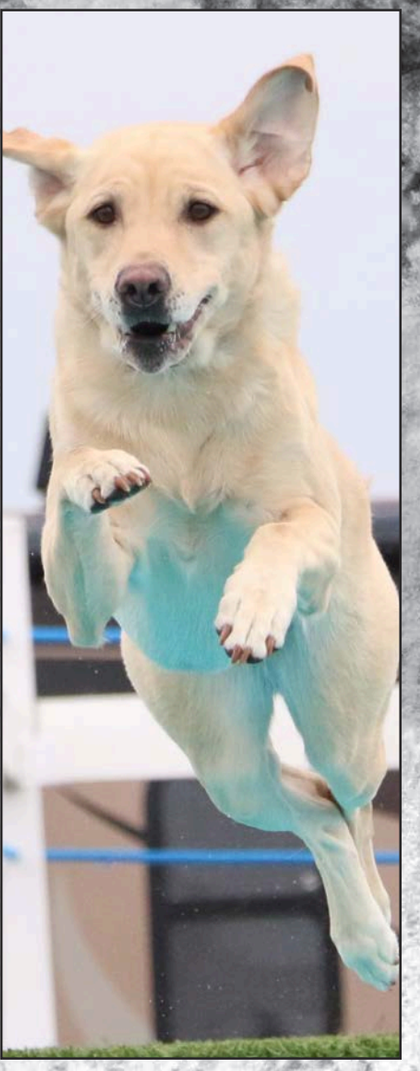

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WEATHER • 11A

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The Gazette

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Legacy of 9/11

Fifteen years later, airport security still largely a matter of faith

By Tim Johnson
McClatchy Washington Bureau

WASHINGTON

Year after year, more Americans attempt to board planes with concealed firearms in their carry-ons. They also come with hidden swords, hatchets, sharpened ninja stars and even gunpowder.

Invariably, the response from passengers when officers from the Transportation Security Administration seize the weapons is: Oops, I forgot I had it.

"It's always astonishing to me that people can forget they have a weapon in their carry-on," said TSA Administrator Peter V. Neffenger. "I'm not sure why people continue to do this."

Not everyone buys the excuse of forgetfulness.

"They didn't forget their pants. It's beyond me," said David Borer, general counsel of the American Federation of Government Employees, a union that represents the nation's 42,000 or so transportation security officers.

Whether the reason is memory lapse or a desire to be prepared should armed terrorists once again try to commandeer an aircraft, the seizure of a record 2,653 firearms last year at airport checkpoints is but one aspect of an evolving security panorama as the nation passes the 15-year anniversary of the Sept. 11 attacks.

The security ritual now has a familiar rhythm: Shoes off. Laptops out. Everything through the X-ray machine. Nearly 2 million passengers endure the drill each day. Many hate it. A few get unruly.

The tools deployed by the security agents—including full-body scanners—get ever more sophisticated while the

Turn to AIRPORTS on Page 7A

Photo illustration by Angela Major
amajor@gazettextra.com

HEROIN'S DEADLY HOLD

Overdose numbers inching up in Rock County

By Frank Schultz
fschultz@gazettextra.com

JANESVILLE

Heroin and its chemical cousins continue to kill and otherwise ruin lives in Rock County despite heightened awareness and stepped-up prevention efforts.

Janesville police statistics show 2016 easily could end with the most heroin overdoses in the past four years.

Janesville has eight fatal opiate overdoses this year, the most in any of the past four years.

Opiates include heroin and its cousins, including prescription painkillers.

Experts say those painkillers frequently are the gateway to heroin abuse.

Janesville police officer Chad Woodman, whose job is to connect addicts with treatment, is particularly frustrated. He said 85 percent of the heroin addicts he knows started with pills.

"I don't want to make it sound like it's the doctors' fault or (drug maker) Pfizer's fault, but it's definitely part of the problem, and I think we need to start looking at ways we can treat these addictions or at least give people a helping hand at getting off their addictions," Woodman said.

Countywide, the Rock County Medical Examiner's Department reports 21 opiate overdose deaths in 2015 and projects that number will rise in 2016.

Compare those deaths to traffic fatalities, which averaged 17 a year in Rock County from 2011 through 2015, according to the state Department of Motor Vehicles.

Overdoses often include combinations of drugs, including the heroin-fentanyl combination that has been responsible for many deaths here and nationwide.

Barry Irmen, director of the Rock County Medical Ex-

Turn to HEROIN on Page 6A

Badgers sack Zips, 54-10

Associated Press

Wisconsin's T.J. Watt sacks Akron quarterback Thomas Woodson during the second half of the game between the teams at Camp Randall in Madison on Saturday. The 10th-ranked Badgers rolled to a 54-10 nonconference victory over the Zips. Story on Page 1B.

Gazette at a Glance

LOCAL • 2A-3A

River cleanup neglected here

The Great Rock River Sweep is a coordinated volunteer river and shoreline trash cleanup held one day a year every September, and it spans sections of the Rock River's 285-mile span from Horicon to Rock Island, Illinois. It's handled by Illinois and Wisconsin volunteers organized by a group called Rock River Sweep.

STATE • 5A

Johnson wants answers of VA

U.S. Sen. Ron Johnson says he wants answers from Veterans Affairs after a Wisconsin veteran killed himself after he was reportedly turned away from the troubled VA facility in Tomah this summer. Johnson on Friday sent a letter to Veterans Affairs Secretary Robert McDonald, asking for all documents about 29-year-old Brian Rossell of Wausau, whose body was found Thursday in Lake Wausau after he went missing earlier in the week.

NATION/WORLD • 11B-12B

Clinton regrets comment

Hillary Clinton said Saturday that she was wrong to put half of Donald Trump's supporters in a "basket of deplorables," but didn't back down from a description of his campaign less than 24 hours after she made the comments at a private New York City fundraiser.

DEATH NOTICES • 10A

•none

OBITUARIES • 10A

- **Kelly D. Ahline**/Janesville
- **Robert "Scott" Allen Jr.**/Janesville
- **Jeanine Ann Fitzmaurice**/Janesville
- **Patricia O'Brien Frechette**/Minneapolis, Minnesota and Janesville
- **Sally B. Gudeyon**/Janesville
- **Arthur Henry Harnack**/Evansville
- **Robert Ashby Holden Sr.**/Orfordville
- **Thomas Owen Kostka Sr.**/Beloit
- **Marian I. Schroeder**/Milton
- **Ruth Evelyn Snyder**/Janesville

INSIDE

Advice 4C
Celebrations 4A
Classified ..... D-E
Crossword 4C, 6E
Horoscope 5D
Lotteries 10A
Nation/World 11B-12B
Obituaries 10A
Opinion 8A-9A
Outdoors 9B
Puzzles, Games 6E
Sports 1B-10B
State 5A
Television 4C

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The Sunflower Challenge: Make someone's day brighter

Danny Wakefield bought a sunflower with every intention of giving it to "someone I was smitten with," he explained.

ANNA MARIE LUX
BETWEEN THE LINES

But he didn't want to come on too strong after a first date.

So the Edgerton native decided to give the blossom to someone on his way to work.

He stopped at his usual coffee shop and saw a woman reading with tears in her eyes.

"As soon as I saw her, my entire body got warm," Danny said. "I knew in that instant that she was the one I would give the flower to."

He walked over to her, explained that he had bought the sunflower for someone special, but it didn't work out.

"I can feel that you are someone special, too," he told her.

Before he could even hand her the sunflower, the woman gave him an embrace "so powerful that it felt like I was someone she had loved and lost," Danny said.

FOR MORE INFORMATION
Visit facebook.com/sunflowerchallenge2016/

Danny Wakefield gave a stranger a sunflower and became an internet sensation. The act of kindness changed the Edgerton native, who advocates random acts of kindness worldwide through his Sunflower Challenge.

Nate Gowdy photo

Turn to SUNFLOWER on Page 7A

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Wisconsin Weekly Newspaper of the Year 2011 • 2012 • 2013 • 2014 • 2015

INSIDE

Parade

Route planned
Want to cheer on the boys' basketball team as it heads off to Madison? The parade will wind its way through several city streets.
See page 3

Our Views

World-class waters
Where did this Olympic medalist go to celebrate after the Rio Olympics? (Hint: It's somewhere close to home.)
See page 4

Area

Road to GL
The journey to Green Lake's Theater Opera House for this singer/songwriter includes layovers with Kenny Loggins and others.
See page 7

Education

Using their heads
Hats off to the Barlow Park elementary students who read an amazing number of books — then celebrated in a heady fashion.
See page 9

FOR THE FIRST time in 14 years, the Ripon High School boys' basketball team is heading back to the state tour nament. Celebrating their sectional championship are (faces visible), from left, Andy Saul, Eddie Muench, Austen Wienfang, coach Dean Vander Plas and Hunter Auchtung. *For much more on the victory and the upcoming games, see page 15.* Jonathan Bailey photo

Ready for a date with state

Crashes lead city to lower speed limit on E. Fond du Lac Street

by Ian Stepleton
ians@riponprinters.com

A sharp increase in crashes at an east-side intersection will mean Ripon residents will need to learn to drive a little slower when heading toward the hospital.

The Ripon Common Council agreed Tuesday night to lo wer the speed limit on East F ond du Lac Street between Harvey and Douglas streets from 35 mph to 25.

The decision comes after a 15-month period in which f ar more vehicle accidents occurred at the intersection of Douglas and East Fond du Lac streets than each of the past several years combined.

"It's become our highest accident rate in the city," Ripon Police Chief Dave Lukoski said Tuesday night. "... We obviously have a problem there."

Statistics bear out the scope of the problem:

- 2013: 1 crash at that intersec - tion
- 2014: 1 crash
- 2015: 1 crash
- 2016: 9 crashes (including two injury crashes).

Thus far, 2016 does not appear to be an anomaly, either.

"So far in 2017, [we ha ve had] three crashes," Ripon Police Capt. Bill Wallner said in a separate interview with the *Commonwealth*.

The belief is that the increase in crashes directly correlates to the in - creased number of v ehicles making

See CRASHES/ back page

BETS OLSON, LEFT, says her daughter, Emma, is her best friend. The two struggled though a separation when Emma stayed at a mental institute for two weeks in 2014. *Maic D'Agostino photo*

Cutting, over-medicating were part of a much more complex picture

Editor's note: This is part four of a multi-part series on depr ession, suicide and mental health in youth and how families can address these issues openly and proactively with children.

by Maic D'Agostino
maicd@riponprinters.com

Emma Olson describes herself as "always been shy."

She's not too shy about her scars, however, whether they're physical or mental.

Her body carries welts from self-inflicted knife cuts, but she doesn't wear sweaters or long pants in the summer anymore to hide them, nor does she seem to mind showing the marks to anyone who's curious.

The Lumen High School sophomore is just as up front about her mental health struggles — which once culminated in a stay at a mental health institute.

That story, like many mental health issues, is much more complex than it seems on the surface.

Just before Christmas a little over two years ago, Emma was sent to the Winnebago Mental Health Institute for suicidal thoughts. But she said she never had them.

What she did have were depression and anxiety, leading to two very different ways to try to control them: antidepressants and cutting.

"With my journey at first, I was really ashamed," she said about her scars and cuts. "... But after Winnebago, I kind of stopped caring ... I can't get rid of them," she added matter-of-factly.

Both treatments — the prescribed pills and the destructive blades — played a role in her two-week institutionalization.

Before she was a teenager, Emma discovered the concept of self-harming through social media and thought the practice might make her feel better, by focusing her mind

See COMPLEX/ page 14

Bruises on the Heart
Talking openly about depression in youth: A multi-part series

Like to 'make'? Creative souls get space at library

by Ian Stepleton
ians@riponprinters.com

On a quiet Thursday afternoon, the still of Ripon Public Library was broken by a whir - ring noise.

There, rolling among the stacks, moved a strange, glowing ball.

It paused, turned and spun its way back toward the paperbacks.

This wasn't an alien invasion of spherical visitors.

Rather, it w as a peek into a new spin on the mission of Ri - pon Public Library: Encouraging learning in w ays that transcend the traditional tomes.

"We are al ways supporting the lifelong learner," said Mandy Sprague, adult and teen services librarian at Ripon Public Library

And that means, starting this week, offering a whole new variety of items for check-out.

See LIBRARY/ page 14

IT'S NOT A book, but the sphere held by librarian Ben Sprague is one of many new items available in Ripon. *Ian Stepleton photo*

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

Weekly: The Ripon Commonwealth Press
Publisher: Tim Lyke

The 2017 Better Newspaper Contest included 2,819 total entries from 119 newspapers

2018 Convention
WNA & Trade Show
April 12-13 | Madison, Wis.
Sheraton Madison Hotel

Entries were judged by members of the Iowa Newspaper Association

On the cover

Top row, from left to right:
Feature Photo, Division B, Second Place: *Beloit Daily News* – "Hang on!" by Erica Pennington

General News Photo, Division D, Third Place, *North Shore Now* – "Shorewood Protest" by Peter Zuzga

General News Photo, Division E, Third Place, *The Northwoods River News,* Rhinelander – "Flying Leap" by Kayla Breese

General News Photo, Division C, Second Place, *Watertown Daily Times* – "Sparks fly on 4th" by Emily Walsh

Bottom photo:
General News Photo, Division A, Second Place, *Leader-Telegram*, Eau Claire – "Watch and win: Local woman wins big on 'The Price is Right'" by Marisa Wojcik

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, May 14. Order online at www.wnanews.com/order-duplicate-awards.

Thank you!

Our special thanks to Capital Newspapers in Madison and Wisconsin State Journal Editor John Smalley for printing and assisting with this 2017 Better Newspaper Contest results tab.

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Congratulations division winners!

Daily Newspapers

Division A
Green Bay Press-Gazette

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

Division C
Watertown Daily Times

Weekly Newspapers

Division D
***Vilas County News-Review,* Eagle River**

Division E
Ripon Commonwealth Press

Division F
***Courier Sentinel,* Cornell**

Branen Scholarships

William E. Branen, former publisher of the Burlington Standard Press and a past president of the Wisconsin Newspaper Association, died in 1988, but his legacy lives on through an annual scholarship. The Branen Family Scholarships were 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 scholarships honor the student publications that earn first place for General Excellence in the Wisconsin Newspaper Association Foundation High School Better Newspaper Contest.

