

WNA
FOUNDATION

Winnipeg

2015 Better Newspaper Contest

GARAGE POWER TOOL BURN



Marketplace: Homeowners do away with the lawn and find unusual ways to cover their yards./1D

WEATHER • 11A

TODAY
83°/62°
Variable cloudiness

TOMORROW
83°/62°
Pleasant with clouds and sun

The Gazette

SERVING JANESVILLE, ROCK AND WALWORTH COUNTIES

Sunday, July 19, 2015 • Our 169th Year • \$2.50

INSIDE • 1C

Utah park gracefully handles growing number of visitors./ Destinations/

When the heat rises, so do the problems

But Fourth Ward residents feel safe in neighborhood

By Elliot Hughes
ehughes@gazetteextra.com

JANESVILLE Summer in Janesville's Fourth Ward means several things—some unique to the neighborhood and some familiar to many.

Nicer weather means people are outdoors. Kids are running around, not in school, up to who knows what. People congregate on porches with alcohol. Fights among drinkers, youth and others happen. There's drug presence, which can be more visible under warm, blue skies.

Fourth Ward residents know these things. But many of them shake their heads at the idea the neighborhood is, in general, unruly, unsafe and to be avoided. Even in the summer.

"The inaccurate painting of a broad stroke about the neighborhood," said Kay Deupree, a city council member who lives on Franklin Street in the neighborhood. "The Fourth Ward is not homogenous."

The problems

The Fourth Ward—bounded by the Rock River, Court Street and Center Avenue—is home to about 3,000 people, which is about 9 percent of Janesville's population, according to town records.

Former Green Bay Packers quarterback Brett Favre waves to fans as he walks onto Lambeau Field prior to his induction into the Packers Hall of Fame and having his No. 4 jersey retired Saturday in Green Bay. It marked the first time a franchise history that player was received both honors at the same time. Story on Page 1B.

Finding a place for stuff

Self-storage industry taking up more space

By Gina Dawe
gdawe@gazetteextra.com

JANESVILLE Our nation of consumers has become a nation of packrats. We now have enough space for all Americans to fit under a collective roof of self-storage at the same time.

Whether they're moving, downsizing or decluttering, Americans have a growing need to store items that either don't fit in their homes or that they don't want to keep there.

In Rock County, that need has fueled the construction of multiple new storage facilities.

"I think maybe more people are willing to have the expense of a unit than before, just because they feel the need to have it," said Dave Gregorick, who has owned Eastside Storage with his father, John, for a decade.

"I think once they find out that by storing a few things, their house is less cluttered, they enjoy that, as well."

A housing market that the strongest it has been in years is helping fuel the demand for storage units locally, industry experts say.

"A lot more people are in panic mode—I need something today," said Gregorick, whose Janesville facility has more than 200 units. "You can tell by their voices they've tried other places."

In one weekend, Lori Pappard had five people tell her they needed to be out of their homes in a week. She is the Madison-area manager of Segans Senior Move Specialists.

The housing market is much stronger than it has been in many years, and some homes in the area are selling within a week, said Jeff Zielke, vice president of the Rock-Creek team.

Turn to **STORAGE** on Page 8A.

Friendly skies

Josh Brownell flies a 1930 Waco Taperwing on Saturday at the Brodhead Airport. While not an official participant in the annual Pieterpol/Hatz Fly-in at the airport, Brownell gives guests aerial tours of the area during the weekend event.

Photos by Jenega Major/
major@gazetteextra.com

BRODHEAD Kevin Purtee has been flying Lakota transport/utility helicopters for three years for the Army National Guard.

The decorated veteran of the war in Iraq flew Apache helicopters for 20 years before that.

Purtee also has built and flown a Pieterpol plane.

The 53-year-old Austin, Texas, man is passionate about the aircraft he flies professionally and for fun.

"They come from different ends of the perspective and go from a really complicated aircraft to a simple aircraft," Purtee said.

Purtee spent 17 years and \$20,000 building his first Pieterpol, "Fat Bottom Girl," which he flew for three years in the Pieterpol/Hatz Fly-in at the Brodhead Airport.

Then he crashed it and almost killed himself upon

takeoff from the 2012 event.

But that hasn't kept Purtee, who made a remarkable three-month recovery from rebuilding his Pieterpol—a 770-pound, simple and sturdy two-seat open cockpit plane fabricated mostly from wood and powered by a Corvair engine.

And he keeps returning to the three-day event, attending this weekend for the seventh time, with his wife, Shelley.

"This is what I do for joy. I absolutely cherish the reunion," he said.

Purtee isn't alone in his fondness of the Experimental Aircraft Association Chapter 431's Fly-in. "Pride from all over the country fly their Hatz and Pieterpol planes into the airport the weekend before the EAA gathering in Oshkosh," said Pat Weedon, one of many local chapter members who has been planning the event since last winter.

A couple even flew more than 2,000 miles—one

Turn to **FLY-IN** on Page 8A.

Welcome back, Brett

Former Green Bay Packers quarterback Brett Favre waves to fans as he walks onto Lambeau Field prior to his induction into the Packers Hall of Fame and having his No. 4 jersey retired Saturday in Green Bay. It marked the first time a franchise history that player was received both honors at the same time. Story on Page 1B.

Gazette at a Glance

LOCAL • 3A

Barlases honored for work

George and Shirley Barlase have devoted their lives to the Jersey breed of cows. The American Jersey Cattle Association recently honored the Barlases with its Distinguished Service Award. "Our life has been about kids and cows," Shirley said proudly.

NATION/WORLD • 10B-11B

Saudis claim to stop attacks

400 people suspected of belonging to Islamic State cells and thwarted attacks on mosques, security forces and a diplomatic mission. A string of deadly attacks carried out by followers of the militant group based in Iraq and Syria has fueled concerns in the oil-rich nation.

DEATH NOTICES • 10A

• Sandra J. Nilson/Janesville
• Thomas H. Fisher/Janesville
• Irene Holt/Sioux Falls

OBITUARIES • 10A-11A

James E. Brennan/Janesville
Edward Howard Gygis/Onion, Iowa, and Janesville
• Arnet Lee Grant/Sioux Falls
James Robert Kogge/Sioux Falls
• Elizabeth G. Carl/Hannover, N.H.
• Mary Elizabeth Justin Larson/Oregon
• Ronald Frank Ely/Sioux Falls
• Maria J. Reed/Janesville
• Cheri Lynn Sontag/Newton, Wis.
• Elizabeth Georgia Nelson Weber/Purolite, Washington
• Doris K. Welch/Janesville

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| Celebrations |6A | Opinion |6A-7A |
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| Horoscope |4E | Sports |39-38 |
| Letters |11A | State |2A |
| Nation/World |10B-11B | Television |2C |

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5ive WOMEN
FAITH | FAMILY | FRIENDS | FITNESS | FINANCE

AVAILABLE AT LOCAL NEWSSTANDS

Summer Spree
How to have a ton of fun with your spouse, family, BFFs and co-workers without spending a ton of cash.

Clamping In Style
Learn how this resourceful camper doesn't have to be about roughing it. Simply mix "glampin'" with your "camper" and you can be a "glampin'."

Rider On The Storm
Learn how this resourceful 13-year-old woman endures MS & CP with grace for the benefit of her family.

STATELINE'S PREMIER WOMEN'S MAGAZINE
StateLineLiveForWomen.com | StateLineLiveForWomen

Ripon Commonwealth Press

Serving the Ripon community since 1984

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Single copy — \$1
Thursday, May 21, 2015
Ripon, WI 54971

COOKIETOWN NO MORE

300 jobs will be lost as the main plant will close by end of this year

INSIDE

Charged
Brandon man
An investigation into a possible sexual assault case continues for a Brandon man already charged with child pornography.
See page 3

Our Views

Clowning around
A musical performance at Ripon High School last week was truly worthy of the big top, says the publisher.
See page 4

Business

Ladies' day out
Last weekend, it was all about what women want as Ripon held its first-annual Women on Watson event.
See page 16

Sports

End of the road
After a promising start, the Red Hawk baseball team's season came to a halt last week at its regional competition.
See page 23

by Ian Stepleton
ianstepleton@ripontimes.com

In one fell swoop Monday, one of Ripon's largest employers announced it will close the larger of those two production facilities. "Shocked," Mayor Gary Will said after learning the news. "It's a sad day for Ripon and its residents."

Cuts begin in phases in September, with the final positions leaving in December from the "new" production facility—the building most associated with the cookie factory that is located on Oshkosh Street. It currently produces "enbobb"—or dipped—cookies, as well as soft-bake cookies.

About 300 positions will be cut as part of this closure. An estimated 30 to 40 percent of those individuals as Ripon residents, with many more living in the surrounding communities.

Also leaving? The signature Ripon's Good Cookie Outlet Store that draws thousands to the community each year.

It will close in December, eliminating a massive source of revenue to the city of Ripon.

Saving this round of cuts will be the "new" cookie factory. This building, located in the city's industrial district, will be used for production of smaller, soft-bake cookies.

So busy. "It was completely surprised, much like a lot of people were."

See **CLOSE** on page 20

See **LOSS** on page 21

School Board selects new BPES principal

by Aaron Becker
aaronb@ripontimes.com

Ripon's newest principal has big shoes to fill.

At least metaphorically, or so went the good-natured joke at a reception Monday night for the employees retiring from the Ripon Area School District.

Barlow Park Elementary Principal Myra Miesel-Klein—short of stature but big on leadership and educational prowess—took the laughter in.

Tanya Sanderfoot, Board and fellow employees gave her a standing ovation for 40 years of service.

Later that night, the board authorized the hiring of Tanya Sanderfoot as the elementary school's new principal, officially starting July 1.

Sanderfoot is a third-grade teacher at Sunrise Elementary in the Kimberly School District. The hiring process for Ripon's newest principal—beginning in February—suffered an initial embarrassment in March, when the district's original top choice verbally accepted the offer but then bowed out days later.

See **PRINCIPAL** on page 22

District will try contracted custodians

by Aaron Becker
aaronb@ripontimes.com

The Ripon Area School Board expects to save about \$100,000 next school year by using an outside contractor to provide cleaning services in place of two retiring custodians.

Despite concerns raised about the possibility of lower quality of cleaning, the School Board opted for a one-year trial.

A board memo explained the likely \$100,000 savings.

The reduction of two custodial positions, including salaries and benefits, amounts to \$130,000, it reads. "To hire an outside contractor to provide cleaning services, the costs would be between \$20,000 to \$30,000 depending on the services provided."

Four custodians are retiring at the end of this year from the Ripon Area School District. Just two of those positions will be filled for next school year.

"Due to the middle school being razed [and combined with the high school], the need to fill the remaining custodial

Graduation: Serious ceremony, joyful smiles

ABOVE, FACULTY MARSHAL and religion Professor Brian Smith leads the college's ceremonial march as he leads an opening procession of administrators, faculty, students and honored guests into the Storzer Gymnasium. Though normally held outside at Ripon College, the event was moved indoors after rain threatened the 143rd commencement exercises Sunday afternoon. Smith was given the honor by virtue of his being the college's most senior faculty member. Directly behind Smith are Chris Ogilvie, left, dean of students, and Wayne Webster, vice president for advancement. Right, Chelsea Moldenhauer, a biology major with minors in chemistry and psychology, receives her diploma from a "neighbor," Ripon College President Zach Messitsch, whose home at One Merriman Lane is about a mile north of the Moldenhauer's family home at Southwoods Court. Moldenhauer was one of nine graduates from Ripon, Green Lake and Berlin. For more photos from the ceremony, see page 11.

Tim Lyke photos

Daily: The Gazette, Janesville
Publisher: Sidney "Skip" Bliss

Weekly: Ripon Commonwealth Press
Publisher: Tim Lyke

The 2015 Better Newspaper Contest included 2,957 total entries from 152 newspapers.

Entries were judged by members of the Minnesota Newspaper Association.

WISCONSIN NEWSPAPER ASSOCIATION

On the cover

Clockwise from top left:

Feature Photo, Division C, First Award:
Daily News, West Bend — “Buried
Brother” by John Ehlke

All-Around Photography, Division B,
First Award: *The Leader-Telegram*, Eau
Claire — “Garage, pole barn burn” by
Dan Reiland

Sports Photo, Division D, First Award:
Lake Country Reporter, Hartland — “Pi-
rates fade against Falcons” by Scott Ash

Feature Photo, Division B, Honorable
Mention: *The Gazette*, Janesville — “Just
another perfect day for the Rock County
4-H Fair” by Anthony Wahl

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 28.
Order forms are available at the conven-
tion registration desk or online at
www.WNAnews.com.

Thank you!

Our special thanks to Capital Newspa-
pers in Madison and Wisconsin State
Journal Editor John Smalley for printing
and assisting with this 2015 Better News-
paper Contest results tab.

Let your readers know:



Visit <http://www.wnanews.com>
to download your 2015
Better Newspaper Contest
Award Winner logo.

Congratulations division winners!

Daily Newspapers

Division A:
Green Bay Press-Gazette

Division B:
The Gazette, Janesville

Division C:
Daily News, West Bend

Weekly Newspapers

Division D:
Lakeland Times, Minocqua
Vilas County News-Review, Eagle River

Division E:
Ripon Commonwealth Press

Division F:
Jackson County Chronicle, Black River Falls

Branen Scholarships

William E. Branen, former publisher of the Burl-
ington Standard Press and a past president of the
Wisconsin Newspaper Association, died in 1988
but his legacy lives on. One way is through an
annual scholarship established by his wife, Nan,
through the family foundation.

Initially awarded to a Burlington High School
student, the Branen scholarships took a new
focus in 1999. Since that time the scholarship
has honored each school earning first place for
General Excellence in the Wisconsin News-
paper Association Foundation High School Better
Newspaper Contest.

The William E. Branen Scholarships honoring
excellence in high school journalism will be pre-
sented to three Wisconsin student newspapers.
School newspapers receiving a \$1,000 Branen
Scholarship include:

**Extra-curricular publication, Division B, en-
rollment of 500 or more:**

Purple Sage, Waunakee High School, advised by
Tammy Rademacher

**Classroom-based publication, Division B, en-
rollment of 500 or more:**

Cardinal Columns, Fond du Lac High School,
advised by Matthew Smith

Division A, school enrollment of 500 or fewer:

The Viking Voice, Gibraltar High School (Fish
Creek), advised by Andrew Holdmann

General Excellence

Division A

First Place: *Green Bay Press-Gazette* – “Best of the bunch. Lots of content here, much of it produced by staff. Attractive look to each section.”

Second Place: *Wisconsin State Journal*, Madison – “Quality paper! Clearly also committed to excellent work in all areas.”

Third Place: *The Post-Crescent*, Appleton – “I like this paper’s willingness to do bold things with its front page. A step behind the other two in terms of content ... but not much.”

Division B

First Place: *The Freeman*, Waukesha – “These may have not been the biggest newspapers by volume, but they packed a lot of bang for the buck. Great focus on being local. Nice clean design.”

Second Place: *Leader-Telegram*, Eau Claire – “A lot going for this newspaper as well.”

Third Place: *Oshkosh Northwestern* – “This one didn’t rank quite as high as my first two choices, but quite good nevertheless. Loved the graphic on the front of the cover entry.”

Honorable Mention: *The Sheboygan Press* – “Quite good as well – maybe not quite as good as the top 3.”

Division C

First Place: *Daily News*, West Bend – “This paper is flush with solid local content, with a sports section to match. Nothing flashy here at first glance, but the Daily News keeps the relevant stories coming, with photos that work – and some levity for good measure. This paper has a real community feel to it.”

Second Place: *Portage Daily Register* – “The Portage Daily Register puts the human element of the news front and center. Whether it’s a story about a high school swimmer or a massive capital project, this publication remembers it’s about the people. The stories are consistently compelling and aren’t afraid to dive deep.”

Third Place: *Stevens Point Journal* – “The Stevens Point Journal invites the reader in with enticing visuals and backs it up with strong writing and a diverse selection of content.”

Division D

First Place: *Hudson Star-Observer* – “Strong mix of stories, excellent design elements and organizational details made this paper a standout in a highly competitive

Green Bay Press-Gazette, First Award, Division A, General Excellence

category. Well done Star-Observer!”

Second Place: *Spooner Advocate* – “I wish there was a way to put two papers in first place because the Advocate is just that strong. Compelling writing, outstanding photography and great design is all there.”

Third Place: *The Lakeland Times*, Minocqua – “Lakeland Times staff should be proud of the quality product they bring their community. Lots of local content and strong writing.”

Honorable Mention: *Wauwatosa NOW* – “Great job for this little tabloid. Really delivers on hard-hitting news and photography.”

Division E

First Place: *The Record-Review*, Abbotsford – “Good quality news coverage, opinion, sports, use of color in editorial and advertising.”

Second Place: *New Richmond News* – “Attractive design, good use of color, full of news.”

Third Place: *The Star*, Sun Prairie – “A very readable newspaper, good community coverage.”

Honorable Mention: *River Falls Journal* –

The Freeman, Waukesha, First Award, Division B, General Excellence

“Strong on content and editorial pages.”

Division F

First Place: *Sauk Prairie Eagle* – “Front draws attention, good mix of interesting news content, well written; same with editorials and columns; good use of photography; advertising done well.”

Second Place: *Kettle Moraine Index*, Dousman – “Attractive front pages; good content, well done; editorial pages also well done, well written; advertising done well.”

Third Place: *Reedsburg Times-Press* – “Good looking newspaper, good content mix, well written; advertising fair.”

Honorable Mention: *Sussex Sun* – “Also a good looking newspaper with good content throughout.”

Special Projects

Division B

First Place: *Wausau Daily Herald*. “4-day series on Wausau’s near west side, a changing neighborhood facing challenges and promise” – Nora G. Hertel, Melanie Lawder, Robin Opsahl, Raina Beutel.

Daily News, West Bend, First Award, Division C, General Excellence

“These stories fulfill an important role for a newspaper that is easily overlooked: Telling the readers what’s next. This well-written series looks at the past, present and future of a blighted area while exploring the ins and outs of redevelopment – from dreaming, to planning to, to addressing the current challenges. Remaking an entire neighborhood is no small feat, and clearly, neither was the production of this series.”

Division D

First Place: *Courier Press*, Prairie du Chien: “The Great Flood of 1965” – Correne Martin, Ted Pennekamp, Audrey Posten, Kim Corpien, Gary Howe, Lori Heisz, Gloria Kapp, Sarah Hohlfield. “This is awe-inspiring journalism. The thoughtful use of archival material (that only a community newspaper would have) paired with new material and supporting advertisement shows how important this project was to the staff and the community.”

Second Place: *The Edgerton Reporter*. “Book festival” – Staff. “This is a great example of what can happen when a newspaper takes a stand on an issue, and finds ways to support the evolution of the

New construction in progress / Page 10A \$150

Hudson Star-Observer

HUDSON, WISCONSIN THURSDAY, FEBRUARY 19, 2015

Approves short-term upgrades for IHHS School district will spend up to \$1.2 million

The Hudson Board of Education approved a plan to spend up to \$1.2 million on short-term upgrades for Hudson High School.

The board will spend up to \$1.2 million on short-term upgrades for Hudson High School.

Firefighters rescue man from burning house neighbor smelled smoke and heard alarms

Firefighters rescued a man from a burning house in Hudson on Tuesday. A neighbor smelled smoke and heard alarms.

Lawsuit alleges city negligence in flooding

A lawsuit filed in federal court alleges that the City of Hudson was negligent in its handling of a flooding incident.

Camp St. Croix Receives \$550,000 Grant from RCU

The Camp St. Croix Foundation received a \$550,000 grant from the Royal Credit Union Foundation.



At left, the group of people who presented the award to the Camp St. Croix Foundation.

HOME LOANS CITIZENS STATE BANK RIGHT BANK, RIGHT NOW

Hudson Star-Observer, First Award, Division D, General Excellence

community. Change takes time and the staff of the newspaper are in for the long haul."

Third Place: Dodge County Pioneer, Mayville: "Pink Pages - Breast Cancer Awareness" - Mallorie Clark, Danielle Wiedmeyer, Heather Kopsi, Jessica Billington, Kathy Dobbratz, Gayle Rydstrom, Breonna Bleuel, Ed Zagorski. "Cancer can be an isolating illness, and it is inspiring to see the community get involved in the coverage to support those affected."

Editorial Award

Division A

First Place: La Crosse Tribune - Rusty Cunningham, Scott Rada, Marc Wehrs, Chris Hardie. "Clear, well-researched editorials with lots of data to back them up."

Second Place: Green Bay Press-Gazette - Pete Frank. "Great local editorials. Not afraid to hold their elected officials accountable."

Third Place: The Post-Crescent, Appleton: "Public deserves whole story on Whiteside death/Wisconsinians ready to rise up again/Police and EMTs answered the Trestle Trail call with grace" - Sarah Riley. "Engaging editorials that were interesting for me as a

The Record-Review

A WISCONSIN HOMETOWN NEWSPAPER ATHENS EDGAR MARATHON STRATFORD

ONE DOLLAR MAY 20, 2015 VOLUME 53, NO. 20 THIRTYTWO PAGES

County postpones nursing home vote

The Marathon County Board of Supervisors postponed a vote on a \$15 million nursing home project.

New pastor at Mount Zion

Rev. John M. Smith is the new pastor of Mount Zion Lutheran Church in Hudson.

Raiders send 12 to sectional

The Hudson Raiders football team advanced to the sectional playoffs.

Farmer will fight citation

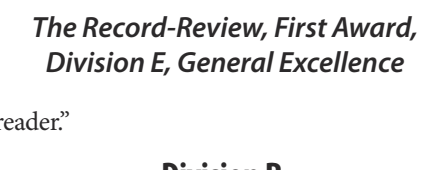
A farmer is fighting a citation issued by the Wisconsin Department of Transportation.

Town of Marathon tavern is burglarized

The Marathon Tavern in Hudson was burglarized on Tuesday night.

One of country's top restaurants

The Hudson restaurant has been named one of the top in the country.



The Hudson restaurant is one of the top in the country.

The Record-Review, First Award, Division E, General Excellence

reader."

Division B

First Place: The Gazette, Janesville: "Open government makes good sense; Sad chapter for school district; 10 reasons to back streets referendum" - Greg Peck. "The Gazette is a strong advocate of its citizen readership, holding public officials accountable to those they serve. Excellent writing clearly defined the issues and made its case. Nice balance with an advocacy piece on a levy vote. Clear, concise writing and a focus on local issues brought this paper to the top."

Second Place: Leader-Telegram, Eau Claire: "Voucher expansion doesn't create apples vs. apples" - Don Huebscher. "It is clear Don Huebscher does his homework. No flimsy editorials here. Huebscher digs into the facts, considers multiple angles and delivers strong commentary on a variety of topics. You made it such a difficult choice that we prefer to consider this second-place award the second number one winner."

Third Place: The Journal Times, Racine: "Unified handbook must be revised to help schools / RUSD board undercut Haws with its vote / Boycott mars celebratory week for Unified" - Mark Lewis, Steven T. Lovejoy, Tom Farley, Stephanie Jones. "Strong opinion pieces leave readers knowing exactly where the newspaper stands on local issues of importance. Gripping writing keeps interest. Excellent work."

Honorable Mention: Wausau Daily Herald: "Take Kronenwetter officer's badge; Teen's death a devastating loss to community; Walker's proposed UW cuts

ROUGH PATCH

Eagles baseball team battling through the bumps

SPORTS A13

The Eagle

Wednesday, May 13, 2015

Just ask Alice in Dairyland

Loether first from Sauk City to hold ag title

Sauk Prairie's Loether won the title of Dairyland's first female champion.

No school layoffs planned

District expects to dip into reserves

The school district expects to use reserves to cover budget shortfalls.

RISING STARS

Local students shine in regional contests

Several local students won awards in regional contests.

Overnight trucker caught

Trucker caught driving without proper license

Trucker caught driving without proper license

Get ready to grill at Sauk City BBQ fest

Competition festival coming

The Sauk City BBQ festival is coming soon.

Preparing to power up

Sauk City readies park for major event

The park is being prepared for a major event.

Sauk Prairie Eagle, First Award, Division F, General Excellence

go too deep" - Robert Mentzer. "Robert Mentzer's call for community outcry to demand the village fire an officer for multiple instances of improper conduct the paper dug up is powerful, both in its findings and its prose. Absolutely outstanding work on that piece in particular."

Division C

First Place: Baraboo News Republic - News Republic Editorial Board. "This was a very strong entry. Well rounded editorials - especially on the topic of the criticism from the county board member. This was clearly a situation that had reached a point in which this newspaper staff needed to provide clarity - and diplomacy - with a strong hand. Way to go."

Second Place: Daily Citizen, Beaver Dam: "When politicians threaten to quit let them; State Park Budget an easy target; We need better mental health care" - Aaron Holbrook. "I loved the mental health care editorial. Sound arguments that included plenty of research and facts delivered by a talented news team. This is what journalism

is all about. Great job."

Third Place: EagleHerald, Marinette: "TAD, Drug Court on the right track" - Dan Kitkowski. "Strong entry. The water department mess was quite the saga, and the editorial, I'm sure, hit home for many residents living in that muck."

Honorable Mention: The Reporter, Fond du Lac - Peggy Breister. "It pains me, but we were missing one editorial from this submission (one entered twice). I think it might have been a first-placer! Editorials were strong, candid, readable, and not wimpy. I loved it. The most honorable of mentions."

Division D

First Place: Hudson Star-Observer - Doug Stohlberg. "The clear winner here. Local issues with facts and a call to action. Very nice!"

Second Place: Vilas County News-Review, Eagle River: "Pines could do better with its 7-12 proposal; Shoreland zoning can't be a one-size-fits-all system; Federal-state partnership will boost logging, forests" - Kurt Krueger, Gary Ridderbusch, Anthony Drew.

Third Place: The Star News, Medford: "Thank you Gov. Scott Walker; Parking lot preacher is out of city hands; Attempts to close public out of government were a slap in the face" - Brian Wilson.

Division E

First Place: The Tribune-Phonograph, Abbotsford: "Bad advice; For the ladies; A better way" - Kevin O'Brien, Christian Parker, Kris O'Leary. "The clear winner in this category. Very concise local issues with lots of points to define the issue."

Second Place: Lake Geneva Regional News - John Halverson.

Third Place: River Falls Journal: "Your tax dollars, but now always yours to control; Stories remind: College life isn't consequence free; Police Watch: Don't become a civil disobedient blockhead" - Phil Pfuehler.

Division F

First Place: DeForest Times-Tribune - Jake Kurtz, Joe Pruski.

Second Place: Clintonville Chronicle: "Inner Ramblings" - Tricia Rose.

Editorial Pages

Division A

First Place: Wisconsin State Journal, Madison: "Sunday Opinion" - Scott Milfred, Phil Hands, Laura Nolan, Amy Geiger.

“Wow! ... Wow! Creativity, quality local, state and national content, amazing staff cartoons, editorials, letters from readers and the list goes on! I absolutely love the Governor’s race game page! Wow! For the sake of critique the treatment of headers is inconsistent and could use a redesign and the typography is a bit old style and hard to read. Those are the only things that kept me from giving you a solid 10 rating. Nice job!”

Second Place: *Green Bay Press-Gazette* – Pete Frank. “Nice job. I like the graphics and use of design to pull readers into online content as well as print. However, even though you allow for ‘our view’ and reader letters I see little in the form of local content (to which judges are instructed to give preference.) Body copy is also hard to read. But, overall creative, up-to-date and interesting pages. Nice job.”

Division B

First Place: *The Gazette*, Janesville – Greg Peck. “Interesting layout, varied topics and tones. Editorials were strong and the page featuring students’ opinions was a fresh take on editorial. Solid and solemn coverage of the changing of the guards. Well done.”

Second Place: *Kenosha News* – Steve

Lund. “Strong second. This entry had interesting topics even to an outsider; layout was attractive and eye catching. This is the kind of editorial section that can really make a splash. Kudos.”

Third Place: *The Freeman*, Waukesha – Bill Yorth. “Strong editorial on rail safety that was also some effective writing. This is a great entry.”

Division D

First Place: *Oconomowoc Enterprise* – Enterprise Editorial Board.

Second Place: *The Chronotype*, Rice Lake – Staff.

Third Place: *Lake Country Reporter*, Hartland – Debi Eimer, Emily Sydor, Matt Colby, Scott Peterson.

Honorable Mention: *The Star News*, Medford – Brian Wilson.

Division E

First Place: *Lake Geneva Regional News* – John Halverson, Robert Ireland, Keven Aumuller.

Second Place: *Ripon Commonwealth Press* – Tim Lyke, Ian Stepleton.

Third Place: *River Falls Journal* – Phil Pfuehler.

Honorable Mention: *New Richmond News* – Micheal Foley, Sarah Young, Cindy Olson.

Division F

First Place: *Sussex Sun* – Larry Hanson, Scott Peterson, Fred Keller, Matt Colby, Emily Sydor, Debi Eimer.

Second Place: *Clintonville Chronicle* – Tricia Rose.

Third Place: *Jackson County Chronicle*, Black River Falls – Staff.

Honorable Mention: *Crawford County Independent & The Kickapoo Scout*, Gays Mills – Emily Schendel, Erin Martin, Howard Sherpe, John Gibbs.

Special Section-Editorial

Division A

First Place: *Green Bay Press-Gazette*: “Welcome Home Favre” – Staff. “This was simply the most readable and best-looking special section of the bunch. A fine treatment of a mythical figure.”

Second Place: *Kenosha News*: “Retooling Kenosha County’s Economic Engine” – Joe Potente, John Sloca, James Lawson, Jeffrey Zampanti, Brian Passino, Bill Siel, Deneen Smith, Jill Tatge-Rozell, Jon Brines, Kevin

Poirier, Janine Anderson, Sean Krajacic, Terry Flores, Bill Guida. “This special section on commerce didn’t settle for being a business cheerleader. These stories had high news value on their own. An overall look at the business climate, personal accounts of living and working in Kenosha County and an explanation of a common but little understood funding mechanism helped make this section stand out.”

Division C

First Place: *EagleHerald*, Marinette: “People Making a Difference 2014” – Dan Kitkowski, Penny Mullins, Rick Gebhard, Melissa Kowalczyk, Tim Greenwood, Lisa Reed, Stephen Oman, Larry Ebsch, Billy Betts, Chelsea Ewaldt, Tom Kaeser, Jody Korch. “Great job on what local papers do best – tell the stories of your neighbors and friends. This must be quite a treat each year for your readers.”

Second Place: *The Monroe Times*: “Cheese Days” – Monroe Times Newsroom. “Great looking section with all one needs to enjoy the festival.”

Third Place: *Daily Jefferson County Union*, Fort Atkinson: “FFA issue/Go all out” – Ryan Whisner. “Nice to see a likely

Congratulations on a great year!



 **The FREEMAN**
Waukesha County's Daily Newspaper

First Place
General Excellence
(Group B)



 **DAILY NEWS**
Washington County's Daily Newspaper

First Place
General Excellence
(Group C)



 **OCONOMOWOC ENTERPRISE**
A LAKE COUNTRY TRADITION SINCE 1888

First Place
Reporting on Local Government,
Editorial Pages



 **NEWS GRAPHIC**
Ozaukee County's Daily Newspaper

First Place
Headlines,
Best Advertising Sales Tool

underrepresented group get some special treatment. Great way to handle the subject matter.”

Division D

First Place: *Door County Advocate*, Sturgeon Bay: “Spring Home & Garden” – Staff.

Second Place: *Vilas County News-Review*, Eagle River: “Military Salute” – Staff.

Third Place: *Lake Country Reporter*, Hartland: “Everything Holiday” – Amy Nixon, Matt Colby, Emily Sydor.

Division E

First Place: *The Valders Journal*: “Hometown Heroes” – Brian Thomsen, Todd Bergmann. “Well-written, interesting and engaging articles. Very nice section!”

Second Place: *The Verona Press*: “Verona Press 50th Anniversary” – Jim Ferolie, Scott Girard. “Great commemorative piece. Articles do a great job of tying the past to the present.”

Third Place: *Lake Geneva Regional News*: “Spring Sports Section” – David Michels, Keven Aumuller. “Very nicely done. A fun section to read!”

Honorable Mention: *Grant County Herald Independent*, Lancaster: “She - Women of Southwest Wisconsin” – David Timmerman. “Very nice section.”

Division F

First Place: *Clintonville Tribune-Gazette*: “2015 Football Preview” – Scott Bellile, Greg Seubert, Cody Popp. “Great articles and photos. The articles were well-written and fun to read.”

