:** *Green Bay Press-Gazette*: “YOU MAGAZINE- Dining Directory” Kristy Gnad, Multiple Sales Reps, Amelia Compton-Wolff.

**Second Award:** *Green Bay Press-Gazette*: “Halloween Group Page” - Multiple Sales Reps, Scott Flentje.

### Group B

**First Award:** *Leader-Telegram*, Eau Claire: “Downtown Grouping” - Staff.

**Second Award:** *The Reporter*, Fond du Lac: “Pub N Grub” - Sam Gudex.

**Third Award:** *Leader-Telegram*, Eau Claire: “Recycling Page” - Staff.

### Group C

**First Award:** *Leader-Telegram*, Eau Claire: “Recycling Page” - Staff.

**Second Award:** The Monroe Times: “Shop Locally” - Steve Allen, Diane Albright, Tai Ruegsegger, Mae Burke, Laura Hughes:

**Third Award:** *Watertown Daily Times*: “Pick the Winner” - Display advertising staff.

### Group D

**First Award:** *The Star News*, Medford: “Memorial Day” - Sarah Biermann, Kelly Schmidt, Todd Lundy, Tresa Blackburn: Beautiful tribute to our vets! Nicely laid out with valuable content and excellent advertising support! Relevant to other areas and newspapers!

## Second Award:

*Door County Advocate*, Sturgeon Bay: “Breast Cancer Awareness” - Annie Williams, Melinda Johnson, Katie Vitela, Judy Steger, Renee Krueger: Nice page. Overall layout was visually pleasing, content is appropriate. Relevant to other newspapers as they could take this idea and create similar revenue.

**Third Award:** Vilas County News-Review, Eagle River: “National Hunting & Fishing Day” - Betsy Bleicher, Kurt Krueger, Sandy Roelle, Steve Waier: Unique idea and awesome advertising support!!! Non-paid content is appropriate and works well!

**Honorable Mention:** Door County Advocate, Sturgeon Bay: “31st Annual Pumpkin Patch Festival” - Annie Williams: Good use of color and ad layout. Event schedule is easy to read and there is no question what the ad is promoting. Advertising support is healthy and that looks good!

### Group E

**First Award:** *The Oregon Observer*: “Ask the Oregon Professional” - Angie Roberts, Patti Schneider, Rob Kitson, Donna Larson.

**Second Award:** *The Star*, Sun Prairie: “Treasure Hunt” - Addie Krosschell.

**Third Award:** *The Valdres Journal*: “Basketball Tournament Center-spread” - Brian Thomsen, Greta Greif.

### Group B

**First Award:** *The Gazette*, Janesville: “What Women Want Expo - Sponsored by Aglo, True Laser, 5ive For Women, Ho-Chunk Gaming” - Laura Feit, Kacey Kaderly, Terry Fleig, Erin Jones, Tom Bradley, Gazette Sales Staff, Gazette Production. Staff: Original concept. Good use of art-hangers etc.

**Second Award:** *The Gazette*, Janesville: “Charity Drop-Off Ringing & Bringing with Blain's Farm & Fleet” - Gazette Staff, WCLO/WJVL Staff: Good use of various media.

## Group D

**First Award:** *Door County Advocate*, Sturgeon Bay: “Quite a cast of characters” - Scott Schmeltzer: Why not go with your strengths: Fishing and your great staff. I like the torn newspaper with the Door County Advocate centered just right. Could be a series and deserves to be run often.

**Second Award:** *Door County Advocate*, Sturgeon Bay: “I've got issues” - Scott Schmeltzer: Great use of a catch phrase that lends itself very conveniently to newspapers. I see lots of possibilities with these T-shirts.

## Group E

**First Award:** *Ripon Commonwealth Press*: “FREE Newspaper” - Tami Conlon: Good and simple. A wrap-around sales piece. Easy to figure out what you are up to and what deal they can get.

**Second Award:** Lake Geneva Regional News: “How did we stack up this year” - Jessica Franzene: I like the “Stack up” phrase. good way to tie into the number of local pages you print every year.

**Third Award:** *Ripon Commonwealth Press*: “Let's show some love” - Tami Conlon: Good Graphic. Unique approach to the food pantry tie-in. A little wordy, but I like things that you don't have to take so much space to explain.

## Best Use of Art Service

### Group A

**First Award:** *The Post-Crescent*, Appleton: “Andersen Pens - Blue Pen” - Kimberly Ninmann, Heather Holmes.

**Second Award: The Post-Crescent,** Appleton: "Amish Home Gallery - Power Tools" - Kimberly Ninmann, GIADC Creative Team.