This year's Branen Family Scholarships in the amount of $1,000 were awarded to:

***The Viking Voice*, Gibraltar High School (Fish Creek)**
Division A, school enrollment of 500 or fewer

***Purple Sage,* Waunakee High School**
Extra-curricular publication, Division B, enrollment of 500 or more

***Cardinal Columns,* Fond du Lac High School**
Classroom-based publication, Division B, enrollment of 500 or more

General Excellence

Division A

First Place: *Wisconsin State Journal* - **Judge's Comments**: There's a lot to like about this paper, including the special sections it does. The "Our dome, our home" piece was outstanding.

Second Place: *The Post-Crescent* - **Judge's Comments**: The front page packages are consistently a great read. I LOVE The Buzz in Business and wouldn't mind stealing the idea.

Third Place: *La Crosse Tribune* - **Judge's Comments**: The best in local news. It really digs in and tells you what you need to know if you live here.

Honorable Mention: *Leader-Telegram* - **Judge's Comments**: Some very strong front pages (with great news stories); the inside content should be less wire-dependent.

Division B

First Place: *The Freeman* - **Judge's Comments**: This is definitely a photographer's newspaper - great photo play, diversity of shots. Layout is a little dated but the content is what earned The Freeman a win. On the day of a search for an autistic child, the ME wrote a live editorial in response. Impactful reporting, layout and photography on the same incident. Good story mix. Headline writing needs some training, but overall this is a great community paper. It's deeply local with a very robust report. Readers will spend a lot of time with each edition and I imagine the community feels very connected to its paper.

Second Place: *The Gazette* - **Judge's Comments**: The highlight of The Gazette is its strong, local Opinion page, with solid, pointed editorials and good reader engagement in the letters. It feels like a real forum for ideas. There is a great sense of place in the writing. Stories are tightly edited for space, especially syndicated content. Design is organized, but starting to be dated. Features pages relied on wire/syndicates.

Third Place: *The Reporter* - **Judge's Comments**: The Reporter makes great use of its resources. Local report leans heavy on crime news, but front pages are dynamic. Photography is creative and writing is strong. Strong ad showing. Greatest weakness is the Opinion page, which feels generic.

Division C

First Place: *Portage Daily Register*

SUNDAY STATE JOURNAL

Malpractice awards drop

NO LETDOWN FOR NO. 10 BADGERS

UW dominates Akron with a well-balanced performance

Landmarks of faith

Historic Dane County churches continue to serve their parishioners after 150 years

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SEPT. 11 TERROR ATTACKS | 15TH ANNIVERSARY

Relics offer way to remember

MADISON NEIGHBORHOODS | WHERE WE LIVE

ELECTION 2016

Voters in state's bellwether unsatisfied

City is a true study in diversity

A tour of Madison's neighborhoods

Your neighborhood in 30 words

Wisconsin State Journal, Madison, First Place, Division A General Excellence

- **Judge's Comments**: Big events lend themselves to big stories, and the Cambria explosion offered that opportunity. There were missed chances to do more, particularly visually and with the layout, but overall, this entry was the most consistent. 62 points.

Second Place: *Daily Citizen* - **Judge's Comments**: Just behind the winner in two of the most important categories (writing and photography), but led the entries in sports and advertising. 59 points.

Third Place: *Baraboo News Republic* - **Judge's Comments**: Slightly behind the two leaders in photo/art, sports and features - in productivity and quality. Writing was on pace with the two leaders. 58 points.

Honorable Mention: *Watertown Daily Times* - **Judge's Comments**: Lacked engaging, modern layout and design, which overshadowed an impressive amount of local information. Reliance on wire stories, instead of local content, limited entry's impact. Best in reproduction. 55 points.

TUESDAY, October 4, 2016

Fire destroys over 30 buses

The FREEMAN

Waukesha County's Daily Newspaper

Community rallies to bring boy home

Timeline of events

FREEMAN ONLINE:

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

Division D

First Place: *Vilas County News-Review* - **Judge's Comments**: Depth and breadth of coverage, sharp well chosen photos, front page that reflects the community, two pages of editorials, comprehensive sports pages. Kudos.

Second Place: *Brookfield-Elm Grove Now* - **Judge's Comments**: Great work being done by the Now Community papers. Loved "Traffic is a Zoo." Brookfield Elm Grove stood out for front page photos and quality of writing by municipal reporter Geoff Bruce.

Third Place: *News Graphic* - **Judge's Comments**: Pave the Pool a good example of what I enjoyed the New Graphic: a good table on the front page and a cartoon on the edit page! Enjoyed the writing throughout. Shout out to the work of Dana Papanikolaou-Smith in sports.

Honorable Mention: *Door County Advocate* - **Judge's Comments**: Impressed with "Heartbreak." A difficult story done right.

Division E

First Place: *The Ripon Commonwealth Press* - **Judge's Comments**: Solid stories, eye-catching layout, nice looking ads. This paper is easy to navigate and interesting to read.

PORTAGE DAILY REGISTER

Seizing an opportunity

Queen of canines

Beware of predators

Gruber gives up property

State's top court weighs meetings question

'LIFESAVER' FOR PARENTS

After-school programs play important role, fill growing need

Cancer fundraiser on tap

Portage Daily Register, First Place, Division C, General Excellence

Second Place: *The Oregon Observer* - **Judge's Comments**: If judging on photo quality, choice and placement alone, you'd be the clear winner. The layout is clean and easy-to-read. Nice mix of hard news and feature stories/photos. Work on writing quality and first place could be yours.

Third Place: *Mukwonago Chief* - **Judge's Comments**: This was a solid contender for second place. Really excellent photos, clean layout, nice printing, good ads. With stronger writing, it could easily win second or even first next year.

Honorable Mention: *New Richmond News* - **Judge's Comments**: A solid paper, but more attention to photo and writing quality would make you a stronger competitor.

Division F

First Place: *Sauk Prairie Eagle*

Second Place: *The Denmark News*

Third Place: *Clintonville Tribune Gazette*

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VILAS COUNTY
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ACT scores fall in state
Officials not alarmed as all seniors tested
By Gary Ridderbusch
"The significant change of testing all students really makes comparisons from prior years difficult." SCOTT FOSTER, Northland Pines High School Principal
FIRST DAY — This boy donned a smile as he headed back to the classroom at St. Germain Elementary School last Thursday morning. —Staff Photo By DOUG ETTEN
Small-town forum connects leaders from across state
By Doug Etten
DEVASTATING FIRE — Firefighters from nine area fire departments responded to a blaze at Danny's Roadhouse on Highway 155 in the town of St. Germain just before 1 a.m. Saturday morning. See story on Page 2A. —Staff Photo By JEAN DREW
SepTimber Ride set on Three Eagle Trail
INSIDE THIS ISSUE
Eagles, Jays at home next
The Northland Pines and Three Lakes football teams will play at home Friday. Pgs. 11A-12A
WHEEL-A-WAY — More than 100 bicyclists participated in the 25th annual Nicolet Wheel-A-Way in Three Lakes last Saturday morning. The group left Don Burnside Park before spreading out in the national forest. —Staff Photo By GARY RIDDERBUSCH

Vilas County News-Review, First Place, Division D, General Excellence

Honorable Mention: *Wisconsin Dells Events*

Community Service Award

Daily Division

First Place: *USA TODAY NETWORK-Wisconsin*, "Kids in Crisis" - Rory Linnane, Liz Welter, Nora Hertel & Nathan Phelps. **Judge's Comments**: Mental health issues, suicide prevention in particular, are difficult topics to tackle. Thanks to the resources of the USA Today Network, the community impact of the Kids in Crisis series continues to have far-reaching benefits.

Second Place: *Green Bay Press-Gazette*, "Green Bay Mayor Jim Schmitt" - Pete Frank, Paul Srubas, Jeff Bollier & Adam Rodewald. **Judge's Comments**: In a world where political scandals are far too common, often the public is left wondering what really happened when a plea deal is struck. Kudos to the Press-Gazette for their excellent coverage of the campaign contributions controversy and taking a strong stand on behalf of citizens who deserve better from their elected officials.

Ripon Commonwealth Press
Wisconsin Weekly Newspaper of the Year 2011 • 2012 • 2013 • 2014 • 2015
INSIDE
Sentenced
Newborn deliveries go on hiatus
OB services put on hold at RMC while doc recovers; Agnesian vows to bring program back
Thanks for everything, Al
Ripon recalls how Jarreau sang his way into local hearts
Ripon man charged after SWAT team called
School Board candidates square off prior to Tuesday's primary

The Ripon Commonwealth Press, First Place, Division E, General Excellence

Third Place: *The Post-Crescent*, "Degrees of Debt" - Staff. **Judge's Comments**: As illustrated in this excellent body of work, the burden of student loans has consequences that extend beyond the students and their families.

Weekly Division

First Place: *Lake Geneva Regional News*, "School Matters" - Jessica Franzene-Miller. **Judge's Comments**: An innovative twist on the Newspapers In Education programs with a weekly curriculum that is developed by the newspaper staff and localized for their readership.

Second Place: *Vilas County News-Review*, "Warm the Children" - Jacki Risjord, Gary Ridderbusch, Doug Etten & Kurt Krueger. **Judge's Comments**: A great campaign that delivers warm clothing for impoverished residents. The response from the community is great and shows the newspaper's ties to its readership.

Third Place: *Washington Island Observer*, "Fish boxes on Main Road: Observer's way of saying 'thank you'" - Staff. **Judge's Comments**: Here's a newspaper that literally gives everything back to the community.

Honorable Mention: *Crawford County Independent & The Kickapoo Scout*, "Tainter Creek Watershed Council" - Gillian Pomplun. **Judge's Comments**: A thorough and exhaustive look at soil conservation projects in this watershed. The series gave readers a good understanding of the issues, what is being done and the historical context.

SAUK PRAIRIE
The Eagle
WEDNESDAY, SEPTEMBER 14, 2016 | saukprairieeagle.com
POT: THE BURNING QUESTION
Wisconsin could join other states in legalizing marijuana
Marijuana and cash seized by law enforcement in Spring Green in February 2012.
Brian Wood, co-owner of Wood Pipes Smoke Shoppe in Reedsburg, stands in front of some marijuana memorabilia at his shop.
School budget up 4.1%, local taxes down
Sauk Prairie School District tax levy
"The revenues we collect aren't going to fully fund the expenses that we're going to expend. We have to use our reserves." Brent Richter, Director of Business Services
Sauk Prairie School District Superintendent Cliff Thompson speaks to electors at the Sauk Prairie School Board's budget hearing and annual meeting Sept. 12.

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

Special Section

Division A

First Place: *Wisconsin State Journal*, "Our Dome, Our Home: State Capitol at 100" - Staff. **Judge's Comments**: This and the second-place finisher were close competitors. A really fine section commemorating a big milestone for the state. I love all of the other elements (photos, stories, sure, but also diagrams, information boxes, all the extras). Nice work.

Second Place: *Wisconsin State Journal*, "Frank Lloyd Wright's 150th Birthday Special Report: An architect from the Wisconsin landscape" - Gayle Worland, Jason Klein & Beth Williams. **Judge's Comments**: This was really close to getting first place. A really incredible deep dive into Frank Lloyd Wright that goes beyond the state boundaries and beyond a story about him.

Third Place: *Leader-Telegram*, "Buckshot the Magazine" - Joe Ziemer, Nick Erickson, Jason Cox & Marisa Wojcik. **Judge's Comments**: This is an impressive amount of work - especially considering it comes out monthly. A favorite with readers, I'm sure.

Honorable Mention: *The Post-Crescent*, "History Makers" - Mike Sherry & Ricardo Arguello. **Judge's Comments**: Clearly this was big news for the local paper. It's hard to compete in this category with special sections that are built entirely around new content when this is a lot of recycled stats and photos. Still, nice job.

Division B

First Place: *The Gazette*, "Compass: Rock County 2017 Consumer Guide" - Staff. **Judge's Comments**: Clearly a lot of thought was put into this special section - and it's a nice blend of news and advertising content. Full of information that residents need.

Second Place: *Beloit Daily News*, "Nature at the Confluence" - Staff. **Judge's Comments**: A nice, in-depth look at what seems like a really interesting place. Nice layout and very informative with pictures, maps and informative pull-out boxes.

Third Place: *Beloit Daily News*, "Gamechangers" - Staff. **Judge's Comments**: This is a nice alternative to the "40 Under 40" that every newspaper seems to do. It's a nice way of highlighting the people who make a difference, without limiting it to age or sex.

Honorable Mention: *Daily News*, "U.S. Open Guide" - Staff. **Judge's Comments**: A slick, well-designed piece that caters to the needs of visitors in advance of a big event. Nicely done.

Division D

First Place: *Vilas County News-Review*, "Salute to Emergency Personnel" - Staff. **Judge's Comments**: Lots to like in this section, starting with the way you approached coverage of each department - writing a feature story instead of simply listing what happened. Depth of coverage was also outstanding, particularly the way you wrote a little about every firefighter. Well done and congratulations!

Second Place: *The Lakeland Times*, "Minocqua Country Club: Celebrating 100 Years" - Staff. **Judge's Comments**: This section is what I like to call a diamond in the rough - one that I didn't expect a lot

of when I started looking at it, yet that I couldn't help but be amazed by. The project showed incredible depth, good writing and kept me engaged despite having no prior knowledge of the subject. Special kudos to Evan Verploegh for the hard work he put in on the stories in this section. Well done and congratulations!

Third Place: *Lake Country Reporter*, "Destination Oconomowoc" - Lainey Seyler, Matthew Colby, Scott Ash & Piper Haugan. **Judge's Comments**: Extremely well done with outstanding depth of coverage, beautiful photos and a good variety of feature stories. Well done and congratulations.