Second Place: *Mount Horeb Mail*: “State Champs edition” – Staff. “Fun-to-read supplement. Nice articles and well laid out.”

Third Place: *Jackson County Chronicle*, Black River Falls: “JCC Fair Section” – Staff. “Great section. Good articles and fun, catchy headlines.”

Honorable Mention: *Oconomowoc Focus*: “Destination Oconomowoc” – Amy Nixon, Jackie Tomczyk, Matt Colby, Emily Sydor, Scott Ash, Todd Ponath. “Nicely written, well laid out. Good job!”

Open Records/FOI Award

Division A

First Place: *Wisconsin State Journal*, Madison: “End state’s witless attempt to hide records” – Scott Milfred. “These editorials are exceptionally written and – rightly so – spare no expense in their criticism. Kudos to the State Journal for paying attention

and subsequently calling out the right folks. What the State Journal did in this instance should be a core mission of every newspaper: follow government and hold it to account when necessary.”

Division B

First Place: *Wausau Daily Herald*: “Officer suspended for relationship with drug user” – Alison Dirr, Peter Wasson.

Second Place: *Marshfield News-Herald*: “Edgar schools can’t quantify bullying reports” – Liz Welter.

Third Place: *The Journal Times*, Racine: “Unified alters secret voting (with sidebar: Other meetings issues raised)” – Aaron Knapp.

Honorable Mention: *Herald Times Reporter*, Manitowoc: “Father, daughter charged in TR school incident” – Phillip Bock.

Division D

First Place: *Wauwatosa NOW*: “Ex-Tosa cop claims sexual harassment” – Rory Linnane, Rachel Minske. “Readers would not have known about this issue without the dogged investigative work done by the reporters – who requested open records, spotted something in the financial report and then through persistence were able to get statements from those on both sides of the issue. In the end it was still up to the reader to make a conclusion on this complex story.”

Second Place: *Vernon County Broadcaster*, Viroqua: “Closed session discussions by county committee raise red flags” – Matt Johnson. “The editorial on multiple, untitled, closed sessions let the public know what its elected officials were up to and officials knew they were being watched. Freedom of Information – informing the public and reminding/teaching leadership of proper procedure. Johnson did a nice job gently bringing the board to task without scolding.”

Third Place: *Lake Country Reporter*, Hartland: “\$100,000 and counting” – Kelly Smith. “This story spells out why the communities of Lisbon and Sussex are paying huge legal fees. Nice work explaining a difficult issue, hard to wrap your head around this one!”

Division E

First Place: *Lake Geneva Regional News*: “Lawsuit with the Village of Genoa City” – Robert Ireland.

Second Place: *The Star*, Sun Prairie: “Dane County judge rules against ex-fire chief” – Jennifer Fetterly, Chris Mertens.

Third Place: *Ripon Commonwealth Press*:

LGRN, Genoa City settle open records lawsuit

By Jade Balock
jbalock@lagenevaregion.com

GENOA CITY — The village of Genoa City will pay the *Regional News* \$13,000 for attorney fees related to an open records lawsuit.

The village was represented by an attorney from its insurance company. On May 8, 2014, *Regional News* editor Rob Ireland requested access to and a copy of surveillance footage of a uniformed police officer from the Genoa City Police Department stealing from the village. That request was denied for several months, for various reasons.

The video shows the officer using a fly swatter to retrieve envelopes from a bond box at the Genoa City Police Department.

The *Regional News* was given a copy of the video on Oct. 21, 2014, about a week after former Genoa City and Bloomfield police officer Aaron Henson pleaded guilty to the charges of misdemeanor theft. See side bar for more information about the Henson case.

Under state open records law, citizens have access to much of the records produced in police investigations, government activities and school administration.

Reasons to withhold records are severely limited by state statute.

In an amended complaint against Genoa City, attorney Robert Dreps, of the Godfrey and Kahn law firm, Madison, representing the *Regional News*, asked that the newspaper be awarded compensatory damages for the “unreasonable delay in provision

Henson case

Aaron Henson, a former Bloomfield and Genoa City police officer, spent seven days in Walworth County jail, with work-release privileges, in October after he pleaded guilty to two misdemeanor charges.

According to *Regional News* reports, Henson was arrested in April 2014, after police noticed cash was stolen from a bail box in Genoa City.

After two thefts, the police department put video cameras in the office. Police officers recorded the serial numbers on \$230 that was placed in the bond box.

Henson was filmed taking money out of the bond box. The video, which the *Regional News* requested access to, shows Henson using a fly swatter to remove a bond envelope from the box.

When his home was searched, the money was recovered. Henson said, according to the criminal complaint, that he had used the money to pay for his wife’s medical bills and a truck payment.

Along with his jail time, Henson agreed to pay nearly \$3,000 in restitution.

Genoa City Police Chief Joe Balog originally denied the request. *Mar 10, 2014*

Lake Geneva Regional News, First Award, Division E, Open Records/FOI Award

“City concerned as Boca buildings begin to crumble” – Ian Stepleton.

Division F

First Place: *DeForest Times-Tribune*: “Supervisor behind City-County Building breach” – Jake Kurtz. “Solid reporting and follow-up editorial based around public records request that led to story about a county official using his status to allow protesters into a locked public facility.”

Second Place: *Clintonville Chronicle*: “Cellphone Records Released to Public” – Tricia Rose. “Public records request leads to reporting of not-so-flattering messages and questionable actions by city official.”

Third Place: *Jackson County Chronicle*, Black River Falls: “Sheriff’s Captain Put On Leave” – Matthew Perenchio. “Good example of how media’s watchdog role means always being alert to how even the smallest news item might lead to something larger.”

Honorable Mention: *Clintonville Tribune-Gazette*: “Schmid files claim against Clintonville; Schmid’s claim against city is for \$71,250” – Bert Lehman.

Breaking News Coverage

Division A

First Place: *The Post-Crescent*, Appleton: “4 dead in shooting: Menasha gunman dead after opening fire on Trestle Trail bridge” – Carlos Munoz, Duke Behnke, Jen Zettel, Jim Collar, Katherine Lynn, Alison Dirr, Ed Berthiaume, Andy Thompson, Rachel

Rausch, Dan Powers, Wm. Glasheen, Ron Page, Sarah Riley. “Impressed with all of the different angles these writers took to share the stories of those affected after this random shooting. Comprehensive, yet sensitive coverage. It’s clear this newspaper would have been the go-to source for any news surrounding this shooting.”

Second Place: *La Crosse Tribune*: “Gun violence turns deadly” – Anne Jungen. “Excellent storytelling. Writer covered not only the event itself, but the bigger picture at the time – a very violent week in La Crosse with six shootings. The community had many questions, and the writer helps answer many of those.”

Third Place: *La Crosse Tribune*: “President visits La Crosse” – Staff. “Well-rounded, solid coverage.”

Honorable Mention: *Wisconsin State Journal*, Madison: “Tony Robinson shooting and aftermath” – Abigail Becker, Sandy Cullen, Dennis Punzel, Nico Savidge, Doug Erickson, Molly Beck, Dan Simmons, Steve Apps, John Hart, Michael King, Amber Arnold.

Division B

First Place: *The Journal Times*, Racine: “40 years for murder” – Kristen Zambo.

Second Place: *Wausau Daily Herald*: “Boy, 13, dies in stabbing” – Bob Dohr.

Third Place: *The Journal Times*, Racine: “Homicide suspect sought; Homicide suspect in custody; \$1M bond in friend’s slaying; Somers man reportedly tried to hide handgun used in homicide; Victim was a loving friend and father” – Stephanie Jones, Pete Wicklund, Aaron Knapp.

Honorable Mention: *The Gazette*, Janesville: “Frazier leaving race for mayor” – Jake Magee.

Division C

First Place: *The Reporter*, Fond du Lac: “State trooper shot to death” – Justin Kabbes, Sharon Roznik. “The breadth and detail of Kabbes’ and Roznik’s reporting in the hours and days following this event is striking. They did a admirable job of telling Trevor Casper’s story.”

Second Place: *Eagle Herald*, Marinette: “Home intruder shot, killed” – Penny Mullins. “Great organization and solid writing. The reporter’s success in getting information on the deceased young man’s job as a zookeeper was impressive.”

Third Place: *Daily Tribune*, Wisconsin Rapids: “One dead, one under guard after Saratoga shooting” – Karen Madden. “The news gathering behind these stories is tremendous. This reporter did a great job of

pressing authorities for information. Kudos.”

Honorable Mention: *Daily News*, West Bend: “Cows escape fire unharmed” – John Ehlke. “Great lede and engaging writing. This reporter knew what to focus on and did a excellent job of putting readers in the farmers’ shoes. His photos were wonderful, too.”

Division D

First Place: *The Chronotype*, Rice Lake: “Woman sentenced ...” – Eileen Nimm.

“Vivid writing makes this story stand out from a very large crowd. This writer gave readers the scene – the sights, the sounds, and certainly the emotion. Great work.”

Second Place: *Vernon County Broadcaster*, Viroqua: “Man takes wild ride to retrieve stolen truck” – Matt Johnson. “This story is pretty crazy, and this judge just couldn’t put it down. You captured the flavor of this character.”

Third Place: *Sawyer County Record*, Hayward: “Famous Dave’s burns” – Terrell Boettcher, Frank Zufall, Paul Mitchell. “Way to go on the hustle. Great photos, and what good work putting together the history as well. Kudos.”

Honorable Mention: *Door County Advocate*, Sturgeon Bay: “Search has sad ending” – Jen Zettel, Duke Behnke, Samantha Hernandez. “This story could have been one-dimensional. Clearly this was a tough situation for the community, and the work put in during the search to find out what was going on made it compassionate and worthy of recognition.”

Division E

First Place: *Ripon Commonwealth Press*: “Cookietown No More” – Tim Lyke, Ian Stepleton. “This entry rose to the top because of the in-depth coverage on a story that impacts the entire community. The writers did an outstanding job of explaining what is going to happen with the plant closing. I especially like the sidebars with the coverage. Outstanding work!”

Second Place: *Grant County Herald Independent*, Lancaster: “What A Mess” – David Timmerman. “Great job in getting the storm coverage on deadline. Many weeklies have the temptation to wait a week with covering a last minute breaking story, but not here. Outstanding action photos of people affected by the storm help this entry rise to the top.”

Third Place: *Merrill Courier*: “Baumann sentenced to seven years for OWI homicide” – Jeremy Ratliff, Collin Lueck. “I like this coverage because of the way the writer covered the sentencing. Most importantly,

quotes from the victim impact statements were used. So often newspapers miss the boat in sharing the real impact of such tragedies – the victims themselves! Nice job.”

Honorable Mention: *Ripon Commonwealth Press*: “Body found in barrel in Ripon” – Ian Stepleton. “What an unusual story that captures attention just because of its unusualness. Good job in detailing what happened in this bizarre case.”

Division F

First Place: *The Fennimore Times*: “Montfort youth killed in shooting” – Robert Callahan, David Timmerman, Steve Prestegard. “This story must have been difficult to cover, but the staff did so in a professional and thorough manner.”

Second Place: *New London Press-Star*: “Substation fire causes outage in NL” – John Faucher. “Even though this incident took place on press day, you were able to publish an informative story and give it prominent placement.”

Third Place: *Jackson County Chronicle*, Black River Falls: “VA at fault in Marine veteran’s death, report says” – Cassandra Colson. “This story was very thorough. It was well-written, despite a few typos.”

Honorable Mention: *Clintonville Tribune-Gazette*: “Armed citizen causes church lockdown” – Bert Lehman, Jeff Hoffman. “This story led with the most relevant information, which is especially important for breaking news.”

Local Column

Division A

First Place: *La Crosse Tribune* – Rusty Cunningham. “Informative columns that leave reader with plenty to think about.”

Second Place: *The Capital Times*, Madison – John Nichols. “Good use of institutional knowledge to provide readers an authoritative opinion.”

Third Place: *The Post-Crescent*, Appleton: “Crash claims life of beloved musician, teacher; Horrific memories of young girl’s murder resurface; How I lost Green Bay Packers season tickets” – Andy Thompson. “Some very difficult subjects handled with care.”

Division B

First Place: *The Gazette*, Janesville: “There is more for me to do here”; “Don’t forget us”; “The story needs to be told” – Anna Marie Lux. “The writer took on some hard subjects and worked them very well. She used her own observations but kept herself discretely

in the background and let the people speak. She wasn’t maudlin but let the readers decide how to react.”

Second Place: *Kenosha News*: “The wind at your back; Off by a factor of 100; Rust Belt no longer fits” – Steve Lund. “The first column I read, the one about the wind at your back, took a bit of time to get going (perhaps like a lot of runners) but when it did get into its stride, it was a very interesting and readable observation on life.”

Third Place: *The Freeman*, Waukesha – Mark Belling. “His are rather different from most columns and are more editorial. But they do give his opinion and he backs them up. I especially enjoyed his piece about Democrats fading into the sunset.”

Division C

First Place: *Baraboo News Republic*: “It’s a Funny Thing” – Ben Bromley. “Bromley’s columns are read with a smile, a hearty nod or chuckle. He writes about things you can relate to with great humor. A very fun column.”

Second Place: *Daily Citizen*, Beaver Dam – Ken Thomas. “Whether wistful or making a point on a local issue Thomas’ writing is clear, concise and understandable.”

Third Place: *Beloit Daily News*: “Independence is a good thing” – William Barth. “Barth skillfully brought an individual to task gently, and a board – not so gently. His road trip story showed his lighter side.”

Honorable Mention: *Portage Daily Register*: “Keeping it Real” – Erika Gerhardt Obois. “Nicely written and relatable.”

Division D

First Place: *Hudson Star-Observer*: “Doug’s Diggings” – Doug Stohlberg.

Second Place: *Brookfield-Elm Grove NOW*: “Ask Now” – Geoff Bruce.

Third Place: *Hudson Star-Observer*: “Randy’s Ramblings” – Randy Hanson.

Division E

First Place: *New Richmond News*: “At the speed of life” – Tom Lindfors. “Tom’s writing style pulls his readers into his columns. The stories in his columns come to life. He shared experiences that many people can relate to in one way or another.”

Second Place: *Lake Geneva Regional News*: – John Halverson. “John’s columns ranged from incredibly personal, to light-hearted, to a well-written tribute to a prominent member of the community. I enjoyed this balance, and I bet his readers do, too.”

Third Place: *The McFarland Thistle &*

McFarland Community Life: “Coping with mental health from a personal perspective; Concern about safety leads to compassion for person; Ending misconceptions about mobile homes” – Amber Gerber. “Amber is very open and I believe many readers can likely relate to her. Her style is easy to follow. She uses her column as a place to tackle important issues and combat stereotypes.”

Division F

First Place: *Mount Horeb Mail*: “The Geiger Counter” – Matt Geiger. “Very well written. Relatable topics injected with excellent writing made for entertaining columns. Only crutch I found was all entry columns were about his baby daughter. I just hope his column isn’t ALWAYS about his baby daughter!”

Second Place: *The Brillion News*: “Alcohol, Immigrant, Canine caper” – Ed Byrne. “Columns were thoughtful across the board whether they were on serious issues or comedic takeaways. Good job.”

Third Place: *Oconomowoc Focus*: “Pardon my Punditry” – Floss Whalen. “Not a fluff column at all! This one has a point to it and that’s what makes it stand out from the others. It’s not easy to write a local politics/news column and make it interesting and readable every week!”

Local Outdoor Column

Division A

First Place: *The Gazette*, Janesville: “The power of a flower; Raptor lady teachers people about birds of prey; Unsung heroes: beekeeper praises smallest farmworkers” – Anna Marie Lux. “Out-of-the-ordinary topics coupled with descriptive and thorough writing had me wanting to read more from Anna Marie Lux. This columnist obviously doesn’t settle for the easy stories.”

Second Place: *The Gazette*, Janesville: “Ted Peck Outdoors” – Ted Peck. “Ted Peck can turn a phrase with the best of them. His writing is smooth and appealing to any reader, not just those interested in the outdoors.”

Third Place: *Daily Jefferson County Union*, Fort Atkinson: “Mysteries abound in Madison lakes; Fishermen feeling railroaded by no-trespassing law; Metal detecting yields simple treasures” – Jim Furley. “Jim Furley’s columns ran the gamut from the serious topics to the fun reads.”

Honorable Mention: *Green Bay Press-Gazette* – Pat Durkin.



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of the **Press** or
of the
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THE REPORTER

The Sheboygan Press

Door County Advocate

^{Oshkosh} Northwestern

Herald Times Reporter

DAILY TRIBUNE

Stevens Point Journal

The Power of Ten

Division D

First Place: *Price County Review*, Phillips: “Adventures Out There” – Anna Maria Hansen.

Second Place: *The Lakeland Times*, Minocqua: “The Plaid Clad Rambler” – Ryan Matthews.

Third Place: *Hudson Star-Observer*: “Notes from the Docks” – Mike Yurk.

Honorable Mention: *Spoooner Advocate*: “His name was Rocket: my buddy, my very best friend” – Bill Thornley.

Sports Pages**Division A**

First Place: *Green Bay Press-Gazette* – Staff. “Well organized. Like the separation of nation and local in Scoreboard. Like the use of team logos and boldface type to indicate home games. Like graphics at top of sports cover pages. Body copy is difficult to read. Leading too tight.”

Division B

First Place: *The Journal Times*, Racine – Susan Shemanske, Alan Nunn, Greg Giesen, Peter Jackel, Robb Luehr, Gery Woelfel. “From the cover to the scoreboard page, The

Journal Times sports section is clean and complete. If it’s a mix of sports you are want, this sports section provides it with thorough, well-written stories, clean layout and all of the extras.”

Second Place: *The Gazette*, Janesville – Eric Schmoldt, Tom Miller, John Barry, Tim Seeman, Jon Beaumont. “The Gazette provides good, clean design with all of the right elements to bring readers into the page and keep them there. Good leads followed by good writing was the icing on the cake.”

Third Place: *Leader-Telegram*, Eau Claire – Joe Ziemer, Mike Klees, Jason Cox, Jesse O’Brien, Nick Erickson. “Good writing and solid design made the Leader-Telegram sports section a contender”

Honorable Mention: *The Monroe Times* – Mark Nesbitt.

Division D

First Place: *Door County Advocate*, Sturgeon Bay – Korey Mallien, Sports Staff.

Second Place: *The Lakeland Times*, Minocqua – Evan Wixom, Raymond T. Rivard, Michael Strasburg, Jim Oxley, Sasha Case, Heather Holmes, Dean Hall.

Third Place: *The Chronotype*, Rice Lake – Dave Greschner.

Division E

First Place: *Lake Geneva Regional News* – David Michels. “Excellent writing set this apart in a loaded category with lots of quality entries. Good breadth of coverage and good layout. Great use of excellent pictures.”

Second Place: *Ripon Commonwealth Press* – Jonathan Bailey. “Great writing by Jonathan Bailey. I loved the story about Ashley Scheff. Good pictures and solid layout.”

Third Place: *The Dunn County News*, Menomonie – Brock Fritz. “Good writing. Another paper with lots of first-hand accounts in their game stories. Nice design highlighted by clean text and agate.”

Honorable Mention: *The Star*, Sun Prairie – Karl Raymond. “Lots of great stories here, too. With great pictures too! Too strong of category not to include one more deserving winner.”

Division F

First Place: *Oconomowoc Focus* – JR Radcliffe, Matt Colby, Chris Schuck, Chuck Delsman. “Great graphics and design. Colorful layouts.”

Second Place: *Jackson County Chronicle*, Black River Falls – Staff. “Nice photos that grab your attention.”

Third Place: *Mount Horeb Mail* – Rob Reischel. “Nice dominant photos.”

Sports News Story**Division A**

First Place: *Wisconsin State Journal*, Madison: “Gary Andersen’s departure shocks players, staff” – Jason Galloway. “This was, without a doubt, a big, big story when it broke, and the writer treated as such. Quotes and reactions from multiple sources bring multiple perspectives, which make this piece stand at the top of the pack.”

Second Place: *La Crosse Tribune*: “Powerful Platform” – Todd Sommerfeldt. “Great feature that combined on-court and off-court elements. I assume most Badger fans know a little bit about this player; now they know a lot more.”

Third Place: *The Post-Crescent*, Appleton: “Ryan open to idea of returning for more than just one year” – Tim Froberg. “Another breaking news story that clearly sent echoes across the state and country – and it happened because the reporter was persistent and asked the right questions.”

Honorable Mention: *Green Bay Press-Gazette*: “Like I never left” – Weston Hodkiewicz. “I liked this story a lot ...

though I would have liked it more if it quoted someone other than Brett Favre.”

Division B

First Place: *The Gazette*, Janesville: “Hail the champs” – Eric Schmoldt. “Great job of splitting up coverage between front page and sports (including division between game story and sidebar).”

Second Place: *Leader-Telegram*, Eau Claire: “Roberts get her title; Fast four” – Mike Klees. “The name of the entry suggested only part of what was included here – which I imagine was coverage of the entire meet. Lots of detail; very thorough.”

Third Place: *Leader-Telegram*, Eau Claire: “Thurston Excelled as Packer” – Liam Marlaire. “Gives the reader a sense of the person’s impact on the community/region and in football, thanks to multiple sources.”

Honorable Mention: *The Freeman*, Waukesha: “Shining moment in tough time” – Mark Hutchinson. “I like ‘blasts from the past’ such as these, and so do many readers. Love the recreation of ‘the big game.’”

Division C

First Place: *The Reporter*, Fond du Lac: “Laconia survives Poynette, wins D3 state title” – Sam Oleson.

Second Place: *Daily Citizen*, Beaver Dam: “BETTER LATE ...” – Dan Larson.

Third Place: *The Monroe Times*: “Dream Season Ends” – Mark Nesbitt.

Division D

First Place: *Germantown-Menomonee Falls NOW*: “Datka Tribute Draws Thousands” – Steven Tietz. “Nice coverage of tribute for late coach.”

Second Place: *The Chronotype*, Rice Lake: “This silver has ...” – Dave Greschner. “Admirable coverage of a state title.”

Third Place: *Door County Advocate*, Sturgeon Bay: “Not-4-Gotten” – Korey Mallien. “Nice story on young boys’ death.”

Honorable Mention: *Door County Advocate*, Sturgeon Bay: “Indians manager suspended in DCL dispute; DCL officer resigns in drama-filled season” – Mike Shaw. “Good update on manager’s suspension.”

Division E

First Place: *Kewaskum Statesman*: “Cancer Survivor Raises Funds Through Golf Marathon” – Anne Trautner. “Informative and well written. Good quotes”

Second Place: *Lake Geneva Regional News*: “Bulldogs lead the pack, crowned regional champs” – David Michels. “Good quotes and a well told story”

Third Place: *The Oregon Observer*:

Congratulations to
**Lauren
Anderson**
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The FREEMAN
Waukesha County’s Daily Newspaper

“Wrestling with numbers” – Anthony Iozzo. “Good article, gave a good look at the struggles of a high school wrestling program.”

Honorable Mention: *Burlington Standard Press*: “Bird, Fisher capture state titles” – Mike Ramczyk. “Well written and good quotes.”

Division F

First Place: *Oconomowoc Focus*: “The Kingpin” – JR Radcliffe. “Well written story with a lot of facts. A great way to cover an event and preview what is next.”

Second Place: *The Fennimore Times*: “This is what life is all about” – Robert Callahan. “This story obviously took a lot of time and effort and was well done. A ton of sources made it interesting and a lot of events were brought together nicely.”

Third Place: *Sussex Sun*: “Pilo Takes Final Plunge at State” – Steven Tietz. “Nice coverage of the swim meet and a standout performer. Quotes from the coach could have made this story even better.”

Local Sports Column

Division A

First Place: *Leader-Telegram*, Eau Claire – Joe Ziemer. “I liked this writer from the first paragraphs of his story about the U.S. Women’s World Cup victory and he didn’t let me down on the next two. Easily the best of the category.”

Second Place: *The Journal Times*, Racine: “Very special honor; The lure of sports is dulling our perspective; Bo’s time in Racine was vital” – Peter Jackel. “His touching story about the pro catcher and the old veteran made this writer’s work stand out.”

Third Place: *Green Bay Press-Gazette* – Pete Dougherty. “He takes on the big names in sports and offers some solid commentary on them, such as the story about the Packer who should be sent packing to the bench for poor play.”

Division C

First Place: *Beloit Daily News*: “Lori touched many in inspirational life” – Josh Flickinger. “A well-rounded array of columns, including a touching tribute to an important woman and a tongue-in-cheek column about loving sports. I enjoyed the personal aspect of the perfect sports weekend column; I think most sports writers/parents can relate.”

Second Place: *Stevens Point Journal*: “Brodie an inspiration; Injury hits home; Point becomes a hoops hotbed” – Scott

Williams. “Nice columns and nice range of topics. I think we can all relate to the column about getting emotionally attached to the athletes, even when we know we shouldn’t.”

Third Place: *Beloit Daily News*: “Bringing back the Bucs” – Jim Franz. “Very interesting columns, especially the two written about the former football coach and famous area athlete.”

Honorable Mention: *Daily News*, West Bend – Nicholas Dettmann. “Nice job bringing to light that can or should be publicized. Would like to see more opinion or personalized columns, but what is written is handled well and has a purpose.”

Division D

First Place: *North Shore NOW*: “Bay’s Tietjen Battles Brain Cancer” – Steven Tietz. “Great columns on the human interest side of sports instead of wrapping up the season.”

Second Place: *The Northwoods River News*, Rhinelander: “Shoutouts & Callouts” – Jeremy Mayo. “The hockey story was great with the graph to back up his facts.”

Third Place: *The Star News*, Medford: “Matt’s Bleacher Shots” – Matt Frey. “Very informative!”

Honorable Mention: *News Graphic*, Cedarburg – Aaron Carlson.

Division E

First Place: *Lake Geneva Regional News* – David Michels. “Loved the sailing column, very entertaining and just the right length.”

Second Place: *Ripon Commonwealth Press*: “Newest members of exclusive club traveled different paths; Marty the Cat is odds-on fave for impurrfect pick; Legion swings and misses with major league rules” – Jonathan Bailey. “The cat column was funny and entertaining. The Legion baseball story was well written.”

Third Place: *Oconomowoc Focus*: “Frank Remarks” – Evan Frank. “Kid’s tackle football column was great, good quotes from local people. Tennis column was a nice piece.”

Honorable Mention: *The Platteville Journal* – Steve Prestegard. “Going to state column was good. The private school column was interesting. Did not care for the last line ‘there is however, another, bigger issue yet, and I’ll get to it in a future version of this space.’”

Sports Feature

Division A

First Place: *Green Bay Press-Gazette*: “The beginning of the legend: Bart Starr” – Pete

Dougherty. “Just what the world needs – another long story about Bart Starr. But this one was different, very different. The writer didn’t retell Starr’s iconic career, he told how it began, talking with those there at the beginning. Sending a reporter to the south paid off with this story.”

Second Place: *La Crosse Tribune*: “Defining Moment” – Todd Sommerfeldt. “I had a hard time deciding between this one and third place. I think what got me to go with this one is that it’s a harder story, to tell a story about a teen with cancer – a story done before – and talk with her friends, let them be part of the story.”

Third Place: *Green Bay Press-Gazette*: “Beating long odds” – Ryan Wood. “This took a bit of a different angle and told the story from different sides. What got me hooked was what I learned about the fullback position, this from a former college soccer/rugby player.”

Division B

First Place: *The Journal Times*, Racine: “A gift for giving” – Peter Jackel. “This seems to go beyond mere team beat reporting; it was an in-depth piece about an obscure person in the Brewers organization and – ultimately – how one person can make a difference.”

Second Place: *Leader-Telegram*, Eau Claire: “Driven to win” – Joe Ziemer. “Very well put together. I like the way the story was broken into segments that all related to one another. Waiting for the TV special or movie.”

Third Place: *The Gazette*, Janesville: “Hughes The Boss” – Eric Schmoldt. “This very easily could have been a feature with the player simply reflecting on her season, but there’s multiple insights from folks.”

Honorable Mention: *The Gazette*, Janesville: “New to America, new to swimming” – Catherine Idzerda. “I may like this a little too much ... but I like how a sport that usually doesn’t get a ton of recognition (swimming) got covered here – with the whole team essentially supporting one of its own.”

Division C

First Place: *The Reporter*, Fond du Lac: “Kayla Jacob back on diamond for Spartans” – Sam Oleson. “Turning one moment in time into a well-crafted feature story takes foresight and skill. Sam Oleson captured this snapshot in time in perfect clarity and brought readers full circle.”

Second Place: *Herald Times Reporter*, Manitowoc: “Like it was yesterday” – Tom Dombeck. “Tom Dombeck was able to take me back to 1975 with his descriptive style. I

felt like I was there in the gymnasium with the Roncalli team. The writing equaled the importance of the story topic.”

Third Place: *The Chippewa Herald*, Chippewa Falls: “Cadott community shows support for Chrusciel” – Brandon Berg. “A well-written, well-crafted story that captured the essence of the heart-warming story, which was a community’s love of its football coach.”

Honorable Mention: *Daily News*, West Bend: “Series of articles in one issue about the history of high school basketball in our county” – Nicholas Dettmann. “The sheer amount of research and time crafting the stories put this feature package near the top of the pile.”

Division D

First Place: *The Star News*, Medford: “Single-handedly inspiring others” – Matt Frey. “A well-written piece on a girl who can inspire many. Nice job handling the story and getting the insight of many involved with the youngster.”

Second Place: *Waukesha NOW*: “South Regains Strong Rusch-ing Attack” – Chris Kuhagen. “A story that had me interested from beginning to end. A story that can be tough to write, but was handled very well!”

Third Place: *Muskego-New Berlin NOW*: “Fritz a fighter on, off mound” – Tom Skibosh. “Another inspiring story of a player who has overcome a lot at such a young age. Nicely done.”

Honorable Mention: *The Chronotype*, Rice Lake: “Coast to coast” – Dave Greschner.

Division E

First Place: *Ripon Commonwealth Press*: “#UnforgettableMoment: Former Tiger makes the day of a young man with Down Syndrome” – Jonathan Bailey. “The creative headline grabbed attention right away, and the story started strong and never let up. Interesting perspective, and great story idea. Clear winner in a popular category.”

Second Place: *Grant County Herald Independent*, Lancaster: “The Drive of a Champion” – A.J. Gates. “Fascinating story. Talk about inspiring! Great detail and quotes from mom. Loved the factoid of Colton beating the writer and the coach, when they tried golfing one-handed.”

Third Place: *The Platteville Journal*: “Mind over matter” – Jason Nihles. “Great start and solid layout made this story stand out in a loaded category. Writer produced a great take on a niche sport. Crazy, indeed!”

Honorable Mention: *The Valders Journal*: “Who cares if it was cold? Valders man

had hot seat for Ice Bowl win” – Todd Bergmann. “Timely take on an iconic game. Picture combined with the lead to grab my interest. Loaded with great details.”

Division F

First Place: *Oconomowoc Focus*: “The Renovation Revolution” – JR Radcliffe. “Very good story and research, plus great graphics.”

Second Place: *The Democrat Tribune*, Mineral Point: “May proves success comes with hard work” – Joelle Doye. “Nice feature on talented young athlete.”

Third Place: *Sussex Sun*: “Running Back” – Chris Schuck. “Nice story on talented runner.”

Enterprise/Interpretive Reporting

Division A

First Place: *Wisconsin State Journal*, Madison: “Living on: Improving the odds of organ transplants” – David Wahlberg.

Second Place: *The Post-Crescent*, Appleton: “Trestle Trail killer: ‘You didn’t see anything.’ Police: Gunman had prior suicidal, homicidal thoughts.” – Duke Behnke, Jen Zettel.

Third Place: *La Crosse Tribune*: “Rail bridge conditions shielded from public” – Chris Hubbuch.

Honorable Mention: *La Crosse Tribune*: “More than a quarter of Wisconsin schools below 90 percent vaccination rate” – Nathan Hansen, Chris Hubbuch.

Division B

First Place: *Wausau Daily Herald*: “Rambo’s End: A 1987 manhunt became a local sensation. For the first time, the inside story of what happened” – Robert Mentzer. “Gripping writing that details a compelling story! This is a blockbuster piece that made it the easy choice in an extremely competitive field. Standout graphics! Pure excellence!”

