



PRESS RELEASE



WSAW-TV Wins Station of the Year at Wisconsin Broadcast Association Awards

Wausau, WI, May 8, 2018: WSAW NewsChannel 7 was named Station of the Year at the Wisconsin Broadcasters Association 2017 Awards Gala. The event recognizes excellence in broadcast journalism in radio and television statewide coverage. WSAW was honored with a total of 17 awards, including nine first-place accolades.

“We are honored to be recognized by our peers for the outstanding work we produce,” said WSAW Vice President and General Manager Al Lancaster. “Providing quality content for our viewers is our mission!”

WSAW was also recognized as the Small Market News Operation of the Year. “The WSAW Newsroom is proud to live in and cover Central Wisconsin,” said News Director Sarah Gray. “We are dedicated to telling our viewer’s stories in a way that is fair, accurate and ethical. We are so proud to be honored for our work.”

The WBA television awards competition is divided into three categories: Large Market (Milwaukee), Medium Market (Green Bay and Madison), and Small Market (Wausau/Rhineland, LaCrosse/Eau Claire, and Duluth/Superior).

Awards Received:

TV Station of the Year (small market)

TV News Operation of the Year (small market)

First-place Awards:

Best Morning Newscast – Winter Storm Coverage

Best Spot News – Weston Area Shootings

Best Series or Documentary – Inside Lincoln Hills Youth Prison

Best Feature – Tattoo Turnaround

Best Live On-Scene Reporting – Dale Ryman

Best Use of Sports Video – SPASH Girls Basketball

Best Promotional Announcement – Weather Authority “Sleeves Up”

Best Topical Promotion – Decoding Your Teen’s Texts

Best Public Service Announcement – Buddy Check 7 “Shyra”

Other awards:

Best Evening Newscast – Weston Area Shooting 10 p.m.

Best Sportscast – Bailey Harbit

Best News Writing – Scott Sann Honors His Wife

Best Series or Documentary – Investigating Grassland Dairy

Best Use of Sports Video – Heavy Metal: High School Girls Powerlifting

Best Commercial – Bling Engagement