**Third Award: The Post-Crescent,** Appleton: "Furniture Solutions - Undeniably You" - Jessica Janda, GIADC Creative Team.

#### Group B

**First Award: The Gazette,** Janesville: "Smokers World - 5 Ways to Say Merry Christmas" - Gazette Sales Staff, Gazette Production Staff:

#### Group C

**First Award: Daily Jefferson County Union,** Fort Atkinson: "Blodgett Pet & Garden Center" - Leila Koepfel:

**Second Award: The Daily Reporter,** Milwaukee: "Construction Law" - Jayne Laste:

**Third Award: Daily Jefferson County Union,** Fort Atkinson: "Kearns Motors all-weather assistance" - Leila Koepfel:

#### Group D

**First Award: Vilas County News-Review,** Eagle River: "Welcome Snowmobilers" - Betsy Bleicher, Sandy Roelle: Perfect way to promote the cold! Exciting and relevant. Any northern community could use this idea in the fierce winter to promote excitement!

**Second Award: The Star News,** Medford: "Klingbeil Lumber" - Mandi Troiber, Tresa Blackburn.

**Third Award: The Portage County Gazette,** Stevens Point: "AP Venture Inventory Reduction Ad" - Paula O'Kray.

**Honorable Mention: The Portage County Gazette,** Stevens Point: "Corn On The Curb Event Ad" - Paula O'Kray.

#### Group E

**First Award: Ripon Commonwealth Press:** "Gesundheit!" - Tami Conlon, Todd Sharp: Fun and creative! Design could be modified for any allergist, pharmacy or doctor office during allergy season! Great color and attractively fun!

**Second Award: The Richland Observer,** Richland Center: "FFA Grow" - Barb Knause: Very nice layout, clean and colorful. Excellent local advertising support to validate the FFA and their efforts. Good community page and use of art service.

**Third Award: The Brillion News:** "Arsenic and Old Lace" - Darcy Zander-Feinauer: Fun and creative ad to promote a local production! Great use of art services to make this work for you and a very specific event!

**Honorable Mention: Ripon Commonwealth Press:** "Gallagher's" - Brandon Jacobs, Steve Wendt: Excellent way to incorporate a traditional theme with a store that is known for a chalkboard trademark. Creative and classy!

### Best Newspaper Promotion

#### Open Category

**First Award: The Gazette,** Janesville: "What Women Want Expo - Sponsored by Aglo, True Laser, 5ive For Women, Ho-Chunk Gaming" - Laura Feit, Kacey Kaderly, Terry Fleig, Erin Jones, Tom Bradley, Gazette Sales Staff, Gazette Production Staff.

**Second Award: The Gazette,** Janesville: "Charity Drop-Off Ringing & Bringing with Blain's Farm & Fleet" - Gazette Staff, WCLO/WJVL Staff: Good use of various media.

#### Group D

**First Award: Door County Advocate,** Sturgeon Bay: "Quite a cast of characters" - Scott Schmeltzer: Why not go with your strengths: Fishing and your great staff. I like the torn newspaper with the Door County Advocate centered just right. Could be a series and deserves to be run often.

**Second Award: Door County Advocate,** Sturgeon Bay: "I've got issues" - Scott Schmeltzer.

#### Group E

**First Award: Ripon Commonwealth Press:** "FREE Newspaper" - Tami Conlon.

**Second Award: Lake Geneva Regional News:** "How did we stack up this year" - Jessica Franzene.

**Third Award: Ripon Commonwealth Press:** "Let's show some love" - Tami Conlon.

### Best Niche Publication - Inside of Newspaper

#### Group A

**First Award: Green Bay Press-Gazette:** "199 Things to Do" - Consolidated Production Center, Multiple Sales Reps.

**Second Award: The Post-Crescent,** Appleton: "2013 Best of the Valley - Results" - Carmen Haak, Sarah Dreikosen, WPC Custom Pubs Team, Staff.

#### Third Award:

*The Post-Crescent,* Appleton: "2013 Answer Book" - Staff.