Second Place: *The Gazette*, Janesville: “Head First: The risk of concussions in youth sports” – John Barry, Gina Duwe, Eric Schmoldt, Tom Miller. “Hot topic covered in detail, with heart, insight and excellent graphics. Outstanding effort.”

Third Place: *Oshkosh Northwestern*: “Divided Wisconsin” – Jeff Bollier, Nathaniel Shuda, Karl Ebert. “Wow! Whatever anyone ever wanted to know about the science of elections can be found in this incredible body of work. Hats off to the team that obviously worked so hard to deliver such an informative piece.”

Honorable Mention: *Kenosha News*: “Soldier James Lee Van Bendegom’s Return (six articles)” – Jon Brines. “Excellent narrative and photographs make this stand out. Nice job telling a heartbreaking story.”

Division C

First Place: *Beloit Daily News*: “Community Comunidad” – Staff. “This series just blew me away. This news team clearly put in a huge amount of work, and it paid off. I was especially impressed by the range of sources and the multi-faceted approach. Excellent work!”

Second Place: *Portage Daily Register*: “Far From Broken” – Jen McCoy, Shannon Green, Craig Spychalla, Kerry Lechner. “What I liked most about this piece was the dedication to the story. When news like this happens, it’s easy to report up to a conviction and then stop. This team came back years later, managed to track down someone in a sensitive situation and finished the story. Not only that, they did a great job reconnecting readers with the original events and included a variety of perspectives and analysis.”

Third Place: *The Reporter*, Fond du Lac: “Heroin series” – Leah Ulatowski, Justin Kabbes, Kevin Anderson. “I really liked the multi-angled approach here. Instead of just reporting on an increase in heroin use in the community, it delves into some of the causes and effects as well.”

Honorable Mention: *Daily Citizen*, Beaver Dam: “Downtown at the Crossroads” – Ben Rueter. “This entry did a great job turning an issue with buildings into a story about people and their community. Great variety of sources and perspective.”

Division D

First Place: *Waupaca County Post*, Waupaca: “Cora Jones: 20 years later” – Greg Seubert. “Great follow-up on an important news item. Interesting to have the editor’s perspective, not one that is covered often.”

Second Place: *Lake Country Reporter*, Hartland: “Superintendents speak about difficulties of profession” – Evan Frank. “Great idea. We ask about the business of the school, but not their jobs.”

Third Place: *Lake Country Reporter*, Hartland: “Road work begins in Lake Country” – Staff. “Great detail of projects with maps.”

Division E

First Place: *The Oregon Observer*: “Planning the future: Officials take steps toward a civic campus” – Bill Livick. “This was well-written. The accompanying

graphics and photos were well done and complemented it perfectly.”

Second Place: *Ripon Commonwealth Press*: “Heroin series” – Ian Stepleton. “These stories were well-written, but it would have been useful if the quotes were paraphrased more.”

Third Place: *Mukwonago Chief*: “Police chief to receive lucrative salary, benefits for retiring” – Kelly Smith. “This story provides a nice background to the story and one could tell that the reporter went to great lengths to contact a variety of sources.”

Division F

First Place: *Sauk Prairie Eagle*: “Battling blue green algae” – Kim Lamoreaux.

Second Place: *DeForest Times-Tribune*: “How to build a village” – Joe Pruski.

Third Place: *Crawford County Independent & The Kickapoo Scout*, Gays Mills: “Propane Information Sheds Light on Prices” – Charley Preusser.

Business Coverage

Division A

First Place: *Gannett Wisconsin Media*, Appleton: “State of Opportunity” – Staff.

Second Place: *The Post-Crescent*, Appleton: “Three business stories from Maureen Wallenfang” – Maureen Wallenfang.

Third Place: *Green Bay Press-Gazette* – Richard Ryman.

Division B

First Place: *Kenosha News*: “State smoking ban turns 5; Health advocates...; Public supports regional planning; Sunday Focus: Something to chew on; Evaluating local vs. chain restaurants; Opening new restaurants can be tough; Industry expects major growth” – Rex Davenport.

Second Place: *The Freeman*, Waukesha – Katherine Michalets.

Third Place: *The Journal Times*, Racine: “Long-haul truck drivers in short supply; CEO explains why SC Johnson hobbled Saran Wrap; Loss of anchor stores at Regency may set mall adrift” – Michael Burke.

Honorable Mention: *Leader-Telegram*, Eau Claire: “Little Big Firm; Employee Friendly; Men Not at Work” – Liam Marlaire.

Division C

First Place: *The Chippewa Herald*, Chippewa Falls: “Jake Leinenkugel retiring as brewery president; Spectrum to grow in familiar place; Leinie’s not resting on its

laurels” – Ross Evavold.

Second Place: *The Reporter*, Fond du Lac – Madeline Zukowski, Sharon Roznik, Laurie Ritger.

Third Place: *Herald Times Reporter*, Manitowoc: “Under the microscope; Holding onto Hamilton; Sailing into the future” – Sarah Kloepping.

Honorable Mention: *Daily News*, West Bend: “The doctor is out” – Joe VanDeLaarschot.

Division D

First Place: *Hudson Star-Observer*: “Varied” – Randy Hanson. “Demonstrates a diversity of approaches to business reporting, but consistently gets more than one source on record for each story despite the different types of stories represented.”

Second Place: *Lake Country Reporter*, Hartland: “‘Urban’ development in Nashotah?” – Kelly Smith. “A nice integration of demographic concerns as they relate to business, with a healthy dose of journalistic skepticism.”

Third Place: *Wauwatosa NOW*: “From a personal quest to a rug store in Tosa” – Jessica Stephen. “Just plain fascinating subjects that never once read like advertising or a press release for the business. Made me want to go out of my way to meet these artisans.”

Division E

First Place: *Burlington Standard Press* – Edward Nadolski, Vicky Wedig, Jennifer Eisenbart, Rumasa Noor, Tracy Ouellette, Kellen Olshefski, Beth Croy. “The breadth and scope of coverage is astonishing. This is journalism of which to be proud.”

Second Place: *Lake Geneva Regional News* – Chris Schultz. “Not only informative coverage, but also entertaining.”

Third Place: *The Valdres Journal*: “Sale of Miller hits St. Nazianz by surprise; Drop in prices hurts farms’ bottom line; Drivers get more miles at the pump” – Todd Bergmann. “Not only coverage of business, but coverage of effect of business on community.”

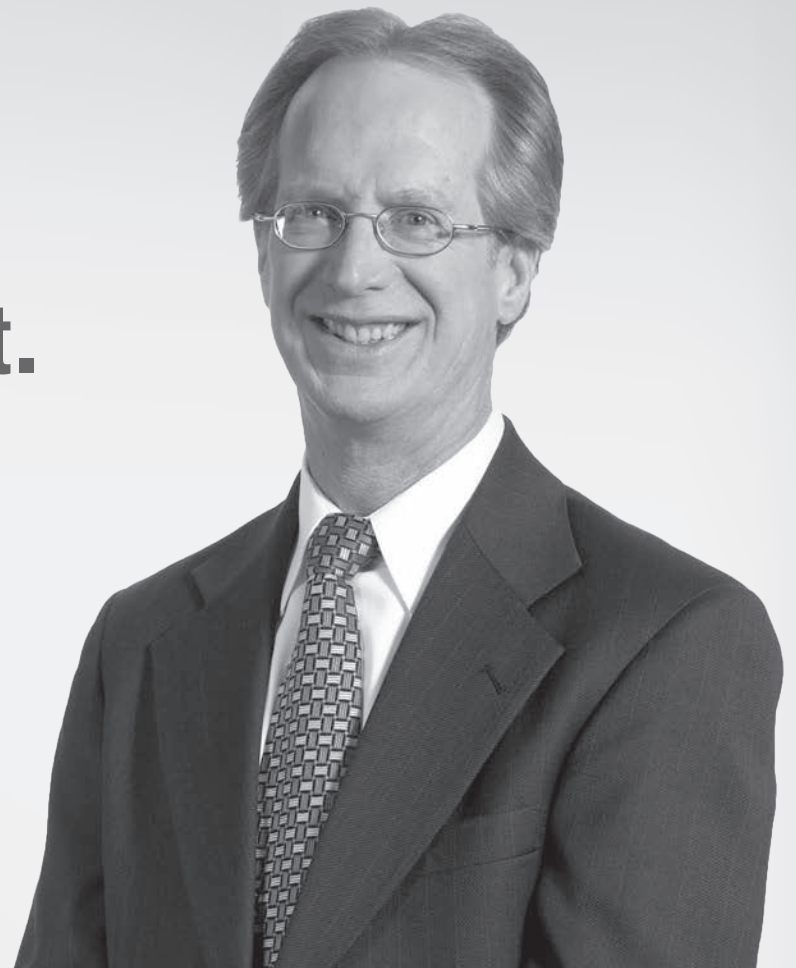
Honorable Mention: *Ripon Commonwealth Press*: “Cookietown No More; Despite pleas, ConAgra firm on closure; ConAgra makes it official: cookie factory will close” – Ian Stepleton.

Division F

First Place: *Jackson County Chronicle*, Black River Falls – Cassandra Colson. “Crisp, clear engaging writing.”

Second Place: *Sauk Prairie Eagle*: “Business booming” – Kim Lamoreaux. “Strong business reporting.”

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Third Place: *The Sun*, Osceola – Suzanne Lindgren. “Easily finds its way into the top three in this category.”

Honorable Mention: *The Brillion News* – Andrew Pantzloff.

Feature

Division A

First Place: *Wisconsin State Journal*, Madison: “Mother struggles with fear, blame” – Rob Schultz. “A complicated story deftly done by a writer who knows how to stay out of the way. A nice balance of voices and perspectives in this unforgettable piece.”

Second Place: *The Capital Times*, Madison: “Buzzed biking” – Steven Elbow. “Nice job taking a small idea and creating a compelling story.”

Third Place: *Green Bay Press-Gazette*: “Mousers for hire” – Kendra Meinert. “Great art helped this fun story.”

Division B

First Place: *The Gazette*, Janesville: “In memory of Bob Fisk, my buddy” – Neil Johnson. “I normally shy away from reporters putting themselves into features, but this one was different. It works superbly. I was so happy to read it. The reporter put himself in only to say how he knew Bob and then pulled back and let others do the talking. It takes a good reporter to know how to strike that balance and he did it very well.”

Second Place: *The Gazette*, Janesville: “A Rare Bird” – Marcia Nelesen. “The lead grabbed me, held me. I just liked how she led into the story and also let others praise Hess. The story, like Hess’ work, was very well crafted. It does what a feature should do – add to our knowledge, go below the surface.”

Third Place: *Leader-Telegram*, Eau Claire: “No longer left behind” – Marisa Wojcik. “This is very well done and the photos helped. The different vignettes made it a bit hard to follow on my computer but it was worth getting through all that because it’s a story about vets that needs to be told. One drawback was the final page was missing from the entry I got.”

Division C

First Place: *The Reporter*, Fond du Lac: “A daisy a day, a penny from heaven, and a good deed” – Peggy Breister. “A touching story of a man’s love and devotion for his wife and the two workers who went out of their way to allow this man to continue

showing his love for his wife. What started as a letter to the editor ended up being a fantastic story. Well done.”

Second Place: *Daily News*, West Bend: “Series on heroin addiction” – Ken Merrill. “Interesting first-hand view into the lives of those struggling with heroin addiction. Helps personalize a growing problem.”

Third Place: *Daily Citizen*, Beaver Dam: “Waiting For Justice” – Amanda Lutey. “Great followup story about the life-changing effects of a crash. The victim’s account pulled me into the story. Nicely done.”

Honorable Mention: *Beloit Daily News*: “Schizophrenia challenges family” – Hillary Gavan. “Captivating story. Gave readers a first-hand view of the challenges that come with mental illness.”

Division D

First Place: *The Lakeland Times*, Minocqua: “From Africa to the Northwoods” – Raymond T. Rivard. “Epic flow.”

Second Place: *The Lakeland Times*, Minocqua: “Soaring to greater heights” – Ryan Matthews. “Not riveting, but fascinating.”

Third Place: *Ladysmith News*: “Ladysmith man lost brother during Vietnam war, search brings peace” – Luke Klink. “An historic journey.”

Honorable Mention: *Hudson Star-Observer*: “Hudson surgeon’s memoir details life in the shadows of the mob” – Chuck Nowlen. “Smooth.”

Division E

First Place: *Mukwonago Chief*: “Still ‘love birds’ after 65 years of marriage” – Rachel Minske. “A touching story, well-written; really captures the love the couple shares. I felt like I knew them after reading the story”

Second Place: *The Stoughton Courier Hub*: “Big Trip around the States: Stoughton family sees it all on 10-week road trip” – Scott Girard. “Such a cool story. Writing really captured the joy and happiness the family felt about their trip. A pleasure to read.”

Third Place: *Lake Geneva Regional News*: “Legal love” – Robert Ireland. “A nicely written piece.”

Honorable Mention: *The Oregon Observer*: “About a boy” – Jacob Bielanski.

Division F

First Place: *New London Press-Star*: “Students learn perils of heroin; The impact of heroin on families; The lows of heroin

addiction; Don’t be afraid to ask for help” – Bert Lehman, Alison Garrigan, Sue Schroeder. “What awesome coverage of an important topic gripping many communities today. It is great to see the extensive coverage given to the heroin issue. Great work in breaking down the impact of what can happen from one of life’s evils.”

Second Place: *Jackson County Chronicle*, Black River Falls: “Connecting Cultures” – Matthew Perenchio. “This entry placed as high as it did because of the writing. The writer did an effective job with story telling about connecting the cultures at school. Good, succinct writing!”

Third Place: *Juneau County Star-Times*, Mauston: “Mothers remember fallen officer sons” – Jason Cuevas. “Good job in detailing a different twist to fallen officer stories—the mothers. Great job in tying together three different mothers with their heart wrenching stories.”

Honorable Mention: *DeForest Times-Tribune*: “Farm to flask” – Jake Kurtz. “This was not your typical type of farm story, especially for the midwest. Nice job in finding something different to write about from the farm.”

Lifestyle Pages

Division A

First Place: *The Post-Crescent*, Appleton – Ed Berthiaume. “Dynamic, visually pleasing. The clear winner from the three entireties.”

Division C

First Place: *Herald Times Reporter*, Manitowoc – Sarah Kloeping, Kelley Simms, Josh Lintereur, Brandon Reid. “Great use of photos to bring a reader into the well written story.”

Second Place: *Beloit Daily News*: “Live your life in color” – Erica Pennington, Jennifer Tranmer. “Very captivating.”

Third Place: *Watertown Daily Times*: “Weekend events” – Staff.

Division D

First Place: *Vilas County News-Review*, Eagle River – Ryan Burgy, Gary Ridderbusch, Anthony Drew. “The News-Review lifestyle section stood out to us because of the variety of topics, beyond arts and festivals. The photography is fantastic and the photos worked up sharp and clear, so that even the inside black and white pages are attractive and interesting. You can tell designers did the best they could with ‘submitted’ photos.”

Second Place: *Door County Advocate*, Sturgeon Bay: “Your Key to the Door Weekly” – Christopher Clough. “Great eye catching cover photos, nice layout, fun stories and good looking ads. This guide to arts and events in Door County makes you want to take in all the area has to offer.”

Third Place: *The Country Today*, Eau Claire: “Rooted in rural life; Remembering one-room schools; Ready for the next generation” – Jim Massey. “Well written and researched; interesting feature stories. Each one is nicely laid out, with interesting photos and supportive art. They are keepsake pieces.”

Honorable Mention: *Lake Country Reporter*, Hartland – Debi Eimer, Steve Martinez, Evan Frank, Christopher Kuhagen, Scott Peterson, Cynthia Luksich, Emily Sydor, Matt Colby, Kelly Smith. “Interesting feature stories, a funny columnist, recipes; a little of this and that, earn this lifestyle section an honorable mention.”

Division E

First Place: *Burlington Standard Press* – Jennifer Eisenbart, Vicky Wedig. “Love the design and layout of this one. Eye catching, attractive and wonderful stories as well.”

Second Place: *The Star*, Sun Prairie – Rebecca Rudolph, Tamar Myers. “I like the way this one incorporated a photo gallery, followed by interesting stories.”

Third Place: *Mukwonago Chief* – Staff. “Lots of fun to read.”

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

Environmental Reporting

Division A

First Place: *La Crosse Tribune*: “Rolling Pipeline: Railroads expand capacity in Mississippi River corridor” – Chris Hubbuch. “‘Rolling Pipeline’ is an example of thorough reporting where every ‘i’ is dotted and every ‘t’ is crossed. The package had everything someone coming in new to the story needed to know about the issues in La Crosse and the Upper Mississippi River corridor. The information was easy to digest and the local appeal apparent throughout. Details about the concerns and plans in the region, along with a synopsis of the oil and railroad industries helped bring the story full circle. And the ‘Crude corridor’ map painted a picture of where all of this was taking place. A well-planned, well-written, well-executed package. Well done.”

Second Place: *Green Bay Press-Gazette*: “Water fight intensifies” – Adam Rodewald. “While the subject matter of ‘Water Fight Intensifies’ is not new, this story focuses on one county being targeted by six state and national advocacy groups who are pointing the finger at large farms with milking operations. The story is uber-local, but its appeal is far-reaching. The story reflects the hours of research that must have gone into the project, as well as the crafting of a good story.”

Third Place: *The Post-Crescent*, Appleton: “Golden Ponds: Fox Cities spend many millions to manage urban runoff” – Duke Behnke. “‘Golden Ponds’ is an example of good investigative, watchdog journalism. The writer was able to simplify some technical points and was able to weave basics of stormwater detention ponds into a technical story. Good research and writing.”

Division C

First Place: *Herald Times Reporter*, Manitowoc: “Diving into the details” – Sarah Kloeping.

Second Place: *Portage Daily Register*: “Community Supported Agriculture” – Lyn Jerde.

Third Place: *The Reporter*, Fond du Lac: “Progress at a price” – Sharon Roznik.

Honorable Mention: *Portage Daily Register*: “Community Supported Agriculture” – Lyn Jerde.

Division D

First Place: *Door County Advocate*, Sturgeon Bay: “Door County farmland to conservation property” – Alyssa Bloechl. “Great story explaining the benefits of proper land management.”

Second Place: *The Lakeland Times*, Minocqua: “Wisconsin wolf season 2014” – Ryan Matthews. “Good balance of both sides to the story.”

Third Place: *Lake Country Reporter*, Hartland: “Village, environmentalist restoring marsh” – Steve Martinez.

Division E

First Place: *River Falls Journal*: “Dam right ... or wrong?” – Phil Pfuehler. “The most interesting read with just the right amount of facts and figures to keep it interesting and moving along without being too much.”

Second Place: *Lake Geneva Regional News*: “Zooplankton coverage” – Chris Schultz. “Not the typical environmental issue entities deal with but an important one to that area. Probably the only time the

reporter has and will write about plankton.”

Third Place: *The Stoughton Courier Hub*: “A study in approaches: UW team, city begin turf study at Racetrack Park” – Bill Livick.

Honorable Mention: *New Richmond News*: “Public-private land partnerships: Essential to the future of conservation” – Tom Lindfors.

Division F

First Place: *The Sun*, Osceola: “Linking Wildlife in Wisconsin’s Barrens” – Suzanne Lindgren. “This was a simply written story that did a great job addressing this issue. What I liked most was that the author here managed to get right to the heart of the issue in a very readable way without sacrificing the science involved.”

Second Place: *Jackson County Chronicle*, Black River Falls: “Elk Reintroduced to Jackson County” – Cassandra Colson. “Another nicely written piece that was fun to read. Good background and context and very easy to understand.”

Third Place: *Crawford County Independent & The Kickapoo Scout*, Gays Mills: “Wetlands: wetland possibilities discussed; dredging of pond; wetland meeting; wetland meeting proves...” – Erin Martin. “A comprehensive look at the process driving a wetland project. This piece did a good job of including multiple people’s perspectives and concerns.”

All-Around Newspaper Photography

Division A

First Place: *Wisconsin State Journal*, Madison – Amber Arnold, John Hart, Michael King, Steve Apps. “These photographers make many compelling photographs to anchor several sections; a fantastic report.”

Second Place: *The Post-Crescent*, Appleton – Dan Powers, William Glasheen, Sharon Cekada, Danny Damiani, Ron Page. “Lots of good photos here as well, just not as impressive a report.”

Third Place: *Green Bay Press-Gazette* – Multiple Photographers. “Also great work being done here but the submitted report wasn’t as consistent.”

Division B

First Place: *Leader-Telegram*, Eau Claire – Steve Kinderman, Dan Reiland, Marisa Wojcik. “There are many good photos in this entry that show a wide variety of excellent work.”

Second Place: *The Freeman*, Waukesha

– Charles Auer. “Good, thorough coverage brought this entry into second place.”

Third Place: *The Journal Times*, Racine – Scott Anderson, Gregory Shaver. “This paper makes good use of its small staff.”

Division C

First Place: *Baraboo News Republic* – Staff. “This paper emphasizes quality over quantity and both gets and displays fine photography.”

Second Place: *Watertown Daily Times* – Staff. “Many engaging photos make this paper stand out.”

Third Place: *Daily News*, West Bend – John Ehlke. “This paper’s pages are anchored with both a skilled and dedicated photographer.”

Honorable Mention: *Marshfield News-Herald* – Megan McCormick, Dan Young. “This paper also makes use of many engaging photos.”

Division D

First Place: *Vilas County News-Review*, Eagle River – Gary Ridderbusch, Anthony Drew, Kurt Krueger. “Crisp photos. Good variety and collages. Great color. Top of its class!”

Second Place: *Hudson Star-Observer* – Doug Stohlberg. “Solid second place. Great variety.”

Third Place: *The Lakeland Times*, Minocqua – Dean Hall, Jamie Taylor, Jim Oxley, Evan Wixom, Brian Jopek, Jeremy Mayo, Ryan Matthews, Raymond T. Rivard, Lindsey Nylund, Gregg Walker, Heather Holmes, Jonathan Anderson, Bob Mainhardt. “Good quality color photos is a never-ending battle to have them print well in the newspaper. Keep up the good work!”

Honorable Mention: *News Graphic*, Cedarburg – Mark Justesen. “Big photos are the best! Especially at the right proportion!”

Division E

First Place: *The Verona Press*: “Big-hearted Badgers” – Staff. “Great art in each issue and lots of it! Overall excellent use of photography.”

Second Place: *The Stoughton Courier Hub*: “Runaway bride” – Staff. “Lots of imagery in each issue and well laid out on the pages. Don’t be afraid to sharpen images for the print edition.”

Third Place: *The Oregon Observer*: “Reaching the goal” – Staff. “Good color photos, which is hard to do. A top contender!”

Honorable Mention: *Ripon Commonwealth Press* – Tim Lyke, Ian Stepleton, Aaron Becker, Jonathan Bailey.

“Photos with almost every story. Awesome to see!”

Division F

First Place: *Clintonville Tribune-Gazette* – Bert Lehman, Scott Bellile, John Faucher, Staff. “Standout victor. Quality imagery throughout each section in each issue.”

Second Place: *Jackson County Chronicle*, Black River Falls – Staff. “Nice use of HUGE photos!”

Third Place: *New London Press-Star* – Scott Bellile, John Faucher, Bert Lehman, Staff. “Love the collages! There is an obvious positive relationship with the community in play here. Keep up the great work! Well done!”

Honorable Mention: *Reedsburg Times-Press* – Staff. “Good use of big feature photo on the front page.”

General News Photo

Division A

First Place: *The Post-Crescent*, Appleton: “Color Run Fun” – Dan Powers. “Excellent composition! Captures the two most important elements of the event: jubilation in the face of the participant and color ... lots of vibrant color.”

Second Place: *Green Bay Press-Gazette*: “Tattoo” – Evan Siegle. “Black and white perfectly captures the essence of the subject. The viewer feels as if they are in the same room, witnessing an artist at work.”

Third Place: *Green Bay Press-Gazette*: “Same3-Sex Marriages” – Kyle Bursaw. “The photographer perfectly captures the subject’s feelings by being in the right place at the right time. Love, relief, and pride. Well done!”

Division B

First Place: *The Gazette*, Janesville: “Friendly skies” – Angela Major. “Wow! Nice shot. Nicely planned and executed and very original approach for a news photo of an aviation event! Great reader impact I’m sure. Nice technical quality!”

Second Place: *The Gazette*, Janesville: “Ceremonies mark Memorial Day” – Anthony Wahl. “This is a beautiful photo with a fresh take on an often repeated event. High impact. The composition is stunning and technical quality is fine. It’s really too bad the reproduction quality is so rough but that’s not within the photographer’s control.”

Third Place: *Kenosha News*: “Mary Johnson and Helio Castroneves” – Brian Passino. “Delightful image with playful subjects obviously making it a fun shoot.”

Captured the perfect moment. Technical quality could be a bit better but the impact of the image overrides that issue.”

Honorable Mention: *The Journal Times*, Racine: “Our Voices Matter” – Scott Anderson. “Nice shot of a tension-filled subject. Technical quality is nice. Lack of difficulty obtaining the shot is what placed this one behind the top three. Also, I felt the other three had much more visual impact for a variety of reasons.”

Division C

First Place: *Daily News*, West Bend: “Soldier departure” – John Ehlke. “Beautiful! Nice use of depth of field using the foreground image to give context and depth with the focus on the child. I might have corrected the color a bit but maybe not. The greenish color certainly gives it an institutional building feel which is part of the context. Good eye. Touching moment.”

Second Place: *Herald Times Reporter*, Manitowoc: “Smokestack demolition” – Benjamin Wideman. “This is a great, well planned image, well done, well presented, high impact and documents the event in an extremely effective way. However, it is more than one shot and not a multiple exposure. I’m using my judge’s discretion and placing this image since I suspect this is the category it best fits.”

Third Place: *Stevens Point Journal*: “Cast away: College bass tournament opens on Lake DuBay” – Megan McCormick. “Gorgeous photo! Beauty shot. Impact and technical quality are good. Since I have to be picky I would say sunset silhouettes are easy to shoot and a bit cliché although I still love this shot.”

Honorable Mention: *The Reporter*, Fond du Lac: “Falling leaf” – Doug Rafilik. “This is a stunning photo. So simple but it communicates fall in a small town neighborhood perfectly. The only problem is the leaf is not tack sharp (since I have to be picky). Love the use of limited depth of field but that makes it harder to get that exact point of focus. As a lead page designer (and photographer) I would have used this image quite large on my front page in spite of the slight issue with sharpness on the leaf.”

Division D

First Place: *Franklin-Greendale-Hales Corners-Oak Creek NOW*: “March on Greendale” – Peter Zuzga. “Obvious pre-planning and patience went into the creation of this image. Nailed it! Well done! Top of its class!”

Second Place: *South Shore NOW*: “Red,

white, but not-at-all blue” – Peter Zuzga. “Love the facial expressions and the low angle.”

Third Place: *Vilas County News-Review*, Eagle River: “Derby snowmobile crash” – Kurt Krueger. “Very intriguing image to catch, makes you cringe. Impactful. A little on the bright side, though.”

Honorable Mention: *The Lakeland Times*, Minocqua: “Highway departments honor fallen worker” – Jamie Taylor. “Well executed.”

Division E

First Place: *Mukwonago Chief*: “Up in flames” – Carol Spaeth-Bauer. “In a class with two ‘fire’ pictures in the top five, this one stood out because of the composition, the use of light and shadow and the silhouettes. I liked how the flames drew the eye in. The picture tells a story that is a common fall ritual, that of the Homecoming bonfire. Great job.”

Second Place: *Ripon Commonwealth Press*: “Old and new mixes at Septemberfest” – Ian Stepleton. “The color run picture stood out not because it was colorful but because of the use of light and shadow, and the composition itself. It’s fun to see the people in the background, and the young lady in the front. These kind of events can be as messy and challenging to shoot as they are fun. Terrific job.”

Third Place: *Grant County Herald Independent*, Lancaster: “Clearing the snow” – David Timmerman. “Weather shots can be the bane of the community journalist’s existence but this one is a great one. I loved the use of light and shadow, the fact that we can see the equipment operators faces and the story it tells about those who keep our streets and roads safe. Really liked this.”

Honorable Mention: *The Record-Review*, Abbotsford: “Feb. 25” – Peter Weinschenk. “I liked this a lot and thought it was well-composed.”

Division F

First Place: *New London Press-Star*: “Surprising discovery” – Scott Bellile. “Good shot and complimented the ‘National Night Out’ article.”

Second Place: *Oconomowoc Focus*: “Splashing in a New Year” – Scott Ash. “Loved the water and the person’s facial expressions. Good job!”

Third Place: *Clintonville Tribune-Gazette*: “A strong foundation” – Bert Lehman. “Good photo and directed my interest to the article.”

Honorable Mention: *New London Press-Star*: “Keep your chin up” – John Faucher. “The mud race pictures were awesome.”

Spot News Photo

Division A

First Place: *La Crosse Tribune*: “Gun Violence Turns Deadly” – Peter Thomson. “Fantastic drama pushed this photo to number one.”

Second Place: *The Post-Crescent*, Appleton: “4 DEAD IN SHOOTING” – Duke Behnke. “This entry displays excellent spot news chops.”

Third Place: *The Post-Crescent*, Appleton: “Frigid Fire” – William Glasheen. “This is an amazingly beautiful spot news photo. Great looking.”

Division B

First Place: *The Journal Times*, Racine: “Fire on Main Street” – Gregory Shaver. “Eventually the flames will be doused, but it’s the emotional aftermath that is brilliantly captured. Excellent depth of field to tell two separate stories in one photo.”

Second Place: *The Freeman*, Waukesha: “Scrap yard fire erupts in Waukesha” – Charles Auer. “This photo captures the enormity of the fire by allowing the viewer to compare the size of the firefighters and the flames. Stunning!”

Third Place: *Leader-Telegram*, Eau Claire:

“On the moose trail” – Marisa Wojcik. “The enormity and magnificence of the moose is beautifully highlighted in this photo. Kudos!”

Division C

First Place: *Daily News*, West Bend: “Icy roads accident” – John Ehlke. “I appreciate seeing both the victim and the vehicle in the same photo.”

Second Place: *The Reporter*, Fond du Lac: “Trailer fire” – Doug Rafilik. “This is good spot news coverage of a dramatic scene.”

Division D

First Place: *Ladysmith News*: “Blaze levels former bar in downtown Ladysmith” – Luke Klink. “Dramatic color and smoke showing firefighter on top of the action.”

Second Place: *The Northwoods River News*, Rhinelander: “Fire destroys home on County K” – Kayla Breese. “Very similar to first place photo with photographer capturing spot news image.”

Third Place: *Superior Telegram*: “Back-to-back grants keep firefighters on the job” – Jed Carlson. “Water streaming down from ladder shows good spot news action

Congratulations



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Beloit Daily News

The Stateline's Choice

contrasted against the black smoke.”

Division E

First Place: *The Edgerton Reporter*: “Diego Gonzalez Ice Splash” – Rachel Wittrock. “Nice picture, caught the moment with the water and the expression on the boys’ faces. Also fit the recreation park story well.”

Second Place: *The Edgerton Reporter*: “Accident at Hwy. 51 and Albion Road” – David Esau. “Really shows the severity of the crash and how lucky drivers were not to be killed or severely injured.”

Third Place: *Grant County Herald Independent*, Lancaster: “Firefighters deal with two fires in two days” – David Timmerman. “I am not a fan of fire photos, but these were excellent shots. I particularly liked the circular saw picture.”

Honorable Mention: *The Chetek Alert*: “Bald eagles prevalent on Chetek chain, area waterways” – Tyler Florczak. “Catching the eagle taking off the branch was very good.”

Division F

First Place: *New London Press-Star*: “Unlucky roll” – John Faucher. “Great spot news image that tells the story and puts the reader into this unfortunate moment.”

Second Place: *Clintonville Tribune-Gazette*: “Barn fire” – Jeff Hoffman. “Strong image that tells the visual story of the fire and what firefighters do.”

Third Place: *Oconomowoc Focus*: “Drug testing policy” – Donna Frake. “Photographer captured an obvious emotional moment.”

Sports Photo

Division A

First Place: *The Post-Crescent*, Appleton: “Full Speed” – Danny Damiani. “A fun event for participants and fans alike.”

Second Place: *Wisconsin State Journal*, Madison: “Football 101” – John Hart. “A new and exciting way to raise money for a great cause.”

Third Place: *The Post-Crescent*, Appleton: “All Fired Up” – Dan Powers. “The thrill of victory, and the agony of defeat!”