Honorable Mention: *Lake Country Reporter*, "The Family Business" - JR Radcliffe, Andrew Gruman & Piper Haugan. **Judge's Comments**: Nice set of stories on a family that I am sure your region is understandably very proud of. The section was a little hard to follow, with a couple of stories in your sports section as well as in the feature pages. Well done and congratulations!

Division E

First Place: *Pierce County Herald*, "Portraits in Pierce" - Staff. **Judge's Comments**: Interesting subject matter and outstanding writing lift this section into the top tier. It was very interesting learning about the culture of your area. Congratulations.

Second Place: *The Star*, "We Shall Not Forget" - Staff. **Judge's Comments**: It's hard not to be impressed with the depth of this section and the more than 50 veterans' stories. The presentation is good with the way you incorporated timely photos into most of the stories. Congratulations.

Third Place: *Lodi Enterprise and Poynette Press*, "Lake Wisconsin Splash" - Tamar Myers, Hannah Rajnicek & Leila Nordness. **Judge's Comments**: Incredibly deep coverage vaults this section into the top tier. I enjoyed the mix of feature stories and lists of information, though I wonder if that could have been presented a little better in a couple of places. Overall a great job! Congratulations.

Honorable Mention: *Lake Geneva Regional News*, "Sports Preview" - David Michels & Michael Masson. **Judge's Comments**: Sports previews are difficult to make unique, which this definitely is. The overall aesthetics, including photography, are outstanding and the writing is, in most instances, above average. Congratulations.

Editorial Award

Division A

First Place: *The Capital Times*, "Scott Walker's thinly veiled threats against prosecutors are outrageous and dangerous; State GOP punches blue-collar workers again; GOP's speech code bill threatens UW 'sifting and winnowing'" - John Nichols, Dave Zweifel, Lynn Danielson & Judie Kleinmaier. **Judge's Comments**: These are clear right from the start — they don't hold back and they back up their beliefs with facts. You may not agree with the conclusions, but you can't ignore the great writing.

Second Place: *Wisconsin State Journal*, "Rekindle nation's unity and resolve; Later school start shouldn't be so difficult; Foreign grads help make our state great" - Scott Milfred. **Judge's Comments**: More editorial writers should follow this lead and use interviews to help prove a point.

Third Place: *The Journal Times*, "Mr. Mayor, it's time to resign; Racine County nurse's $93K overtime brings up issues; Schools need to stay out of politics" - Mark Lewis, Steven T. Lovejoy, Tom Farley & Stephanie Jones. **Judge's Comments**: The overtime editorial was a real winner. It gave us information, solutions and detail.

Division B

First Place: *The Gazette*, "Feeling queasy over Javon Bea's pay; Protracted hunt takes toll on Janesville; When race is relevant" - Andrew Broman. **Judge's Comments**: A strong local voice on local issues is vital to a community newspaper. The editorials presented here show courage to call out people in power and address the community's deepest concerns. Excellent work!

Second Place: *Beloit Daily News*, "Did you hear that? Beloit must respond; Repeat: Time to act, not talk; New beginnings for school board" - Bill Barth. **Judge's Comments**: There's no mincing words in these editorials. They offer a strong — possible divisive — stance on the failure of the school district to solve major problems in schools and among staff.

Third Place: *Daily Jefferson County Union*, "Our neighborhood mourns; Heroin: here's the deal; Humanity over politics" - Christine Spangler. **Judge's Comments**: These editorials get to the heart of this community — its diversity, to its struggles with drug abuse, and the loss of young life. Heartfelt words, and an obvious push for a stronger community.

EDITORIAL

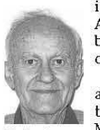
Rekindle nation's unity and resolve

OUR VIEW: America pulled together, helped save the world after Pearl Harbor attack 75 years ago

Ray McCool of Madison keeps a piece of shrapnel on his desk at his East Side home. It reminds him of his family's service to their country during World War II, and of America's unity and resolve following the bombing of Pearl Harbor 75 years ago today.

"We had someone destroying the world," McCool recalled this week. "We saw it in the news. And people became firmly committed."

"I wonder, are we ready to go again?" McCool con-



McCool

They left the show and soon learned the magnitude of death and destruction in Hawaii. America was entering another world war.

McCool's oldest brother, Roland, immediately enlisted. Ray McCool, 11 at the time, remembers crying with his mother as they watched Roland walk to the bus stop, bound for service overseas.

"We didn't know what was going to happen," McCool said. "Those are memories that just stay with you. You don't ever erase them."

Roland McCool repaired radio equipment for B-17 bombers. Ray McCool's other brother, Ralph, the

Wisconsin State Journal, Second Place, Division A, Editorial Place

Division D

First Place: *The Country Today*, "Anti-agriculture ballot results mean activists win; Rural broadband investment is money well spent; County fairs still matter — maybe more than ever" - Heidi Clausen. **Judge's Comments**: Thoughtful, well-researched pieces aimed at the rural audience of the publication. Well done!

Second Place: *Lake Country Reporter*, "What is your government up to?; What Haass this settlement wrought?; Voters should approve this Arrowhead referendum" - Scott Peterson.

Third Place: *Vilas County News-Review*, "Safety is the trump card for crippling city bypass?; Property rights require balance to protect lakes; Eliason brothers deserve an apology, admissions." - Kurt Krueger, Gary Ridderbusch & Doug Etten.

Honorable Mention: *The Country Today*, "Extension leader needs to get back to business at hand; Dairy industry discovers more isn't always better; Jury still out on merits of Farm Credit merger" - Jim Massey.

Division E

First Place: *Lake Geneva Regional News*, "Fellow Mortals finds victory in defeat; Schiltz should resign as municipal judge; Brookwood referenda deserve support" - Robert Ireland.

Second Place: *Lake Geneva Regional News*, "Nothing to drone on about in town of Linn; Muck-Suck should be canceled; Raised parking rates won't deter tourists" - Jessica Franzene-Miller.

Third Place: *The Tribune-Phonograph*, "Don't move on; Answers ASAP; Get real" - Kevin O'Brien & Kris O'Leary.

Honorable Mention: *The Platteville Journal*, "On or off; Deadlines; Wake up sunshine" - Steve Prestegard.

Division F

First Place: *The Cambridge News and Deerfield Independent*, "Continue talking about bike connector route; Recent Ripley Road strife is fault of both town and residents; Hands-on, local focus absent in state civics test" - Karyn Saemann. **Judge's Comments**: Clearly editorials. Well written, topics are significant to the community .

Second Place: *Courier Sentinel*, "Does taxpayer representation; Support your local sheriff; A beginning to an end" - Monique Westaby. **Judge's Comments**: It wasn't clear what the co-op sports was for a while, but while these seemed more like columns than editorials, they addressed the public interest on topics of significance.

Editorial Section

Division A

First Place: *Green Bay Press-Gazette* - Pete Frank. **Judge's Comments**: Strong use of photos, good design and writing all helped, but above all this entry won a close contest because it's local local local.

Second Place: *Wisconsin State Journal* - Scott Milfred, Phil Hands & Laura Nolan. **Judge's Comments**: May be the best designed pages in the competition. Love the letters to the president on the inauguration.

Third Place: *The Capital Times* - Dave Zweifel, John Nichols, Lynn Danielson & Judie Kleinmaier. **Judge's Comments**: A strong entry. Well done.

Division D

First Place: *Vilas County News-Review* - Kurt Krueger, Gary Ridderbusch & Doug Etten.

Second Place: *The Star News* - Brian Wilson.

Third Place: *The Chronotype* - Staff.

Division E

First Place: *Lake Geneva Regional News* - Staff. **Judge's Comments**: Liked reading the commentary on the school bond issue; also this publication gets several letters to the editor. Wonder if it's normal, or if the election cycle aided it.

Second Place: *The Platteville Journal* - Steve Prestegard. **Judge's Comments**: Enjoyed the columns from the editor and the editorials were informative as well.

Division F

First Place: *New London Press Star* - Scott Bellile & John Faucher.

Second Place: *Fennimore Times* - Heather Copus, Chris Swan, Steve Lendosky & Erin Martin.

Front Page

Division A

First Place: *Green Bay Press-Gazette* - Staff. **Judge's Comments**: Creative headlines and bold use of photos makes these compelling front pages.

Second Place: *The Post-Crescent* - Rachel Rausch.

Division B

First Place: *Baraboo News Republic* - Staff. **Judge's Comments**: Great front page content and design.

Second Place: *Daily News* - Christopher Becker. **Judge's Comments**: Creative photos and good design.

Third Place: *The Sheboygan Press* - Staff. **Judge's Comments**: Clean front page.

Division D

First Place: *Vilas County News-Review* - Gary Ridderbusch, Doug Etten, Jean Drew & Kurt Kueger. **Judge's Comments**: A good newspaper is as much visual (especially today), as it is filled with good content. That said, it still needs to be clean and concise. When you have found the mix, you have a real winner.

Second Place: *Monroe County Herald* - Pat Mulvaney, Bob Kliebenstein, Logan Myrhe & Logan Everson. **Judge's Comments**: Very strong mix of clean and powerful headlines, and wonderful images to not only enhance the story, but the paper as a whole.

Third Place: *Hocak Worak* - Marlon WhiteEagle, Ken Luchterhand, Tim Wohlers & Anna Reichenbach. **Judge's Comments**: Masthead is quite powerful, and helps enhance the content that follows.

Honorable Mention: *Lake Country Reporter* - Staff.

Division E

First Place: *Lake Geneva Regional News* - Rob Ireland. **Judge's Comments**: In a very competitive field, the combination of quality photos, layout design and local coverage make this entry's front page a winner.

Second Place: *River Falls Journal* - Staff. **Judge's Comments**: Creative headlines incorporated into the layout make for a very appealing front page that draws readers in.

Third Place: *The Ripon Commonwealth Press* - Ian Stepleton. **Judge's Comments**: Front page layout immediately draws the readers' attention to well-written feature stories. The creative layouts make each front page unique.

Division F

First Place: *The Dunn County News* - Barbara Lyon, Keith O'Donnell & the UW-Stout News Bureau. **Judge's Comments**: Strong ledes with matching headlines, story variety and dominant art moved Dunn County News to top. Headline fonts, breakout boxes, story slugs work together for easy to navigate, coherent front page.

Second Place: *New London Press Star* - Scott Bellile, John Faucher & Sue Schroeder. **Judge's Comments**: Nicely organized page with good story selection. I like the head shots, which along with subheads help identify stories easily. Nice to have faces (kids faces) above the fold.

Third Place: *The Brillion News* - Darcy Zander-Feinauer. **Judge's Comments**: The teaser photos were nicely chosen, as they inform and don't just decorate, but that's a lot of real estate given to them.

Sports Section

Division A

First Place: *Leader-Telegram* - Joe Ziemer, Mike Klees, Nick Erickson & Ron Buckli. **Judge's Comments**: Strong variety over coverage and use of photos. Great consistent sections.

Second Place: *The Post-Crescent* - Mike Sherry. **Judge's Comments**: Good job of keeping a balance of coverage.

Third Place: *Green Bay Press-Gazette* - Robert Zizzo, Julie Larson, Stu Courtney & Adam Thompson. **Judge's Comments**: First section had great coverage of NFL — be certain sports is the only thing covered in the sports section.

Division B

First Place: *Beloit Daily News* - Josh Flickinger & Jim Franz.

Second Place: *The Gazette* - Staff.

Division C

First Place: *The Chippewa Herald* - Brandon Berg & Ben Peterson. **Judge's Comments**: Love the commitment to local content and the presentation, including photos.

Second Place: *Baraboo News Republic* - Brock Fritz & Chris Flores.

Third Place: *The Monroe Times* - Mark Nesbitt.

Honorable Mention: *Watertown Daily Times* - Kevin Wilson & Dave Radcliffe.

Division D

First Place: *The Star News* - Matt Frey. **Judge's Comments**: Exceptional writing with many examples of strong ledes. A good example is the lede on "Raiders won't break." The photos and the use of photos were the best in the class. The design was clean and easy to read. Excellent variety in sports subjects. The headlines were strong — the top in the class and the captions were informative, for the most part.

Second Place: *The Chronotype* - Dave Greschner & Leiah Fundell. **Judge's Comments**: Very strong writing. Photos were above average; I especially liked the soccer photo for "Warriors riding winning streak." The design was good for the most part. The variety of sports was good. Headlines were above average — lots of compelling words used. Captions were above average.

Third Place: *Door County Advocate* - Staff. **Judge's Comments**: The writing was top notch. The "Killin' It" and "Remembering Coach Al" stories were compelling reads. Not a lot of photos but strong images. The design was strong. I especially likes the design on the "Cubs" story. Good use of columnists to add to the variety of sports covered. Strong headlines. Captions were OK.

Honorable Mention: *Lake Country Reporter* - JR Radcliffe, Evan Frank, Chuck Delsman & Andrew Gruman. **Judge's Comments**: This entry has strong writing but some tighter proofreading was needed. Photos were few but strong. The design was strong; good use of graphics in lead stories on front pages. The variety of sports covered was OK. The headlines were OK, as were the captions.

Division E

First Place: *River Falls Journal* - Bob Burrows. **Judge's Comments**: In a crowded field featuring a number of appealing sports sections, the quality of writing was the difference maker for this entry.

Second Place: *The Platteville Journal* - Jason Nihles. **Judge's Comments**: This entry featured an engaging layout supported by photos that capture the reader's attention. Game stats and the scoreboard section were presented in a very effective way.

Third Place: *New Richmond News* - Dave Newman. **Judge's Comments**: A solid layout and broad range of coverage make this sports section enjoyable to read.

Division F

First Place: *Sauk Prairie Eagle* - Brock Fritz. **Judge's Comments**: A great section. Crisp writing and quality photography are all brought together in clean layouts.

Second Place: *The Sun* - Ron Jasperson, Jo Jasperson, Sharon Wampfler & Carrie Larson. **Judge's Comments**: This was a close second in this category. The section would improve by creating a dominate image or story on each page.

Third Place: *Reedsburg Times Press* - Chris Flores. **Judge's Comments**: A good single-page sports section with a local focus. With such little space, do the readers need college and pro sports items from the AP on this page?