#### Open Category

**First Award: The Reporter,** Fond du Lac: "Readers Choice" - Heather Bradwin.

**Second Award: The Reporter,** Fond du Lac: "Revue" - Heather Bradwin.

**Third Award: Leader-Telegram,** Eau Claire: "Her Impressions" - Staff.

**Honorable Mention: Leader-Telegram,** Eau Claire: "Getting Out" - Staff.

#### Group D

**First Award: Living Mukwonago Chief,** Mukwonago: "Midnight Magic" - Staff.

**Second Award: Courier Press,** Prairie du Chien: "2014 Spring Farm & Field" - Staff.

#### Group E

**First Award: Sauk Prairie Eagle,** Sauk City: "Craft Beer Guide 2013" - Dusty Drew, Nick Ahles.

**Second Award: Ripon Commonwealth Press:** "Help Wanted Special Section" - Entire Staff.

**Third Award: The Star,** Sun Prairie: "Summer Fun Guide 2014" - Addie Krosschell.

**Honorable Mention: The Star,** Sun Prairie: "Clock Tower News - Spring 2014" - Addie Krosschell.



## Best Niche Publication - Outside of Newspaper

**First Award:** *Green Bay Press-Gazette*: "YOU Magazine" - Kristy Gnad, Amelia Compton-Wolff, Multiple Sales Reps.

**Second Award:** *The Post-Crescent*, Appleton: "2014 Mile of Music - Band Book" - GIADC Creative Team, Staff.

### Group B

**First Award:** *The Gazette*, Janesville: "SCWBA Parade of Homes - Plansbook" - Tom Bradley, Donna Hanson, Donna Felland, Gazette Sales Staff, Gazette Production Staff.

**Second Award:** *The Gazette*, Janesville: "5ive For Women: Stateline's Premier Women's Magazine - Jenny Revels, Roxanne Bouland, Erin Jones, Anna Marie Lux, Shelly Birkelo, Andrea Behling

**Third Award:** *Leader-Telegram*, Eau Claire: "Business Leader" - Staff:

### Group C

**First Award:** *The Daily Reporter*, Milwaukee: "Top Projects" - Jayne Laste.

**Second Award:** *The Daily Reporter*, Milwaukee: "Newsmakers of the Year" - Jayne Laste.

**Third Award:** *Baraboo News Republic*: "2014-2015 Sauk County Travel Guide" - Dusty Drew.

**Honorable Mention:** *The Monroe Times*: "City of Monroe 2014-15 Parks and Recreation Program Brochure" - Jaimie Tran, Laura Hughea.

### Group D

**First Award:** *Courier Press*, Prairie du Chien: "Fall 2014 Area Attractions" - Staff.

**Second Award:** *The Northwoods River News*, Rhinelander: "Winter & Snowmobile Times - November/December 2013" - Staff.

**Third Award:** *Door County Advocate*, Sturgeon Bay: "Your Key to the Door Vacation Guide 2014-2015" - Annie Williams, Katie Vitela, Melinda Johnson, Judy Steger, Kim Jacobs, Pam Harkema, Renee Krueger, Kristy Gnad, Ruth Johnson, Heidi Hodges.

**Honorable Mention:** *The Northwoods River News*, Rhinelander: "2013 Holiday Recipes and Songbook" - Staff.

### Group E

**First Award:** *Wisconsin Dells Events*: "This Week In The Dells" - Nick Ahles.

**Second Award:** *Lodi Enterprise*: "Wisconsin Splash 2014" - Jennifer Fetterly, Jim Schlicher, Sue Spahn, Rachelle Blair, Rebecca Rudolph, Terri Jozwiak, Laurie Gwynne.

**Third Award:** *The Edgerton Reporter*: "The Lakes Edition" - Staff.

**Honorable Mention:** *Lake Geneva Regional News*: "Taste of the Lakes" - Staff.

## Best Circulation Promotion

### Open Category

**First Award:** *Green Bay Press-Gazette*: "Meat Giveaway" - Staff, Consolidated Production Center.

**Second Award:** *The Gazette*, Janesville: "Throwback Thursday Email Campaign - April 2014" - Lon Hanel, Sara Miller, Circulation Staff.

**Third Award:** *Daily News*, West Bend: "We have your team covered" - Sandy Anderson.

### Group D

**First Award:** *The Star News*, Medford: "How 'bout these apples?" - Sarah Biermann, Kelly Schmidt.

### Group E

**First Award:** *The Star*, Sun Prairie: "Blanket promotion" - Barb Trimble.

**Second Award:** *Ripon Commonwealth Press*: "FREE Newspaper" - Tami Conlon.

**Third Award:** *Jackson County Chronicle*, Black River Falls: "Graduation Gift" - Staff.

## Innovative Online Advertising

### Group A

**First Award:** *The Post-Crescent*, Appleton: "Amish Home Gallery - July Freedom Super Sale" - Kimberly Ninmann, GIADC Creative Team :

**Second Award:** *Green Bay Press-Gazette*: "Meacham Realty" - Beth Perdue, Consolidated Production Center :

**Third Award:** *The Post-Crescent*, Appleton: "Fidelity Bank - Build Your Dream Home!" - Tim Carter, GIADC Creative Team :