Division B

First Place: *Wausau Daily Herald*: “Jays make short work of Raiders” – T’xer Zhon Kha. “Great peak action, nice face and a clean background all combine for a fantastic sports photo.”

Second Place: *Leader-Telegram*, Eau Claire: “Winning Buzzer Beater” – Steve Kinderman. “Lots of emotion in this telling reaction photo pushes it to second place.”



New London Press-Star, First Award, Division F, Spot News Photo

Third Place: *The Gazette*, Janesville: “Craig Advances to State Championship Game” – Anthony Wahl. “This is a neat feature that has somewhat better subject placement and is composed slightly better than a similar photo from the same event.”

Division C

First Place: *Stevens Point Journal*: “Plover Black Sox celebrate home run” – Megan McCormick. “Great celebration after big home run with with dramatic lighting to make for a great image.”

Second Place: *The Reporter*, Fond du Lac: “Football catch” – Doug Raflik. “Defender airborne at peak action makes for a great shot.”

Third Place: *Daily News*, West Bend: “Stunning victory” – John Ehlke. “The fireworks make for an image we don’t see every day; nice moment and composition.”

Division D

First Place: *Lake Country Reporter*, Hartland: “Pirates fade against Falcons” – Scott Ash. “The battle for the ball is so evident in this photo as the expressions tell the story. The photographer captured the perfect moment in this epic battle for the ball.”

Second Place: *Vilas County News-Review*, Eagle River: “Pole Vault” – Anthony Drew. “The photographer captured the moment when this athlete was exerting herself to the max. The timing was perfect and so was the framing. A great photo.”

Third Place: *Vilas County News-Review*, Eagle River: “Pond hockey for players

with disabilities” – Gary Ridderbusch. “It’s never easy getting the puck in a photo in a fast-moving sport of pond hockey. The photographer did it here and captured the emotion of the game.”

Honorable Mention: *Barron News-Shield*: “Derailed” – Mark Bell.

Division E

First Place: *Grant County Herald Independent*, Lancaster: “PowderPuff run” – David Timmerman. “This was definitely the top pick of all the entries! You captured the action, emotion and so much more in this picture ... spoke for itself.”

Second Place: *The Oregon Observer*: “Panthers comeback bid falls short” – Jeremy Jones. “Definitely a tough photo to capture, but you caught it (no pun intended) at exactly the right moment. Great job, since football is one of the harder sports to photograph when it is played at night under the lights.”

Third Place: *Mukwonago Chief*: “The dust settles” – Scott Ash. “Great action at the slide to home plate... you even got the umps call. Nice sharp action shot!”

Division F

First Place: *Oconomowoc Focus*: “Bat Break” – Scott Ash. “On a page with several other good baseball pictures and in a category with a lot of quality shots, this one really stands out. Perfect timing and the action is sharp. Could be a once-in-a-lifetime shot.”

Second Place: *Jackson County Chronicle*, Black River Falls: “Heartbreak” – Nate Beier.

“This photo says it all. Great job capturing the emotion of high school sports from the perspective of both teams. Kudos for running it large on the front page.”

Third Place: *Kettle Moraine Index*, Dousman: “Gymnasts Shatter Glass Ceiling” – Scott Ash. “Gymnastics isn’t easy to shoot, but this picture doesn’t make it seem that way. Great shot of a move none of us could pull off.”

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

Feature Photo

Division A

First Place: *Wisconsin State Journal*, Madison: “Rush of color” – Michael P. King. “Great observation of color and light is captured with masterful technique.”

Second Place: *Wisconsin State Journal*, Madison: “Late Summer Leap” – John Hart. “The forms fit so well together in this peak-action feature.”

Third Place: *Green Bay Press-Gazette*: “Spring snowstorm strikes” – Evan Siegle. “This is an example of great seeing with a nice foreground/background relationship and action, too.”

Honorable Mention: *The Post-Crescent*, Appleton: “Waupaca County Fair” – Danny Damiani. “This is a great moment from behind the scenes that is thoughtfully composed.”

Division B

First Place: *Leader-Telegram*, Eau Claire: “Deer On The Doorstep” – Steve Kinderman. “Great moment in time and very illustrative of the story. Nice capture in a situation that obviously was changing fast!”

Second Place: *The Freeman*, Waukesha: “Hair-raising help” – Charles Auer. “The photo tells it all. Wow! Super slice in time!”

Third Place: *Leader-Telegram*, Eau Claire: “Fairy-tale ending” – Marisa Wojcik. “Nice composition, use of foreground and background, and captured moment.”

Honorable Mention: *The Gazette*, Janesville: “Just another perfect day for the Rock County 4-H Fair” – Anthony Wahl. “Beautiful moment. Excellent technical quality. Artistic use of depth of field.”

Division C

First Place: *Daily News*, West Bend: “Buried brother” – John Ehlke. “Perfect moment and composition. I see just enough to understand what is going on and still feel all the excitement of the moment.”

Second Place: *The Reporter*, Fond du Lac:

“Color Burst run” – Doug Raflik. “This is a surreal event that begs to be photographed.”

Third Place: *The Chippewa Herald*, Chippewa Falls: “Hang on tight” – Ross Evavold. “Great faces make for a very engaging photo.”

Honorable Mention: *Daily Tribune*, Wisconsin Rapids: “Wisconsin’s fallen firefighters honored” – Megan McCormick. “I appreciate the photographer looking for this other moment and working to make a good photo of it.”

Division D

First Place: *Vilas County News-Review*, Eagle River: “Paul Bunyan Fest” – Anthony Drew. “Can’t help but smile right along with this kid. Good clean fun and the photographer captured a great moment.”

Second Place: *The Lakeland Times*, Minocqua: “A Dragonfly and a Loon” – Dean Hall. “Sharp, colorful, strong image showing a beautiful moment in nature.”

Third Place: *Ladysmith News*: “Some pig” – Luke Klink. “Great image capturing exciting, All-American fun and at the same time putting the reader in the pen with the pig and participants.”

Honorable Mention: *Vilas County News-Review*, Eagle River: “Evasive Move” – Kurt Krueger. “Cool image catching this majestic bird.”

Division E

First Place: *The Oregon Observer*: “Celebrating summer at the fest” – Samantha Christian. “I love that this is not your typical photo of a ride at the fair. This time it was taken from the perspective of the rider/photographer. And I like that you can still see (from atop the ride) a glimpse of the fair itself. Nice work!”

Second Place: *The Tribune-Phonograph*, Abbotsford: “Dorchester at dusk” – Christian Parker. “Love the sky and silhouette of the ferris wheel. Nice job on this photo.”

Third Place: *Mukwonago Chief*: “Bubbles galore” – Carol Spaeth-Bauer. “My eye is immediately drawn to the girl blowing the bubble ... great way to frame this. Very nice photo!”

Division F

First Place: *The Brillion News*: “All I Want For Christmas ... Is You” – Andrew Pantzloff. “This by far was the best photo in this category. The photographer captured human raw emotion. This immediately brought tears to my eyes. What else can be said about a stunning photo?”

Second Place: *New London Press-Star*: “Students enjoy spring break” – John



There was an emotional reunion between father and daughter following Brillion's 4K Christmas Concert on Wednesday (Dec. 10). Sgt. Travis Drewery (hiding in top right) came out to surprise and reunite with daughter Jenalyn after the final song. He is serving his second tour of duty and was deployed overseas in April. Here are several photos from this touching holiday moment. (Andrew Pantzloff/BN photos)



The Brillion News, First Award, Division F, Photo Essay

Faucher. “What a whopper of a human interest photo. This photo showed great detail and captured a special moment with the kid.”

Third Place: *Clintonville Tribune-Gazette*: “Future firefighters” – Bert Lehman. “I love the emotions captured in this photo. All three ‘firefighters’ showed a different reaction, which truly makes the photo stand out. Good action photo.”

Honorable Mention: *Crawford County Independent & The Kickapoo Scout*, Gays Mills: “Chickadee pauses on a snowy day” – Emily Schendel. “This photo deserves special attention, especially with the snow flurries captured throughout the photo. Nice

framing!”

Photo Essay

Division A

First Place: *Wisconsin State Journal*, Madison: “The Making of a Priest” – Michael P. King. “This is a beautifully crafted piece of journalism with many thoughtful photos; each one telling a different part of the tale.”

Second Place: *The Post-Crescent*, Appleton: “Innocence Lost” – William Glasheen. “Thorough spot news coverage expands to an important series. This shows terrific tenacity in covering a huge news

story.”

Third Place: *The Post-Crescent*, Appleton: “In The Moment” – Dan Powers. “This is a great behind-the-scenes feature story.”

Honorable Mention: *Wisconsin State Journal*, Madison: “Up-close view of the zoo” – John Hart. “There are several very cool photos in this feature.”

Division B

First Place: *Leader-Telegram*, Eau Claire: “Room to grow” – Marisa Wojcik. “Going green has a wonderful meaning in this story.”

Second Place: *The Journal Times*, Racine: “Federal funds to take down blighted home” – Gregory Shaver. “Cleaning up your city one home at a time.”

Third Place: *Wausau Daily Herald*: “Cranberries” – Megan McCormick. “A great education on the harvesting of cranberries.”

Honorable Mention: *Kenosha News*: “Falcons finish the job” – Brian Passino. “Who doesn’t like a winner. Nice job!”

Division C

First Place: *Watertown Daily Times*: “Fun at Hope Fest” – Hannah Becker. “Nice variety of images showing action and emotion while telling the story of the event.”

Second Place: *Watertown Daily Times*: “2015 class graduates” – Sarah Weihert. “Nice job catching individual moments, particularly the audience shot, to tell what can be a rather routine story.”

Third Place: *Daily News*, West Bend: “Sights from the PGA Championship” – John Ehlke. “Solid visual storytelling of this big event.”

Division D

First Place: *Vilas County News-Review*, Eagle River: “A Klondike kaleidoscope” – Gary Ridderbusch.

Second Place: *Waukesha NOW*: “Hotel Christmas” – Scott Ash.

Third Place: *Lake Country Reporter*, Hartland: “And they’re off” – Todd Ponath.

Honorable Mention: *Wauwatosa NOW*: “Rain, rain go away” – Peter Zuzga.

Division E

First Place: *Lake Geneva Regional News*: “Winterfest” – Robert Ireland, Phil Bonyata. “Great perspective, and photos need no cutlines as they speak for themselves, which is what a good photo essay should accomplish. The photographers definitely know what they are doing! I love all the different angles! Amazing photos ... they were a clear choice for the #1 spot. The only

negative would be the number of photos, I always like to see no more than 7 photos and no less than 3 in a photo story, otherwise the reader gets overwhelmed.”

Second Place: *Ripon Commonwealth Press*: “Old and new mixes at Septemberfest” – Ian Stepleton, Aaron Becker. “I like the variety, and the photos are definitely worthy of an award!”

Third Place: *The Stoughton Courier Hub*: “Stoughton Junior Fair” – Jacob Bielanski, Samantha Christian, Scott De Laruelle, Kimberly Wethal. “Very nice photos, way to capture the young children and their animals!”

Honorable Mention: *Ripon Commonwealth Press*: “Christmas comes alive at Dickens of a Christmas 2014” – Aaron Becker, Jonathan Bailey, Ian Stepleton. “Photos are all worthy of an award for this photo story, but maybe would have pared them down to maybe half the photos for the story.”

Division F

First Place: *The Brillion News*: “Christmas ... With You” – Andrew Pantzloff. “I like that it captured the entire moment – from waiting in the wings, to the reunion, to the reaction from the crowd.”

Second Place: *Crawford County Independent & The Kickapoo Scout*, Gays Mills: “Apple Festival 2014” – Erin Martin, Charley Preusser. “The write-up mentions that everybody was having fun, and these photos prove that.”

Third Place: *Kettle Moraine Index*, Dousman: “Honoring Veterans” – Scott Ash. “I like the photo choices, mixing things up size-wise.”

Headlines

Division B

First Place: *Kenosha News*: “Rangers harry Truman St.; Packers’ Shields may be down; Schooling the Chinooks” – Paul McKillip. “Three winners here, dripping in creativity.”

Second Place: *Leader-Telegram*, Eau Claire – Tom Gunderson. “A strong second-place entry.”

Third Place: *The Freeman*, Waukesha: “Between Iran and a hairpiece; Craig going another round on roundabout bill; Bandana DNA points to Golden Corral bandit” – Arthur Thomas. “Strong headlines draw the reader into the articles.”

Division C

First Place: *Herald Times Reporter*, Manitowoc: “New leash on life; Auction leader sells herself short; Diving into the details” – Sarah Kloepping.

Second Place: *The Chippewa Herald*, Chippewa Falls: “Coming up Brose; Book it: Niese named library director; Get me to the Lodge on time” – Ross Evavold, Rod Stetzer.

Third Place: *Watertown Daily Times* – Heidi Schwoch.

Division D

First Place: *News Graphic*, Cedarburg – Aaron Carlson. “Headlines tied into the stories, which made this a clear winner. Excellent!”

Second Place: *Foto News*, Merrill: “Tennis girls finally get court date; Phantom menace prevails, but Bluejays don’t roll over; Hortonville answers ‘Who?’ in playoff starter” – Kelly O’Day. “Headlines were witty. The ‘Tennis girls finally get court date’ pulled this entry into second place.”

Third Place: *The Lakeland Times*, Minocqua – Lakeland Times Staff. “Headlines varied in length, but tied closely with the stories. I liked both ‘Icy rescue’ to ‘This bites: Tick season in the Northwoods.’”

Honorable Mention: *Germantown-Menomonee Falls NOW*: “Looks like we made it” – Larry Hanson. “Headlines grabbed the reader. Good job.”

Division E

First Place: *The McFarland Thistle & McFarland Community Life* – Tom Alesia. “Clever, fun headlines that relate to subject and draw reader in to read the story.”

Second Place: *Ripon Commonwealth Press*: “Ex-California kid doesn’t mind saying ta-ta to la-la land; Forget the worms, these Early Birds hope to get the diapers; Go directly to jail: Town Square sells cells to add cash to coffers” – Tim Lyke.

Third Place: *The Oregon Observer*: “Cheese Whiz; Pulling for the future; Report: Chief’s actions were ‘reprehensible’” – Mark Ignatowski, Kathryn Chew, Jacob Bielanski, Bill Livick, Jim Ferolie, Samantha Christian.

Honorable Mention: *Lake Geneva Regional News* – Robert Ireland.

Division F

First Place: *Sauk Prairie Eagle*: “‘Hilarious Harry’ is still laughing” – Kim Lamoreaux. “‘Straight Forward looks back’ and ‘Historic to Vintage’ are not just catchy they really tell what the stories are about. A creative team capitalized on this and it would have been a

tragedy had it been missed!”

Second Place: *Sussex Sun*: “Urine trouble: Upset man faces charges” – Larry Hanson. “Yup, this headline is funny and grabs your attention to read on.”

Third Place: *Jackson County Chronicle*, Black River Falls – Matthew Perenchio. “‘Dam it: Beavers cause road flooding in Manchester.’ Funny and voices frustration on how to deal with those darn (cute!) beavers.”

Honorable Mention: *Lodi Enterprise*: “Dope dealers duped by police; Love’s is in the air; Want to build a snowman?” – Rachelle Blair, Joe Ballard. “Dope dealers duped by police. Love the alliteration. This headline/story was also in the Poynette Press.”

Front Page

Division A

First Place: *The Post-Crescent*, Appleton – Rachel Rausch. “I like the use of large main headline and large strong graphics and photography. I would reconsider type style for body copy. It’s kind of old style and hard to read.”

Division B

First Place: *Wausau Daily Herald*: “Rambo’s End; Bobble-Beard; Artrageous Weekend” – Sean McKeown-Young.

Second Place: *Oshkosh Northwestern* – Sean McKeown, Bill Wambeke, Staff Members.

Third Place: *The Freeman*, Waukesha – Bill Yorth.

Honorable Mention: *The Freeman*, Waukesha – Shana Duffy.

Division C

First Place: *Daily News*, West Bend – Staff. “I really loved the soldier layout. Great use of photos and images throughout. The death sentence images were extremely emotional and well used. I liked how this page had a very clear central focus, but not at the expense of everything else on the page. You’ve got a winner here, and something that just about everyone will find interesting.”

Second Place: *Stevens Point Journal* – Gannett Design Studio. “The vaccine layout was fantastic. Very clear central focus on these pages. Great use of images.”

Third Place: *Herald Times Reporter*, Manitowoc – Staff. “The page turned on its head was very dramatic. Comic layout was interesting. You’ve got a really smooth and artistic vision here your readers should be proud of.”



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Honorable Mention: *Baraboo News Republic* – Staff. “Something for everyone on these front pages.”

Division D

First Place: *Wauwatosa NOW* – Scott Rieser. “Each issue in this entry was strong, with a perfect balance of photos and text and clear, strong headlines. Many other entries with similar styles of front pages fell short of the engaging layout this paper achieved.”

Second Place: *Price County Review*, Phillips – Seth Carlson, Stephanie Daniels, Anna Maria Hansen, Laura Gregor, Julie Hustvet, Tracy Gawlitta, Sue Kelly. “Great photos with good headlines, and putting story text over photos (or vice versa) made the front page very eye-catching.”

Third Place: *Hudson Star-Observer* – Doug Stohlberg. “These are classic front pages. The layout managed to include smaller photos with lots of faces for nearly every story – which made me want to read them – without making the front too cluttered.”

Honorable Mention: *The Lakeland Times*, Minocqua – Jim Oxley, Jonathan Anderson, Richard Moore, Brian Jopek, Ray Rivard, Ryan Matthews, Dean Hall, Evan Wixom, Sasha Case, Heather Holmes. “The design of the first issue in this entry was one of the best, and all of the issues feature great headline writing and good layout.”

Division E

First Place: *The Dunn County News*, Menomonie – Barbara Lyon, Brock Fritz, UW-Stout News Bureau. “Good clean layout with effective use of headlines and photographs.”

Second Place: *Lake Geneva Regional News* – Regional News Staff.

Third Place: *The Star*, Sun Prairie – Staff.

Division F

First Place: *Clintonville Tribune-Gazette* – Bert Lehman, Sue Schroeder, Scott Bellile, Bob Cloud. “I think I would have preferred losing a photo or two on these pages in favor of having a more dominant image. Story content was good, although sometimes it was hard to tell what was supposed to be the main story; not a lot of variation in headline size.”

Second Place: *Jackson County Chronicle*, Black River Falls – Staff. “Nice layout, strong content. Typography was clean and easy to read. Not a fan of front page ads, but otherwise good.”

Third Place: *New London Press-Star* – John Faucher, Scott Bellile, Bert Lehman, Sue Schroeder, Bob Cloud. “Story content

was strong. Could have used a bit more variation in headline size (it was hard to tell if there was a main story if it wasn’t spread out across the top of the page). Layout could have used a bit more variety.”

Overall Page Design

Division B

First Place: *Oshkosh Northwestern* – Evan Backstrom. “Wow. Just. Wow!”

Second Place: *The Freeman*, Waukesha – Bill Yorth.

Third Place: *Kenosha News* – Mike Larsen.

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

Division C

First Place: *The Monroe Times* – Shari Rampenthal. “Excellent layouts, established hierarchy, effective use of informational pullouts and creative clarity took this entry to the top.”

Second Place: *The Monroe Times* – Mary Jane Grenzow. “Outstanding layout design, clear presentation and exceptional use of creative elements and headlines. One possible area of improvement could be content positioning.”

Third Place: *Daily News*, West Bend – Jennifer McBride. “Established hierarchy and creativity are standouts for this entry. Consistency and clarity could help strengthen overall design.”

Division D

First Place: *The Lakeland Times*, Minocqua – Sasha Case. “Excellent info graphic used for bow hunting.”

Second Place: *Wauwatosa NOW* – Scott Rieser. “Good clean page layout.”

Third Place: *Germantown-Menomonee Falls NOW* – Matt Unrau.

Division E

First Place: *Courier Sentinel*, Cornell – Joy Cote. “Great layouts and designs. Even though there is lots of color, everything looks clean and orderly.”

Second Place: *Lake Geneva Regional News* – Robert Ireland. “I like how the tornado story was continued throughout the four pages, tying it all together, but each part was on a different tornado-related subject.”

Third Place: *The Richland Observer*, Richland Center – “Love the design on this with all the color. Very well put together and easy on the eyes.”

Honorable Mention: *Grant County Herald Independent*, Lancaster – David Timmerman. “This is a nice layout for the

newspaper in general. Easy to read and find what you’re looking for with the different boxes on top and bottom.”

Page Design - Feature

Division B

First Place: *Kenosha News* – Julie Vander Velden. “Very clever and original content.”

Second Place: *The Gazette*, Janesville – Tim Seeman.

Division C

First Place: *Daily News*, West Bend – Ken Merrill. “Great graphics, creative layouts and effective headlines. Attention to readability could be improved.”

Second Place: *Daily News*, West Bend – Christopher Becker. “Strong design layouts, creative elements and attention to details. Headline font selection and treatment could be improved.”

Third Place: *Beloit Daily News* – Erica Pennington. “Great content and creativity. Could improve design hierarchy.”

Division D

First Place: *The Lakeland Times*, Minocqua – Sasha Case. “Color, typography and design echoes and supports the art, rather than overwhelming it. Very tasteful.”

Second Place: *The Country Today*, Eau Claire – Jenn Stirmel. “Good design, that stays out of the way of strong imagery”

Third Place: *Wauwatosa NOW* – Scott Rieser. “Clean design, strong typography, with sparing use of color.”

Honorable Mention: *North Shore NOW* – Matt Unrau. “Clever use of echoing color.”

Division E

First Place: *Lake Geneva Regional News* – Keven Aumuller, David Michels. “This entry is second to none. The creativity in design, layout and use of other elements to form a theme is outstanding. Good job!”

Second Place: *The Platteville Journal* – Steve Prestegard. “Excellent look to your pages and wonderful use of the photos with cutlines. Very attractive and easy to look at.”

Third Place: *The Richland Observer*, Richland Center – Virginia Poole. “I love all the color, but it isn’t distracting like some color can be. Clean layout.”

Honorable Mention: *Jackson County Chronicle*, Black River Falls – Cassandra Colson. “Nice page layout for a newspaper. Easy to find what you’re looking for with good headlines and a clean look.”

Page Design – Sports

Division B

First Place: *The Gazette*, Janesville – Tim Seeman. “Excellent overall, strong layouts, great use of graphics and color to guide the reader through the pages.”

Second Place: *Leader-Telegram*, Eau Claire – Joe Ziemer. “Package hierarchy took this entry to the next level. This really helps strengthen the page design. There’s also a great use of graphics and clarity to the layout.”

Third Place: *Leader-Telegram*, Eau Claire – Mike Klees. “Very dynamic layouts and use of graphics to establish a solid design elements.”

Division D

First Place: *Germantown-Menomonee Falls NOW* – Matt Unrau. “Clean, crisp design with good use of headlines and other entry points.”

Second Place: *The Lakeland Times*, Minocqua – Sasha Case. “Strong, attractive layouts.”

Third Place: *Lake Country Reporter*, Hartland – Matt Colby. “Design elements draw the eye.”

Division E

First Place: *Ripon Commonwealth Press* – Jonathan Bailey.

Second Place: *Grant County Herald Independent*, Lancaster – A.J. Gates.

Third Place: *The Platteville Journal* – Jason Nihles.

Honorable Mention: *The Star*, Sun Prairie – Karl Raymond.

Division F

First Place: *Oconomowoc Focus* – Matt Colby. “The clear-cut winner in this category based on clean design, strong visuals and knowing when to take risks. The golf graphic jumps off the page and looks great.”

Second Place: *Sussex Sun* – Matt Colby. “A strong layout, led by big pictures to draw the reader’s eye.”

Third Place: *Jackson County Chronicle*, Black River Falls – Cassandra Colson. “Clean layout, but all three entries look pretty similar. Don’t be afraid to take risks and change things up.”

Reporting on Local Government

Division A

First Place: *La Crosse Tribune* –

Betsy Bloom.

Second Place: *The Post-Crescent*, Appleton: “Lawsuit may hike town’s expenses; Neenah seeks longer payback period for underperforming TIF districts; Fox Cities councils choose new leaders.” – Duke Behnke.

Third Place: *Green Bay Press-Gazette* – Adam Rodewald.

Division B

First Place: *The Journal Times*, Racine: “Plan reshapes Unified board (with sidebar); Large school districts face takeover; Mixed reactions on Unified changes; Board majority could shrink” – Mark Schaaf, Aaron Knapp. “There were a lot of moving parts to this issue and they were well documented with clear, concise writing and a variety of voices. Context, history, impact were all there.”

Second Place: *Wausau Daily Herald*: “In a bind; Schofield zoning enforcer violates Weston codes; Humane touch” – Nora G. Hertel. “This is the kind of government reporting readers love. You won’t find it on a meeting agenda but rather by great source development and following the documents. Excellent work.”

Third Place: *The Journal Times*, Racine: “Borrowing for wages; Vos questions city plan; Building it together” – Cara Spoto. “This was likely a line buried on a meeting agenda, but this savvy reporter knew what it meant and that is the essence of good government watchdog reporting.”

Division C

First Place: *Portage Daily Register* – Lyn Jerde. “Lyn Jerde covered important stories with angles that highlighted the events’ effects on real people. Her articles had great ledes and clear writing”

Second Place: *The Chippewa Herald*, Chippewa Falls: “Upset residents say Hunt got raw deal; Michels: Furor paralyzing County Board; ‘We’re ready to move on.’” – Rod Stetzer. “Rod Stetzer provided readers with a lot of details on big, but sensitive stories on his beat.”

Third Place: *The Chippewa Herald*, Chippewa Falls: “Residents say some pets posing problems; By the book; More teeth” – Caleb Brown. “Caleb Brown’s articles were clearly written explanations of the rules on dangerous animals and the public debate that lead up to changes in those rules.”

Division D

First Place: *Oconomowoc Enterprise*: “Downtown condo detractors eclipse meeting’s primary agenda; Fowler Lake

Village saga continues; Thirsting for more; Mayor leaving office for state agency” – Ryan Billingham. “This entry stood out in an extremely strong field for the reporter’s clear explanations of complex issues. The liquor issues especially merited and received a careful explanation. How folks hang out the prized licenses was also spelled out very well. Outstanding job.”

Second Place: *Lake Country Reporter*, Hartland: “DOT suggests ‘echelon’ intersection” – Bob Dohr. “Writing about road and street intersections can be more Byzantine than the Byzantines themselves. This reporter did an excellent job sorting out all of the differences. Strong quotes. Great job!”

Third Place: *Oconto County Reporter*, Oconto: “Fishing circuit won’t return if mayor involved; County Board limits per diem for chair (with sidebar); Hefty hike in Lena water rates now with PSC” – Kent Tempus. “In this group of entries, I really liked the story detailing the fishing contest fight. Local officials and egos never fail to complicate what can and should be fun community events. This account did an excellent job describing the issues and the back and forth.”

Honorable Mention: *Waukesha NOW*: “County’s demolition plans sink in the Mud” – Christopher Kuhagen. “In this entry, the story about historic preservation in the context of redevelopment stood out in the story entries. Great job overall. Very solid writing.”

Division E

First Place: *The Dunn County News*, Menomonie: “Keeping the raindrop where it lands; Junkyard goes to the dogs; ‘Delta’ Force: Council takes first step toward dredging” – Barbara Lyon. “The introduction to the stormwater article is great. Normally a dry subject (no pun intended), it draws the reader in to learn more. The dredging and junkyard articles are good representation of citizen concerns and the issues faced by local government. Good job!”

Second Place: *The Valders Journal*: “Picturesque rural bridge needs help; DNR drops a financial bombshell; Stray dog policies vary across the area” – Todd Bergmann. “Good background on failing bridge; nice coverage of dam story with citizen question bringing a new financing possibility to light; and nice story on the temporary dog kennels – the personal information about the little dog is priceless.”

Third Place: *The Verona Press* – Jim Ferolie. “Covering the TIF process is

never easy – this is a good synopsis of the complicated funding process for this project. The Matts house story gives a good picture of the sentimental vs. practical discussion under way. I love the ‘splash’ and ‘splashback’ reference regarding the Jezebel distillery.”

Honorable Mention: *Milton Courier* – Rebecca Kanable. “Many people don’t know what happens in gravel pits – Kanable did a good job with her explanations, as well as citizen concerns and local government discussion. The ‘Shooting range shot down’ article is an interesting look at the local permitting process. Good job!”

Division F

First Place: *Jackson County Chronicle*, Black River Falls – Cassandra Colson. “Stories are well-written and cover both sides of the issues early in the story. Quotes are exceptional. A plus was the writer taking the time to explain the community connection of the person who spoke. Leads and endings strong. Great job!”

Second Place: *Jackson County Chronicle*, Black River Falls – Matthew Perenchio. “Hard to pick between first and second place. Facts, quotes are strong.”

Third Place: *The Sun*, Osceola: “Wolves, Trails and Shores in Polk County” – Suzanne Lindgren. “Stories were long, but well written. Covers all sides of issues, plus does a good job laying out where the issue is going next.”

Honorable Mention: *Clintonville Chronicle*: “Mayor Magee III, Goes on Leave of Absence” – Stephanie Hintz. “Stories of high news quality and good use of quotes. Could have been organized more clearly.”

Reporting on Local Education

Division A

First Place: *The Post-Crescent*, Appleton: “Neenah teacher pay cuts; Violence against teachers; Transgender student policy” – Jen Zettel.

Second Place: *La Crosse Tribune*: “La Crosse Tribune’s Watchdog Education Beat” – Nathan Hansen.

Third Place: *Green Bay Press-Gazette* – Patti Zarling.

Division B

First Place: *The Journal Times*, Racine: “The Choice: Subtraction problem (with sidebar); Hard to predict; Claim: Smaller districts are better; Commuting out of Unified (with sidebar); Oak Creek enrolling Unified students” – Aaron Knapp, Stephanie

Jones, Cara Spoto, Scott Anderson, Mark Schaaf.

Second Place: *The Gazette*, Janesville: “Innovation in the Janesville School District” – Nicholas Crow.

Third Place: *The Sheboygan Press*, Sheboygan: “Sheboygan Education Reporting” – Kali Thiel.

Honorable Mention: *Wausau Daily Herald*, Wausau: “Walk of a lifetime; Community grieves the deaths of two Everest grads; ‘Square pegs in round holes’” – Keith Uhlig.

Division C

First Place: *Marshfield News-Herald*, Wausau: “Edgar schools can’t quantify bullying reports; Grad controversy spawns hashtag; Back to school” – Liz Welter. “Thorough reporting on a variety of issues. News feature on #letalexwalk was interesting, and the bullying story was the best story among all entries.”

Second Place: *The Reporter*, Fond du Lac: “Education coverage” – Sharon Roznik. “From hard news of young student being locked out of classroom during a lockdown drill, to feature about foster grandparent program, Sharon Roznik does an excellent job covering education.”

Third Place: *Daily News*, West Bend: “April 9, June 24 and July 3” – Linda McAlpine. “Good range of different education topics.”

Honorable Mention: *Herald Times Reporter*, Manitowoc: “Carving out an education; The final bell: School’s out forever at Meeme LEADS; Schools chocked by outdated budget cap” – Phillip Bock. “Story on education funding was interesting and well-sourced. Takes a difficult subject and makes it easier to understand.”

Division D

First Place: *North Shore NOW*: “Budget cuts concern districts” – Jeff Rumage. “I appreciated the variety of this entry. It acknowledged that there is more going on besides the budget cuts. Addressing the achievement gap and providing a look inside the classroom made for broad, clear coverage.”