Lifestyle Section

Division A

First Place: *Green Bay Press-Gazette* - Kendra Meinert & Julie Larson. **Judge's Comments**: What a fun and refreshing read! The creative storytelling paired with the striking graphics made for a an entertaining and energetic section. I found myself wanting to borrow a lot of these ideas for our own lifestyle section. Very well done!

Second Place: *The Journal Times* - Staff. **Judge's Comments**: A great pairing of local entertainment content and slice-of-life features for readers.

Third Place: *The Post-Crescent* - Ed Berthiaume & Shane Nyman. **Judge's Comments**: Fun, creative and engaging!

Honorable Mention: *Beloit Daily News* - Erica Pennington. **Judge's Comments**: A very strong piece of storytelling and reflection on past meets present.

Division D

First Place: *The Chronotype* - Ruth Erickson, Valerie Leair, Leiah Fundell & Ryan Urban. **Judge's Comments**: Great job of producing a detailed section each week which truly shows life in the area. Each edition included a great cover feature with photos.

Second Place: *Vilas County News-Review* - Michelle Doolittle, Gary Ridderbusch & Doug Etten. **Judge's Comments**: 100 percent locally generated, including some great local photos.

Third Place: *Door County Advocate* - Christopher Clough. **Judge's Comments**: Not as much locally-generated content, but good photography and design.

Honorable Mention: *The Star News* - Mandi Troiber & Brian Wilson. **Judge's Comments**: Pleasing layout and good job of covering local activities and issues on a smaller scale than the other entries.

Best Headlines

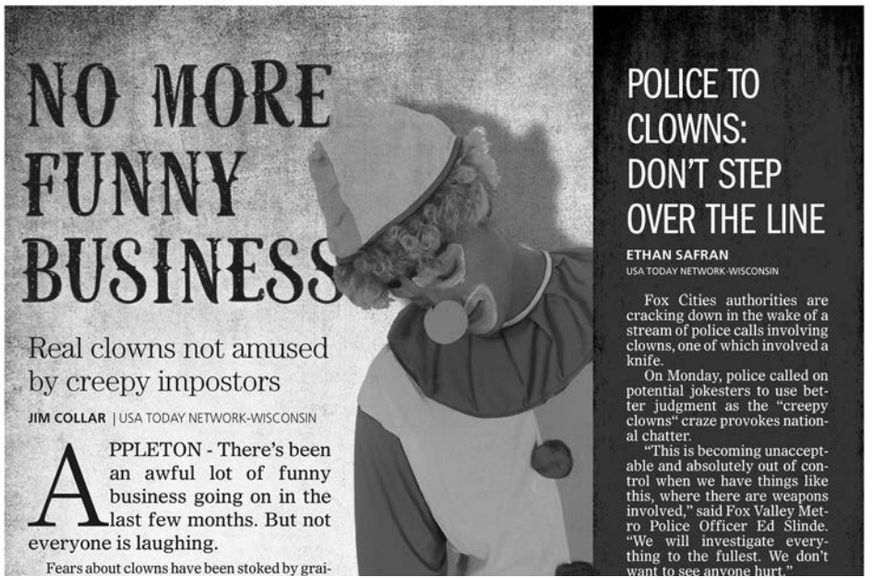
Division A

First Place: *Green Bay Press-Gazette*, "Red rolls in: UW's downtown block party stems Cajun invasion; A story of two peaks and one Pike; Rollin' in the big green RV: Egg rolls are just the start at Ly family food truck" - Julie Larson. **Judge's Comments**: Great use of all elements helped draw readers in. Nice tie to imagery in the Red and RV headlines. This helped the entry stand apart from others.

Second Place: *The Post-Crescent*, "Q is for quit whining; No more funny business; Shaken, not amused" - Ed Berthiaume. **Judge's Comments**: The Q headline and the funny business headlines were the favorites here. The Shaken headline was also solid. Nicely done.

Third Place: *The Journal Times*, "Not digging the Garden; Serving up some hot Curry; Federer aces English history exam" - Sports Staff. **Judge's Comments**: Good use of humor in these headlines. Hot Curry and digging the garden were very solid. The High and Dry was creative but with all the doping in cycling, I questioned the dominant art with the headline.

Honorable Mention: *Leader-Telegram*, "Legs of love; Doc's cool plays well here; Local Kid Was Sold On Retail" - Tom Gunderson. **Judge's Comments**: Solid headlines in this entry but would have liked to see the more ties to art.


NO MORE FUNNY BUSINESS

Real clowns not amused by creepy impostors

JIM COLLAR | USA TODAY NETWORK-WISCONSIN

APPLETON - There's been an awful lot of funny business going on in the last few months. But not everyone is laughing.

Fears about clowns have been stoked by grai-

POLICE TO CLOWNS: DON'T STEP OVER THE LINE

ETHAN SAFRAN
USA TODAY NETWORK-WISCONSIN

Fox Cities authorities are cracking down in the wake of a stream of police calls involving clowns, one of which involved a knife.

On Monday, police called on potential jokesters to use better judgment as the "creepy clowns" craze provokes national chatter.

"This is becoming unacceptable and absolutely out of control when we have things like this, where there are weapons involved," said Fox Valley Metro Police Officer Ed Slinde. "We will investigate everything to the fullest. We don't want to see anyone hurt."

The Post-Crescent, Second Place, Division A, Best Headlines

Division B

First Place: *Watertown Daily Times*, "Keeping Christ in Christmas: Clyman couple collects chreches; Did spilled Skittles come from Mars?; A bee in her bonnet: Winner had to go through 'rehearsal'" - Heidi Schwoch. **Judge's Comments**: The variety of headlines offered for the contest are terrific. Someone is working at being creative and writing different styles of headlines for all these pages. The heds submitted are clear, have specificity and also a little fun (Skittles and Mars!) and the bee headline works very nicely with the photograph. There's a higher level of thought going into these headlines. Nicely done.

Second Place: *The Freeman*, "Watt tackles Harvey; Plunging pooches; Rain on the Rampage" - Steve Van Dien. **Judge's Comments**: Solid effort overall on all headlines on these pages. There's clearly an effort to find compelling word choices and phrases that are interesting to attract a reader. "Watts tackles Harvey" is a decent play on words, but it may not have been the most sensitive choice given the devastation of that storm.

Division D

First Place: *Lake Country Reporter*, "Best plaid plans; The Processor of Assimilation: Robot enables Grady to stay with the program; Roots run deep" - JR Radcliffe.

Second Place: *The Country Today*, "Taking Care of Bzzness; On the Wild Side; Sweet Potato" - Sara T. Bredesen.

Third Place: *The Star News*, "Judge says no; Between a budget and a hard place; Hazard or hassle?" - Brian Wilson.

Division E

First Place: *The Ripon Commonwealth Press*, "Bear witness; Havana Good Time; 'Pinot or pint?' could join 'paper or plastic?' at Crossroads Market" - Maic D'Agostino. **Judge's Comments**: A little predictable, but they caught my eye and drew me into the story, just what a headline is supposed to do!

Second Place: *The Ripon Commonwealth Press*, "What's for launch? Pumpkin fly!; Ripon's equestrians pony up some love for a boy in need; Jello, goodbye: Dead Kennedy reunites with live Loomer" - Tim Lyke. **Judge's Comments**: Two of your submissions were good, but too wordy. Take out some unnecessary words and your headlines will pack more punch. What's for launch? Pumpkin fly! did just that.

Third Place: *The Ripon Commonwealth Press*, "Unbe-LEE-vable; Love within the 'X's and 'O's; Ripon all-stars Ben and Eddie humbled by wheely good basketball players" - Jonathan Bailey. **Judge's Comments**: Unbe-LEE-vable shines both for its choice of words, and more importantly, punctuation. It does everything a good headline should. Love between the Xs and Os made me want to read the story, but the third entry would have more impact as just Humbled by wheely good players.

Division F

First Place: *DeForest Times-Tribune*, "A fresh starch in DeForest; Buyout brings possible loss of dough; Designs for athletic complex on deck" - Hannah Rajnicek.

Second Place: *The Dunn County News*, "CAFO? Oh no!; Checking 'em twice; Behind the wheel, he's top of the heap" - Barbara Lyon.

Third Place: *New London Press Star*, "Fire fails to scorch businessman's morale; Residents flushed over recent sewer rate increases; Storytellers back for s'more fun with Stories Around the Campfire event" - Scott Bellile.

Open Records/FOI Award

Division A

First Place: *Green Bay Press-Gazette* - Staff. **Judge's Comments**: This collection of stories reveal robust legwork and accountability. Kudos!

Second Place: *Wisconsin State Journal* - Scott Milfred. **Judge's Comments**: Effective column that hopefully resets state-level thinking about the importance of transparency.

Division B

First Place: *Marshfield News-Herald*, "Marshfield School District open records battle" - Staff. **Judge's Comments**: School districts are some of the hardest to file FOIA requests with, since they often deny documents because they contain pupil information. The paper was right to push back and take the district to court for these records, and the information that came from it led to more information.

Second Place: *Oshkosh Northwestern*, "UW-Oshkosh Foundation projects spark lawsuit, bankruptcy" - Noell Dickmann, Nathaniel Shuda, Nate Beck & Karen Herzog. **Judge's Comments**: There were a lot of pieces involved in covering this saga of allegations, court cases, unpaid debts and more in this investigation. The team of reporters did a great job of covering every step, in addition to making complicated information easy for readers to understand.

Division D

First Place: *The Lakeland Times*, "Boulder Junction Town Board investigation" - Richard Moore. **Judge's Comments**: Great thorough reporting here. Of course I'm left wanting to know how this all turns out. Great job battling for open meetings and transparency.

Central Wisconsin Publications is proud to honor the award winning staff of the Courier Sentinel and The Star News.

Congratulations to our award winning staff of the
Tribune Record Gleaner, The Record Review, and The Tribune Phonograph.
TP Printing Company

We are proud of all our staff that believes in newspapers.
Thank you for the time, quality, and dedication you put into each issue.

Carol, Kris, and Kevin

And also for pivoting and letting the public know of the email chain that began as a result, furthering the issue of transparency. A clear winner in this category.

Second Place: *Hudson Star-Observer*, "Wis. deputy assisting at ND pipeline protest drunk at helm of squad" - Mike Longaecker. **Judge's Comments**: Good story here and follow-up with records on the unfortunate situation(s) this officer got himself into.

Third Place: *Lake Country Reporter*, "Library lawsuits cost taxpayers $250,000" - Kelly Smith. **Judge's Comments**: Nice job of reporting about big dollars involved in this suit. It never fails to amaze how quickly the dollars add up in these kinds of legal disputes.

Division E

First Place: *The Star*, "City investigates EMS director after union charges employee mistreatment" - Jennifer Fetterly. **Judge's Comments**: Clear first-place winner with above-the-fold treatment and a lede that invited us to keep reading.

Second Place: *The Platteville Journal* - Steve Prestegard. **Judge's Comments**: Well-executed column about the importance of published minutes and agendas.

Third Place: *Amery Free Press*, "The Curious Case of the City Administrator" - Tom Stangl & Jessica de la Cruz. **Judge's Comments**: Not all of the submitted examples were helpful to this entry, but the column and final story (with the performance reviews) got this across the finish line ahead of others.

Rookie Reporter of the Year

Daily Division

First Place: *Wausau Daily Herald* - Laura Schulte. **Judge's Comments**: Excellent clips — heartfelt features and in-depth enterprise — and a wonderful letter of support show that Laura Schulte is deserving of this honor.

Second Place: *Daily Tribune* - Caitlin Shuda. **Judge's Comments**: Building great sources is so important, and Caitlin proves that with her breaking-news work.

Third Place: *The Gazette* - Jonah Beleckis. **Judge's Comments**: Jonah's growth and talent is obvious in the work submitted here. Great clips!

Weekly Division

First Place: *Lake Geneva Regional News* - Jen Gragg. **Judge's Comments**: Jen Gragg reports and writes like an experienced pro, with interesting leads and multiple sources. I read her entry first, and it spoiled me for the rest of the field.

Second Place: *The Stoughton Courier Hub* - Amber Levenhagen. **Judge's Comments**: The work of Amber Levenhagen was a very close second. She's a good writer who knows how to report a story in a readable length.

Third Place: *Price County Review* - Jason Marvin. **Judge's Comments**: Thorough reporting is Jason Marvin's strength. He can develop as a writer by reading good works of journalism in larger publications.

Honorable Mention: *The Lakeland Times* - Abbey McEnroe. **Judge's Comments**: I like Abbey McEnroe's reporting, but it could take me too long to get to it. With work on lead writing (especially news reporting), she can be very good.

General News Story

Division A

First Place: *Wisconsin State Journal*, "Cambria mill explosion victim gets lift from family, friends, new legs" - Samara Kalk. **Judge's Comments**: Excellent work to gain access for the storytelling and images. The writing stood out in the field: pacing, structure and word choice. This piece helped put a face on a regional tragedy.

Second Place: *Kenosha News*, "Vigil honors Kenosha teen: No new leads in homicide investigation; Father calls for access to phone records to aid law enforcement investigation" - Terry Flores. **Judge's Comments**: Powerful description boosted this entry above others. The structure and organization could have been better, and the sidebars needed to be combined or include or context. But this entry covered a lot of emotion in a relatively small amount of space.

Third Place: *The Capital Times*, "Channel 3 blackout is the latest skirmish in a broadcaster-cable war" - Erik Lorenzsonn. **Judge's Comments**: Stories on broadcast disputes must include: anger, finger-pointing, and background. This

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entry hit all of those and put a strong face on the issue. The entry also avoided a pitfall: too much detail in finger-pointing. Readers don't care; they just want their Badgers back.

Honorable Mention: *Wisconsin State Journal*, "Fundraising event offers look at East Side enclave" - Shelley K. Mesch. **Judge's Comments**: This entry had the elements to finish higher (trendy tiny houses!), but the story's organization and transitions between sections was lacking. Either the writer pulled everything she could out of Gene Cox, or he has more stories to tell - and illustrate to readers.