### Open Category

**First Award:** *Oshkosh Northwestern*: "Miller Clock Innovative Online" - Pearce Goodwin, GIADC Creative.

**Second Award:** *The Reporter*, Fond du Lac: "Oakfield conservation Club Corn Roast" - Kristin Magruder.

**Third Award:** *The Monroe Times*: "Figi Insurance Agency Statelilne 411" - Laura Hughes.

**Honorable Mention:** *The Reporter*, Fond du Lac: "Badger Masonry & FireAward" - Shelley Bach.

### Group D

**First Award:** *Door County Advocate*, Sturgeon Bay: "Skipperbud's boat show" - Melinda Johnson.

### Group E

**First Award:** *Ripon Commonwealth Press*: "Want to see every student? (Pep Rally - RiponPress.com)" - Tami Conlon, Tim Lyke.

**Honorable Mention:** *The Star*, Sun Prairie: "Pokey's Celebration Station" - Nathan Sheeks.

**Second Award:** *The Star*, Sun Prairie: "Eddie's Alehouse and Eatery" - Nathan Sheeks.

**Third Award:** *Lake Geneva Regional News*: "Reel Life TV" - Phil Bonyata, Joy Kowald, Staff.

**Honorable Mention:** *The Reporter*, Fond du Lac: “Badger Masonry & FireAward” - Shelley Bach.

#### Group D

**First Award:** *Door County Advocate*, Sturgeon Bay: “Skipperbud’s boat show” - Melinda Johnson.

#### Group E

**First Award:** *Ripon Commonwealth Press*: “Want to see every student? (Pep Rally - RiponPress.com)” - Tami Conlon, Tim Lyke.

**Second Award:** *The Star*, Sun Prairie: “Eddie’s Alehouse and Eatery” - Nathan Sheeks.

**Third Award:** *Lake Geneva Regional News*: “Reel Life TV” - Phil Bonyata, Joy Kowald, Staff.

**Honorable Mention:** *The Star*, Sun Prairie: “Pokey’s Celebration Station” - Nathan Sheeks.

## Online Revenue Builder

#### Open Category

**First Award:** *Green Bay Press-Gazette*: “Meyer Jewelers mother/daughter lookalike contest” - Staff.

**Second Award:** *Marshfield News-Herald*: “Targeted Grouped Email Blasts” - Tara Mondloch.

**Third Award:** *The Gazette*, Janesville: “Gazette Cute Kids Contest with Blain’s Farm & Fleet” - Tom Bradley, Dan Bothun, Terry Fleig, Donna Hanson, Donna Felland, Gazette Sales Staff, Gazette Production Staff.

**Honorable Mention:** *The Post-Crescent*, Appleton: “Peaty’s Intelligrowth - Organic Compost Cycle” - Tim Carter, GIADC Creative Team: Very creative how the animation showed the seeds getting planted and the sprouting.

#### Group E

**First Award:** *The Star*, Sun Prairie: “Cutest Pet Photo Contest” - Nathan Sheeks.

**Second Award:** *Lake Geneva Regional News*: “Reel Life TV” - Phil Bonyata, Joy Kowald, Staff: Lots of content.

**Third Award:** *Ripon Commonwealth Press*: “Everyone is a winner” - Tami Conlon: Good use of ROP to promote online.

## Best Online Advertising Single Ad - Static

**First Award:** *Green Bay Press-Gazette*: “Prevea” - Janessa Widzinski, Consolidated Production Center.

**Second Award:** *Green Bay Press-Gazette*: “Culbertson Construction” - Melanie Breit: Good looking ad, but not sure how the copy is reflective of a roofer.

**Third Award:** *Green Bay Press-Gazette*: “BC Expo” - Holly Schroeder:

#### Open Category

**First Award:** *The Gazette*, Janesville: “Graduation Section - Sponsored by Culver’s” - Tom Bradley, Donna Felland, Terry Fleig, Ginger Ramos, Gazette Sales Staff, Gazette Production Staff.

**Second Award:** *The Reporter*, Fond du Lac: “Eldorado Lions” - Kristin Magruder.

**Third Award:** *The Gazette*, Janesville: “Bid & Buy Online Auction - March 2014” - Tom Bradley, Terry Fleig:

#### Group D

**First Award:** *Door County Advocate*, Sturgeon Bay: “Fyr Bal Festival” - Judy Steger.

#### Group E

**First Award:** *The Brillion News*: “Cloud Seven” - Andrew Pantzloff.

**Second Award:** *The Brillion News*: “Celebrate the changes” - Darcy Zander-Feinauer.

**Third Award:** *Ripon Commonwealth Press*: “Century 21” - Tami Conlon, Todd Sharp.

## Best Online Adversing Single Ad - Animated

#### Group A

*Green Bay Press-Gazette*: “Little Creek Lodge” - Consolidated Production Center.