Second Place: *Wauwatosa NOW*: “Board asks for increased school funding” – Rory Linnane, Jon Olson. “The coverage of questions over a school board member’s potential conflict of interest was well

The Tribune-Phonograph, Abbotsford

First Place.....Editorial Award
 Second Place.....Feature Photo

The Post-Crescent, Appleton

First Place..... Best Advertising Sales Tool
 First Place.....Best Multiple Advertiser Spread
 First Place..... Best Ongoing/Extended Coverage
 First Place..... Best Online Advertising-Single Ad- Static
 First Place.....Best Use of Art Service
 First Place.....Best Use of Color
 First Place..... Bill Payne Award
 First Place.....Breaking News Coverage
 First Place.....Front Page
 First Place.....General News Photo
 First Place.....Innovative Online Advertising
 First Place.....Lifestyle Page(s)
 First Place.....Reporting on Local Education
 First Place.....Sports Photo
 Second Place..... All-Around Newspaper Photography

Second Place.....Best Adv Idea (Series)
 Second Place..... Best Online Advertising-Single Ad- Static

Second Place..... Bill Payne Award
 Second Place.....Business Coverage
 Second Place..... Digital Project - Ongoing
 Second Place..... Enterprise/Interpretive Reporting
 Second Place.....Photo Essay
 Second Place.....Reporting on Local Government
 Second Place..... Spot News Photo
 Third Place.....Best Multiple Advertiser Spread
 Third Place..... Best Online Advertising-Single Ad- Animated

Third Place..... Best Use of Art Service
 Third Place..... Digital Project - Limited Duration or Single Story

Third Place.....Editorial Award
 Third Place..... Environmental Reporting
 Third Place.....General Excellence
 Third Place..... Innovative Online Advertising
 Third Place..... Local Column
 Third Place.....Photo Essay
 Third Place.....Social Media Journalism - News
 Third Place.....Sports News Story
 Third Place.....Sports Photo
 Third Place.....Spot News Photo
 Honorable Mention.....Best Ongoing/Extended Coverage

Honorable Mention..... Digital Project - Limited Duration or Single Story
 Honorable Mention..... Feature Photo

Gannett Wisconsin Media, Appleton

First Place.....Business Coverage
 Second Place..... Best Advertising Sales Tool
 Second Place..... Best Advertising Special Section
 Second Place.....Best Use of Local Photography
 Second Place..... Innovative Online Advertising
 Second Place..... Investigative Reporting
 Third Place.....Best Adv Idea (Series)
 Third Place..... Best Ongoing/Extended Coverage

Third Place..... Investigative Reporting

Baraboo News Republic

First Place.....All-Around Newspaper Photography
 First Place.....Editorial Award
 First Place..... Local Column
 Honorable Mention..... Front Page

Barron News-Shield

Honorable Mention.....Sports Photo

Daily Citizen, Beaver Dam

First Place..... Digital Project - Limited Duration or Single Story
 Second Place.....Editorial Award
 Second Place..... Local Column
 Second Place..... Sports News Story
 Third Place..... Feature
 Honorable Mention.....Enterprise/Interpretive Reporting

Beloit Daily News

First Place..... Best Niche Publication-In Paper
 First Place..... Enterprise/Interpretive Reporting
 First Place..... Investigative Reporting
 First Place.....Local Sports Column
 Second Place.....Lifestyle Page(s)
 Second Place.....Special Pages
 Third Place..... Best Niche Publication-Out of Paper
 Third Place..... Best Ongoing/Extended Coverage
 Third Place..... Investigative Reporting
 Third Place..... Local Column
 Third Place.....Local Sports Column
 Third Place.....Page Design - Feature
 Honorable Mention..... Feature

Jackson County Chronicle, Black River Falls

First Place..... Best Advertising Special Section
 First Place.....Business Coverage
 First Place..... Investigative Reporting
 First Place..... Reporting on Local Education
 First Place.....Reporting on Local Government
 First Place.....Special Pages
 Second Place..... All-Around Newspaper Photography
 Second Place..... Environmental Reporting
 Second Place..... Feature
 Second Place..... Front Page
 Second Place.....Reporting on Local Government
 Second Place.....Sports Page(s)
 Second Place.....Sports Photo
 Third Place.....Breaking News Coverage
 Third Place..... Editorial Page(s)
 Third Place..... General Digital Excellence
 Third Place..... Headlines
 Third Place..... Open Records/FOI Award
 Third Place.....Page Design - Sports
 Third Place.....Special Section-Editorial
 Honorable Mention.....Lifestyle Page(s)
 Honorable Mention.....Page Design - Feature
 Honorable Mention.....Special Pages
 Honorable Mention.....Sports Photo

The Brillion News

First Place..... Feature Photo
 First Place..... General Digital Excellence
 First Place.....Photo Essay
 Second Place..... Local Column
 Second Place..... Reporting on Local Education
 Third Place..... Best Online Advertising-Single Ad- Static
 Honorable Mention.....Business Coverage

Brookfield-Elm Grove NOW

Second Place..... Local Column

Burlington Standard Press

First Place.....Business Coverage
 First Place.....Lifestyle Page(s)
 First Place.....Social Media Journalism - Sports
 Third Place.....Special Pages
 Honorable Mention.....Sports News Story

News Graphic, Cedarburg

First Place..... Best Advertising Sales Tool
 First Place..... Headlines
 Second Place..... Best Niche Publication-In Paper
 Second Place.....Best Use of Color
 Third Place..... Best Advertising Special Section
 Honorable Mention..... All-Around Newspaper Photography
 Honorable Mention.....Local Sports Column

The Chetek Alert

Honorable Mention..... Spot News Photo

The Chippewa Herald, Chippewa Falls

First Place.....Business Coverage
 Second Place..... Best Niche Publication-Out of Paper
 Second Place..... Headlines
 Second Place.....Reporting on Local Government
 Third Place..... Feature Photo
 Third Place.....Reporting on Local Government
 Third Place..... Sports Feature
 Honorable Mention.....Best Ongoing/Extended Coverage

Clintonville Chronicle

Second Place..... Best Circulation Promotion
 Second Place.....Editorial Award
 Second Place..... Editorial Page(s)
 Second Place..... Open Records/FOI Award
 Third Place.....Best Multiple Advertiser Spread
 Honorable Mention..... Bill Payne Award
 Honorable Mention..... Reporting on Local Government

Clintonville Tribune-Gazette

First Place.....All-Around Newspaper Photography
 First Place..... Front Page
 First Place.....Special Section-Editorial
 Second Place.....Best Advertising Special Section
 Second Place..... Best Multiple

Advertiser Spread
 Second Place.....Best Ongoing/Extended Coverage

Second Place..... Spot News Photo
 Third Place..... Best Niche Publication-Out of Paper
 Third Place..... Feature Photo
 Third Place.....General News Photo
 Honorable Mention..... Best Niche Publication -In Paper
 Honorable Mention.....Breaking News Coverage
 Honorable Mention..... Open Records/FOI Award

Courier Sentinel, Cornell

First Place.....Overall Page Design

The Herald-Independent, Cottage Grove

First Place..... Best Circulation Promotion

Tri-County Press, Cuba City

First Place.....Best Multiple Advertiser Spread

DeForest Times-Tribune

First Place.....Editorial Award
 First Place..... Open Records/FOI Award
 Second Place..... Best Niche Publication -In Paper
 Second Place..... Enterprise/Interpretive Reporting
 Third Place.....Best Ongoing/Extended Coverage
 Honorable Mention..... Feature

Kettle Moraine Index, Dousman

Second Place.....General Excellence
 Third Place.....Photo Essay
 Third Place.....Sports Photo

Vilas County News-Review, Eagle River

First Place.....All-Around Newspaper Photography
 First Place.....Best Adv Idea (Series)
 First Place..... Feature Photo
 First Place..... Harrison MacDonald
 First Place.....Lifestyle Page(s)
 First Place.....Photo Essay
 Second Place..... Best Circulation Promotion
 Second Place..... Best Newspaper Promotion
 Second Place..... Best Use of Art Service
 Second Place..... Bill Payne Award
 Second Place.....Editorial Award
 Second Place.....Special Pages
 Second Place.....Special Section-Editorial
 Second Place.....Sports Photo
 Third Place.....General News Photo
 Third Place.....Sports Photo
 Honorable Mention..... Best Multiple Advertiser Spread
 Honorable Mention..... Feature Photo

Leader-Telegram, Eau Claire

First Place.....All-Around Newspaper Photography
 First Place.....Best Adv Idea (Series)
 First Place.....Best Multiple Advertiser Spread
 First Place.....Best Niche Publication-In Paper

First Place..... Bill Payne Award
 First Place..... Feature Photo
 First Place..... Local Sports Column
 First Place..... Photo Essay
 Second Place..... Best Advertising Sales Tool
 Second Place..... Best Advertising Special Section
 Second Place..... Best Use of Art Service
 Second Place..... Editorial Award
 Second Place..... General Excellence
 Second Place..... Harrison MacDonald
 Second Place..... Headlines
 Second Place..... Page Design - Sports
 Second Place..... Sports Feature
 Second Place..... Sports News Story
 Second Place..... Sports Photo
 Third Place..... Best Niche Publication-In Paper
 Third Place..... Best Niche Publication-Out of Paper
 Third Place..... Best Use of Color
 Third Place..... Best Use of Local Photography
 Third Place..... Feature
 Third Place..... Feature Photo
 Third Place..... Page Design - Sports
 Third Place..... Sports News Story
 Third Place..... Sports Page(s)
 Third Place..... Spot News Photo
 Honorable Mention Best Adv Idea (Series)
 Honorable Mention Bill Payne Award
 Honorable Mention Business Coverage
 Honorable Mention Overall Page Design

The Country Today, Eau Claire

Second Place..... Page Design - Feature
 Third Place..... Lifestyle Page(s)

The Record-Review, Edgar

First Place..... General Excellence
 Third Place..... Best Use of Local Photography
 Honorable Mention Best Use of Art Service
 Honorable Mention General News Photo

The Edgerton Reporter

First Place..... Best Niche Publication-
 Out of Paper
 First Place..... Spot News Photo
 Second Place..... Reporting on Local Education
 Second Place..... Special Projects
 Second Place..... Spot News Photo
 Third Place..... Most Improved Newspaper

The Fennimore Times

First Place..... Breaking News Coverage
 Second Place..... Best Adv Idea (Series)
 Second Place..... Sports News Story
 Third Place..... Best Advertising Special Section

The Reporter, Fond du Lac

First Place..... Best Ongoing/Extended Coverage
 First Place..... Breaking News Coverage
 First Place..... Feature
 First Place..... Sports Feature
 First Place..... Sports News Story
 Second Place..... Business Coverage
 Second Place..... Feature Photo

Second Place..... Reporting on Local Education
 Second Place..... Sports Photo
 Second Place..... Spot News Photo
 Third Place..... Best Online Advertising-Single
 Ad- Animated
 Third Place..... Enterprise/Interpretive Reporting
 Third Place..... Environmental Reporting
 Honorable Mention Editorial Award
 Honorable Mention General News Photo

Daily Jefferson County Union, Fort Atkinson

First Place..... Best Advertising Special Section
 First Place..... Best Multiple Advertiser Spread
 First Place..... Best Use of Art Service
 Second Place..... Best Multiple Advertiser Spread
 Second Place..... Best Newspaper Promotion
 Second Place..... Best Niche Publication-In Paper
 Second Place..... Best Use of Art Service
 Second Place..... Best Use of Color
 Third Place..... Best Use of Color
 Third Place..... Local Outdoor Column
 Third Place..... Special Section-Editorial
 Honorable Mention Best Niche Publication-
 Out of Paper
 Honorable Mention Bill Payne Award

Franklin-Greendale-Hales Corners-Oak Creek NOW

First Place..... General News Photo
 First Place..... Social Media Journalism - News
 Second Place..... Digital Project -
 Limited Duration or Single Story
 Second Place..... Social Media Journalism - News

Crawford County Independent & The Kickapoo Scout, Gays Mills

Second Place..... Investigative Reporting
 Second Place..... Photo Essay
 Third Place..... Enterprise/Interpretive Reporting
 Third Place..... Environmental Reporting
 Third Place..... Investigative Reporting
 Third Place..... Reporting on Local Education
 Honorable Mention Editorial Page(s)
 Honorable Mention Feature Photo

Germantown-Menomonee Falls NOW

First Place..... Investigative Reporting
 First Place..... Page Design - Sports
 First Place..... Sports News Story
 Third Place..... Overall Page Design
 Honorable Mention Headlines

Burnett County Sentinel, Grantsburg

Second Place..... Special Pages

Green Bay Press-Gazette

First Place..... Best Adv Idea (Series)
 First Place..... Best Advertising Special Section
 First Place..... Best Niche Publication-In Paper
 First Place..... Best Niche Publication-
 Out of Paper
 First Place..... Best Online Advertising-Single
 Ad- Animated

First Place..... Best Use of Local Photography
 First Place..... General Digital Excellence
 First Place..... General Excellence
 First Place..... Harrison MacDonald
 First Place..... Online Revenue Builder
 First Place..... Special Section-Editorial
 First Place..... Sports Feature
 First Place..... Sports Page(s)
 Second Place..... Best Circulation Promotion
 Second Place..... Best Multiple Advertiser Spread
 Second Place..... Best Niche Publication-In Paper
 Second Place..... Best Niche Publication-
 Out of Paper

Second Place..... Best Online Advertising-Single
 Ad- Animated
 Second Place..... Best Use of Art Service
 Second Place..... Best Use of Color
 Second Place..... Editorial Award
 Second Place..... Editorial Page(s)
 Second Place..... Environmental Reporting
 Second Place..... General News Photo
 Second Place..... Social Media Journalism - News
 Second Place..... Social Media Journalism - Sports
 Third Place..... All-Around Newspaper Photography
 Third Place..... Best Advertising Sales Tool
 Third Place..... Best Advertising Special Section
 Third Place..... Best Niche Publication-In Paper
 Third Place..... Best Niche Publication-Out of Paper
 Third Place..... Best Online Advertising-Single
 Ad- Static

Third Place..... Best Use of Color
 Third Place..... Best Use of Local Photography
 Third Place..... Bill Payne Award
 Third Place..... Business Coverage
 Third Place..... Feature
 Third Place..... Feature Photo
 Third Place..... General News Photo
 Third Place..... Local Sports Column
 Third Place..... Reporting on Local Education
 Third Place..... Reporting on Local Government
 Third Place..... Sports Feature
 Honorable Mention Best Advertising Special
 Section
 Honorable Mention Bill Payne Award
 Honorable Mention Innovative Online
 Advertising
 Honorable Mention Local Outdoor Column
 Honorable Mention Sports News Story

Greenfield-West Allis NOW

Honorable Mention Digital Project - Limited
 Duration or Single Story

Lake Country Reporter, Hartland

First Place..... Digital Project - Limited Duration or
 Single Story
 First Place..... General Digital Excellence
 First Place..... Sports Photo
 Second Place..... Business Coverage
 Second Place..... Enterprise/Interpretive Reporting
 Second Place..... Reporting on Local Government
 Third Place..... Editorial Page(s)
 Third Place..... Enterprise/Interpretive Reporting

Third Place..... Environmental Reporting
 Third Place..... Open Records/FOI Award
 Third Place..... Page Design - Sports
 Third Place..... Photo Essay
 Third Place..... Social Media Journalism - News
 Third Place..... Special Section-Editorial
 Honorable Mention Lifestyle Page(s)

Sawyer County Record, Hayward

Third Place..... Breaking News Coverage

Hudson Star-Observer

First Place..... Best Circulation Promotion
 First Place..... Business Coverage
 First Place..... Editorial Award
 First Place..... General Excellence
 First Place..... Local Column
 First Place..... Special Pages
 Second Place..... All-Around Newspaper
 Photography
 Third Place..... Front Page
 Third Place..... Local Column
 Third Place..... Local Outdoor Column
 Honorable Mention Feature

The Gazette, Janesville

First Place..... Best Advertising Sales Tool
 First Place..... Best Circulation Promotion
 First Place..... Best Newspaper Promotion
 First Place..... Best Niche Publication-Out of Paper
 First Place..... Best Use of Color
 First Place..... Best Use of Local Photography
 First Place..... Editorial Award
 First Place..... Editorial Page(s)
 First Place..... Feature
 First Place..... General News Photo
 First Place..... Graphics
 First Place..... Innovative Online Advertising
 First Place..... Local Column
 First Place..... Local Outdoor Column
 First Place..... Page Design - Sports
 First Place..... Social Media Journalism - News
 First Place..... Sports News Story
 Second Place..... Best Newspaper Promotion
 Second Place..... Best Niche Publication-
 In Paper
 Second Place..... Best Niche Publication-
 Out of Paper
 Second Place..... Best Use of Color
 Second Place..... Best Use of Local Photography
 Second Place..... Bill Payne Award
 Second Place..... Enterprise/Interpretive
 Reporting
 Second Place..... Feature
 Second Place..... General News Photo
 Second Place..... Innovative Online Advertising
 Second Place..... Investigative Reporting
 Second Place..... Local Outdoor Column
 Second Place..... Online Revenue Builder
 Second Place..... Page Design - Feature
 Second Place..... Reporting on Local Education
 Second Place..... Sports Page(s)
 Third Place..... Best Adv Idea (Series)

Third Place..... Best Advertising Sales Tool
 Third Place..... Best Circulation Promotion
 Third Place..... Best Multiple Advertiser Spread
 Third Place..... Best Newspaper Promotion
 Third Place..... Best Online Advertising-Single Ad- Static
 Third Place..... Best Use of Art Service
 Third Place..... General Digital Excellence
 Third Place..... Harrison MacDonald
 Third Place..... Investigative Reporting
 Third Place..... Online Revenue Builder
 Third Place..... Sports Feature
 Third Place..... Sports Photo
 Honorable Mention Best Advertising Special Section
 Honorable Mention Best Multiple Advertiser Spread
 Honorable Mention Best Ongoing/Extended Coverage
 Honorable Mention Best Use of Art Service
 Honorable Mention Best Use of Color
 Honorable Mention Breaking News Coverage
 Honorable Mention Feature Photo
 Honorable Mention Investigative Reporting
 Honorable Mention Sports Feature

Kenosha News

First Place..... Business Coverage
 First Place..... Headlines
 First Place..... Page Design - Feature
 Second Place..... Best Ongoing/Extended Coverage
 Second Place..... Digital Project - Limited Duration or Single Story
 Second Place..... Editorial Page(s)
 Second Place..... Local Column
 Second Place..... Special Section-Editorial
 Third Place..... General News Photo
 Third Place..... Overall Page Design
 Third Place..... Special Pages
 Honorable Mention Enterprise/Interpretive Reporting
 Honorable Mention Photo Essay

Kewaskum Statesman

First Place..... Sports News Story

La Crosse Tribune

First Place..... Digital Project - Ongoing
 First Place..... Editorial Award
 First Place..... Environmental Reporting
 First Place..... Local Column
 First Place..... Reporting on Local Government
 First Place..... Spot News Photo
 Second Place..... Breaking News Coverage
 Second Place..... Reporting on Local Education
 Second Place..... Sports Feature
 Second Place..... Sports News Story
 Third Place..... Breaking News Coverage
 Third Place..... Enterprise/Interpretive Reporting
 Honorable Mention Enterprise/Interpretive Reporting

Ladysmith News

First Place..... Spot News Photo
 Third Place..... Feature
 Third Place..... Feature Photo

Lake Geneva Regional News

First Place..... Best Online Advertising-Single Ad- Static
 First Place..... Editorial Page(s)
 First Place..... Local Sports Column
 First Place..... Online Revenue Builder
 First Place..... Open Records/FOI Award
 First Place..... Page Design - Feature
 First Place..... Photo Essay
 First Place..... Sports Page(s)
 Second Place..... Best Advertising Sales Tool
 Second Place..... Bill Payne Award
 Second Place..... Business Coverage
 Second Place..... Editorial Award
 Second Place..... Environmental Reporting
 Second Place..... Front Page
 Second Place..... Innovative Online Advertising
 Second Place..... Local Column
 Second Place..... Overall Page Design
 Second Place..... Sports News Story
 Third Place..... Best Circulation Promotion
 Third Place..... Best Use of Color
 Third Place..... Feature
 Third Place..... Graphics
 Third Place..... Harrison MacDonald
 Third Place..... Special Section-Editorial
 Honorable Mention Best Use of Local Photography
 Honorable Mention Headlines
 Honorable Mention Most Improved Newspaper

Grant County Herald Independent, Lancaster

First Place..... Best Adv Idea (Series)
 First Place..... Best Newspaper Promotion
 First Place..... Sports Photo
 Second Place..... Best Use of Local Photography
 Second Place..... Breaking News Coverage
 Second Place..... Page Design - Sports
 Second Place..... Sports Feature
 Third Place..... Best Multiple Advertiser Spread
 Third Place..... General News Photo
 Third Place..... Spot News Photo
 Honorable Mention Best Adv Idea (Series)
 Honorable Mention Overall Page Design
 Honorable Mention Special Section-Editorial

Lodi Enterprise

Third Place..... Best Niche Publication-In Paper
 Honorable Mention Headlines

The Capital Times, Madison

Second Place..... Feature
 Second Place..... Local Column
 Honorable Mention Investigative Reporting

Wisconsin State Journal, Madison

First Place..... All-Around Newspaper Photography

First Place..... Digital Project - Limited Duration or Single Story

First Place..... Editorial Page(s)
 First Place..... Enterprise/Interpretive Reporting
 First Place..... Feature
 First Place..... Feature Photo
 First Place..... Investigative Reporting
 First Place..... Open Records/FOI Award
 First Place..... Photo Essay
 First Place..... Social Media Journalism - News
 First Place..... Social Media Journalism - Sports
 First Place..... Sports News Story
 Second Place..... Best Ongoing/Extended Coverage
 Second Place..... Digital Project - Limited Duration or Single Story
 Second Place..... Feature Photo
 Second Place..... General Excellence
 Second Place..... Graphics
 Second Place..... Sports Photo
 Honorable Mention Breaking News Coverage
 Honorable Mention Photo Essay

Herald Times Reporter, Manitowoc

First Place..... Environmental Reporting
 First Place..... Headlines
 First Place..... Lifestyle Page(s)
 Second Place..... General News Photo
 Second Place..... Social Media Journalism - News
 Second Place..... Sports Feature
 Third Place..... Business Coverage
 Third Place..... Digital Project - Limited Duration or Single Story
 Third Place..... Front Page
 Honorable Mention General Digital Excellence
 Honorable Mention Open Records/FOI Award
 Honorable Mention Reporting on Local Education

EagleHerald, Marinette

First Place..... Special Section-Editorial
 Second Place..... Breaking News Coverage
 Third Place..... Editorial Award

Marshfield News-Herald

First Place..... Reporting on Local Education
 Second Place..... Open Records/FOI Award
 Third Place..... Social Media Journalism - News
 Honorable Mention All-Around Newspaper Photography

Juneau County Star-Times, Mauston

First Place..... Best Niche Publication-Out of Paper
 Third Place..... Feature

Dodge County Pionier, Mayville

First Place..... Best Use of Color
 First Place..... Innovative Online Advertising
 Third Place..... Best Niche Publication-In Paper
 Third Place..... Best Online Advertising-Single Ad- Animated
 Third Place..... Innovative Online Advertising
 Third Place..... Special Projects
 Honorable Mention Best Circulation Promotion

Honorable Mention Best Online Advertising-Single Ad- Animated

The McFarland Thistle & McFarland Community Life

First Place..... Headlines
 Third Place..... Local Column

The Star News, Medford

First Place..... Best Multiple Advertiser Spread
 First Place..... Best Newspaper Promotion
 First Place..... Best Use of Color
 First Place..... Best Use of Local Photography
 First Place..... Sports Feature
 Second Place..... Best Adv Idea (Series)
 Second Place..... Best Multiple Advertiser Spread
 Second Place..... Social Media Journalism - Sports
 Third Place..... Best Use of Local Photography
 Third Place..... Editorial Award
 Third Place..... Local Sports Column
 Honorable Mention Best Advertising Special Section
 Honorable Mention Bill Payne Award
 Honorable Mention Editorial Page(s)
 Honorable Mention Harrison MacDonald

The Dunn County News, Menomonie

First Place..... Front Page
 First Place..... Reporting on Local Government
 Second Place..... Best Ongoing/Extended Coverage
 Third Place..... Sports Page(s)

Foto News, Merrill

Second Place..... Headlines

Merrill Courier

First Place..... Most Improved Newspaper
 Third Place..... Breaking News Coverage

Milton Courier

Third Place..... Bill Payne Award
 Honorable Mention Reporting on Local Government

The Democrat Tribune, Mineral Point

Second Place..... Sports Feature

The Lakeland Times, Minocqua

First Place..... Best Niche Publication-Out of Paper
 First Place..... Feature
 First Place..... Graphics
 First Place..... Most Improved Newspaper
 First Place..... Overall Page Design
 First Place..... Page Design - Feature
 Second Place..... Best Niche Publication-Out of Paper
 Second Place..... Environmental Reporting
 Second Place..... Feature
 Second Place..... Feature Photo
 Second Place..... Local Outdoor Column
 Second Place..... Page Design - Sports
 Second Place..... Sports Page(s)

Third Place....All-Around Newspaper Photography
 Third Place.....General Excellence
 Third Place.....Headlines
 Honorable Mention.....Front Page
 Honorable Mention.....General News Photo

The Monroe Times

First Place.....Best Adv Idea (Series)
 First Place.....Best Newspaper Promotion
 First Place.....Overall Page Design
 Second Place.....Best Advertising
 Special Section
 Second Place.....Overall Page Design
 Second Place.....Special Section-Editorial
 Third Place.....Best Adv Idea (Series)
 Third Place.....Best Advertising Special Section
 Third Place.....Best Multiple Advertiser Spread
 Third Place.....Best Newspaper Promotion
 Third Place.....Sports News Story
 Honorable Mention.....Best Newspaper Promotion
 Honorable Mention.....Sports Page(s)

Mount Horeb Mail

First Place.....Local Column
 Second Place.....Special Section-Editorial
 Third Place.....Sports Page(s)

Mukwonago Chief

First Place.....Feature
 First Place.....General News Photo
 Third Place.....Enterprise/Interpretive Reporting
 Third Place.....Feature Photo
 Third Place.....Lifestyle Page(s)
 Third Place.....Sports Photo

Muskego-New Berlin NOW

Third Place.....Digital Project -
 Limited Duration or Single Story
 Third Place.....Sports Feature

New London Press-Star

First Place.....Best Multiple Advertiser Spread
 First Place.....Best Ongoing/Extended Coverage
 First Place.....Feature
 First Place.....General News Photo
 First Place.....Spot News Photo
 Second Place.....Best Niche Publication-Out of
 Paper
 Second Place.....Breaking News Coverage
 Second Place.....Feature Photo
 Third Place....All-Around Newspaper Photography
 Third Place.....Front Page
 Honorable Mention.....Best Advertising Sales Tool
 Honorable Mention.....Best Advertising Special
 Section
 Honorable Mention.....Best Multiple Advertiser
 Spread
 Honorable Mention.....General News Photo
 Honorable Mention.....Online Revenue Builder

New Richmond News

First Place.....Local Column
 Second Place.....General Excellence

Second Place.....Most Improved Newspaper
 Honorable Mention.....Editorial Page(s)
 Honorable Mention.....Environmental Reporting

North Shore NOW

First Place.....Local Sports Column
 First Place.....Reporting on Local Education
 Honorable Mention.....Page Design - Feature

Oconomowoc Enterprise

First Place.....Editorial Page(s)
 First Place.....Reporting on Local Government
 Third Place.....Bill Payne Award

Oconomowoc Focus

First Place.....Page Design - Sports
 First Place.....Sports Feature
 First Place.....Sports News Story
 First Place.....Sports Page(s)
 First Place.....Sports Photo
 Second Place.....General News Photo
 Third Place.....Local Column
 Third Place.....Local Sports Column
 Third Place.....Spot News Photo
 Honorable Mention.....Special Section-Editorial

Oconto County Reporter, Oconto

Third Place.....Reporting on Local Government

The Oregon Observer

First Place.....Enterprise/Interpretive Reporting
 First Place.....Feature Photo
 Second Place.....Best Use of Color
 Second Place.....Sports Photo
 Third Place....All-Around Newspaper Photography
 Third Place.....Headlines
 Third Place.....Reporting on Local Education
 Third Place.....Sports News Story
 Honorable Mention.....Best Ongoing/Extended
 Coverage
 Honorable Mention.....Feature

The Sun, Osceola

First Place.....Environmental Reporting
 Third Place.....Business Coverage
 Third Place.....Reporting on Local Government

Oshkosh Northwestern

First Place.....Overall Page Design
 Second Place.....Best Online Advertising-Single
 Ad- Animated
 Second Place.....Front Page
 Third Place.....Enterprise/Interpretive Reporting
 Third Place.....General Excellence
 Third Place.....Innovative Online Advertising

Poynette Press

First Place.....Best Online Advertising-Single
 Ad- Animated

Price County Review, Phillips

First Place.....Local Outdoor Column
 Second Place.....Front Page

The Platteville Journal

Second Place.....Page Design - Feature
 Third Place.....Page Design - Sports
 Third Place.....Sports Feature
 Honorable Mention.....Best Advertising Special
 Section
 Honorable Mention.....Local Sports Column

Portage Daily Register

First Place.....Best Niche Publication-Out of Paper
 First Place.....Reporting on Local Government
 Second Place.....Best Ongoing/Extended Coverage
 Second Place.....Enterprise/Interpretive Reporting
 Second Place.....Environmental Reporting
 Second Place.....General Excellence
 Second Place.....Investigative Reporting
 Third Place.....Best Niche Publication-In Paper
 Honorable Mention.....Best Advertising Special
 Section
 Honorable Mention.....Environmental Reporting
 Honorable Mention.....Local Column

Courier Press, Prairie du Chien

First Place.....Best Niche Publication-In Paper
 First Place.....Bill Payne Award
 First Place.....Special Projects
 Third Place.....Best Niche Publication-Out of Paper
 Third Place.....Best Ongoing/Extended Coverage
 Honorable Mention.....Best Niche Publication-
 In Paper

The Journal Times, Racine

First Place.....Breaking News Coverage
 First Place.....Investigative Reporting
 First Place.....Reporting on Local Education
 First Place.....Reporting on Local Government
 First Place.....Sports Feature
 First Place.....Sports Page(s)
 First Place.....Spot News Photo
 Second Place.....General Digital Excellence
 Second Place.....Local Sports Column
 Second Place.....Photo Essay
 Third Place....All-Around Newspaper Photography
 Third Place.....Best Ongoing/Extended Coverage
 Third Place.....Breaking News Coverage
 Third Place.....Business Coverage
 Third Place.....Digital Project - Ongoing
 Third Place.....Editorial Award
 Third Place.....Open Records/FOI Award
 Third Place.....Reporting on Local Government
 Honorable Mention.....General News Photo
 Honorable Mention.....Social Media
 Journalism - News

Reedsburg Times-Press

Third Place.....General Excellence
 Honorable Mention.....All-Around Newspaper
 Photography

The Northwoods River News, Rhinelander

Second Place.....Local Sports Column
 Second Place.....Spot News Photo

The Chronotype, Rice Lake

First Place.....Breaking News Coverage
 Second Place.....Editorial Page(s)
 Second Place.....Sports News Story
 Third Place.....Best Circulation Promotion
 Third Place.....Reporting on Local Education
 Third Place.....Special Pages
 Third Place.....Sports Page(s)
 Honorable Mention.....Sports Feature

The Richland Observer, Richland Center

Third Place.....Overall Page Design
 Third Place.....Page Design - Feature
 Honorable Mention.....Best Use of Color

Ripon Commonwealth Press

First Place.....Best Use of Local Photography
 First Place.....Bill Payne Award
 First Place.....Breaking News Coverage
 First Place.....Page Design - Sports
 First Place.....Reporting on Local Education
 First Place.....Sports Feature
 Second Place.....Best Niche Publication-In Paper
 Second Place..Best Niche Publication-Out of Paper
 Second Place.....Best Online Advertising-Single
 Ad- Static

Second Place.....Editorial Page(s)
 Second Place.....Enterprise/Interpretive Reporting
 Second Place.....General Digital Excellence
 Second Place.....General News Photo
 Second Place.....Graphics
 Second Place.....Harrison MacDonald
 Second Place.....Headlines
 Second Place.....Investigative Reporting
 Second Place.....Local Sports Column
 Second Place.....Online Revenue Builder
 Second Place.....Photo Essay
 Second Place.....Sports Page(s)
 Third Place.....Best Adv Idea (Series)
 Third Place.....Best Newspaper Promotion
 Third Place.....Best Ongoing/Extended Coverage
 Third Place.....Investigative Reporting
 Third Place.....Online Revenue Builder
 Third Place.....Open Records/FOI Award
 Honorable Mention.....All-Around Newspaper
 Photography
 Honorable Mention.....Best Online
 Advertising-Single Ad- Static
 Honorable Mention.....Breaking News Coverage
 Honorable Mention.....Business Coverage
 Honorable Mention.....Graphics
 Honorable Mention.....Innovative Online
 Advertising
 Honorable Mention.....Photo Essay