Division B

First Place: *Wausau Daily Herald*, "He found redemption, then was shot to death" - Robert Mentzer. **Judge's Comments**: Writer takes us on an uncomfortable journey through the life of this man. Captivating piece.

Second Place: *Daily News*, "A Super press run" - Nicholas Dettmann. **Judge's Comments**: An interesting look inside the world of print media. Good job of letting the reader get inside look at a very popular event.

Third Place: *Wausau Daily Herald*, "Mass shooter admitted to killings, demanded to tell his side" - Laura Schulte. **Judge's Comments**: Good job of capturing the story of this troubled man. Good story structure.

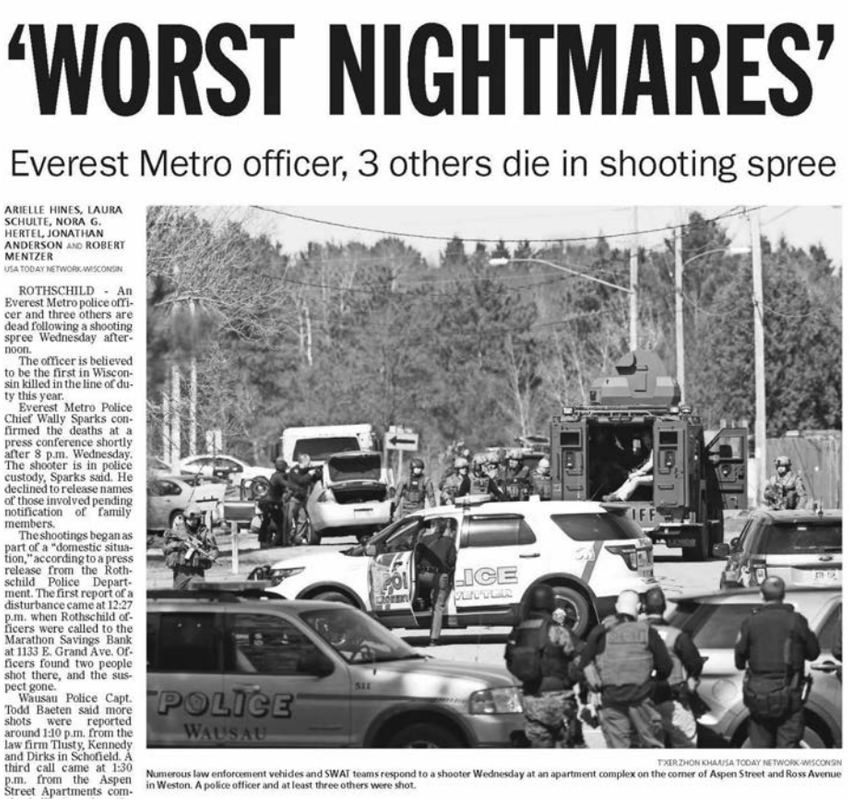
Honorable Mention: *Herald Times Reporter*, "Mass shooter Nengmy Vang admitted to killings, demanded to tell his side; Police justified in killing gunman after March shooting spree, state says" - Patti Zarling. **Judge's Comments**: Found a story that continues to be told. Good job with details.

Division C

First Place: *Marshfield News-Herald*, "Sisters await justice after years of abuse" - Karen Madden. **Judge's Comments**: This story — a very important and timely one — clearly took a lot of work. Well-written. Nice work.

Second Place: *The Daily Press*, "City website was attacked by hackers" - Rick Olivo. **Judge's Comments**: Good localization on Russian hacking. Would have preferred a few more sources in the story, though.

Third Place: *Watertown Daily Times*, "Group pays for crashing wedding with musical tribute" - Sarah Weihert. **Judge's Comments**: This is a story that would trend well online and on social media. I think it could have been expanded upon — why not reach out to Rascal Flatts or their management and ask why they appeared at the wedding? I didn't see a "no comment" or "no response" from them so I assume the writer did not contact them for comment. This story would have scored higher had more work been put into it.



‘WORST NIGHTMARES’

Everest Metro officer, 3 others die in shooting spree

ARIELLE HINES, LAURA SCHULTE, NORA G. HERTEL, JONATHAN ANDERSON AND ROBERT MENTZER
USA TODAY NETWORK-WISCONSIN

ROTHSCHILD - An Everest Metro police officer and three others are dead following a shooting spree Wednesday afternoon.

The officer is believed to be the first in Wisconsin killed in the line of duty this year.

Everest Metro Police Chief Wally Sparks confirmed the deaths at a press conference shortly after 8 p.m. Wednesday. The shooter is in police custody, Sparks said. He declined to release names of those involved pending notification of family members.

The shootings began as part of a "domestic situation," according to a press release from the Rothschild Police Department. The first report of a disturbance came at 12:27 p.m. when Rothschild officers were called to the Marathon Savings Bank at 1133 E. Grand Ave. Officers found two people shot there, and the suspect gone.

Wausau Police Capt. Todd Baeten said more shots were reported around 1:10 p.m. from the law firm Tlusty, Kennedy and Dirks in Schofield. A third call came at 1:30 p.m. from the Aspen Street Apartments com-

T'KER ZHON KHA/USA TODAY NETWORK-WISCONSIN

Numerous law enforcement vehicles and SWAT teams respond to a shooter Wednesday at an apartment complex on the corner of Aspen Street and Ross Avenue in Weston. A police officer and at least three others were shot.

Wausau Daily Herald, Second Place, Division B, Breaking News

Honorable Mention: *Watertown Daily Times*, "Downtown on edge of an economic breakthrough" - Jake Batterman. **Judge's Comments**: Important story to the town but there is a lot of government-ese in the first few graphs that bog the story down. Shorten or readjust placement.

Division D

First Place: *North Shore Now*, "Shorewood shows solidarity with Muslim neihbors" - Jeff Rumage. **Judge's Comments**: A great lede and a great closing. Good use of quotes to show the effect of the executive order on people's lives. The only suggestion would be, for balance, to include a quote or two from onlookers at the march who may have had opposing views, if there were any.

Second Place: *The Country Today*, "Tax assessment lowered due to proximity to hog farm" - Jim Massey. **Judge's Comments**: A good, fact-filled story about an issue that could have ramifications in the future. Some information, such as appeals processes, could have been handled in a sidebar to tighten up the rest of the story.

Third Place: *The Portage County Gazette*, "New drug court is changing lives" - Heather McDonald. **Judge's Comments**: Great story-crafting. The writer does a good job of explaining how a drug court works and keeps the flow of the story moving forward with well-placed quotes. The Department of Justice's review of the strengths of the drug court could have been handled in a sidebar or separate story.

Honorable Mention: *The Portage County Gazette*, "Park dedication continues legacy of 'The Admiral'" - Heather McDonald. **Judge's Comments**: A strong lede and a strong ending. Good use of quotes. The bio about Admiral Grant could have been in a bio box with a picture of the Admiral, if one was available.

Division E

First Place: *The Ripon Commonwealth Press*, "School Board scorched re: bullying; Board rescinds original bullying report; District finds nine new instances of bullying" - Aaron Becker. **Judge's Comments**: Powerful lead. Well chosen examples. The story captured the emotions of the evening, which was obviously exhausting for all involved. Good use of sidebars as an organizing tool.

Second Place: *Amery Free Press*, "Judge rules against Polk County, awarding $11.5 million in damages" - Jessica de la Cruz. **Judge's Comments**: Thorough and fair, on what was surely a difficult story. The writing worked for those, like me, who were new to the case and those who had been following all along.

Third Place: *Lake Geneva Regional News*, "Real fire training preps city firefighters" - Jen Gragg. **Judge's Comments**: A very well-written story and an excellent lead. Nice to get a couple voices in it.

Honorable Mention: *Tomahawk Leader*, "Sheriff: Law enforcment involved in shooting will never be the same again" - Kathy Tobin. **Judge's Comments**: Difficult subject matter to be sure, but writing did not get between subject and readers.

Division F

First Place: *Juneau County Star-Times*, "High water becoming dangerous" - Kevin Damask. **Judge's Comments**: A well written article. The journalist talked to various people in town and outside sources. The pictures really helped capture the story. This was very well done.

Second Place: *New London Press Star*, "Van Ark convicted in overdose death" - Scott Bellile. **Judge's Comments**: The journalist presented the facts concisely and didn't sway one way or the other as to whether (he thought) the defendant was innocent or guilty. The journalist remained completely objective. Very well done.

Third Place: *Crawford County Independent & The Kickapoo Scout*, "Squatters take over cave" - Emily Schendel. **Judge's Comments**: Extremely in depth article - a lot of time and research was put into this.

Honorable Mention: *Courier Sentinel*, "Pharmacy robbery sends message" - Kayla Peche. **Judge's Comments**: Strong article with background information, leaving no questions behind. However, I did think the pictures of the school sign and vehicles were part of the article, but found out later that they were separate. Great job!

Breaking News Coverage

Division A

First Place: *The Post-Crescent*, "Gunfire in bar leads to fatal shot by officer" - Alison Dirr, Duke Behnke & Madeleine Behr. **Judge's Comments**: Very thorough ongoing reporting. Thoughtful alternate angles and good job of asking important questions. Very solid.

Second Place: *Green Bay Press-Gazette*, "Ship hits bridge, CityDeck dock" - Doug Schneider. **Judge's Comments**: Very detailed reporting and quick thinking and readers can watch the video of the boat getting smashed. Good execution at the scene, very complete report and lots of detail worked in.

Third Place: *The Journal Times*, "Burlington Flood coverage" - Staff. **Judge's Comments**: Complete reporting, though a little heavy on officials at key points. Very complete reporting and would have liked to see a few more maps to explain impact graphically. Overall very complete report.

Honorable Mention: *Leader-Telegram*, "TWISTER KILLS 1" - Eric Lindquist, Chris Vetter & Chuck Rupnow. **Judge's Comments**: Very detailed reporting of the tornado. Great work jumping into action and a lot of detail in the reporting. Very nice job explaining the weather that led to the storm.

Division B

First Place: *Herald Times Reporter*, "Fire leaves 1 dead, many displaced; Manitowoc fire victim: I left everything behind; Apartment fire victims still picking up pieces" - Alisa Schafer. **Judge's Comments**: Strong reporting from the start and important, informative follow up stories. The breaking news had wide community impact and involvement and these stories reflected that in a clear and in-depth manner.

Second Place: *Wausau Daily Herald*, "Marathon County shooting spree" - Staff. **Judge's Comments**: Excellent coverage of breaking news story with many moving parts. Initial reporting provided clear information about what was known and follow up coverage provided depth into an important community story. Timelines, maps, videos and other pieces help the reader truly understand the scope of the story.

Third Place: *Oshkosh Northwestern*, "Police shoot, kill man Monday morning" - Nathaniel Shuda, Nate Beck, Noell Dickmann & Madeleine Behr. **Judge's Comments**: Clear and concise reporting. Strong background on victim and solid reporting on neighborhood reaction. Follow up stories are strong and provide answers for readers.

Division C

First Place: *Stevens Point Journal*, "Storm cleanup begins, many without power" - Jonathan Anderson, Chris Mueller & Jamie Rokus. **Judge's Comments**: Great job in covering this major event. As they say, a picture tells the story.

Second Place: *Watertown Daily Times*, "Police shoot man in Creek" - Sarah Weihert & Steve Sharp. **Judge's Comments**: Nice job of covering this very upsetting event. Good balance between print and video coverage.

Third Place: *The Monroe Times*, "Power lines, trees fall as storm hits South Wayne" - Bridget Cooke. **Judge's Comments**: Good job of overall coverage.

Division D

First Place: *Muskego-New Berlin Now*, "Nurses credited with saving boy, 5, in New Berlin; Boy cheats death, returns to school 2 days later" - Jane Ford-Stewart. **Judge's Comments**: Nice focus on lifesaving nurses in report on a near-drowning. Jane Ford-Stewart found the human story for her second-day lead.

Second Place: *The Chronotype*, "May 16 tornado coverage" - Staff. **Judge's Comments**: The Chronotype's storm coverage was strengthened by complementing the obligatory official sources with interviews involving real people who were affected.

Third Place: *Muskego-New Berlin Now*, "Muskego man engages in potentially deadly dialog, leads to capture of fugitive" - Jane Ford-Stewart. **Judge's Comments**: Interesting telling of a man's involvement in the capture of a fugitive. Confusing lead should have been fixed during editing process to ensure clarity.

Honorable Mention: *Trempealeau County Times*, "Washed Away: Floods force evacuations, cause millions in damage in county communities" - Debbie Foss, Zac Bellman & Andrew Dannehy. **Judge's Comments**: Comprehensive coverage of flooding approached the subject from many angles.

Division E

First Place: *The Chetek Alert*, "A terrible storm; Residents quickly start storm cleanup" - Carl Cooley. **Judge's Comments**: This story had some tough competition with second place. Both involved two journalists working to provide as much information for their readers as possible. I placed this one first because it was all done on news deadline as the storm happened. Great coverage and photos in a short time period.

Second Place: *Burlington Standard Press*, "The flood of 2017" - Ed Nadolski & Mike Ramczyk. **Judge's Comments**: Great coverage by two good journalists. I couldn't think of one angle that you didn't cover in the eight days from event to publication date. It definitely is a keepsake edition.

Third Place: *Amery Free Press*, "Village president charged with child abuse" - Jessica de la Cruz. **Judge's Comments**: This reporter did a great job at recognizing a government official's name in the crime beat and getting the scoop! I wouldn't have realized it was a scoop without the entry's comments though.

Honorable Mention: *New Richmond News*, "Sunday's storm causes damage across New Richmond area" - Jordan Willi. **Judge's Comments**: I loved the quotes from a variety of victims. A lot of work in just four days to publication.

Division F

First Place: *The Cambridge News and Deerfield Independent*, "Heroin death rocks Deerfield" - Karyn Saemann. **Judge's Comments**: Really well done - this story covers all aspects of the problem, not just the overdose death. There is a wealth of information for the reader here, presented in a logical, readable format. At the same time, you presented the overdose victim as a real person, with a real problem.