**Second Award:** *Green Bay Press-Gazette*: “Ashwaubenon Bowl” - Staff.

**Third Award:** *The Post-Crescent*, Appleton: “Fidelity Bank - Build Your Dream Home!” - Tim Carter, GIADC Creative Team.

**Honorable Mention:** *Green Bay Press-Gazette*: “Phin Sushi” - Melanie Breit:

#### Open Category

**First Award:** *Wausau Daily Herald*: “Trapp River Golf Course” - Aric Danis.

**Second Award:** *The Sheboygan Press*: “Miesfeld’s Fire up the Grill” - Jackie Stenson.

**Third Award:** *The Sheboygan Press*: “Miesfeld’s Lakeshore Weekend Hero Flip Ad” - Jackie Stenson.

**Honorable Mention:** *The Gazette*, Janesville: “Great Midwest Trading Company - 11-12-13 Event” - Mary Hamlin, Gazette Production Staff.

#### Group D

**First Award:** *Door County Advocate*, Sturgeon Bay: “Southern Door School District: Haunted Mansion” - Melinda Johnson.

#### Group E

**First Award:** *The Star*, Sun Prairie: “Sun Praire Restaurant Week Web Ad” - Amber Tyler.

**Second Award:** *The Star*, Sun Prairie: “Cornell Construction” - Nathan Sheeks.

**Third Award:** *The Star*, Sun Prairie: “Boys and Girls Club - Summer Day Camp” - Nathan Sheeks

**Honorable Mention:** *The Star*, Sun Prairie: “Far Horizons Travel” - Nathan Sheeks.



## General Excellence

Group A published at least twice a week  
Group B published once per week or less

### Group A

**First Award** - *Marquette Tribune*, Marquette University: Staff - Awesome job with the graphics to column ratios. Solid layout. The content was a little too monotone- one issue had two separate pieces on tuition. Everyone knows tuition will go up every year, maybe find a more creative way to tell it? Fantastic job overall.

**Second Award** - *The Daily Cardinal*, UW-Madison: Staff: Imaginative front page design. The retro issue with Kennedy was especially interesting. The headlines need some work as they don't grab readers in. Work on formatting pictures to make them less blurry. Good job with the student voices page and keeping your readers engaged.

**Third Award** - *The Badger Herald*, UW-Madison: Staff - Overall, the paper seemed messy and disorganized. Sections were not clearly marked on top. Would recommend moving Diversions section towards the end, not in the middle of the paper. Content was solid, and writers should be proud of themselves. Layout needs help.

### Group B

**First Award** - *Royal Purple*, UW-Whitewater: Michael Riley, Andrea Behling, Samantha Jacquest, Ben Holzhueter, Alexandria Zamecnik, Lucas Wimmer, Rumasa Noor, Jacqueline Schaefer, Abrielle Backhaus, Kevin Cunningham, Andrea Sidlauskas, Chris Johannsen, Josh Hafemeister, Amanda Ong, Alyssa Miles, Dan Pomykalski, Abbie Reetz, Carol Terracina-Hartman.

**Second Award** - *Arches*, Mount Mary College: Staff.

**Third Award** - *The Clarion*, Madison College: Natalie Connors.

**Fourth Award** - *The Spectator*, UW-Eau Claire: Staff.

## Graphics

**First Award** - *The Badger Herald*, UW-Madison: Emily Shullaw - Imaginative. Eye-catching. Great use of appropriate images and design styles. Good call to action with Twitter ask, and great branding by remembering to keep paper's name on it. Love the

label look. It is something I would clip and save, and isn't that the point?!

**Second Award** - *The Daily Cardinal*, UW-Madison: Haley Henschel - Beautiful. Eye-catching. Love the feel of it and the reference to the game. Only suggestion, refer to pages inside for each topic. A nice spin on the topic as well. Well done.

**Third Award** - *The Badger Herald*, UW-Madison: Emily Shullaw, Kenna Schacht - Sports fronts such as this are hard to make stand out and original. The headline choice - size and color helps a lot (I'd like a little more space between blue and collar). Attractive and good use of text information.

## Photography

**First Award** - *Royal Purple*, UW-Whitewater: Kimberly Wethal.

**Second Award** - *Royal Purple*, UW-Whitewater: Amanda Ong.

**Third Award** - *Royal Purple*, UW-Whitewater: Michael Riley

**Fourth Award** - *Marquette Tribune*, Marquette University: Valeria Cardenas.

## General Reporting

**First Award** - *The Daily Cardinal*, UW-Madison: Andrew Hahn - Great, clear writing and solid reporting on a national topic. Very good use of sources and documents. Excellent kicker quote. A connection to the university would have helped even more.