River Falls Journal

First Place.....Environmental Reporting
 Third Place.....Editorial Award
 Third Place.....Editorial Page(s)
 Honorable Mention.....General Excellence

Sauk Prairie Eagle, Sauk City

First Place..... Enterprise/Interpretive Reporting
 First Place..... General Excellence
 First Place..... Headlines
 Second Place..... Business Coverage

The Sheboygan Press

First Place..... Best Ongoing/Extended Coverage
 First Place..... Best Online Advertising-Single Ad- Animated
 First Place..... Best Online Advertising-Single Ad- Static
 Second Place..... Best Adv Idea (Series)
 Second Place..... Best Multiple Advertiser Spread
 Second Place..... Best Online Advertising-Single Ad- Static
 Third Place..... Reporting on Local Education
 Honorable Mention Best Online Advertising-Single Ad- Animated
 Honorable Mention General Excellence

South Shore NOW

Second Place..... General News Photo

Spooner Advocate

Second Place..... General Excellence
 Honorable Mention Local Outdoor Column

Stevens Point Journal

First Place..... Sports Photo
 Second Place..... Front Page
 Second Place..... Local Sports Column
 Third Place..... General Excellence
 Third Place..... General News Photo

The Portage County Gazette, Stevens Point

First Place..... Best Use of Art Service
 Second Place..... Best Use of Local Photography
 Third Place..... Best Multiple Advertiser Spread
 Third Place..... Best Use of Art Service
 Honorable Mention Best Use of Art Service
 Honorable Mention Best Use of Local Photography

The Stoughton Courier Hub

First Place..... Best Use of Art Service
 Second Place..... All-Around Newspaper Photography
 Second Place..... Best Multiple Advertiser Spread
 Second Place..... Feature
 Third Place..... Best Advertising Special Section
 Third Place..... Environmental Reporting
 Third Place..... Photo Essay

Door County Advocate, Sturgeon Bay

First Place..... Best Advertising Special Section
 First Place..... Digital Project - Ongoing
 First Place..... Environmental Reporting
 First Place..... Innovative Online Advertising
 First Place..... Special Section-Editorial
 First Place..... Sports Page(s)
 Second Place..... Best Ongoing/Extended Coverage

Second Place..... Best Online Advertising-Single Ad- Animated
 Second Place..... Lifestyle Page(s)
 Third Place..... Best Advertising Sales Tool
 Third Place..... Best Use of Color
 Third Place..... Sports News Story
 Honorable Mention Best Circulation Promotion
 Honorable Mention Best Ongoing/Extended Coverage
 Honorable Mention Breaking News Coverage
 Honorable Mention Sports News Story

The Star, Sun Prairie

First Place..... Best Niche Publication-In Paper
 First Place..... Best Ongoing/Extended Coverage
 First Place..... Graphics
 Second Place..... Best Advertising Special Section
 Second Place..... Lifestyle Page(s)
 Second Place..... Open Records/FOI Award
 Third Place..... Front Page
 Third Place..... General Excellence
 Honorable Mention Best Niche Publication-Out of Paper
 Honorable Mention Page Design - Sports
 Honorable Mention Sports Page(s)

Superior Telegram

Third Place..... Spot News Photo

Sussex Sun

First Place..... Editorial Page(s)
 Second Place..... Headlines
 Second Place..... Page Design - Sports
 Third Place..... Sports Feature
 Third Place..... Sports News Story
 Honorable Mention General Excellence

The Valders Journal

First Place..... Best Advertising Special Section
 First Place..... Investigative Reporting
 First Place..... Special Section-Editorial
 Second Place..... Reporting on Local Government
 Third Place..... Business Coverage
 Honorable Mention Sports Feature

The Verona Press

First Place..... All-Around Newspaper Photography
 Second Place..... Best Newspaper Promotion
 Second Place..... Best Use of Art Service
 Second Place..... Special Section-Editorial
 Third Place..... Best Niche Publication-Out of Paper
 Third Place..... Best Use of Art Service
 Third Place..... Reporting on Local Government
 Honorable Mention Best Multiple Advertiser Spread
 Honorable Mention Best Niche Publication-In Paper

Vernon County Broadcaster, Viroqua

Second Place..... Breaking News Coverage

Second Place..... Open Records/FOI Award
 Third Place..... Best Niche Publication-In Paper
 Third Place..... Investigative Reporting
 Honorable Mention General Digital Excellence

Watertown Daily Times

First Place..... Bill Payne Award
 First Place..... Photo Essay
 Second Place..... All-Around Newspaper Photography
 Second Place..... Bill Payne Award
 Second Place..... Photo Essay
 Third Place..... Best Use of Art Service
 Third Place..... Bill Payne Award
 Third Place..... Headlines
 Third Place..... Lifestyle Page(s)
 Honorable Mention Best Use of Local Photography

The Freeman, Waukesha

First Place..... Best Advertising Special Section
 First Place..... Best Use of Art Service
 First Place..... General Excellence
 Second Place..... All-Around Newspaper Photography
 Second Place..... Business Coverage
 Second Place..... Feature Photo
 Second Place..... Overall Page Design
 Second Place..... Spot News Photo
 Third Place..... Best Advertising Special Section
 Third Place..... Bill Payne Award
 Third Place..... Editorial Page(s)
 Third Place..... Front Page
 Third Place..... Headlines
 Third Place..... Local Column
 Honorable Mention Front Page
 Honorable Mention Sports News Story

Waukesha NOW

First Place..... Best Ongoing/Extended Coverage
 Second Place..... Photo Essay
 Second Place..... Sports Feature
 Honorable Mention Reporting on Local Government

Wauwatosa NOW

First Place..... Front Page
 First Place..... Open Records/FOI Award
 Second Place..... General Digital Excellence
 Second Place..... Investigative Reporting
 Second Place..... Overall Page Design
 Second Place..... Reporting on Local Education
 Third Place..... Business Coverage
 Third Place..... Page Design - Feature
 Third Place..... Social Media Journalism - Sports
 Honorable Mention General Excellence
 Honorable Mention Photo Essay

Waupaca County Post, Waupaca

First Place..... Enterprise/Interpretive Reporting
 Third Place..... General Digital Excellence

Wausau Daily Herald

First Place..... Enterprise/Interpretive Reporting
 First Place..... Front Page
 First Place..... Open Records/FOI Award
 First Place..... Special Projects
 First Place..... Sports Photo
 Second Place..... Breaking News Coverage
 Second Place..... Reporting on Local Government
 Third Place..... Photo Essay
 Honorable Mention Editorial Award
 Honorable Mention Reporting on Local Education

Waushara Argus, Wautoma

Second Place..... Most Improved Newspaper
 Honorable Mention Best Niche Publication-Out of Paper

Daily News, West Bend

First Place..... Best Use of Color
 First Place..... Feature Photo
 First Place..... Front Page
 First Place..... General Excellence
 First Place..... General News Photo
 First Place..... Page Design - Feature
 First Place..... Special Pages
 First Place..... Spot News Photo
 Second Place..... Best Adv Idea (Series)
 Second Place..... Feature
 Second Place..... Page Design - Feature
 Third Place..... All-Around Newspaper Photography
 Third Place..... Overall Page Design
 Third Place..... Photo Essay
 Third Place..... Reporting on Local Education
 Third Place..... Sports Photo
 Honorable Mention Best Multiple Advertiser Spread
 Honorable Mention Best Use of Art Service
 Honorable Mention Breaking News Coverage
 Honorable Mention Business Coverage
 Honorable Mention Local Sports Column
 Honorable Mention Special Pages
 Honorable Mention Sports Feature

Trempealeau County Times, Whitehall

Second Place..... Best Advertising Special Section

Wisconsin Dells Events

First Place..... Best Niche Publication-In Paper

Daily Tribune, Wisconsin Rapids

Third Place..... Breaking News Coverage
 Honorable Mention Feature Photo

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balanced, while highlighting a philosophical and political divide in among educators.”

Third Place: *The Chronotype*, Rice Lake: “Ryan Urban on education” – Ryan Urban. “A solid look at the local effects of funding challenges in the state. Getting a closer look at the politics involved brought extra weight to the coverage.”

Division E

First Place: *Ripon Commonwealth Press*: “RC alumni debate whether system is inherently racist/Speaker: ‘War on Drugs’ attacks black people disproportionately/ Students get grim warning before prom/ ‘The Peacemakers’” – Tim Lyke. “Great reporting on sensitive subjects.”

Second Place: *The Edgerton Reporter*: “Boy threatens violence at middle school” – Rachel Wittrock, Peg Zaemisch, Jeff Brown. “Stories included many perspectives through the entire case.”

Third Place: *The Oregon Observer*: “Coverage of the Oregon School District” – Scott De Laruelle. “Nice variety of education coverage. Very in-depth.”

Division F

First Place: *Jackson County Chronicle*, Black River Falls – Cassandra Colson. “All three stories are organized, clearly written and high news value. Cassandra Colson covers each subject with respect and clearly explains why each story is important—without actually saying ‘this is important’ like other writers in this contest did. She allowed the quotes to tell the story.”

Second Place: *The Brillion News*: “STEM tour, NHS banquet, Teachers hold cards” – Ed Byrne. “All three stories were clearly organized, which made for great reading. I like how Ed Byrne brought local issues to the national level as he did with the teacher shortage issue as well as the STEM program. I love the examples in the ‘thank you’ banquet. Not only did it move the story along, but it was also interesting to hear the wide range of examples.”

Third Place: *Crawford County Independent & The Kickapoo Scout*, Gays Mills: “Beyond the Bell/Five Run/Science Research” – Erin Martin. “Stories had good quotes. The writing style was unique and laid back. Stories were a bit long at times, some facts could have been cut out.”

Most Improved Newspaper

Division D

First Place: *The Lakeland Times*, Minocqua – Lakeland Times Staff. “The Lakeland Times looks tempting to the reader! Strong headlines, catchy graphics made it stand out against the broadsheet! Excellent work!”

Second Place: *Waushara Argus*, Wautoma – Mary Kunasch, Marge Williams, Katie Schaefer, Karla Perkins, Betty Trowbridge, Amber Araiza, Alyssa Overbeck, Brianne Kotolski. “Nice use of color and graphics. Could be stronger with headlines and better use of white space.”

Division E

First Place: *Merrill Courier* – Collin Lueck, Kelly O’Day, Jeremy Ratliff, Jamie Baumann, Tim Schreiber, Jennifer Gartmann. “The Merrill Courier stands out in this category. The flag change looks great, nice use of color and your headlines are strong with interesting photos. Nice job!”

Second Place: *New Richmond News* – Micheal Foley, Jordan Willi, Dave Newman, Sarah Young, Cindy Olson. “The addition of a navigation bar along with your consistent colors made this an easy choice for an award! Excellent layout and nice use of graphics and pull-outs. Congratulations!”

Third Place: *The Edgerton Reporter* – Staff. “Edgerton took a change in the printing of its paper to make some significant design changes that work well! Great idea to have a separate sports section with some nice graphic features.”

Honorable Mention: *Lake Geneva Regional News* – Regional News Staff. “The graphics you added to your paper add to an already excellent design. The paper is a standout!”

Special Pages

Division B

First Place: *Daily News*, West Bend: “‘Stories of Stories’ Jan. 24, Feb. 7 and Feb. 21 (B9-B10)” – Jennifer McBride. “Fascinating series of interesting stories supported by strong photography and additional informational elements.”

Second Place: *Beloit Daily News*: “Step ‘N Out” – Erica Pennington, Jennifer Tranmer. “Good way to draw reader interest.”

Third Place: *Kenosha News*: “Get Out Section: Feb. 13, 2015; April 3, 2015; Aug. 21, 2015” – Mike Larsen, Elizabeth Snyder, Julie Vander Velden, Laura Tucker, Sean

Krajacic, Jon Brines, Daniel Gaitan, Jessica Stephen. “Good use of photography and design.”

Honorable Mention: *Daily News*, West Bend: “Outdoors pages” – Nicholas Dettmann.

Division D

First Place: *Hudson Star-Observer*: “Oct. 2, 2014; Jan. 8, 2015; Jan. 29, 2015” – Carole Rieg. “Clean layouts with no surprises, but displaying interesting content well. They’re crisp, classy and inviting. Direct and readable is what newspapers ultimately need to be.”

Second Place: *Vilas County News-Review*, Eagle River: “Outdoors pages from Sept. 10, 2014; Oct. 1, 2014; and Nov. 19, 2014.” – Gary Ridderbusch, Anthony Drew, Kurt Krueger. “I’m certain that these pages are well-received by the audience of outdoors enthusiasts. The content addresses their interests and concerns, while the great number of wildlife and reader-trophy photos are exactly what sportsmen want to see.”

Third Place: *The Chronotype*, Rice Lake: “Outdoors” – Dave Greschner. “These pages are not only informative, but also enjoyable.”

Division E

First Place: *Jackson County Chronicle*, Black River Falls: “Voter’s Guides/Election Pages” – Staff. “Great, informative guide. Your readers should be able to make good voting decisions after reading this. Reader friendly.”

Second Place: *Burnett County Sentinel*, Grantsburg: “‘It doesn’t take long to find someone worse off than you’” – Todd Beckmann. “Love the way this is done. Good layout and design draws people in and great stories keep them informed.”

Third Place: *Burlington Standard Press*: “Business pages” – Edward Nadolski, Vicky Wedig, Tracy Ouellette, Heather Ruenz, Kellen Olshefski, Jennifer Eisenbart. “Nice design helps subscribers want to keep reading.”

Honorable Mention: *Jackson County Chronicle*, Black River Falls: “JCC Special Pages School” – Staff.

Investigative Reporting

Division A

First Place: *Wisconsin State Journal*, Madison: “Top Scott Walker aides pushed for questionable \$500,000 WEDC loan” – Matthew DeFour, Dee Hall. “While the sheer volume of the work alone was impressive, the quality was certainly outstanding as well.

A great example of what newspapers should work to do—investigate and then reveal the hidden true hidden story.”

Second Place: *Gannett Wisconsin Media*, Appleton: “Under the Influence” – Investigative Team. “Another example of superior work. I really liked how this series went beyond simply reporting numerous angles; it made a concerted effort to change a climate of excessive drinking in the state.”

Third Place: *Gannett Wisconsin Media*, Appleton: “Flaws surface in Beck murder investigation” – John Ferak. “This was fantastic in that it explored numerous facets of an old case in an attempt to deliver real justice. Yet another fine example of the power the press can have.”

Honorable Mention: *The Capital Times*, Madison: “Welcome to Petersonville” – Bryna Godar. “This might be sort of a random choice ... but this is a story that probably could have easily gone undone (there are landlords like this everywhere, aren’t there?) but ended up not just being written but revealing quite a bit. I’d be interested to read about if anything positive came as a result of this piece.”

Division B

First Place: *The Journal Times*, Racine: “Remembering Kerry, with sidebar: Growing up without a mother” – Kristen Zambo.

Second Place: *The Gazette*, Janesville: “Troubled care: Nearly 29% of violations at city day cares are from two centers” – Gina Duwe.

Third Place: *The Gazette*, Janesville: “Unraveling a scheme” – Frank Schultz.

Honorable Mention: *The Gazette*, Janesville: “Tracking Trials series” – Andrea Anderson, Frank Schultz.

Division C

First Place: *Beloit Daily News*: “Schools probe complaint over work environment” – Hillary Gavan. “Incredible work at holding firm and getting the information in these articles. The outcome shows how newspapers can influence change. Well done.”

Second Place: *Portage Daily Register*: “Inviting Trouble? A Look at Problems at Portage Prison” – Jonathan Stefonek. “Very interesting, valuable articles that uncovered some problems at a local prison. Great job collecting this data.”

Third Place: *Beloit Daily News*: “Federal audit criticizes bankrupt health clinic” – Shaun Zinck. “Great work by the newspaper. Ultimately led to change.”

Division D

First Place: *Germantown-Menomonee Falls NOW*: “SHAKY PAST” – Ty Schmidt, Michael Meidenbauer.

Second Place: *Wauwatosa NOW*: “Ex-Tosa cop claims sexual harassment” – Rory Linnane, Rachel Minske.

Third Place: *Vernon County Broadcaster*, Viroqua: “Repair status of railroad bridge over Coon Creek causes concern” – Matt Johnson.

Division E

First Place: *The Valdres Journal*: “Drunk drivers kill from behind wheel; Crashes kill too often on county roads” – Todd Bergmann. “This was a well-written, easy-to-follow series. However, it would have been interesting to put more of a human face on the story.”

Second Place: *Ripon Commonwealth Press*: “Heroin series” – Ian Stepleton. “I applaud the decision to undertake this series. An enormous amount of time was obviously devoted to it, and I think it raised the public’s awareness. However, I had issues with the long quotes that were difficult to follow in some instances. Some paraphrasing should have been used in those instances. There were also some grammatical issues as well.”

Third Place: *Ripon Commonwealth Press*: “Judge will weigh release of document / Management is reason entire GL County unit turned over, former employees say / Green Lake County official retires, avoids firing recommendation” – Aaron Becker. “This was a well-written series. It would have been interesting to try to obtain comments from family members/patients served by the unit.”

Division F

First Place: *Jackson County Chronicle*, Black River Falls: “VA at fault in Marine veteran’s death, report says” – Cassandra Colson. “A well-written article that definitely has an impact on area veterans and those served by VA healthcare facilities elsewhere in the country.”

Second Place: *Crawford County Independent & The Kickapoo Scout*, Gays Mills: “Shipping Problems” – Erin Martin. “A well-written article that made a bland topic interesting.”

Third Place: *Crawford County Independent & The Kickapoo Scout*, Gays Mills: “Huber Law Numbers Declining” – Charley Preusser. “This was a well-written article, but it would have been helpful to have information about the Huber inmates earlier in the article. The inundation with

numbers in the beginning lost me a little.”

Best Ongoing/Extended Coverage

Division A

First Place: *The Post-Crescent*, Appleton: “Coverage of third year of Mile of Music festival” – Shane Nyman, Ed Berthiaume, Jim Collar, Grace Ebert, Jen Zettel, Ron Page, Wm. Glasheen, Jim Rosandick, Sarah Riley. “This may be an unorthodox winner compared to harder hitters in this category, but I thought this entry was exceptional not just in the scope of the stories but also with the addition of video and social media. Plus, this event wasn’t exactly a natural to go all out on—but the paper committed to its level of coverage and overall excellence.”

Second Place: *Wisconsin State Journal*, Madison: “Ongoing coverage of Tony Robinson shooting” – Nico Savidge, Molly Beck, Dennis Punzel, Doug Erickson, Rob Schultz, Ed Treleven. “Given this story’s impact—no doubt just on Madison, but nationally—it’s really hard to not place this first. This was excellent reporting, to be sure.”

Third Place: *Gannett Wisconsin Media*: “VA clinic scandal” – Donovan Slack. “Another in a series of very strong entries—and another with large implications to Wisconsin readers and folks across the nation. Very, very good reporting done here.”

Honorable Mention: *The Post-Crescent*, Appleton: “Young cancer patient wants birthday mail” – Julie Gilkay, William Glasheen, Sharon Cekada. “No slouch by any means. I like how this newspaper not only did the initial story, but got strongly behind the effort to help the cause. I am now a Jonathan Lucroy fan.”

Division B

First Place: *The Sheboygan Press*: “The Field of Dreams battle” – Kali Thiel, Jason Smathers.

Second Place: *Kenosha News*: “Kyle Baars Evidence-Planting Coverage” – Janine Anderson.

Third Place: *The Journal Times*, Racine: “Parham resigns from Unified Board; School Board deadlocked; Unified alters secret voting with sidebar: Other meetings issues raised; A board divided; Bill aims to break impasse; ‘Slap in the face’” – Aaron Knapp, Scott Anderson, Mark Schaaf.

Honorable Mention: *The Gazette*, Janesville: “From the death of a boy to the

sentencing of another” – Andrea Anderson.

Division C

First Place: *The Reporter*, Fond du Lac: “State trooper shot to death” – Justin Kabbes, Sharon Roznik. “Great coverage of a tragic death of a law enforcement officer and the aftermath. From interviews with officers, to interviews with the killer’s family and friends, as well as official investigation report, The Reporter news team puts together a compelling story of events that led to a heroic officer’s death.”

Second Place: *Portage Daily Register*: “Far From Broken” – Jen McCoy, Shannon Green, Craig Sychalla, Kerry Lechner. “Well-written and researched story of survival. Reporters capture the emotion on all sides of this story, as well as detail the criminal justice proceedings. Great job.”

Third Place: *Beloit Daily News*: “Group lodges race complaint” – Hillary Gavan. “Outstanding blow-by-blow coverage of a highly charged race issue in school district.”

Honorable Mention: *The Chippewa Herald*: “Casey Kressin” – Rod Stetzer, Ross Evavold, Elizabeth Dohms. “Solid coverage of tragic event. Addition of dash-cam video of police stop and the editorial examining the ‘what ifs’ of this story makes a compelling package.”

Division D

First Place: *Waukesha NOW*: “Slender Man” – Christopher Kuhagen. “Slender Man story was very compelling and disturbing. Many hours were spent by the newspaper to get the story right. Great job!”

Second Place: *Door County Advocate*, Sturgeon Bay: “The Steven Link mess - extended coverage from Sept. 10 through July 1” – Samantha Hernandez. “A story that needs to be told to help raise awareness of such crimes. Journalism at its best!”

Third Place: *The Courier Press*: “Cleanup of Blackhawk Junction fire ruins prolonged” – Correne Martin. “Without the newspaper’s continued stories, this mess might still be there today.”

Honorable Mention: *Door County Advocate*, Sturgeon Bay: “Door County’s Chinese Sister City - ongoing/extended coverage from April 22 through July 18.” – Alyssa Bloechl. “Bridging the gap of a Sister City. One community and one reporter take the time to get to know one another. Fun story to read.”

Division E

First Place: *The Star*, Sun Prairie: “Teen killed by police officer” – Jennifer Fetterly. “Very thorough and balanced coverage

despite limited resources.”

Second Place: *The Dunn County News*: “School board president arrested for theft at UW-Stout; School board president resigns after arrest; School board replaces leadership; Former school board president faces theft charges; Nine vie for vacant school board seat; School board draws name to fill” – Brock Fritz, Barbara Lyon, Lee Newspapers. “This issue was covered well while being concise.”

Third Place: *Ripon Commonwealth Press*: “City concerned as ...; Vagrants, teens ...; FdL County takes steps ...; Boca settles in lawsuit ...; Ripon soon will see ...; It could happen again; Boca owned Republican ...; Sheriff sale planned ...; Delay likely ...; Boca lawsuit ...; Boca agrees...; Another Boca” – Ian Stepleton. “This issue included several aspects, and they were all covered thoroughly.”

Honorable Mention: *The Oregon Observer*: “Report: Chief’s actions were reprehensible” – Bill Livick. “The stories were well-organized and easy to follow.”

Division F

First Place: *New London Press-Star*: “Site approved for NL Veterans Memorial; Problems found with proposed veterans’ memorial site; Conceptual designs for veteran’s memorial presented to committee; Sites identified for New London veterans memorial; Veterans memorial approved by city” – John Faucher. “This well-written series showed the extensive effort it took to find a site. I liked that the artist’s rendering was included. I am, however, perplexed as to why the newspaper double spaces between sentences.”

Second Place: *Clintonville Tribune-Gazette*: “Rose challenges recall petition; Recall moves forward; GAB orders city council to set Rose recall election date; Bressette challenges Rose in recall election; Candidates in recall election sound off about city’s issues; Rose recalled” – Bert Lehman. “This well-written series showed the perplexities of local city councils and a recall election.”

Third Place: *DeForest Times-Tribune*: “Wisconsin State Budget Coverage” – Jake Kurtz, Joe Pruski. “This is a well-written, easy-to-read series that showed how the state budget affected the area. It’s a surprising undertaking for a smaller newspaper.”

Graphics

Division A

First Place: *The Gazette*, Janesville:

“Christmas; Concussions; Prom” – Tony DiNicola. “The illustration is truly artful and is evocative of the Currier and Ives genre. It is uncompromising, to the point of using detailed cast shadows and sparing color to portray a sense of place. The additional informational graphics are clean and stylish.”

Second Place: *Wisconsin State Journal*, Madison – Jason Klein. “These informational graphics each take complex subject matter and simplify it to a crisp, clean and understandable level that is eye-catching.”

Division D

First Place: *The Lakeland Times*, Minocqua – Sasha Case. “Sasha Case’s three info graphic packages display a firm sense of distilling complex statistics into understandable visuals. The color palette and design skills are so very impressive and you can count on there being more than a couple of design ideas here that I’d like to borrow.”

Division E

First Place: *The Star*, Sun Prairie: “Rescued; Wisconsin’s Rustic Roads; ‘Earthbowl’ design” – Sue Spahn.

Second Place: *Ripon Commonwealth Press* – Ian Stepleton.

Third Place: *Lake Geneva Regional News* – Keven Aumuller.

Honorable Mention: *Ripon Commonwealth Press*: “Tale of the Tape — It’s all about the team (schedule) — Meet the coaching staff” – Jonathan Bailey.

General Digital Excellence

Division A

First Place: *Green Bay Press-Gazette*: “Packersnews.com” – Staff.

Second Place: *The Journal Times*, Racine – Brenda Wishau, Greg Giesen, Clint Wiedholz, Bridget Thoreson, Ann Walter.

Third Place: *The Gazette*, Janesville: “GazetteXtra” – Gazette staff, Andrew Reuter, Dave von Falkenstein.

Honorable Mention: *Herald Times Reporter*, Manitowoc: “www.htrnews.com” – Staff.

Division D

First Place: *Lake Country Reporter*, Hartland – Debi Eimer, Michael Meidenbauer, JR Radcliffe, Dan Polley. “Wow. Effective use of video, photos, and pull quotes, with ample text that’s engaging. The Prep football guide is a great way to include many communities on equal footing. Overall site design is clean and

easy to navigate. This is online journalism, utilizing the medium to its best effect (not just an online presence on which to dump content). This is what all newspaper website should aspire to.”

Second Place: *Wauwatosa NOW* – Michael Meidenbauer, Dan Polley, Jon Olson. “Clean, organized; stories displayed to full effect; ads neatly tucked to the side. The home page today had gaping open space at the bottom (but that happens). It doesn’t appear to be one of a dozen templates by a large newspaper conglomerate.”

Third Place: *Waupaca County Post*, Waupaca: “www.WaupacaNow.com” – Cloud Robert, Tommy Doyle, Victor Dettlaff. “Farewell Mr. Kropilnicki: video is nice, but no explanation, no text; lacking. As a reader, I’d like to view the video but also read the story. Okay, usable newspaper website.”

Honorable Mention: *Vernon County Broadcaster*, Viroqua: “Vernon County Broadcaster” – Matt Johnson. “Plenty of content, but it feels a little confused, jumbled. Cookie-cutter template like the other affiliated newspapers = nice, but no “wow” factor.”

Division E

First Place: *The Brillion News*: “www.thebrillionnews.com” – Andrew Pantzlaff, Ed Byrne. “Clean design with plenty of content that’s laid out logically and is easy to find. Kudos! Lots of ads, but they’re neatly in one place which can be more effective (and, perhaps most importantly, not irritating). Reader eyes will appreciate the calm and predictable layout and the lack of annoying animation everywhere, and the focus can be on content rather than struggling to find something.”

Second Place: *Ripon Commonwealth Press*: “RiponPress.com” – Staff. “Web re-designs can be so much fun (not). The new site is too busy, although it didn’t change much from the old one. It’s nice to have lots of ads, but placing house ads and a reader poll above paying ads and news stories wouldn’t be my choice.”

Third Place: *Jackson County Chronicle*, Black River Falls – Staff. “Website looks like a cookie-cutter template for several papers. Their Facebook page is more interesting.”

Digital Project - Limited Duration or Single Story

Division A

First Place: *Wisconsin State Journal*, Madison: “Wisconsin’s March Madness

streak” – Laura Sparks.

Second Place: *Wisconsin State Journal*, Madison: “Packers vs Seahawks: Comparison of how the teams rank” – Laura Sparks.

Third Place: *The Post-Crescent*, Appleton: “Allies of Autism” – Jim Collar, William Glasheen.

Honorable Mention: *The Post-Crescent*, Appleton: “Mile of Music weather” – Shane Nyman.

Division B

First Place: *Daily Citizen*, Beaver Dam: “Downtown at the Crossroads” – Ben Rueter. “This series made great use of a variety of platforms to tell a complicated story. Readers could take time with audio, timeline and other accoutrements that added to the narrative.”

Second Place: *Kenosha News*: “The Mark Jensen Case” – Janine Anderson. “The narrative is written in a very conversational tone and is accompanied by photos and documentation to help illustrate more complicated points. Doing that helped assure the main story didn’t get bogged down.”

Third Place: *Herald Times Reporter*, Manitowoc: “Video ghost stories series” – Sarah Klopping. “A compelling series of videos that no doubt had viewers riveted.”

Division D

First Place: *Lake Country Reporter*, Hartland: “AHS Locker Rooms” – Evan Frank, Michael Meidenbauer, Dan Polley. “Top of its class! Very deserving of first place. All around great idea and excellent execution.”

Second Place: *Franklin-Greendale-Hales Corners-Oak Creek NOW*: “A clear shot at safety” – CT Kruger, Heather Ronaldson. “A very close second. Well rounded. I liked the different angles in the video segment.”

Third Place: *Muskego-New Berlin NOW*: “Watt a LED show” – CT Kruger. “Cool feature story. The video was well produced and added quality to the story and photos.”

Honorable Mention: *Greenfield-West Allis NOW*: “Verlo jumps into notoriety” – CT Kruger, Jane Ford, Michael Meidenbauer. “Neat timelapse. Definitely adds to the story. Strong contender.”

Digital Project - Ongoing

Division A

First Place: *La Crosse Tribune*: “Restaurant inspection database” – Chris Hubbuch. “It’s hard to beat an interactive database that is continually updated. Readers

can use the map to find places they’ve never been or click on places they know time and again to see how they’ve performed. A great public service for their community.”

Second Place: *The Post-Crescent*, Appleton: “In The Moment” – Dan Powers, Cheryl Anderson. “A moving and unvarnished portrait that should be must-see viewing for those with loved ones suffering from dementia.”

Third Place: *The Journal Times*, Racine: “Money Talks” – Michael Burke, Brenda Wishau, Scott Anderson, Gregory Shaver. “I love the hyper local focus and the variety of topics covered. It’s not too long and has a nice, conversational tone, so the viewer remains interested to the end.”

Division D

First Place: *Door County Advocate*, Sturgeon Bay: “Alyssa Bloechl’s China Journal” – Alyssa Bloechl. “Bloechl’s blog of her trip to China is exactly what the category describes, an ongoing digital project. It’s excellent coverage of an exotic trip that most people only hope for, presented in a way that brings the reader along with her. I’m sure that readers back in Door County were riveted to the blog, and checked in several times a day for Bloechl’s latest update. I would give it a ‘12’ but the scale only goes to ‘10.’”

Social Media Journalism — News

Division A

First Place: *Wisconsin State Journal*, Madison: “Tony Robinson shooting, protests and district attorney’s decision” – Nico Savidge.

Second Place: *Green Bay Press-Gazette*, Green Bay: “Scannersquawk” – Doug Schneider.

Third Place: *The Post-Crescent*, Appleton: “Education coverage” – Jen Zettel.

Division B

First Place: *The Gazette*, Janesville: “The word on what was heard” – Nicholas Crow, Andrew Reuter.

Second Place: *Herald Times Reporter*, Manitowoc – Sarah Klopping.

Third Place: *Marshfield News-Herald*: “Live coverage of school board meeting on bullying policy” – Jonathan Anderson, Liz Welter.

Honorable Mention: *The Journal Times*, Racine – Journal Times staff.

Division D

First Place: *Franklin-Greendale-Hales Corners-Oak Creek NOW*: “Rapper 50 Cent visits Oak Creek grocery store” – John Rasche. “This reporter understands perfectly his platform and uses it well to tell the story.”

Second Place: *Franklin-Greendale-Hales Corners-Oak Creek NOW*: “Greendale residents vote on transfer of school district land, potential location for veterans memorial” – John Rasche. “Here’s another great example of how this reporter altered the tone of his posts to match the platform he was using.”