Second Place: *Crawford County Independent & The Kickapoo Scout*, "Flash flooding in the Kickapoo Valley" - Charley Preusser & Emily Schendel. **Judge's Comments**: Shendel's writing was very compelling. I felt like I'd been dumped in the river myself along with her rescuer. The other stories gave background and a more comprehensive view of the situation, but Storm pounds area had a few too many overused phrases (you could see it coming, our collective luck gave out) to really shine.

Third Place: *New London Press Star*, "Eleven treated in semi vs. bus crash" - Scott Bellile & John Faucher. **Judge's Comments**: Clear, concise writing. The bullet points provided a lot of compact information. Nice use of quotes to help illustrate the story.

Investigative Reporting

Division A

First Place: *The Post-Crescent*, "Greenville pulls 'a nasty' by obliterating karst" - Duke Behnke. **Judge's Comments**: Very solid reporting on a serious issue. Good sourcing and good depth from key sources. That said, reader is left to wonder whether this behavior had any sort of criminal aspect to it. Reporter did a good job explaining the impact and did a great job at getting voices to talk about the story. Nice job!

Second Place: *The Journal Times*, "Not so decriminalized with a look at the numbers (sidebar); How pot is prosecuted" - Cara Spoto. **Judge's Comments**: Very interesting topic and good explanatory reporting. Would have liked to see more with the data analysis and to understand how many charges ended up in plea deals, how many ended up with the alternative class, etc. Good detail in the reporting overall.

Third Place: *USA TODAY NETWORK-Wisconsin*, "Thousands of rape kits still not tested" - Keegan Kyle & Doug Schneider. **Judge's Comments**: Solid reporting, but very focused on the official level. Would have liked to see some additional efforts to personalize the story with victims and others who may be waiting on tests. Expanding that voice would have helped advance the story and help it evolve from a political storyline.

Division B

First Place: *Oshkosh Northwestern*, "UW-Oshkosh Foundation projects spark lawsuit, bankruptcy" - Nate Beck, Noell Dickmann, Karen Herzog & Nathaniel Shuda. **Judge's Comments**: This series of stories did a very good job at following up step by step. I felt it was well written, with good ledes. Most importantly, it did a good job at relating new developments with possible effects that could result to taxpayers, future students, etc.

Second Place: *The Gazette*, "Troubles for tenants: Hundreds of landlord complaints in Janesville yield just four citations" - Jake Magee. **Judge's Comments**: It seems this story is an obvious example for following tips from the community. What ended up transpiring from that tip was something that prompted further investigation for all of this community's landlords and the city's inspection process. It's nice it brought relief to those who tipped the newspaper off, but even better that it could prompt the city to take action and help

Congratulations to our First Place winners

In print or pixel, our professionals strive to publish the best.
Thank you, WNA, for recognizing our team's innovation and leadership.

Jonah Beleckis
Feature (Profile), Reporting on Local Education

Andrew Broman
Overall Newspaper Awards - Editorial Award

Trish Edwards
Advertising - Best Use of Humor

Donna Felland
Best Real Estate Ad, Best Large Ad, Best Use of Color, Best Multiple Advertiser Spread, Best Advertising Sales Tool

Rudy Frank
Best Use of Local Photography, Best Newspaper Promotion

Mary Hamlin
Best Use of Color and Best Online Advertising - Single Ad - Static

Neil Johnson
Enterprise/Interpretive Reporting

Anna Marie Lux
Local Column

Angela Major
All-Around Newspaper Photography, Spot News Photo, Feature Photo

Nina Perona
Best Real Estate Ad, Best Large Ad

Emily Rezin
Best Advertising Sales Tool

Eric Schmoldt
Sports News Story, Sports Feature

Tim Seeman
Best Advertising Sales Tool

Sara Van Galder
Best Use of Local Photography, Best Advertising Sales Tool, Best Newspaper Promotion

Anthony Wahl
All-Around Newspaper Photography, General News Photo, Portrait or Artistic Photo, Photo Essay, Best Use of Local Photography, Best Newspaper Promotion

Bryan Wegter
Page Design - Sports

Overall Newspaper Awards, Special Section
Staff

Best Annual Niche Publication and Innovative Online Advertising
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even more. Great community journalism.

Third Place: *The Gazette*, "CEO Bea is Mercyhealth's $8 million man" - Neil Johnson. **Judge's Comments**: Nicely done watching federal nonprofit reports. Thought this story did very well at offering a chance for individuals involved to comment and give their side. Salaries can be a hot topic, especially when they reach a figure like $8 million, so it's important these stories are reported fairly. And this one was.

Honorable Mention: *Wausau Daily Herald*, "Residents await deadline for 'hellhole' trailer park to clean up" - Nora Hertel & Txer Zhon Kha. **Judge's Comments**: I felt this story did well at giving the voiceless a voice in a community. The writing and reporting made it worthy of an Honorable Mention, very near the top-three in the category.

Division C

First Place: *Baraboo News Republic*, "Official retires during probe" - Tim Damos. **Judge's Comments**: But what did they order at their monthly breakfast meeting, Tim? In all seriousness, the reporter policed public employees who should have been doing the right thing when no one was watching. Well done!

Second Place: *Marshfield News-Herald*, "Marshfield school discriminated against student" - Jonathan Anderson. **Judge's Comments**: This reporter gets past school efforts to underplay some important errors in judgment. Good work.

Third Place: *Stevens Point Journal*, "Sex offender's placement surprises small town" - Chris Mueller. **Judge's Comments**: Would have liked more information about how difficult it is for the corrections system to place sex offenders. (No neighborhood would be excited about their arrivals.) Solid effort overall.

Division D

First Place: *Hocak Worak*, "Lawsuit to determine president's conviction status" - Ken Luchterhand. **Judge's Comments**: I particularly appreciated the use of public records in this.

Second Place: *The Lakeland Times*, "Online deer hunter surveys show some similarities, some differences, to previous survey results" - Beckie Gaskill. **Judge's Comments**: I really appreciate the way it takes something a little obscure and really does the research to show why it is relevant. Good use of public records.

Third Place: *Barron News-Shield*, "Getting the lead out an issue at armories" - Bob Zientara.

Honorable Mention: *The Lakeland Times*, "Health Care Survey" - Jessica Leighty & Evan Verploegh.

Division E

First Place: *The Record-Review*, "Health care price dilemma: A rural Wisconsin crisis" - Peter Weinschenk.

Second Place: *The Star*, "Former SPPD officer falsified seat belt tickets" - Chris Mertes.

Third Place: *Amery Free Press*, "Polk County 'deliberately indifferent' toward past sexual complaints" - Jessica de la Cruz.

Honorable Mention: *The Northwoods River News*, "PRAT applies to more than tourism-related goods, services" - Jamie Taylor.

Division F

First Place: *Crawford County Independent & The Kickapoo Scout*, "Cottage cheese testing prompts DATCP advisory" - Charley Preusser. **Judge's Comments**: When the area was faced with a potential health hazard due to a product not being properly produced. Reporters visited several local establishments to investigate if the product was removed from the shelves as it was supposed to be and talked to store personnel if they discovered it was still being sold.

Enterprise/ Interpretive Reporting

Division A

First Place: *Leader-Telegram*, "Somalis in Barron" - Eric Lindquist. **Judge's Comments**: Very solid and detailed reporting on Somali population growth in Barron. Compelling writing, chocked with detail. Good diversity in sourcing. Very solid organization and flow to stories. Great Work!

Second Place: *USA TODAY NETWORK-Wisconsin*, "Wisconsin struggles to protect children of addicts" - Keegan Kyle, Chris Mueller & William Glasheen. **Judge's Comments**: Very complete reporting. Tight writing and good sourcing. Story had a great pace and provided quality information from all around the state. Nicely done.

Third Place: *The Capital Times*, "One person, one algorithm, one vote" - Katelyn Ferral. **Judge's Comments**: Fascinating reporting, particularly relevant given landscape. Do think a major nugget of the story is at the end of it with the algorithm being made public. Would have liked to see that higher. Good explanation of the way data is used.

Honorable Mention: *The Capital Times*, "Pink hat revolution" - Jessie Opoien. **Judge's Comments**: Well done comprehensive look at a truly hot button issue. Nice work in getting beyond talking points into data and had a good flow to it. Good balance on reporting. Well sourced and complete.

Division B

First Place: *The Gazette*, "How many area residents really use Obamacare? Who are they?" - Neil Johnson. **Judge's Comments**: An insightful and well-researched report with a broad and timely look at a national issue. The article gives readers understanding of a complicated topic.

Second Place: *The Gazette*, "Navigating a farm's future" - Jim Dayton. **Judge's Comments**: Excellent storytelling that reflects a larger trend across the country. Compelling reporting.

Third Place: *Wausau Daily Herald*, "Dylan Yang: Case of a kid in adult court" - Nora Hertel. **Judge's Comments**: An in-depth piece on a compelling subject that is heightened by strong reporting and research.

Division C

First Place: *Marshfield News-Herald*, "Firm aims to unlock miscarriage mysteries" - Keith Uhlig.

Second Place: *The Chippewa Herald*, "Meth Overflow" - Rod Stetzer.

Third Place: *Daily Tribune*, "Why young adults live and lead in Rapids" - Caitlin Shuda.

Honorable Mention: *The Monroe Times*, "Schools losing money on state milk program" - Susan Endres.

Division D

First Place: *The Lakeland Times*, "Autism in Education" - Richard Moore. **Judge's Comments**: Excellent series of articles. Enlightening, educational and informative. Great job!

Second Place: *The Chronotype*, "Logging the tornado strewn trees" - Dave Greschner. **Judge's Comments**: Unique story. I was thoroughly educated on the process. Thank you for your work.

Third Place: *The Country Today*, "Smooth transition: Graduating Dairy Grazing Apprentice prepares to take over Chippewa County farm" - Nate Jackson. **Judge's Comments**: Very nice article. Well written and informative.

Division E

First Place: *The Ripon Commonwealth Press*, "Where depression lurks; Depression killed him; Numerous mental health resources await RHS students; Cutting, over-medicating; Life is never perfect; Learning how to swim" - Maic D'Agostino. **Judge's Comments**: Lots of local sources, reflective interviews and a serious commitment of space made this the best among some terrific entries. Your paper created informed conversation, not just hand wringing, on this important issue.

Second Place: *The Verona Press*, "Pool or beach — or both?" - Jim Ferolie. **Judge's Comments**: Detailed information, delivered in advance of a public hearing, on a lingering community issue. Perfect enterprise reporting.

Third Place: *The Record-Review*, "When the gears of justice grind slowly" - Peter Weinschenk. **Judge's Comments**: This package used deep sourcing to examine specific local impacts of a common problem across Wisconsin and the nation.

Division F

First Place: *Juneau County Star-Times*, "No small task" - Erica Dynes. **Judge's Comments**: A masterful job of making medical and insurance terminology more easily understood, all tied together by the experiences of local families. A tremendous amount of meaningful information written with crystal clarity.

Second Place: *Sauk Prairie Eagle*, "Reform considered for state's civil asset forfeiture laws" - Autumn Luedke. **Judge's Comments**: A well-written piece educating readers about a little known practice. The article did an excellent job of explaining the proposed legislation, pros and cons of civil asset forfeiture, and was backed by solid research and credible sources.

Third Place: *Crawford County Independent & The Kickapoo Scout*, "Land use decisions and flooding" - Gillian Pomplun & Charley Preusser. **Judge's Comments**: A review of the history associated with flood prevention efforts proved timely and enlightening, given the impact recent flooding imposed on the

local agricultural economy. Thoroughly researched and nicely done!

Feature (Non-profile)

Division A

First Place: *The Capital Times*, "Powerhouse of Prayer" - Katelyn Ferral. **Judge's Comments**: Fascinating, well-organized look at a culture and lifestyle few of us will encounter.

Second Place: *Wisconsin State Journal*, "A thriving food culture is making Viroqua the place to be" - Samara Kalk.

Third Place: *Wisconsin State Journal*, "The Virtual Dementia Tour offers an empathetic view of dementia" - Amanda Finn.

Honorable Mention: *Leader-Telegram*, "Hmong elders still searching" - Lauren French.

Division B

First Place: *Wausau Daily Herald*, "Fallout from Cold War lingers in Wisconsin" - Laura Schulte. **Judge's Comments**: Laura Schulte combines comprehensive, in-depth reporting with detailed, descriptive word choices to remind readers about the Cold War's role in their community. The short break-out reinforces the strength of the story.

Second Place: *The Gazette*, "Heroin addicts still struggle to find affordable, available treatment" - Jonah Beleckis. **Judge's Comments**: Kudos to Jonah Beleckis for tackling the problems associated with heroin, which most readers might prefer to overlook. "News You Can Use" breakouts enhance the multi-faceted aspects in this piece.

Third Place: *Wausau Daily Herald*, "Wausau mom discovers adopted daughter's twin" - Laura Schulte & T'xer Zhon Kha. **Judge's Comments**: Laura Schulte puts the reader right into the middle of this unbelievable tale of identical twins, separated, then reunited. The questions, the quest and the culmination thoroughly engage the reader in this report.

Honorable Mention: *The Gazette*, "Ducks unstuck" - Catherine W. Idzerda. **Judge's Comments**: Catherine Idzerda takes an interesting story to a new level with her creative slant. This piece illustrates how feature writing can be imaginative, inspired, and ingenious, as well as enlightening and entertaining.

Division C

First Place: *Watertown Daily Times*, "Big Buddies" - Sarah Weihert.

Second Place: *Marshfield News-Herald*, "Attic yields trove of central Wisconsin history" - Liz Welter.

Third Place: *The Monroe Times*, "All business and horse trophies" - Susan Endres.

Honorable Mention: *Daily Globe*, "Honor's flight mission brings veterans to Washington" - Larry Holcombe.

Division D

First Place: *News Graphic*, "Bringing light to darkness" - Alison Henderson. **Judge's Comments**: This was a great approach to highlighting a somewhat touchy subject. Great blend of personal accounts and expert sources. I appreciate the way the story went from talking about mental illness statistics, the effects, etc. — then back to sharing the personal account. Very well organized and well written story.