**Second Award** - *The Badger Herald*, UW-Madison: Danny McKay - Great localization of timely national topic. Good quotes from sources in authority, which can be hard to get. Good use of internal links in online story.

**Third Award** - *Royal Purple*, UW-Whitewater: Michael Riley - Excellent lede! Good, interesting story on something many campus papers do poorly - covering a guest speaker.

**Fourth Award** - *Royal Purple*, UW-Whitewater: Vesna Brajkovic - Good localization of an international story, though I felt the writer should have led with the story of Carerra - would have made for a much more interesting lede. Good focus on what's happening on campus, not just in Venezuela.



## UW-W couple fights for rights

By Michael Riley  
News Editor

Two UW-Whitewater employees are among four couples named in a lawsuit filed Monday aiming to lift Wisconsin's ban on same-sex marriage.

"We expect that this lawsuit will bring the freedom to marry to all Wisconsinites," said Larry Dupuis, legal director of the American Civil Liberties Union of Wisconsin at a press conference. "We expect to demonstrate that Wisconsin's refusal to allow marriages or to recognize out-of-state marriages of gay and lesbian couples violates the fundamental right to marry."

Judith Trampf, 53, director of human resources at UW-Whitewater, and Katharina Heyning, 51, dean of the College of Education & Professionals Studies, have been registered as domestic partners since Aug. 5, 2009.

"We hope that our decision to become involved in the lawsuit will demonstrate to others that it is important to stand up and take action on issues you believe are important," they wrote in an email to the *Royal*

*Purple*.

The lawsuit states Trampf and Heyning have been together 24 years.

Trampf cites a medical emergency while on vacation in 2002 where Heyning experienced a seizure.

"The hospital told Judi [Trampf] that she could not make medical decisions for her, even though we had a power of attorney for health care stating that she had the right to," they wrote in an email.

Hospital officials informed Trampf unless she had the health care power of attorney document in hand, she would not be allowed to make any medical decisions.

"They told her, that after 10 years of being together, Katy [Heyning's] brother would be making decisions," they wrote. "Judi [Trampf] felt horrible and helpless. There was nothing she could do, the person she loved most dearly was ill, and they were telling her she had no rights, even after 10 years of being together. It was very hurtful."

Trampf's authority to make medical decisions on Heyning's behalf was challenged by the hospital



Judith Trampf (left) and Katharina Heyning live in Madison and met at Girl Scout Camp in 1982 in Wyoming. The couple will celebrate 25 years together this July.

because they were not married.

"We love each other, and denying us the freedom to marry just doesn't seem right," Heyning stated in the lawsuit.

Defendants listed in the lawsuit include Gov. Scott Walker and Attorney General J.B. Van Hollen, among

others.

In a statement, Van Hollen said he plans to defend the Marriage Protection amendment, which passed with a 59 percent margin in 2006.

The amendment declares gay marriage unconstitutional. Van Hollen did not say he will defend the case

personally.

"This constitutional amendment was approved by a large majority of Wisconsin residents," Van Hollen said. "I believe the amendment is constitutional, and I will vigorously defend it."

ACLU has launched similar federal same-sex lawsuits in five other states, said John Knight, an attorney with the national ACLU's Lesbian Gay Bisexual Transgender Project.

Knight said Wisconsin's ban is especially terrible because it prohibits gay marriage and anything similar, including civil unions, and also makes it a crime for gay couples to go outside Wisconsin to marry under the state's obscure marriage evasion law.

Since the 2006 same-sex marriage ban, the U.S. Supreme Court struck down the federal Defense of Marriage Act that banned same-sex couples legally married in their own states from receiving the same federal benefits as heterosexual married couples.

In an interview with Bloomberg

See Rights Page 3

## The world caught in a moment

First student photo contest in voting stage

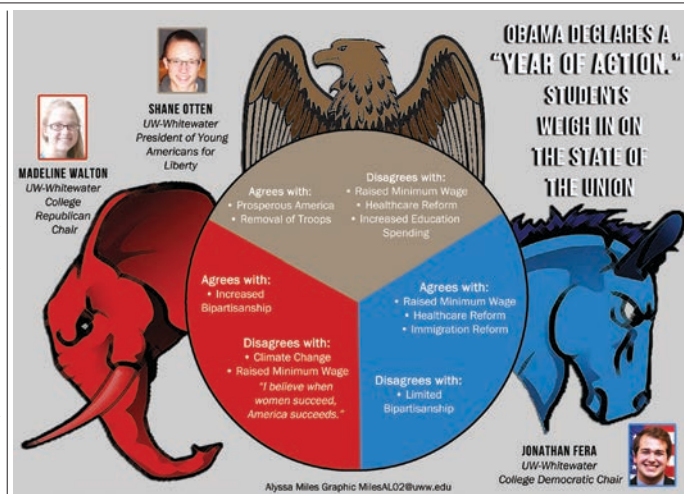
By Emma Cunningham  
Staff Writer

After returning home from traveling abroad, UW-Whitewater students were given the opportunity to enter photos from their travels into the university's First Annual International Photo Contest.