Third Place: *Lake Country Reporter, Hartland*: “Arrowhead Locker Rooms” – Evan Frank, Dan Polley, Michael Meidenbauer. “Storify was a great platform to use to capture the shock—and dismay—about the new locker room.”

Social Media Journalism — Sports

Division A

First Place: *Wisconsin State Journal, Madison*: “Football game day bingo” – Laura Sparks.

Second Place: *Green Bay Press-Gazette, Green Bay*: “Roster Builder exercise on Twitter” – Robert Zizzo.

Division D

First Place: *Burlington Standard Press, Burlington*: “Dangerous injury, coach’s racial comment inflict black eye on Burlington football victory” – Mike Ramczyk.

Second Place: *The Star News, Medford* – Bryan Wegter.

Third Place: *Wauwatosa NOW*: “Push for the playoffs” – Dan Polley.

Advertising

Bill Payne Award

Division A

First Place: *The Post-Crescent, Appleton*: “Steinhafels best seat” – Kendra Aukamp Mike Cruse, Michael Loader, Gannett Creative Department. “The innovative placement of this ad is what puts it above the rest as the winner. It’s relevant to the reader and is written to tie in perfectly with the page.”

Second Place: *The Post-Crescent, Appleton*: “It Gets Better” – Kendra Aukamp, Jessica Michels. “An informative

piece done by a deft hand at the use of color to emphasize the message.”

Third Place: *Green Bay Press-Gazette*: “YMCA” – Janessa Widzinski, Consolidated Production Center. “The reader can’t help but be compelled to continue looking down the page by the seamless flow this design creates. And it doesn’t hurt that the topic is perfect for the page it’s on.”

Honorable Mention: *Green Bay Press-Gazette*: “Moraine Ridge” – Jacob Kinsman. “The puzzle in the ad, which gives it greater utility for readers, makes this ad worth an honorable mention.”

Division B

First Place: *Leader-Telegram, Eau Claire* – Angela Rediess, Pam Severson.

Second Place: *The Gazette, Janesville*: “K&W Greenery - Give Mom The Best!” – Gazette staff.

Third Place: *The Freeman, Waukesha*: “Master Z’s” – Colleen Miller.

Honorable Mention: *Leader-Telegram, Eau Claire* – Brigit Olson, Sara Bachand.

Division C

First Place: *Watertown Daily Times*: “EST Emergency Starting and Towing” – Mark Heiden. “Love this layout. This could have benefitted from using an actual chain verses a cartoon one, but all in all FANTASTIC!”

Second Place: *Watertown Daily Times*: “Jake’s Bait” – Mark Heiden. “Very informative. It not only does a wonderful job advertising for the client, but by offering so much information it says that this is the place to go to get good advice to how to catch and what to catch. Well done!”

Third Place: *Watertown Daily Times*: “Kathy’s Buffalo bar” – Mark Heiden. “Creative. Love guerrilla advertising. Way to go!”

Honorable Mention: *Daily Jefferson County Union, Fort Atkinson*: “Mike Foerster real estate” – Mallory Hines. “I didn’t understand how buying a home (which is a more permanent thing) would be on a yearly school checklist. However, I really liked the size choice and look of this ad.”

Division D

First Place: *Courier Press, Prairie du Chien*: “St. Feriole Island” – Kim Corpian.

Second Place: *Vilas County News-Review, Eagle River*: “52 Years” – Betsy Boulden, Kurt Krueger, Gary Ridderbusch.

Third Place: *Oconomowoc Enterprise*: “Jack Safo Ford” – Helena Shoemaker.

Honorable Mention: *The Star News, Medford*: “The New Sexy” – Mandi Troiber,

Tresa Blackburn.

Division E

First Place: *Ripon Commonwealth Press*: “Zuzaks” – Tami Conlon, Brandon Jacobs.

Second Place: *Lake Geneva Regional News*: “Walworth Corn and Brat Festival” – Keven Aumuller.

Third Place: *Milton Courier*: “Blue Gilly’s Pancake Pier and Lunch Dock Edgerton WI” – Sarah Rotier.

Honorable Mention: *Clintonville Chronicle* – Tricia Rose.

Harrison MacDonald Award

Division A

First Place: *Green Bay Press-Gazette*: “Super Sunday Employment Section” – Multiple Sales Reps. “Content is king. Any time you include content that is useful to the reader, you’ve exponentially increased the amount of time spent with the ad, and the likelihood of it having an impact.”

Second Place: *Leader-Telegram, Eau Claire* – Brigit Olson, Alisa Goetch, Lisa Behlke. “This is simple, informative and provides a great incentive for action: You can get a great deal on a pizza.”

Third Place: *The Gazette, Janesville*: “GazetteXtraHomes.com - Work With a REALTOR” – Terry Fleig. “If you’re looking to buy or sell a home, this ad makes you want to cut it out and put it on your fridge. It’s incredibly useful, and the use of color on an otherwise black and white page – along with the placement – really makes it pop.”

Division D

First Place: *Vilas County News-Review, Eagle River*: “Traffic Jam” – Betsy Boulden, Kurt Krueger. “Great theme. Very positive and very local. It’s a keeper.”

Second Place: *Ripon Commonwealth Press*: “Sweathearts” – RCP staff. “Very good revenue builder and fun to look at.”

Third Place: *Lake Geneva Regional News*: “Christmas Decorating Contest” – Robert Ireland. “Good involvement and very timely.”

Honorable Mention: *The Star News, Medford*: “Down to Last Dimes” – Sarah Biermann. “Nice use of design.”

Best Advertising Idea (Series)

Division A

First Place: *Green Bay Press-Gazette*: “Keller – Scholar of the week” – Holly

Schroeder. “What a great concept! Keep the reader coming back again and again with different students and fresh content.”

Second Place: *The Post-Crescent, Appleton*: “Zounds Hearing” – Maren Lee, Gannett Creative Team, Jason Kramer. “Love the idea of this as a wrap that readers can look at and hang on to. Innovative.”

Third Place: *Gannett Wisconsin Media, Appleton*: “Froedtert Organ Donation with Randall Cobb” – Pamela Henson, Tom Baylerian, Ray Stevens, Bill Glasheen. “The stories with new information wrapped around the ads with the call to action gives readers something different each time.”

Division B

First Place: *Leader-Telegram, Eau Claire* – Brigit Olson, Alisa Goetch.

Second Place: *The Sheboygan Press*: “Miesfeld’s License Plate Game” – Megan Hahn.

Third Place: *The Gazette, Janesville*: “Bay Design Custom Jewelers” – Gazette staff.

Honorable Mention: *Leader-Telegram, Eau Claire* – Brigit Olson, Cindy Blaskowski, Lori Klug.

Division C

First Place: *The Monroe Times*: “An Era That Was, That will Never Be Again” – Laura Hughes, Steve Allen, Tai Ruegsegger, Diane Albright, Mae Burke. “A great revenue generator with a minimum amount of work. It provides fresh content for readers as well.”

Second Place: *Daily News, West Bend*: “Maus Jewelry through the seasons” – Paige Barger. “Love the use of color and the play on words to match.”

Third Place: *The Monroe Times*: “Moments In Time” – Diane Albright, Mae Burke, Steve Allen, Tai Ruegsegger, Laura Hughes. “Readers love to read about people in their community. This is a great way to draw attention to the sponsor’s business as well.”

Division D

First Place: *Vilas County News-Review, Eagle River*: “Back-to-School Makeover” – Betsy Boulden, Sandy Roelle. “A very nice series of ads.”

Second Place: *The Star News, Medford*: “Congratulations Star News” – Mandi Troiber. “A fun way to promote a house ad.”

Division E

First Place: *Grant County Herald Independent, Lancaster*: “Lancaster Businesses Series” – Jessica Brownell, Kevin Kelly, Brian Muldoon. “Love everything about these ads. The composition, the

photography, the graphics, the fonts and color choices. Clever idea to advocate your local community. My design eye would not change a single thing!”

Second Place: *The Fennimore Times*: “Fennimore Offers” – Jessica Brownell, Brian Muldoon. “This campaign idea is very innovative. This says small town friendly (with sharing the ad space), while showing a look of an updated and hip community. It made me want to go to these establishments. Well done.”

Third Place: *Ripon Commonwealth Press*: “Pleasant Park Place – We Can Help series” – Brandon Jacobs, Steve Wendt. “This definitely does tug at my heart strings. The copy is well written and the photos used are fantastic. You successfully covered several main issues with this illness. I feel this campaign could be endless if the client were to allow a weekly ad. Well done.”

Honorable Mention: *Grant County Herald Independent*, Lancaster: “Myer’s & Carrolls Plumbing & Heating” – Jessica Brownell, Kevin Kelly. “I like the ‘out of the box’ feel to this ad. Very creative. However I would make sure your photos are a little less pixelated in the future. Coloring and font choices are wonderful. Good job.”

Best Advertising Special Section

Division A

First Place: *Green Bay Press-Gazette*: “Best of the Bay” – Multiple sales reps, Kristy Gnadt. “Really great – Go Big or Go Home! Nicely done!”

Second Place: *Gannett Wisconsin Media*, Appleton: “Walk for Wishes” – “Really great use of color, loved the design and focus of the piece – great use of prominent placement.”

Third Place: *Green Bay Press-Gazette*: “Back to School” – Multiple sales reps, Amelia Compton-Wolff.

Honorable Mention: *Green Bay Press-Gazette*: “Howard/Suamico Special Section” – Abby Wallendal, Amelia Compton-Wolff.

Division B

First Place: *The Freeman*, Waukesha: “2014 Holiday Wishbook” – Roland Hamilton, Helena Shoemaker, Joan Phillipson, Colleen Miller, Pat Scheel. “Great layout, great emphasis.”

Second Place: *Leader-Telegram*, Eau Claire – John Balgaard, Advertising staff, Art staff. “Neat layout, love the concept of making the coupon book bigger.”

Third Place: *The Freeman*, Waukesha:

“2015 Summer Fun Guide” – Roland Hamilton, Helena Shoemaker, Colleen Miller, Joan Phillipson, Pat Scheel.

Honorable Mention: *The Gazette*, Janesville: “Gazette Readers Choice Awards - 2015” – Gazette staff

Division C

First Place: *Daily Jefferson County Union*, Fort Atkinson: “Football 2015” – Staff. “The photography. Great section, great community inclusion, did I mention great photos?”

Second Place: *The Monroe Times*: “100th Anniversary Cheese Days” – Diane Albright, Laura Hughes, Steve Allen, Mae Burke, Tai Ruegsegger. “Great layout, very informative, the quintessential guide.”

Third Place: *The Monroe Times*: “Tornado” – Steve Allen, Diane Albright, Tai Ruegsegger, Mae Burke, Laura Hughes.

Honorable Mention: *Portage Daily Register*: “Holiday Happenings” – Dusty Drew.

Division D

First Place: *Door County Advocate*, Sturgeon Bay: “Celebrate, Shop & Stay” – Sales staff. “A wonderful blend of stories, photos and advertising. Nice and clean!”

Second Place: *Trempealeau County Times*, Whitehall: “Hunting Guide” – Charles Gauger, Karla Demaske, Jeni Sanchez, Tracy Marsolek, Eric Bowen, Sheila Feltes, Emily Fremstad. “Lots of local photos, recipes and copy. We wish we could get that much advertising support for hunting.”

Third Place: *News Graphic*, Cedarburg: “A Cedarburg Holiday” – Sandy Anderson, Kris Maas, Maggie Dobson. “Bonus points for the size of this piece. Wouldn’t be the same if it was larger.”

Honorable Mention: *The Star News*, Medford: “Logging” – Staff.

Division E

First Place: *The Valdres Journal*: “Children’s Christmas Album” – Brian Thomsen, Mary Thomsen, Greta Greif. “In a very strong class, this entry stood out for several reasons. The newspaper staff’s willingness to try something like this won points with me. These types of issues can be a huge challenge to pull together but this one is well-organized, fun to read and look at, and is likely a keepsake. I liked how everything was put together. It flowed really well. The stories and pictures were enjoyable even if you didn’t know any of the kids. The ads were very well done. This was likely a great holiday read in many homes. Outstanding job!”

Second Place: *The Star*, Sun Prairie: “Spring Home & Garden” – Sue Spahn, Amber Tyler, Dana Derber, Janell Horne, Nathan Sheeks, Justine Behm, Addie Krosschell. “Solid writing, great photos, nicely done layout. . . there is lots to like about this entry. This judge, a longtime master gardener, learned some things. The stories covered a wide range of topics and all were very interesting. I liked the piece on pollinators very much. Photos fit well with stories. Ads were very nicely done. Great work!”

Third Place: *The Stoughton Courier Hub*: “National Pet Week” – WCM Composing Department. “This entry stood out for its fun design, its features and great photos. The story of the office cat was wonderful. The pet profiles likely drew a lot of attention. Ads were great. I really liked the way the adoption ads were tied in. This was a great issue that more papers should do.”

Honorable Mention: *The Platteville Journal*: “Belmont School & Community Fair 100 Years” – Ann Rupp, Carol Tyson. “This was a fun read, with many old photos and stories interspersed with the current copy. I loved the use of old photos. Ads were strong. Great job.”

Division F

First Place: *Jackson County Chronicle*, Black River Falls: “Jackson County Fair Preview” – Staff. “This entry had a good, strong mix of photos and stories. I especially liked the feature on Woody Meyer. The headlines were clever. The stories were well-written. The ads were well-designed. The entry had good use of color and strong layout. My one weak spot was that I am a bit meh about cute kids pigging out type of pictures. I’d love a fair edition that didn’t have one of those staring me in the face. Otherwise a very fine job and a deserving winner.”

Second Place: *Clintonville Tribune-Gazette*: “2015 Firemen’s Festival” – Julie Mattson, Jeff Hoffman, Jamie Baumann, Bert Lehman. “This was a nicely done special section honoring firefighters and an annual festival. The stories were informative, although more of a local angle would have been helpful. Good use of color, good pictures. I liked the fact that many firefighters were sponsored by their employers. As the longtime partner of a firefighter, I know how much small town employers have to sacrifice. That support is well-placed and was used well here. I am sure it was noticed by readers, especially the families of the people featured.”

Third Place: *The Fennimore Times*:

“Fennimore All School Reunion & Dedication” – Jessica Brownell, Brian Muldoon, Rob Callahan. “I wanted to like this one a lot more but it seemed like the copy was too much about the buildings and not enough about anyone who ever attended the school. If it is going to be about an all-school reunion, did no one interesting ever graduate from here? I liked the layout and photos but felt it lacked stories about people who attended the school. Kudos to getting ads from outside of your area.”

Honorable Mention: *New London Press-Star*: “The Class of 2015” – Bert Lehman, Cody Popp, Jeff Hoffman, Mick Gotta, Kevin Jacobs, Julie Mattson, Terry Korth. “This was a nice graduation special section, with good layout and a nice mix of ads. Ads were especially well done. I liked the strong cover and the cute house ad on the back page. Well done.”

Best Use of Color

Division A

First Place: *The Post-Crescent*, Appleton: “Zounds Hearing” – Maren Lee, Gannett Creative Team, Jason Kramer. “Sometimes the simple use of color is the best use of color. Good use of the color to highlight the key points along with the use of bold black. Nice job.”

Second Place: *Green Bay Press-Gazette*: “Family Shooting Academy” – Brandi Krause. “This ad stands out on a page with 2 other color ads competing for attention. It wins the competition on this page.”

Third Place: *Green Bay Press-Gazette*: “Northbrook Country Club” – Melanie Breit, Consolidated Production Center. “The background for this page provides the theme of Moms day, yet allows the ads to stand out as well.”

Division B

First Place: *The Gazette*, Janesville: “Fagan Automotive – Introducing the all New Chevy Colorado” – Nina Perona, Tony Smithson, Don Francis. “The use of yellow in this ad, along with the design makes this ad stand out among all of the other entries. It shows black and white plus a touch of color works.”

Second Place: *The Gazette*, Janesville: “Culver’s Cheese Curds” – Gazette staff. “The burger and cheese curds look so real, you want to eat them immediately.”

Third Place: *Leader-Telegram*, Eau Claire – Angela Rediess, Catie Carlson. “The spot color emphasizes the fact that sometimes less color is better. Nice work.”

Honorable Mention: *The Gazette*, Janesville: "Eric Richards Construction – Compare Quality to Quality" – Julie Daun, Gazette staff. "Nice use of color and good reproduction."

Division C

First Place: *Daily News*, West Bend: "Flower Source Mother's Day" – Paige Barger. "This ad just leaps off the page with bold beautiful color. Not many words so the photo can make the statement. Nice job."

Second Place: *Daily Jefferson County Union*, Fort Atkinson: "Mike Foerster real estate" – Mallory Hines. "Small ad that really stands out with a great idea and font choice. This is the type of ad that can be run so many times with a small change in theme."

Third Place: *Daily Jefferson County Union*, Fort Atkinson: "Wayside Inn" – Mallory Hines. "Soft colors actually make the ad stand out and sets the tone for the evening. Simple but effective."

Division D

First Place: *The Star News*, Medford: "Business After 5" – Mandi Troiber, Kelly Schmidt. "Bold, strong colors angled just right lead you through the ad."

Second Place: *News Graphic*, Cedarburg: "Wyndrose White Christmas" – Scot Wiesner, Margaret Staudinger. "A very nice, elegant ad with a nice balance of red and white space."

Third Place: *Door County Advocate*, Sturgeon Bay: "Enchanted Photography" – Katie Vitela.

Division E

First Place: *Dodge County Pionier*, Mayville: "EVS Breast Cancer Awareness Ad" – Mallorie Clark. "Love that a car dealer would run this heavy pink, really makes a statement."

Second Place: *The Oregon Observer*: "Kopke's Greenhouse" – WCM Composing Department. "Robust color combination, very spring and summer like."

Third Place: *Lake Geneva Regional News*: "Baker House" – "Strong colorful photo with rich color, makes me want to explore it further."

Honorable Mention: *The Richland Observer*, Richland Center: "Fair Tri-States" – Barb Knause. "Love the color and movement on this ad!"

Best Multiple Advertiser Spread

Division A

First Place: *The Post-Crescent*, Appleton: "Crave" – Post-Crescent Media Sales Team, Mike Cruse, Michael Loader, Sandy Prinsen, Jason Kramer. "Creative look for a targeted audience. Good content helps draw customers for these advertisers."

Second Place: *Green Bay Press-Gazette*: "YOU Magazine - shop.dine.play" – Kristy Gnad, multiple sales reps, Amelia Compton-Wolff. "Great play of words on 'Broadway.' Also like the use of the map to show where advertisers are located."

Third Place: *The Post-Crescent*, Appleton: "Funeral Home Directory" – Post-Crescent Media Sales Team, Post-Crescent Sales Assistants, Sandy Prinsen, Mike Cruse, Mike Loader, Jason Kramer. "Good sig page that targets a difficult category of advertising to get in the paper. Nice work."

Division B

First Place: *Leader-Telegram*, Eau Claire – Angela Rediess, Kathy Hayden. "Great concept, great execution. Makes me want to go shopping! Well done."

Second Place: *The Sheboygan Press*: "October is National Pizza Month" – Eileen Hoffmann, Megan Hahn. "Love the tie in to national pizza month, great execution and love the large size coupons. Great uniformity and color."

Third Place: *The Gazette*, Janesville: "SCWBA Home Show 2015 - Spadea" – Gazette staff. "A lot of information on the home show, great advertising support. Not wild about the wide gutter running down the middle, otherwise, great concept."

Honorable Mention: *The Gazette*, Janesville: "Janesville Craig Baseball Team State Champions" – Gazette staff. "Very uniform and balanced with lots of advertising support and great photos of the team! Great idea!"

Division C

First Place: *Daily Jefferson County Union*, Fort Atkinson: "Veterans Day" – Leila Nordness.

Second Place: *Daily Jefferson County Union*, Fort Atkinson: "Christmas in July" – Leila Nordness.

Third Place: *The Monroe Times*: "Christmas In July" – Steve Allen, Tai Ruegsegger, Diane Albright, Mae Burke, Laura Hughes.

Honorable Mention: *Daily News*, West

Bend: "Veteran's Day multi ad spread" – Scot Wiesner, Kris Maas.

Division D

First Place: *The Star News*, Medford: "Harvest Days" – Sarah Biermann, Tresa Blackburn, Todd Lundy, Mandi Troiber. "The background is pixelated, but I do like to see people 'working outside the box.' Creative idea put to good use. Very cute, but still effective."

Second Place: *The Star News*, Medford: "Life's Journeys" – Staff. "Very good ads. A lot of work was put into this, well done."

Third Place: *The Portage County Gazette*, Stevens Point: "Pacelli Congrats Spread" – Paula O'Kray. "I like the way the ads are laid out. The ads are color coordinated which is neat, but also can hurt them a tad from standing out from each other. They sort of blend in with each other."

Honorable Mention: *Vilas County News-Review*, Eagle River: "Shop Locally" – Betsy Boulden, Kurt Krueger, Sandy Roelle, Steve Waier. "I do not like the pink, but the top banner is very eye catching."

Division E

First Place: *Tri-County Press*, Cuba City: "Cuba City Coupon Clippers" – Jessica Brownell, Brian Muldoon. "This was a nice use of color and a well put together coupon page. It is very useful to the reader to have all coupons in one space, as well as being of much more value to the advertiser. Nice Job."

Second Place: *The Stoughton Courier Hub*: "Locally Owned in Stoughton" – WCM Composing Department. "This is a very useful promotion for LOCAL businesses ... not only to tell readers what is available but to highlight their neighbors as well. Very well put together."

Third Place: *Grant County Herald Independent*, Lancaster: "Wrestling & Gymnastics Congrats Double Spread" – Jessica Brownell, A.J. Gates. "This is a well put together signature page, that not only highlights the high school athletes well but presents the supporting businesses in a way where they have some value from the ad."

Honorable Mention: *The Verona Press*: "Hometown Holidays 2014" – WCM Composing Department. "This entry is a nice use of color, is well laid out for the reader and has plenty of space for the advertiser offer as well."

Division F

First Place: *New London Press-Star*: "Grand Opening" – Staff. "This collection of ads had a very nice flow to it. It unified the subject but allowed the ads to be individual

as well."

Second Place: *Clintonville Tribune-Gazette*: "Congratulations On Your Beautiful New Facility" – Staff. "Also has a nice flow. Not a huge fan of the background image, and the ads are not as well done as the 1st place, but I like this designer's style of laying out the page."

Third Place: *Clintonville Chronicle*: "Sauerkraut Festival" – Tricia Rose. "I like the layout of this ad, however a little bit more separation in the ads would have been nice. Well done."

Honorable Mention: *New London Press-Star*: "2015 New London Lady Bulldogs" – Staff. "The ads are placed nicely."

Best Use of Art Service

Division A

First Place: *The Post-Crescent*, Appleton: "Menasha Corp" – Maren Lee, Gannett Creative Team. "Great series of ads using actual employees and incorporating the logo of the advertiser both adding to the effectiveness and impact of these ads."

Second Place: *Green Bay Press-Gazette*: "Haberdasher" – Melanie Breit, Creative Design Team. "Good idea to use the harbor in the background to try to emphasize the clothier focuses on high end clientele."

Third Place: *The Post-Crescent*, Appleton: "Belive in Beauty Event" – Kendra Aukamp, Gannett Creative Team. "This graphic goes after the demographic that the advertiser is looking for but does not take away from the ad copy."

Division B

First Place: *The Freeman*, Waukesha: "Drs. Trochelell & Assoc." – Colleen Miller.

Second Place: *Leader-Telegram*, Eau Claire – Angela Rediess, Alisa Goetch.

Third Place: *The Gazette*, Janesville: "5ive For Women Magazine – May/June 2015 Issue" – Jenny Revels Erin Jones.

Honorable Mention: *The Gazette*, Janesville: "ECHO Holiday Express" – Terry Fleig.

Division C

First Place: *Daily Jefferson County Union*, Fort Atkinson: "Abendroth" – Leila Nordness. "As the ad says, 'pure, clean and clear.' Very simple to the point ad with a good font choice."

Second Place: *Daily Jefferson County Union*, Fort Atkinson: "Poyers Market" – Leila Nordness. "Who doesn't like pie? Good looking small space ad."

Third Place: *Watertown Daily Times*, Watertown: "Kathy's Buffalo Bar" – Mark

Heiden. "Unique idea. Would have liked the colors between the bottle and the actual ad match up better so that the readers connect it right away."

Honorable Mention: *Daily News*, West Bend: "Richards Insurance" – Andrea Steger, Margaret Staudinger. "Very simple in look and getting the message across."

Division D

First Place: *The Portage County Gazette*, Stevens Point: "Friends of 2713" – Paula O'Kray.

Second Place: *Vilas County News-Review*, Eagle River: "Festival of Lights" – Betsy Boulden, Sandy Roelle.

Third Place: *The Portage County Gazette*, Stevens Point: "Badgerland Flags and Flagpoles" – Paula O'Kray.

Honorable Mention: *The Portage County Gazette*, Stevens Point: "Home and Garden" – Paula O'Kray.

Division E

First Place: *The Stoughton Courier Hub*: "Kopke's Greenhouse" – WCM Composing Department. "A creative way to display a nostalgic piece of dairy equipment that ties to the subject well. Nice, eye catching ad."

Second Place: *The Verona Press*: "Miller & Sons Supermarkets" – WCM Composing Department. "Great color usage, and interestingly, even though the advertiser is not the obvious focus of the ad, they receive tremendous value from their investment."

Third Place: *The Verona Press*: "Hughes Flooring" – WCM Composing Department. "This ad was a great eye grabber for the customer since the rest of the front page was very dark."

Honorable Mention: *The Record-Review*, Abbotsford: "Marathon Smashing Baseball Season" – Rachel Wellman, Jane Kroeplin. "Good use of art service material on what otherwise could have been a very boring, run of the mill signature page."

Best Use of Local Photography

Division A

First Place: *Green Bay Press-Gazette*: "Meyer Theater Vendor Tab" – Holly Schroeder, Amelia Compton-Wolff, Kristy Gnadt. "Fantastic photos- love that it also included old sketches and other "non-photo" pieces that contributed to the overall piece."

Second Place: *Gannett Wisconsin Media*, Appleton: "Packers News App" – Melissa Olson, Jim Reese, Christopher Speckhard. "Great action shots"

Third Place: *Green Bay Press-Gazette*: "YOU Magazine - You Picks" – Abby Wallendal, Kristy Gnadt, Amelia Compton-Wolff.

Division B

First Place: *The Gazette*, Janesville: "Eric Richards Construction" – Julie Daun.

Second Place: *The Gazette*, Janesville: "Huntington Place - Preserving Traditions" – Julie Daun, Gazette staff.

Third Place: *Leader-Telegram*, Eau Claire – Brigit Olson, Sara Bachand.

Honorable Mention: *Watertown Daily Times*: "EST Emergency Starting and Towing" – Mark Heiden.

Division D

First Place: *The Star News*, Medford: "Congratulations RL Baseball 2015" – Mandi Troiber, Tresa Blackburn, Todd Lundy, Kelly Schmidt. "I really liked the way they tied in the photos into the graphics. It shows a wonderful sense of creativity and looks effortless. Well done."

Second Place: *The Portage County Gazette*, Stevens Point: "UWSP Congrats Spread" – "The photography is absolutely stunning. The angles are great and the action shots are very clear. Not a huge fan of the graphics, but overall the photography is a winner!"

Third Place: *The Star News*, Medford: "Congratulations Medford Girls Swim Team" – Mandi Troiber, Tresa Blackburn, Todd Lundy, Kelly Schmidt. "I like the way the team photo was set up. Clever. I would work a little more on the graphics however."

Honorable Mention: *The Portage County Gazette*, Stevens Point: "Pacelli Congrats Spread" – Paula O'Kray. "Photography was good, but could have used a few different angles when taking shots. I can see what you were trying to achieve. You almost got there."

Division E

First Place: *Ripon Commonwealth Press*: "Pick N Save" – Brandon Jacobs, Steve Wendt. "Great photo of kids and angle"

Second Place: *Grant County Herald Independent*, Lancaster: "Elite Fitness" – Jessica Brownell, Kevin Kelly. "Very realistic photos"

Third Place: *The Record-Review*, Abbotsford: "Marathon Volleyball Great At State" – Rachel Wellman, Lisa Frane. "Great photos, would have preferred color."

Honorable Mention: *Lake Geneva Regional News*: "Baker House" – Michael Reinsissel. "Photos look inviting."

Best Advertising Sales Tool

Division A

First Place: *The Post-Crescent*, Appleton: "Holiday Season" – Sandy Prinsen, Mike Cruse. "Good solid information for any advertiser to take advantage of during the holidays. Helpful planning tool."

Second Place: *Gannett Wisconsin Media*, Appleton: "Where Can You Be In An Hour" – Melissa Olson, Heather Holmes, Mike Gehrman. "Solid series of print and digital ads promoting the use of additional publications to help the advertiser expand his market. Also a nice opportunity to increase sales for the newspaper."

Third Place: *Green Bay Press-Gazette*: "Bonsai - Sales Deck" – Jason Zoch. "Nice presentation of facts and possibilities of how the advertiser can promote their product to the consumer."

Division B

First Place: *The Gazette*, Janesville: "World Water Ski Show Tournament Sales Sheet" – Terry Fleig. "Great looking and easy sales piece to read. Liked the visual element to describe the print ad measurements. Giving a general description of the event is great for new advertisers considering this. Good job."

Second Place: *Leader-Telegram*, Eau Claire: "Ten Reasons To Advertise" – Kathy Hayden, Brigit Olson. "Very eye catching handout that reinforces current advertisers and makes new advertisers want to be part of a publication that their future customers are reading. This one is getting 'stolen' for my file!"

Third Place: *The Gazette*, Janesville: "Humane Society of Southern Wisconsin Group Promotion" – Terry Fleig. "A simple but very effective sales piece to get long term advertising and provide a community benefit. It is a win for advertiser and newspaper."

Division D

First Place: *News Graphic*, Cedarburg: "Health Matters flyer" – Sandy Anderson. "Health Matters is a perfect Special Section to have at the beginning of the year. An advertising bonanza."

Second Place: *Lake Geneva Regional News*: "Media Kit" – Regional News Staff. "This Media Kit is very professional looking. Excellent taste in covers."

Third Place: *Door County Advocate*, Sturgeon Bay: "Celebrate, Shop & Stay" – Advertising Staff. "Timely piece that is appealing to the advertiser."

Honorable Mention: *New London Press-*

Star: "Congratulate our Graduates" – Netty Niebur. "The Year Book is a great way to draw a younger and older audience to the newspaper. Nice work!"

Best Newspaper Promotion

Division B

First Place: *The Gazette*, Janesville: "AdWorks" – Lon Haenel, Sara Miller. "Very original and creative. All readers had to read these ads, but advertisers had to be curious about the message and ask their sales representative. Nice work."

Second Place: *The Gazette*, Janesville: "60+ Expo 2015 – Special Event for Active Seniors" – Gazette Staff. "Great event and lots of promotion to go with it. Good job of covering all of the bases."

Third Place: *The Gazette*, Janesville: "Ryan vs. Zerban Debate – October 20, 2014" – Andy Reuter, Dave von Falkenstein, Terry Fleig. "Good promotion."

Division C

First Place: *The Monroe Times*: "Meet Your Classified Team" – Laura Hughes.

Second Place: *Daily Jefferson County Union*, Fort Atkinson: "Furry friends" – Leila Nordness, Mallory Hines.

Third Place: *The Monroe Times*: "Monroe Woman's Toy Drive" – Laura Hughes.

Honorable Mention: *The Monroe Times*: "On Entertainment" – Tai Ruegsegger, Mae Burke, Diane Albright, Steve Allen, Laura Hughes.

Division D

First Place: *The Star News*, Medford: "Merry Christmas from The Star News" – Sarah Biermann.

Second Place: *Vilas County News-Review*, Eagle River: "Website Launched" – Betsy Boulden, Kurt Krueger.

Division E

First Place: *Grant County Herald Independent*, Lancaster: "Baby's First Christmas 2014 Promotion" – Jessica Brownell. "People love seeing their kids in the paper, so why not piggyback off that and capture some loyalty among young families, too? It's just a fun promotion and good-looking ad."

Second Place: *The Verona Press*: "50th Anniversary Verona Press" – WCM Composing Department. "This special section captured the fun of looking through old newspaper and reminded readers all that the publication has done for the community."

Third Place: *Ripon Commonwealth Press:*

“No Lip!” – Tami Conlon. “We’re used to seeing smiling babies so this no-nonsense baby gets your attention. The angle of hassle-free ad placement strikes a chord.”