Second Place: *Trempealeau County Times*, "A Portal to Another World" - Andrew Dannehy. **Judge's Comments**: Very interesting story, captured my attention right away and kept it until the very end. Very well written and interesting approach to combining historical elements with current information.

Third Place: *Door County Advocate*, "The other side of the Carol" - Christopher Clough. **Judge's Comments**: Very original approach to highlighting an (I assume) annual event or at least a run-of-the-mill event. Clever first few paragraphs. Well written.

Honorable Mention: *Monroe County Herald*, "Everyday is Memorial Day for Gold Star family" - Pat Mulvaney. **Judge's Comments**: Very touching human interest story. Puts the reader amidst the grief the family must have felt.

Division E

First Place: *Oconto County Reporter*, "Restoration recalls Oconto's pickle past" - Kent Tempus. **Judge's Comments**: This story came to the top of entries immediately with its originality of approach and writing style to a boring pickle sign at a museum! Interviewing past workers, telling the company's story — all of human interest. Great job!

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Second Place: *The Chetek Alert*, "Getting a jump on it: Cameron ski jumping club revived" - Carl Cooley. **Judge's Comments**: This writer has a way with words that makes the reader feel as if they are right there ski jumping, too. The writing style catches readers' attentions even if they have no interest in a skiing club.

Third Place: *Spooner Advocate*, "Rodeo idea began in 1953" - Bill Thornley. **Judge's Comments**: The originality of approach to an annual event caught my attention — and how the writer pulled in the original event creators, when most are now deceased, was good.

Honorable Mention: *River Falls Journal*, "Construction boom part of 'year of wow'" - Gretta Stark. **Judge's Comments**: What a unique way to tell what could just be another economic success story.

Division F

First Place: *Juneau County Star-Times*, "The original beer boom" - Kevin Damask. **Judge's Comments**: Wisconsin has always been associated with beer. With the recent explosion of the craft, the history and future are quite timely and interesting. Cheers!

Second Place: *Juneau County Star-Times*, "Frozen in time" - Kevin Damask. **Judge's Comments**: Everyone loves a who dunnit, and cold cases are doubly interesting, especially when they are regional or local in nature. Good job of telling one such story.

Third Place: *Courier Sentinel*, "Mentored bear hunt completes another successful year" - Monique Westaby. **Judge's Comments**: While hunting is very popular in Wisconsin and the upper Midwest, not many people have experienced the opportunity to hunt bear, much less teens having the opportunity. Interesting to hear their thoughts on the experience.

Feature (Profile)

Division A

First Place: *The Capital Times*, "Excommunicated" - Jessie Opoien. **Judge's Comments**: This news feature does a great job of painting both the political moment and the man in the middle of it.

Second Place: *Wisconsin State Journal*, "Madison author overcomes physical limitations to achieve his dreams" - Amanda Finn.

Third Place: *The Post-Crescent*, "Defying the odds a decade later" - Duke Behnke.

Honorable Mention: *Green Bay Press-Gazette*, "Not just wingin it" - Kendra Meinert.

Division B

First Place: *The Gazette*, "'I can't be that person.' Through disarray, drugs and disaster, a foster child graduates in her mother's shadow" - Jonah Beleckis. **Judge's Comments**: What an incredible story. The handwritten notes are a fantastic touch. This feature story also involved records request, and overcoming denials of those records. Great, solid piece of community journalism of an important issue. Great job.

Second Place: *Oshkosh Northwestern*, "Classrooms enhance learning by using movement" - Noell Dickmann & Jen Zettel. **Judge's Comments**: Very in depth look, including perspectives of the young students using the new techniques. Wide range of perspectives to really back up reporting, as well.

Third Place: *Daily News*, "A sight for sore eyes" - Alex Beld. **Judge's Comments**: So glad that this baby girl can now see. Glad this rare procedure paid off for her.

Honorable Mention: *The Gazette*, "Walworth County Deputy of the Year wants to change image of law enforcement" - Jonah Beleckis. **Judge's Comments**: It's concerning there are many communities that don't get to see the personal side of their law enforcement. This deputy being named deputy of the year presented a good opportunity for the newspaper to make sure their community can.

Division C

First Place: *Stevens Point Journal*, "Woman shares abuse story after dad took plea deal" - Chris Mueller. **Judge's Comments**: Outstanding! Thank you for sharing this important story.

Second Place: *Watertown Daily Times*, "Heavy Metal Covers" - Steve Sharp. **Judge's Comments**: I was completely engaged in this story. Beautifully penned.

Third Place: *The Daily Reporter*, "Rising Waters (and frustration)" - Erika Strebel. **Judge's Comments**: You really do sense the frustration of the issue at hand. Great job!

Honorable Mention: *The Monroe Times*, "A platinum love story" - Bridget Cooke. **Judge's Comments**: Sweet and touching story.

Division D

First Place: *Sawyer County Record*, "Dancing with a president, driving a 'getaway car' and a brush with John Dillinger" - Frank Zufall. **Judge's Comments**: What an interesting story to tell. Zufall made the subject jump off the page. Top entry in a competitive category, full of excellent writers.

Second Place: *Lake Country Reporter*, "Father, son share fight" - Alec Johnson. **Judge's Comments**: Powerful story. Johnson did an excellent job drawing the reader in.

Third Place: *The Dodgeville Chronicle*, "Perfectly Porter - couple recalls life in Arena" - Brooke Bechen. **Judge's Comments**: Sonny's three questions for marriage made me just want to read more. Well reported.

Honorable Mention: *Vilas County News-Review*, "Pinkeye Hirschljagd reaches 75 years" - Doug Etten. **Judge's Comments**: Strong reporting. Great job getting so many points of view into the article.

Division E

First Place: *New Richmond News*, "Passing the torch, continuing a community's legacy" - Tom Lindfors. **Judge's Comments**: Love the way it connect three different stories into one human interest story.

Second Place: *The Stoughton Courier Hub*, "Building a friendship" - Scott De Laruelle. **Judge's Comments**: The photo and typeset really enhances the message of this great story

Third Place: *The Valders Journal*, "9/11 terrorists forever alter life in the air for this pilot" - Todd Bergmann. **Judge's Comments**: Super interesting. The graphic adds to the story and takes me back to that day in a second.

Honorable Mention: *The Ripon Commonwealth Press*, "Mom's eclipse was total, but temporary" - Tim Lyke. **Judge's Comments**: Touching, personal.

Division F

First Place: *Tribune Record Gleaner*, "German family creates new life in Granton after WWII" - Cheyenne Thomas. **Judge's Comments**: The detail in insight into this families history was very interesting and why I gave it the top stop. Just be sure to use sub heads with such a long article.

Second Place: *Washburn County Register*, "The roll n' roll doctor is in" - Danielle Danford. **Judge's Comments**: I enjoyed the birth of this radio DJ's personality. It was just a well-written article.

Third Place: *The County Journal*, "Sally Langhammer's life celebrated at Washburn United Methodist Church" - Hope McLeod. **Judge's Comments**: I felt like I has knew her my whole life after reading this article. What a great ob by the author.

Honorable Mention: *Crawford County Independent & The Kickapoo Scout*, "Repeated flooding takes a toll" - Gillian Pomplun. **Judge's Comments**: The personal accounts about the flooding where excellent and could have been its own series. I would have gotten to the point a little bit quicker than the author did as he or she editorialized a little too much in the beginning, the rest was so strong its why I gave it an Honorable Mention.

Reporting on Local Government

Division A

First Place: *Green Bay Press-Gazette*, "Dark store' cases could cost millions in taxes; Misconduct brings arrests under scrutiny; Ledgeview residents say manure pit idea stinks" - Doug Schneider. **Judge's Comments**: Coverage of local government issues shines as in-depth enterprise coverage that shows how communities are affected.

Second Place: *Green Bay Press-Gazette*, "Titletown District may get apartments; A city without a plan; Judge allows recount to continue in Wisconsin" - Adam Rodewald. **Judge's Comments**: Clear coverage and in-depth look into how government decisions affect the population, simplified for the reader.

Third Place: *The Capital Times*, "What we have is momentum: Madison's equity tool faces capacity challenges; Some members at odds with Dane County Towns Association over zoning bill; Kids at work: Madison is investing in youth employment to address disparities and crime" - Abigail Becker. **Judge's Comments**: Reporter does a great job of using community voices to show how government decisions affect them.

Division B

First Place: *Wausau Daily Herald*, "Wausau City Council member Sherry Abitz threatened residents in Facebook post; Businesses on Wausau's Thomas Street feel construction strain; Basic guide

to Wausau's Thomas Street construction project, and the saga" - Laura Schulte. **Judge's Comments**: Refreshing coverage! Local government coverage is more than attending meetings, and this reporter proves it. Showing the affects of how road projects affect business owners and offering a detailed guide for readers to understand the saga is a great approach. Keeping tabs on social media also pays off in the story on the council member who threatened residents.

Second Place: *The Sheboygan Press*, "City to staff: No guns at work; Gun-carrying alderman calls for resignations; Did scuffles cost Hou-seye his seat?" - McLean Bennett. **Judge's Comments**: This councilman's push for the right to carry is laughable at times, but it was surely an interesting topic to readers in the community, and it goes beyond a run-of-the-mill meeting and election coverage.

Third Place: *Herald Times Reporter*, "Petition challenges Manitowoc's mission; Speedway pushes back against new county regulations; Zimmer responds to mayor's rebuke via email" - Alisa Schafer. **Judge's Comments**: Great coverage that goes beyond reporting on meetings. Focus on contentious community issues — or between community leaders — makes for interesting coverage.

Division C

First Place: *Baraboo News Republic*, "Man lived and died in hazardous home; County disputes unveiled; Sheriff discouraged probe" - Tim Damos. **Judge's Comments**: Reporter showed the most initiative in investigating issues of public interest and concern.

Second Place: *Stevens Point Journal*, "Inmates get chance to stay busy, work outside; Portage County drug court opens with 5 addicts; County dispatchers, jailers, deputies wear thin" - Chris Mueller. **Judge's Comments**: Not particularly hard-hitting topics, or investigative in nature, but these articles reflect aspects of government not coming out of scheduled meetings.

Third Place: *Daily Tribune*, "To free up jail space, Wood County loosens policy on drunken drivers; Port Edwards officials to face legal action; Fire chief: Port Edwards Board risked lives" - Karen Madden. **Judge's Comments**: Solid, well-written reports.

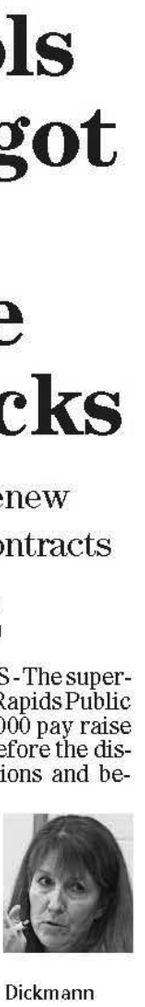
Division D

First Place: *Door County Advocate*, "Tourism commission takes tax dodgers to court; City to consider backyard beekeeping ordinance; Sturgeon Bay looks to change law allowing dogs in parks" - Liz Welter. **Judge's Comments**: First, congrats on winning a very tough category. Entry contained great variety and showcased superb writing style. Amount of research was evident, and loaded with info.

Second Place: *The Star News*, "Hazard or Hassle; Road woes; Why change" - Brian Wilson. **Judge's Comments**: This could easily have been a winner. Three outstanding stories with community-wide importance. I love the use of all the quotes.

Third Place: *North Shore Now*, "Glendale wants shoreline restoration if dam is removed; Cramped and outdated, North Shore Library wants a $3 million renovation; Shorewood takes a stand to protect undocumented immigrants" - Jeff Rumage. **Judge's Comments**: At one point had this entry as my winner. Great stories laced with important information that the community needs to have at its disposal.

Honorable Mention: *The Lakeland Times*, "LdF hears from public library regarding funding: Revisits transfer station usage, argues about semantics ; State Rep. Beth Meyers holds listening session in Lac du Flambeau Education: Reproductive rights and the environment of top items discussed; Residen" - Abbey McEnroe. **Judge's Comments**: I so wanted to place this higher. Ledes were a bit weak, but once I got into the story, I felt like I was in the room of these meetings. Great quotes. Love your style.



Schools chief got raise before cutbacks

District didn't renew three teacher contracts

JONATHAN ANDERSON
USA TODAY NETWORK-WISCONSIN

WISCONSIN RAPIDS - The superintendent of Wisconsin Rapids Public Schools received a $22,000 pay raise last year, just months before the district cut teaching positions and before she announced her plan to retire this summer, according to newly released records.

School Board members in March effectively increased Superintendent Colleen Dickmann

Daily Tribune, Wisconsin Rapids, First Place, Division C, Reporting on Local Education

Division E

First Place: *The Star*, "Chicken ordinance; Neighborhood concerns; Dane County Jail" - Jennifer Fetterly. **Judge's Comments**: This entry stood out over the others for it's straightforward reporting with clever word play.

Second Place: *The Record-Review*, "Health care price dilemma: A rural Wisconsin crisis; Stratford ambulance response 'concerning'; No referendum for Edgar TID No. 4" - Peter Weinschenk.

Third Place: *The Verona Press*, "Festival gets positive response; 'Commons' passes on split vote; Light up, Verona" - Jim Ferolie.

Honorable Mention: *The Stoughton Courier Hub*, "Headline 1; Talking shop ; Design charrette gets positive reviews" - Bill Livick.

Division F

First Place: *Clintonville Chronicle*, "City, Aster Reach $300k Settlement; New Residential Development Planned; Missed Payment Changes Rating" - Tricia Rose. **Judge's Comments**: The three articles were concise and well written. The details were in-depth and inform the public of everything going on at the city level, including background information in all articles to clear up any confusion. The fact that the settlement article was later split into divisions on what each section was about was helpful and can improve the reading quality for readers to find what section they want to read first. Very well done.