The purpose of the contest was to highlight and promote student global experiences to the university community, according to the Center for Global Education.

Whether it was with American students studying abroad or international students studying at UW-Whitewater, it was a venue

See Contest Page 3



Student-Run Weekly Newspaper at the University of Wisconsin-Whitewater

General Excellence, First Place, Group B: *The Royal Purple*, University of Wisconsin-Whitewater.

## Sports Reporting

**First Award** - *The Badger Herald*, UW-Madison: Nick Daniels - Nicely done. This is a significant topic, and Nick Daniels tackles it with a well-researched, thoroughly sourced piece.

**Second Award** - *The Daily Cardinal*, UW-Madison: Jack Baer.

**Third Award** - *The Daily Cardinal*, UW-Madison: Brett Bachman.

**Fourth Award** - *MediaMilwaukee*: Laurie Bell.

## Investigative Reporting

**First Award** - *The Spectator*, UW-Eau Claire: Alex Zank - Fantastic effort into looking into the facts concerning student senate and stu-



dent government. So often the campus news is reticent to challenge these outlets.

**Second Award** - *The Daily Cardinal*, UW-Madison: Melissa Howison - Great job with the statistics and inputting a personal profile into the report as well. I enjoyed it throughly.

**Third Award** - *The Clarion*, Madison College: Ryan Spoehr - Good job making the public safety and administration culpable for their actions. This article is exactly why student newspapers exist: to inform the students of major changes that the administration may be trying to complete without their input.

**Fourth Award** - *Arches*, Mount Mary College: Denise Seyfer - Great job digging to the bottom to get all the details and cover this throughly

## Feature Writing

**First Award** - *The Clarion*, Madison College: Stephanie Beirne Leuer - An outstanding piece of writing, thanks to some equally good reporting. The clear winner in crowded field at the top. Terrific lede engages the reader immediately and leaves us wanting more in the end. Kudos to the headline writer too.

**Second Award** - *Royal Purple*, UW-White-water: Michael Riley - An outstanding feature profile of the kind of student most readers can identify with. Strong reporting, excellent writing. Michael Riley has a good future ahead of him if he continues to develop these obvious skills.

**Third Award** - *The Spectator*, UW-Eau Claire: Nate Beck - Well-reported and nicely written, this is precisely the kind of story we should see more of in college newspapers with the number of veterans increasing steadily. Good lede and great kicker. Well done.

**Fourth Award** - *Royal Purple*, UW-White-water: Michael Riley - Another nice profile written by Riley, who also captured second place in this category. Very solid writing here as well, starting with an outstanding lead. One word of caution: Keep an AP Stylebook close at hand when you're writing. And kudos to the Royal Purple, which had a number of excellent submissions in this category. Clearly the student journalists there are getting some strong guidance.

## Column Writing

**First Award** - *The Daily Cardinal*, UW-Madison: Michael Penn - Brave, relentless commentary. Michael takes down each affirmative action trope skillfully while disabusing readers of the idea they are living in a post-racial America by listing the double standards and inequities. This was, by a wide margin, the most powerful piece in this category. Preach, Michael. Preach.

**Second Award** - *The Badger Herald*, UW-Madison: Katherine Krueger - Katherine's clever, playful tone made this more than just whining. An honest look at someone in the midst of a major transition. #swuglife

**Third Award** - *The Badger Herald*, UW-Madison: Erik Sateren - It's just so weird that it deserves to win something. Erik has a great voice, which helped elevate the subject matter. Creepy, but well written.

**Fourth Award** - *Royal Purple*, UW-White-water: Lucas Wimmer - Nice job of sticking up for high school journalists.

## Best Editorial

**First Award** - *Arches*, Mount Mary College: Brittany Seemuth - A strong stand about an important issue. Good for you for demanding action, answers.