Best Niche Publication — In Paper

Division A

First Place: *Green Bay Press-Gazette:* “Meyer Theater Vendor Tab” – Holly Schroeder, Kristy Gnad, Amelia Compton-Wolff. “Beautiful piece, great balance of photos, content and content.”

Second Place: *Green Bay Press-Gazette:* “Seniors - Spring Edition” – James Hoslet, Amelia Compton-Wolff. “Great content subject, very nicely laid out.”

Third Place: *Green Bay Press-Gazette:* “199 Things to Do” – Multiple Sales Reps. “Neat idea, ads were done nicely and felt like they really belonged in the piece.”

Division B

First Place: *Leader-Telegram,* Eau Claire: “Getting Out” – Angela Rediess, Brigit Olson, Kathy Hayden, Catie Carlson, Brian Sandy.

Second Place: *The Gazette,* Janesville: “Dining & Destinations – Spring/Summer 2015” – Gazette Staff.

Third Place: *Leader-Telegram,* Eau Claire: “Impressions” – Angela Rediess, Kathy Hayden, Catie Carlson.

Division C

First Place: *Beloit Daily News:* “Beloit 2020 Project” – Advertising Department, Composing Department. “What a testament to what can be achieved if a group of people believe it can be done. The ‘then, now and future’ is clearly seen in this piece in the stories and advertising. It makes you want to join in the effort.”

Second Place: *Daily Jefferson County Union,* Fort Atkinson: “Rainbow Hospice anniversary” – Leila Nordness. “A well produced publication that contains local copy and photos. Layout is easy to follow and is clean to look at.”

Third Place: *Portage Daily Register:* “Honor Our Soldiers” – Dusty Drew. “A nice tribute to hometown individuals who served their country. The blocks of photos and copy are nice and clean. Obviously something that advertisers were eager to support.”

Division D

First Place: *Courier Press,* Prairie du Chien: “The Great Flood of 1965” – Staff. “Great historical piece that readers can

share.”

Second Place: *News Graphic,* Cedarburg: “Discover Port Washington” – Kris Maas, Amy Gannon. “Great map with locations.”

Third Place: *Vernon County Broadcaster,* Viroqua: “Wild West Days” – Linda Fortney, Chris Lander, Mike Bohan, Angela Cina, Matt Johnson.

Honorable Mention: *Courier Press,* Prairie du Chien: “Success Ahead” – Staff.

Division E

First Place: *The Star,* Sun Prairie: “We Shall Not Forget 2014” – Addie Krossschell. “Great entry. Nice articles & pictures, well-designed ads, and a clean layout. All-together a really beautiful keepsake edition.”

Second Place: *Ripon Commonwealth Press:* “Holiday Express” – RCP Staff. “Beautiful cover design! Overall a very well designed publication. Nice looking ads. I didn’t particularly like the wide array of headline timesteps/fonts.”

Third Place: *Dodge County Pionier,* Mayville: “2014 Lomira High School Fall Sports” – Mallorie Clark, Breonna Bleuel, Heather Kopsi, Danielle Wiedmeyer. “Very nice looking edition. Great layout and design. Nice looking photos, and laid out well with the stories. Clean, consistent layout throughout.”

Honorable Mention: *The Verona Press:* “Hometown Days 2015” – WCM Composing Department. “Nicely done. Good stories and well-designed advertising.”

Division F

First Place: *Wisconsin Dells Events:* “H.H. Bennett” – Portage Creative. “Very attractive design throughout. Nice-looking, clean layout.”

Second Place: *DeForest Times-Tribune:* “DeForest Area Community Guide 2015” – Addie Krossschell. “Well designed. Lots of great info laid out in a clean, easy-to-read manner. A close second in this category!”

Third Place: *Lodi Enterprise:* “Wisconsin Splash! 2015” – Rachele Blair, Sue Spahn, Scott M. Trentadue, Joe Ballard, Terri Jozwiak. “Great use of photography. Laid out in a clean, attractive way. Good use of color, bright and flashy, but not over-done.”

Honorable Mention: *Clintonville Tribune-Gazette:* “2015 Annual Dining Guide” – Jamie Baumann, Jeff Hoffman, Mick Gotta, Kevin Jacobs, Terry Korth, Julie Mattson. “Nicely designed guide. Very close to making it into the placings for this category.”

Best Niche Publication — Out of Paper

Division A

First Place: *Green Bay Press-Gazette:* “YOU Magazine – February Issue” – Kristy Gnad, Amelia Compton-Wolff, Multiple Sales Reps. “Great use of pictures! Love some of the unique topics for a bridal focused magazine.”

Second Place: *Green Bay Press-Gazette:* “Recycle Guide” – Kristy Gnad, Amelia Compton-Wolff, Multiple Sales Reps. “Nice idea for an educational piece.”

Third Place: *Green Bay Press-Gazette:* “Meyer Theater Vendor Tab” – Holly Schroeder, Kristy Gnad, Amelia Compton-Wolff. “Great photography”

Division B

First Place: *The Gazette,* Janesville: “World Water Ski Show Tournament – September 2014” – Gazette Staff. “Great detail on all the teams. This was very well done and a very interesting topic!”

Second Place: *The Gazette,* Janesville: “VanGalder 2015 Travel Guide – September 2014” – Gazette Staff. “Love this! What an impressive piece for this business.”

Third Place: *Leader-Telegram,* Eau Claire: “Business Leader” – John Balgaard, Kathy Hayden, Catie Carlson. “Creative topic and well done.”

Division C

First Place: *Portage Daily Register:* “Columbia County Travel Guide” – Dusty Drew. “Well organized, full of information and very appealing!”

Second Place: *The Chippewa Herald,* Chippewa Falls: “Summer 2015” – Ross Evavold. “Well done business publication.”

Third Place: *Beloit Daily News:* “Legends of Sports” – Staff. “I found the history focus very interesting.”

Honorable Mention: *Daily Jefferson County Union,* Fort Atkinson: “Discover Spring/Summer 2015” – Staff.

Division D

First Place: *The Lakeland Times,* Minocqua: “Summer Times” – Lakeland Times Staff, Northwoods River News Staff. “Great photos on the front cover in order to draw reader to pick it up. Nice calendar of events. Very uniform publication throughout.”

Second Place: *The Lakeland Times,* Minocqua: “Northern Highland-American Legion State Forest Visitor’s Guide 2015” – Lakeland Times Staff. “Nice layout. Great

map as double truck.”

Third Place: *Courier Press,* Prairie du Chien: “Area Attractions-Fall 2015” – Staff.

Honorable Mention: *Waushara Argus,* Wautoma: “Waushara County 2015 Guide” – Mary Kunasch, Marge Williams, Karla Perkins, Betty Trowbridge.

Division E

First Place: *The Edgerton Reporter:* “Lakes Edition” – Staff. “Wow! What a great yearly guide. It was obvious that a lot of work went in to this, with great design and great articles.”

Second Place: *Ripon Commonwealth Press:* “Heritage Tourism Guide” – Brandon Jacobs, Todd Sharp, Tami Conlon. “Beautiful guide to history. Very nice looking design, layout and typography.”

Third Place: *The Verona Press:* “Verona Chamber Guide” – WCM Composing Department. “Good clean design. Nice use of color.”

Honorable Mention: *The Star,* Sun Prairie: “2015-2016 Program Guidebook: Glacier’s Edge Council BSA” – Addie Krossschell. “Very nice guide!”

Division F

First Place: *Juneau County Star-Times,* Mauston: “Juneau County 2015 Visitor & Recreation Guide” – Dusty Drew.

Second Place: *New London Press-Star:* “2015 New London Directory & Community Guide” – Alison Garrigan, Mick Gotta, Kevin Jacobs, Tim Beimal, Terry Korth.

Third Place: *Clintonville Tribune-Gazette:* “Full Throttle May 2015” – Bert Lehman, Jamie Baumann, Joe Diedrich, Kevin Jacobs.

Best Circulation Promotion

Division A

First Place: *The Gazette,* Janesville: “Once in a Blue Moon – One Day Sale” – Sara Miller. “Good promotion with good support materials that any newspaper could use to increase circulation.”

Second Place: *Green Bay Press-Gazette,* Green Bay: “Holiday Block Sale” – Multiple Sales Reps. “Great promotion to help support a worthy cause, in this case Toys for Tots, but the funds could go to any organization and still be successful. Great way to show community support.”

Third Place: *The Gazette,* Janesville: “Sunday Gazette – 99 Cents” – Sara Miller. “Nice promotion to increase Sunday sales.”

Division D

First Place: *Hudson Star-Observer:* “Food

for Thought” – Steve Gall, Dave Pevonka, Roxy Rhone, Cindy Duffee.

Second Place: *Vilas County News-Review*, Eagle River: “Special Offer” – Betsy Boulden, Kurt Krueger.

Third Place: *The Chronotype*, Rice Lake: “Turkey Give-away” – Jim Stavran.

Honorable Mention: *Door County Advocate*, Sturgeon Bay: “Subscribe to the Door County Advocate” – Lynn Schroeder.

Division E

First Place: *The Herald-Independent*, Cottage Grove: “Only \$15 for 52 issues of your hometown newspaper” – James Debilzen, Susan Angell, Mallory Hines. “I liked that this promotion had clearly a positive result, while there are other entries whose ad design may have been more engaging, this one worked as a total package and that is what drives success.”

Second Place: *Clintonville Chronicle*: “Bingo Mania!” – Tricia Rose. “This is a great contest to get readers to engage with the paper and be ACTIVE readers of the paper. Well done!”

Third Place: *Lake Geneva Regional News*: “We’ve got it covered” – Keven Aumuller. “Very engaging ad copy.”

Honorable Mention: *Dodge County Pioneer*, Mayville: “Black Friday/Small Business Saturday Promotion” – Mallorie Clark, Danielle Wiedmeyer, Heather Kopsi, Andrew Johnson. “A nicely thought out promotion that get readers involved.”

Innovative Online Advertising

Division A

First Place: *The Post-Crescent*, Appleton: “Fox Cities Marathon” – Jessica Janda, Gannett Creative Team. “Great results on this campaign. I liked seeing all the different faces throughout the campaign.”

Second Place: *Gannett Wisconsin Media*, Appleton: “Festival Foods Citrus Festival” – Tami Gasch, Prophit Marketing, GIADC Rich Media Team. “Great food ad!”

Third Place: *The Post-Crescent*, Appleton: “Neenah Street Ball” – Luke Larson, Gannett Creative Team. “Loved the engagement!”

Honorable Mention: *Green Bay Press-Gazette*: “UWGB Athletics” – Janessa Widzinski, Consolidated Production Center.

Division B

First Place: *The Gazette*, Janesville: “Eric Richards Construction” – Gazette Staff.

Second Place: *The Gazette*, Janesville: “Centerway Auto Repair” – Gazette Staff.

Third Place: *Oshkosh Northwestern*: “Brighton Acres” – Katie Cook, Amanda Sleger, Gannett Creative Team.

Division D

First Place: *Door County Advocate*, Sturgeon Bay: “Skipperbud’s boat show – online ads running from May 30 through July 27” – Melinda Johnson. “Very inviting ads with a warm summer feel.”

Division E

First Place: *Dodge County Pioneer*, Mayville: “Spring Visitor is Here!” – Mallorie Clark. “Fun videos! Great way to promote upcoming Special Sections.”

Second Place: *Lake Geneva Regional News*: “Reel Life TV” – Phil Bonyata. “A nice way to get businesses involved with the newspaper’s website.”

Third Place: *Dodge County Pioneer*, Mayville: “Spring Spectacular has arrived!” – Mallorie Clark. “Using Social Media at its best.”

Honorable Mention: *Ripon Commonwealth Press*: “Want to Watch - Tiger Eyes” – Tami Conlon. “Sure to get many viewers to the website.”

Online Revenue Builder

Division A

First Place: *Green Bay Press-Gazette*: “Meyer Jewelers mother/daughter lookalike contest” – Brandi Krause, Chad Burkholder. “This accomplishes so much with such a simple idea. You engage with your audience when they submit photos, you get pageviews when people come back time and again to see who has entered, and you deliver ROI for the advertiser with lots of eyes. Great sponsorship idea!”

Second Place: *The Gazette*, Janesville: “Gazette Click & Save - October 2014” – Gazette Staff. “There is nothing more appealing to the thrift-conscious person than a webpage where you scroll down through coupon after coupon after coupon. This idea will draw people back to the site time and again for more savings and more business for the advertisers who participated.”

Third Place: *The Gazette*, Janesville: “Fair Season 2015 - Sponsored by Connell Construction” – Laura Feit, Julie Daun, Terry Fleig, Andy Reuter, Dave von Falkenstein, Rachael Saam-Stockman, Gazette Staff. “A great revenue generator that benefited website visitors with additional content. A win-win.”

Division E

First Place: *Lake Geneva Regional News*: “Reel Life TV” – Phil Bonyata. “This is an exciting product. It brings traffic to the website and gets the community talking. Great job!”

Second Place: *Ripon Commonwealth Press*: “Want to Watch - Tiger Eyes” – Tami Conlon. “A very good visual. Getting young people involved is a smart way to bring readers to your website.”

Third Place: *Ripon Commonwealth Press*, Ripon: “FREE” – Tami Conlon. “Free is a good word to use when you are trying to attract visitors to your website.”

Honorable Mention: *New London Press-Star*: “Polar Bear news is online 24/7” – Staff. “Nice revenue builder. Good use of design.”

Best Online Advertising – Single Ad – Static

Division A

First Place: *The Post-Crescent*, Appleton: “Bank First National” – Karley Musil.

Second Place: *The Post-Crescent*, Appleton: “Center for Diagnostic” – Karley Musil, Gannett Creative Team.

Third Place: *Green Bay Press-Gazette*: “Nicolet Memorial” – Zac Dudzik.

Division B

First Place: *The Sheboygan Press*: “Oktober Feast” – Jackie Stenson, Shari Kaat. “Well designed ad that reflects the event. Nice fall background. Copy is easy to read. Well done.”

Second Place: *The Sheboygan Press*: “Miesfeld’s Biggest Turkey Contest” – Megan Hahn. “A great promotion with good copy and lots of events to focus on. Ads are comprehensive of the events.”

Third Place: *The Gazette*, Janesville: “Connell Construction LLC - General Contractor - 300x600” – Kacey Kaderly, Laura Feit, Julie Daun, Terry Fleig, Rachael Saam-Stockman. “Nice set of ads.”

Division E

First Place: *Lake Geneva Regional News*: “Ireland’s Wood Shop” – Keven Aumuller. “Very appealing to the eye. If you like wood, you will like this ad.”

Second Place: *Ripon Commonwealth Press*: “JJ Kustom” – Brandon Jacobs, Todd Sharp. “Ad captures the product the best way possible. Very professional.”

Third Place: *The Brillion News*: “Cloud Seven Photography” – Andrew Pantzloff. “Creative is sharp and colorful.”

Honorable Mention: *Ripon*

Commonwealth Press: “Modern Rentals” – Brandon Jacobs, Tami Conlon, Todd Sharp. “Great use of space and design.”

Best Online Advertising – Single Ad – Animated

Division A

First Place: *Green Bay Press-Gazette*: “National Railroad Museum” – Abby Wallendal.

Second Place: *Green Bay Press-Gazette*: “Cranky Pat’s” – Jason Zoch.

Third Place: *The Post-Crescent*, Appleton: “Neenah Street Ball” – Luke Larson, Gannett Creative Team.

Division B

First Place: *The Sheboygan Press*: “Shop Falls First” – Megan Hahn.

Second Place: *Oshkosh Northwestern*: “Julie’s Touch of Silver” – Amanda Sleger, Gannett Creative Team.

Third Place: *The Reporter*, Fond du Lac: “11:11 Burgers & Beignets” – Kristin Magruder.

Honorable Mention: *The Sheboygan Press*: “Trilling True Value Hardware - 300x600 Expandable” – Chris Helminiak.

Division D

First Place: *Poynette Press*: “Evilhill Haunted House Returns” – Amber Tyler. “A fitting ad for the Halloween holiday. Plus, it was a good fundraiser.”

Second Place: *Door County Advocate*, Sturgeon Bay: “Southern Door Schools Haunted Mansion” – Melinda Johnson. “Great use of graphics and design.”

Third Place: *Dodge County Pioneer*, Mayville: “Spring Visitor is Here! Whistle While We Work” – Mallorie Clark. “Fun way to promote your own products and to get staff involved.”

Honorable Mention: *Dodge County Pioneer*, Mayville: “Spring Spectacular is Here!” – Mallorie Clark. “Great use of video. Original idea!”

General Excellence

Division A

First Place: *Stoutonia* – “Love the color. I like that of the three entries, the Stoutonia really concentrated on covering UW-Stout, and primarily stayed away from state/national stories. Layout and design was very good. A good mix of news and humor.”

Second Place: *The Daily Cardinal* – “Like the editorial page, especially the columns. Layout and design is good.”

Third Place: *The Badger Herald* – “Layout and design could be a bit more adventurous. Color ads — why not color photos on same pages?”

Division B

First Place: *The Clarion*.

Second Place: *Royal Purple*.

Third Place: *MATC Times*.

Graphics

Division A

First Place: *The Badger Herald*: “An Epic City” – Emily Shullaw. “It’s gratifying to see college press exploring a topic that has such a major impact on the community. And the illustration with the buildings that are so iconic of Epic and the code present a compelling graphic for the story.”

Second Place: *The Badger Herald*: “Down to two” – Alix Debroux. “Elections are never easy to illustrate — searching out critical art work is always a challenge. This was a delightful way to meet that challenge in an inviting fashion.”

Third Place: *The Daily Cardinal*: “Drug culture graphic” – Cameron Graff. “While it is not immediately apparent how the graphic illustrates the story, it is a riveting graphic for a story that may have been difficult to photograph. In that, it provides a needed illustration for the story.”

Division B

First Place: *Arches*: “All about that basin” – Rennie Patterson-Bailey. “Whenever there is a complex topic, showing is better than telling. This was the perfect use of a graphic, to show instead of telling. While a bit wordy, the graphic imparted a great deal of information and helped toward understanding.”

Second Place: *Royal Purple*: “Thirsty Thursday” – Ashley McCallum. “Lots of good information in the graphic, although



Stoutonia, First Award, Division A, General Excellence

not everything was explained, such as the numbers below the graph across the bottom of the page. However, the overall graphic said much more than a lengthy story ever could.”

Third Place: *Arches*: “Eating Dangerously” – Sheila Suda. “While the graphic didn’t add information to the story, it certainly drew the eye to the story, and surely increased readership substantially.”

Photography

Division A

First Place: *The Badger Herald*: “To make UW about race” – Joey Reuteman, Erik Brown. “Riveting photos of life-transforming student protests. Technique awesome and content shows essential visual story-telling with an unblinking lens. It captures student disgust with racism. Bravo.”

Second Place: *The Badger Herald*: “Lucas Spoiled” – Jason Chan, Erik Brown. “Well composed photos capture emotion and action in a high stakes hoops matchup. Top notch sports photos here.”

Third Place: *The Daily Cardinal*: “Tony Robinson officer indictment coverage” – Betsy Osterberger. “Timely photojournalism captures a mixture of anger and sadness as protests broil.”

Honorable Mention: *MediaMilwaukee*: “Transformation” – Sarah DeGeorge. “Behind-the-scenes photo story gets up close and personal with a novice drag-queen’s pre-performance preparation.



The Clarion, First Award, Division B, General Excellence

(Would have liked some shots of the show, too!)”

Division B

First Place: *Royal Purple*: “House fire wakes neighborhood” – Michael Riley. “On the spot and well lit. Framing and focus nicely captures (through branches) multiple elements of ladder, hose, firemen, gear, slanted roof, multiple streams, steam/smoke.”

Second Place: *Royal Purple*: “Take a Heroic Leap” – Alexandria Zamecnik. “Great color. Nicely framed and timed for leap. Wish more faces like Captain America’s. Wish for cleaner background. Maybe a splash?”

Third Place: *The Clarion*: “Wins are piling up” – Evan Halpop. “Great light. Great speed. Clean background. Nice to see face clearly; sometimes tough in sport shots with helmets/caps. Both arms caught at full extension.”

Honorable Mention: *MATC Times* – Michelle Ferrell, Leo Strong, Monte Driscoll. “Good event coverage. Would like to see a little cleaner background with cropping/framing.”

General Reporting

Division A

First Place: *MediaMilwaukee*: “TKE

scandal” – Graham Kilmer. “This is journalism at its finest. Great research and great writing led to a fine story about a sexual abuse scandal at one of the college’s fraternities. Great job.”

Second Place: *MediaMilwaukee*: “UWM Budget Crisis” – Graham Kilmer. “A wonderful series of stories dealing with budget cuts at the UW-Milwaukee and the UW system as a whole. Excellent use of open records requests to more clearly explain the severity of these cuts to students and the community.”

Third Place: *The Badger Herald*: “After 86 years, College Barber Shop celebrates its last few cuts” – Daniel McKay. “Not just a typical business is closing its doors story. The writer showed readers the importance of this barber shop to the community without focusing on the fact the barber shop would no longer be in business.”

Division B

First Place: *Arches*: “GRAD SCHOOL” – Sara Raasch. “Important topic presented in an easy-to-understand manner. Readers gained insight by sourcing and organization. Good job.”

Second Place: *College Days*: “Curriculum Overhaul: Ominous Cloud or Shinning Hope?” – Connor Cummiskey, Rachel Grutza, Melissa Anderson. “A close second, this story navigates a complicated subject using sources and good writing. The winners are the readers.”

Third Place: *Royal Purple*: “UW Layoffs first symptom of unsigned budget” – Alexandria Zamecnik. “This story captured the impact of what happened when politics and educational needs clash. Sources add perspective.”

Honorable Mention: *The Clarion*: “\$6 million donation to build Goodman Sports Complex” – Marisa Comeau-Kerege. “Big story for campus and community.”

Sports Reporting

Division A

First Place: *The Badger Herald*: “Still on deck” – Dan Corcoran. “A clear winner. Great research about the history of Wisconsin baseball and interesting lead paragraphs makes this an easy/interesting read from start to finish.”

Second Place: *The Badger Herald*: “Women’s basketball: Brother’s ultimate sacrifice helps Gulczynski put losing seasons in perspective” – Chris Bumbaca.

“A close second. Nice feature on an athlete who didn’t always have things go her way during her time at Wisconsin but persevered through it all.”

Third Place: *The Daily Cardinal*: “Devoting a life to Badger basketball” – Zach Rastall. “Interesting story about a person who has been an important, yet widely unknown asset to a school for over 50 years.”

Sports Column

Division A

First Place: *The Daily Cardinal* – Jim Dayton. “Good job of stating opinions in a light and lively way. Strong writing.”

Investigative Reporting

Division A

First Place: *MediaMilwaukee*: “Faces Not Forgotten” – Rachel Maidl, Nicole Beilke, Daniel Zielinski, Maggie Wuesthoff, Robert Wisch, Mike Holloway, Shana Wilson, Jonathan Powell, Molly Bryant, Amber Bak, Zach Mathe, Dylan Deprey, Bo Bayerl, Kenan Goyette, Ellen Malone, Amanda Porter, Krista Flentje, Jordyn Noennig, Gabrielle Barriere, Tyler Nelson. “Comprehensive work on an emotional subject with important results. Good work.”

Second Place: *MediaMilwaukee*: “Date Rape Allegations Against TKE Not the First” – Samantha Tripp, Barry Keefe.

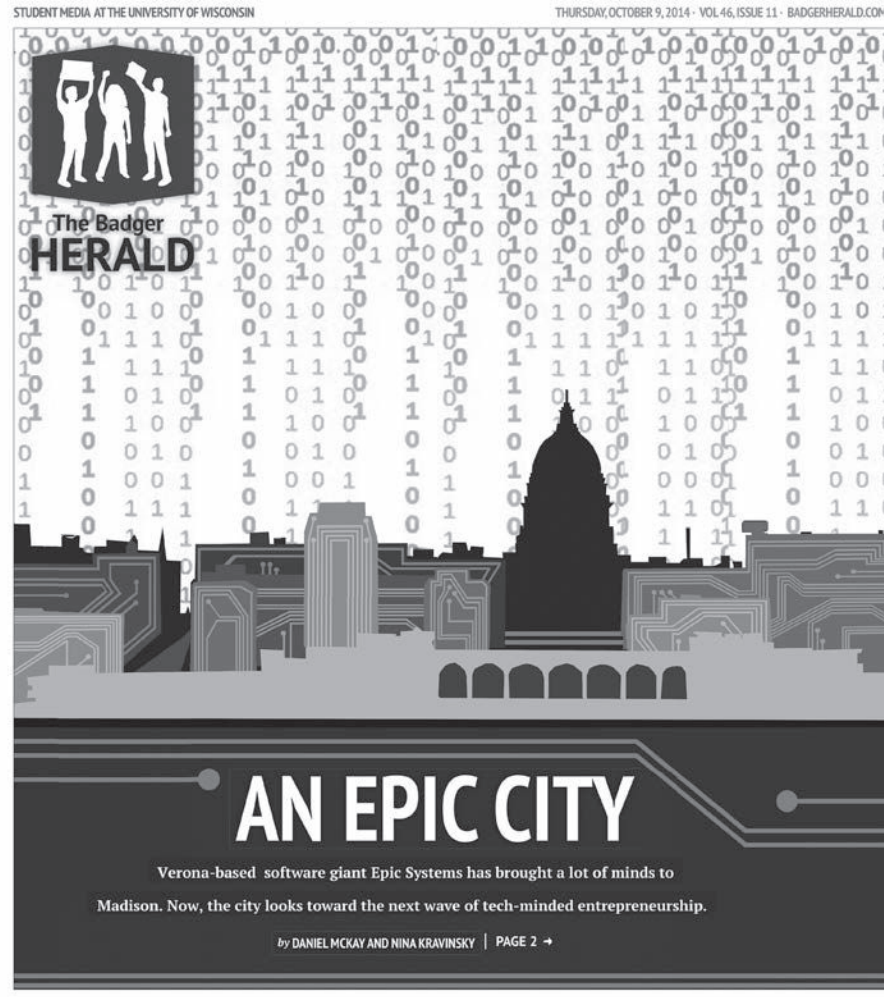
Third Place: *MediaMilwaukee*: “Sexual Assault on Campus: The Messy Realities” – Madeline Power-Luetscher, Sean Cornell, Ryan Artmann.

Feature Writing

Division A

First Place: *MediaMilwaukee*: “Do Him Justice” – Maggie Wuesthoff. “Impactful. When a reporter begins reporting on a story, there is no telling which direction it will go, but this reporter quickly saw the true ‘nugget’ in this story, and followed it to the end. The writing is engaging, and enough information is held back to create valuable suspense.”

Second Place: *The Daily Cardinal*: “How far we’ve come: UW’s last 25 years” – Jack Baer. “An interesting historical perspective on a topic that students may follow day-to-day, without knowing how



The Badger Herald, First Award, Division A, Graphics

it all began. A nice recap of ‘where we’ve been,’ and how we got here.”

Third Place: *The Badger Herald*: “Ho-Chunk Nation struggles with low Native American enrollment numbers at UW” – Alex Arriaga. “Interesting recounting of a front-and-center topic that most students may not be aware of. It brings high awareness to a people who should be acknowledged for how their history affects campus daily life.”

Division B

First Place: *Arches*: “The Science of Attraction” – Leea Glasheen. “Interesting, well written story with obvious appeal to college-age audience. Only criticism is that some men’s voice would add credibility.”

Second Place: *Arches*: “Olapex” – Nhung Nguyen. “Controversial topic covered in a balanced way by a writer with command of topic.”

Third Place: *Royal Purple*: “Cold hands, warm heart” – Vesna Brajkovic. “OK, a warm fuzzy story about a warm fuzzy guy! A can’t miss topic. More people-on-street sources would enhance. Wish we were told how he is disabled.”

Honorable Mention: *Royal Purple*: “Evolution of Willie the Warhawk” – Vesna Brajkovic. “Better sourcing — like opinions of current students and athletes — would help. Story showed enterprise and historical research. Result was neat retrospective.”

Column Writing

Division A

First Place: *The Daily Cardinal*: “Not my Wisconsin Idea, governor” – Cullen Voss. “Blunt letter to the governor that states the writer’s opinion clearly and cleverly. I like the dig at the end about the

drafting error.”

Second Place: *MediaMilwaukee*: “Capoeira has come to Milwaukee” – Andrew McCann. “Really more of a feature story than a column, albeit well written and informative. Very strong writing.”

Division B

First Place: *The Clarion*: “Consent is sexy, abuse isn’t” – Natalie Connors. “Powerful column about an important and all-too-common issue facing students on college campuses. Well done.”

Second Place: *Royal Purple*: “Charlie Hebdo: In Our Opinion:” – Michael Riley, Josh Hafemeister. “Two interesting points relating the Charlie Hebdo attacks to experiences these writers have faced in their own lives. Great localization of world wide news”

Third Place: *Arches*: “Goodbye to Phi” – Shannon Venegas. “A touching column about the loss of a pet/friend. Great lead helped set the tone and show the importance of this animal to the writer.”

Best Editorial

Division A

First Place: *The Badger Herald*: “Challenge voter ID laws and register to vote” – Joe Timmerman, Tara Golshan, Katie Caron, Madeline Sweitzer, Briana Reilly, Will Haynes. “Pointed, well written and clearly stated opinion.”

Second Place: *The Badger Herald*: “Soglin’s unilateral actions harm Madison homeless” – Joe Timmerman, Tara Golshan, Madeline Sweitzer, Briana Reilly, Katie Caron, Will Haynes, Zach Walters.

Third Place: *The Daily Cardinal*: “Cardinal View: Seeing through Madison’s progressive haze” – The Daily Cardinal Editorial Board.

Division B

First Place: *Advance-Titan*: “Budget Blunders will Cost WI” – Jacob Batterman. “Great lead helped to show the importance of the issue to readers even before getting into the nuts and bolts of the topic.”

Second Place: *Student Voice*: “Loss of UWRF student reminds community how fragile life is” – Staff. “Great editorials can take sensitive topics and in a compassionate way use the issue to call for a needed change. This column achieved that.”

Third Place: *The Clarion*: “Our



Royal Purple, First Award, Division B, Photos

confession is that we don't like this Facebook page" – Nicholas LaMorte. "Clear, concise and to the point. An issue affecting students of all levels of education."

Best Advertisement

Division A

First Place: *College Days*: "A Look at Watson Street" – Lauren Hince, Jorge Gutierrez, Melissa Anderson. "Nicely thought-out advertorial that grabs the reader's attention and keeps him there to check out local opportunities for students. Very nice concept with good execution."

Second Place: *The Clarion*: "Earn Money and Help Save Lives" – Robin Gee. "Nice, clean advertisement that gets attention by starting out with money-making opportunity."

Freedom of Information

Division A

First Place: *MediaMilwaukee*: "UW-Milwaukee Out of Step With Agreement on Open Records" – Stevan Stojanovic. "While a bit wordy, this entry really nails the intent of this category: why freedom of information is so important, and the roadblocks that can be laid to stymie a reporter's access to that information."

Second Place: *The Badger Herald*: "Documents detail allegations over Chi Phi hazing practices" – Rachael Lallensack.

"A story well told, but there were only mild references to the author's freedom of information request"

Third Place: *Royal Purple*: "UW-Whitewater listed in federal sex violence investigation, Sexual assault case closes" – Alexandria Zamecnik. "A horrific event, but the reader doesn't come away with a sense of how important freedom of information was to its telling"

General Web Excellence

Division A

First Place: *The Badger Herald* – Will Haynes. "Easy to read stories in a visually-pleasing layout. It's a nice combination of campus and local community stories, all in an easy-to-use format. The right side news feed keeps it looking current regardless of the updates."

Second Place: *The Clarion* – Kim Hauri. "This is the 'spunky' site in the contest. It's lively, in both format and story coverage, keeping everything moving and interesting to the community it serves. Good mix of stories from across subjects."

Third Place: *MediaMilwaukee* – Media Milwaukee news staff. "Excellent mix of stories, and nicely mixed, so they don't seem like they are in 'silos' as happens with some websites. Anyone with any interest in the campus is going to find something to enjoy on this website."



The Daily Cardinal, Third Award, Division A, Photos



Illustration by Jorge L. Gutiérrez

College Days, First Award, Division A, Best Advertisement

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