**Second Award** - *Royal Purple*, UW-White-water: Lucas Wimmer.

**Third Award** - Student Voice: Staff.

**Fourth Award** - *The Badger Herald*, UW-Madison: Briana Reilly.

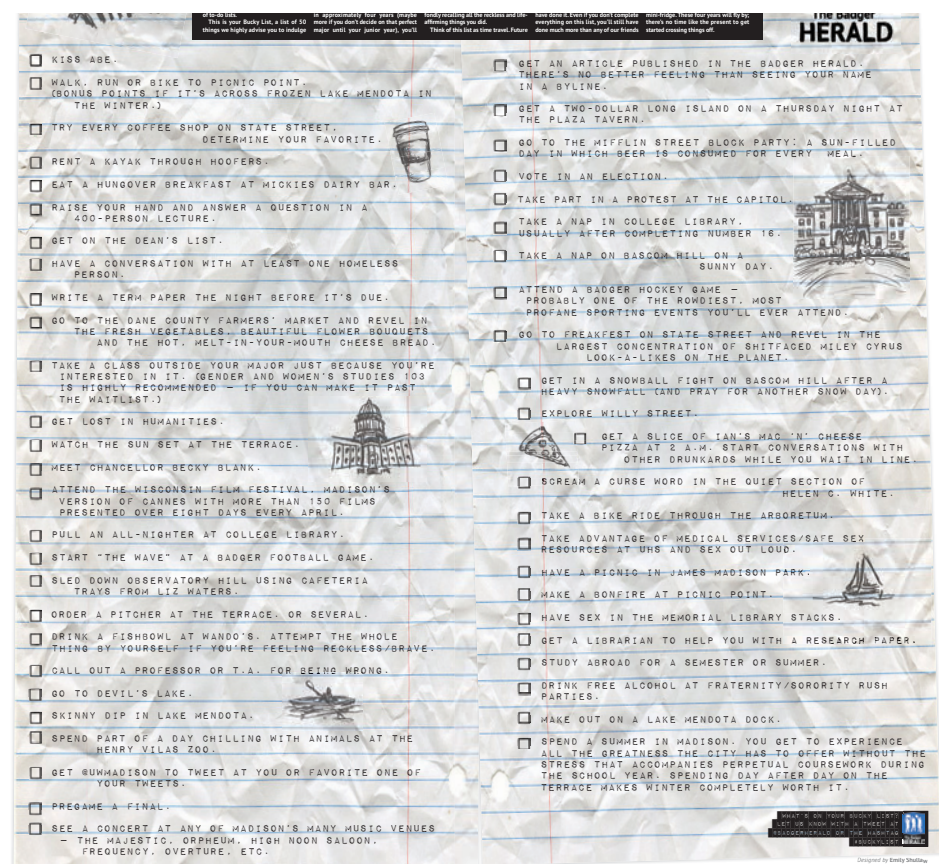
## Best Advertisement

**First Award** - *Arches*, Mount Mary College: Rennie Patterson-Bailey.

**Second Award** - *The Clarion*, Madison College: George Treviranus.

**Third Award** - *The Clarion*, Madison College: Robin Gee.

**Fourth Award** - *The Clarion*, Madison College: Anna Klawitter.



**Graphics, First Place, Group A:** Emily Shullaw, *The Badger Herald*, University of Wisconsin-Madison.

## General Web Excellence

**First Award** - *The Badger Herald*, UW-Madison: Will Haynes, Matt Neil - It's all here. Love the quality of the news, from hard news to original videos. Great photos, nice, full, but not busy design. Great inclusion of community news. I feel like I am getting all I need as a reader, and much more. Professional-level work here, staff.

**Second Award** - *The Clarion*, Madison College: Charles Schomaker - Great design and feel for each section. Good art, great content. Some good writing and interesting story ideas. I am getting a lot when I visit this site and that is how it should be. Love how the byline clicks to the reporters' recent work. Not sure I like the right rail content. I think the overall page layout could be re-arranged for greater appeal and better sense of what the reader is going to get when they click.

**Third Award** - *Arches*, Mount Mary College: Staf - I get a feel for the school from these pages. Refined, to the point, not flashy. Some good writing and photos. There is diversity here. I'd

like to see more photos and art throughout. The design is a bit flat, it does not entice me to engage as much as the stories deserve.

## Freedom of Information

**First Award** - *Arches*, Mount Mary College: Brittany Seemuth - A well-conceived and nicely written editorial on a vastly important subject at all levels of journalism. It was great to see a college group going to bat for high school students who don't enjoy the same freedoms. It was also nice to see the editorial give a nod to a supportive college administration -- another concept that seems to be swiftly eroding at the collegiate level. Overall, a great job.

**Second Award** - *The Clarion*, Madison College: Andrea DeBauche - The writer deserves to be commended for highlighting a national issue that gets far too little attention from voters of her generation. Odds are she'll be writing about this issue with increasing alarm with each election. Well