Second Place: *Fennimore Times*, "Mayor uses veto power for first time; Financials went unreconciled in 2016; Directive issued on reconciliation" - Robert Callahan. **Judge's Comments**: An in-depth look at how the city is running was presented through these articles. It informs the public that things are wrong and are trying to be worked out. It was very interesting to read and was written in a way that someone not familiar with the situation could understand what is going on, even without knowing the beginning of the process. I really enjoyed the pull quotes to help breakup the article. Keep up the good work!

Third Place: *Oconomowoc Focus*, "Group cites Constitution, demands removal of church signs; Mayor on challenge to church signs: 'Let them make the next move'; Group issues 'final' letter to city about its church signs" - Tyler Langan. **Judge's Comments**: The three articles on the church signs were very interesting. They each provided the necessary background information that wouldn't leave readers wondering what was going on if they just picked up the paper in the middle of the arguments. The writer was clear and did a great job of putting the information out without any judgement — an indication of a good journalist. Keep up the great work Mr. Langan!

Honorable Mention: *The Denmark News*, "Village Gets "Curveball" From Northern, NEW Organics; Village, School Finalize Full-Time SRO Agreement; Prison Potential?" - Charles Collier. **Judge's Comments**: For a village of 2,000 people, there are quite a few of big item issues going on between the prison and pipeline discussions. Each article was well written and gave an abundance of information.

Reporting on Local Education

Division A

First Place: *Green Bay Press-Gazette*, "Former Green Bay teacher demands action on school safety; Emails: Teacher's concerns inspired change; UWGB 'snaps' at its students" - Samantha Hernandez. **Judge's Comments**: A shout-out to this newspaper for its FOI request, but credit goes to Samantha Hernandez for her strong reporting and objective treatment of the controversy surrounding school safety. This is community journalism at its best.

Second Place: *The Journal Times*, "Unified amendment discussed; Panel backs reprieve; Villages open to own districts" - Ricardo Torres. **Judge's Comments**: Ricardo Torres does a stellar job in communicating the complexities of state government's impact on school

funding and policies. Thorough, yet clear, explanations, provide readers with information they need to know as taxpayers.

Third Place: *The Capital Times*, "A different tune: Unschooling families pursue their own educational path; Black girl joy: Fostering sisterhood and success in Madison schools; Not adding up: Madison's diverse student body is not matched by its teachers" - Amber C. Walker. **Judge's Comments**: Amber C. Walker highlights some unnoticed aspects of education in her feature stories. Good writing and editing make each of these compelling reports and provide readers with education news they may not have known.

Division B

First Place: *The Gazette*, "No magic formula: Blue-ribbon nominated school tries to close achievement gaps; Recognizing the talent: Do high-achieving, low-income students 'wither on the vine'?; 'I'm not supposed to be here'" - Jonah Beleckis. **Judge's Comments**: Excellent series on students who sometimes fall between the cracks - the challenges they face, and the ways officials are trying to meet their needs.

Second Place: *Daily News*, "The value of a college degree; Higher education in the internet age; Justman, Schmidt, Ongert elected to West Bend School Board" - Ralph Chapoco.

Third Place: *The Gazette*, "Believe, teach, love; Ducks unstuck; A parochial question" - Catherine W. Idzerda.

Division C

First Place: *Daily Tribune*, "Superintendent got $22K raise before teacher cuts; Parents fear closure of Vesper school; WRPS considers $23M upgrades, school changes" - Jonathan Anderson. **Judge's Comments**: The stronger of the two entries by this reporter. Good vetting and follow-up work on issues of great importance to district readers.

Second Place: *Portage Daily Register*, "Poches' future in doubt; Headline 2; Headline 3" - Noah Vernau. **Judge's Comments**: This reporter lays out the story well so that readers have good understanding before and after the ultimate vote by the district board.

Third Place: *Marshfield News-Herald*, "Fear and loathing in Marshfield schools; Most schools get good grades in ratings; Marshfield superintendent gets mixed review" - Jonathan Anderson.

Division D

First Place: *The Lakeland Times*, "The Power of the Sun; LUHS in Preparations for 'Hello My Baby'; LUHS Forensics: Practice Makes Nearly Perfect" - Evan Verploegh. **Judge's Comments**: Really appreciated the Sun story. The other two stories were solid—but the Power of the Sun was the most compelling to me

Second Place: *Hocak Worak*, "HCN Department of Education launches the new financial literacy course; Head Start students get grand graduation ceremony thanks to proactive parent committees; Ho-Chunk's Higher Ed Division commends its summer interns at recognition luncheon" - Tim Wohlers. **Judge's Comments**: I appreciate the variety in this—different grade levels, approaches, target audiences.

Third Place: *Vilas County News-Review*, "ACT scores fall in state; Student numbers finally climb here, leaders hope it's start of upward trend; Three area school districts exceed or meet expectations." - Gary Ridderbusch. **Judge's Comments**: I appreciate the way they incorporate quotes to make these numbers-based stories more human.

Honorable Mention: *Franklin-Greendale-Hales Corners-Oak Creek Now*, "Invisible no more: Whitnall carnival spreads awareness of little-known illness; Sticking to it: Whitnall assembly teaches students about dysautonomia; Aid and awareness: Whitnall carnival raises $3,000 for dysautonomia research" - Tiffany Stoiber.

Division E

First Place: *The Ripon Commonwealth Press*, "Free breakfast may fuel learning for young students; International camp breaks down barriers, fears; Teaching resilience can help students overcome trauma" - Maic D'Agostino.

Second Place: *Lake Geneva Regional News*, "Science and socializing in the Great Outdoors; Making waves at Reek with Science Splash; Author's Skype chat leaves lasting impression" - Steve Targo.

Third Place: *Courier Press*, "Seventh graders emerged in mock election campaign; Catholic education offered in Prairie du Chien for 150 years; PdCHS provides variety of courses for college credit" - Correne Martin.

Honorable Mention: *Kewaskum Statesman*, "Kewaskum School District considers new building plan; Kewaskum School Board reviews nepotism policies; Water leak draws attention to school facility needs" - Anne Trautner.

Division F

First Place: *New London Press Star*, "Twin power; Eleven treated in semi vs. bus crash; Board member senses power imbalance in agenda policy" - Scott Bellile. **Judge's Comments**: There was a wide range of local education articles submitted. The twins article was cute. It was a nice feature story incorporated into education. The bus crash was more spot news story incorporated with the education. The open meeting laws was eye opening. To think that some local government entities are not following them astounds me. They were all great articles that showed a different side of education. Awesome job!

Second Place: *Courier Sentinel*, "Area schools 'weld' together; Cadott athletics; Representing Cadott nationally" - Kayla Peche. **Judge's Comments**: Great article on how the school is being proactive and offering other job skills other than for four year colleges. The coverage of the athletic meeting for the school district was great. It showed the concerns the citizens had, along with the board officials. It kept me intrigued and I wanted to finish the entire article to see what was going on. Very well done.

Third Place: *Clintonville Tribune Gazette*, "Edwards discusses referendum finances; School board continues discussion on memorial plaques; Schools see increase in homeless students" - Erik Buchinger. **Judge's Comments**: Good coverage and break down of the referendum for the school. The argument of memorial plaques in schools was interesting. Both sides of the issue were presented clearly, along with the school policy reading. Bringing to light the issue of homeless children within the school district was interesting, including what all can be defined as homeless. The fact that the school district gives out gas cards and helps with transportation of these students was also interesting. I was left wondering how much of an impact this has on the school's budget.

Honorable Mention: *Courier Sentinel*, "Same Team; What we have here; School security hasn't been" - Ginna Young. **Judge's Comments**: The first article about the buzzer system or first measure of security at the school level was extremely intriguing because most schools have some form of security in place now. The fact that they are still deliberating on security measures a few months later shows that they are being serious about the issue and don't want to jump into something. The reporter shows this through her writing. The coverage was extremely well done.

Business Coverage

Division A

First Place: *Leader-Telegram*, "Crisis in the Dairyland" - Eric Lindquist. **Judge's Comments**: Great story ideas turned into well researched and compelling stories that really read well and had great presentation. Excellent job in finding deep sourcing on widely different topics. These really stood out as the lead. Great work!

Second Place: *Green Bay Press-Gazette*, "City stuck in the middle; Green Box ready to emerge from bankruptcy; Peering under the surface" - Jeff Bollier. **Judge's Comments**: Nice job with some complex stories. Well crafted solid reporting here. The hotel story really stood out in the group and helped propel it. These stories are extremely complex to get and you did a good job explaining it and having a complete story.

Third Place: *The Post-Crescent*, "Hey it's the compost guy; Faking it?; Grocery shopping in the fast lane" - Maureen Wallenfang. **Judge's Comments**: Farmer's Market story really stood out here. All stories in the entry were well told, good structure and moved well. Nice presentation.

Honorable Mention: *USA TODAY NETWORK-Wisconsin*, "State of Opportunity" - Nathan Phelps. **Judge's Comments**: Good job quantifying a hard to tell trend. The subjects in the stories had interesting stories and illustrated trends well. Good sourcing, nice presentation.

Division C

First Place: *Stevens Point Journal*, "Man breathes new life into Plainfield opera house; Central Wisconsin regional malls chart a new course, each with a different strategy; Bernard's Country Inn closes after 44 years" - Nathan Vine. **Judge's Comments**: Nathan Vines survey story on the struggles of shopping malls to remain relevant in retail was especially interesting, and he showed a nice writing touch in his profile of a closing restaurant.

Second Place: *The Daily Reporter*, "State officals looking beyond low-bid system for road projects; Prevaling-wage repeal, right to work hang over industry negotiations; Walker pulls backon building reins in recent capital budgets" - Dan Shaw. **Judge's Comments**: Subjects tackled by Nathan

Vine are not the most interesting, but they among the most important: public bidding, contract negotiations, and capital projects. He did a fine reporting job on all three.

Third Place: *Daily Tribune*, "Wisconsin Rapids says goodbye to J.C. Penney; Rapids' selling points: river, cranberries; Farmers markets make connections between Wood County growers, customers" - Caitlin Shuda. **Judge's Comments**: Good business stories are more about the people involved and affected than about the businesses, and Caitlin Shuda did nice work on the people angle in her three entries.

Division D

First Place: *Brookfield-Elm Grove Now*, "Businesses put down first Wisconsin roots in Brookfield" - Geoff Bruce. **Judge's Comments**: I really enjoyed how this author went about different local economic Impacts.

Second Place: *The Star News*, "North Breeze back in Little Black; Breeze Dairy Group looks to future of dairying; Uncowed" - Brian Wilson. **Judge's Comments**: I thought this author gave an interesting take on a single problem for one business in a small town.

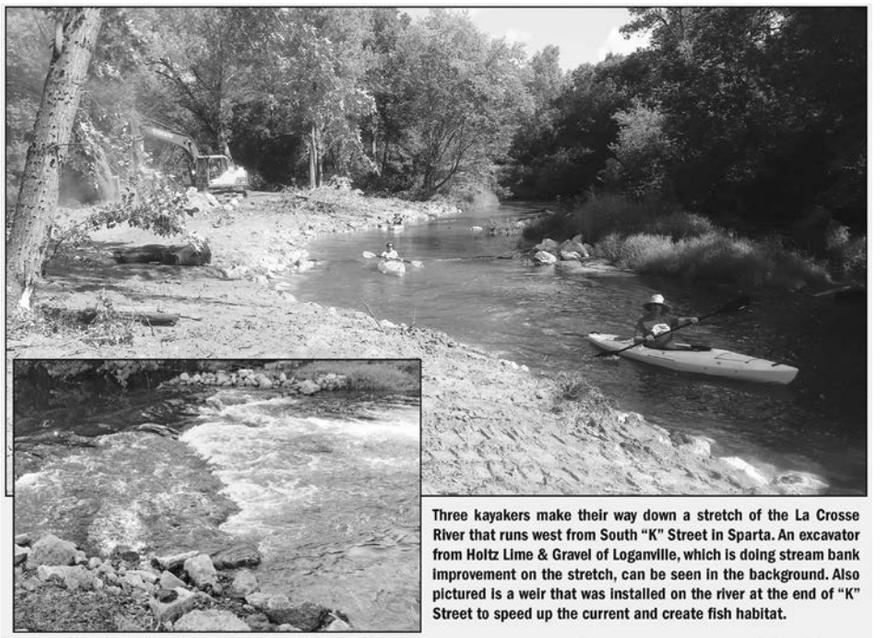
Third Place: *Door County Advocate*, "Skaliwags food truck draws crowds for lunch; Island Orchard expanding; The Cookery celebrates 40 years of locally sourced cooking" - Liz Welter. **Judge's Comments**: I thought this author did a great job of featuring local businesses, while keeping my interest. I would like to visit these places someday.

Honorable Mention: *Vilas County News-Review*, "Schiffmann inks contract with big firm; Area businesses short on help during summer; Holiday business best since 2013" - Gary Ridderbusch & Doug Etten. **Judge's Comments**: Just well-written articles.

Division E

First Place: *The Verona Press*, "Businesses prepare for total shutdown; Many options, and a long time coming; Plan would redevelop West Verona Ave" - Jim Ferolie. **Judge's Comments**: This entry — unlike any of the others — supplements well written stories with fact boxes and graphics. The result is easily understood information for readers.

Second Place: *The Star*, "Jesus Pizzas; State firms struggling to find workers; 78 Years" - Staff. **Judge's Comments**: Good writing to topics that are critical to readers.



Three kayakers make their way down a stretch of the La Crosse River that runs west from South "K" Street in Sparta. An excavator from Holtz Lime & Gravel of Loganville, which is doing stream bank improvement on the stretch, can be seen in the background. Also pictured is a weir that was installed on the river at the end of "K" Street to speed up the current and create fish habitat.

La Crosse River Makeover: Sparta edition

Monroe County Herald, Sparta, Second Place, Division D, Environmental Reporting Award

Third Place: *The Ripon Commonwealth Press*, "Care confusion; Newborn deliveries go on hiatus; Bluelight tax special?" - Ian Stepleton. **Judge's Comments**: Writer does a great job getting voices from the many angles of these stories. Good use of official documents.

Honorable Mention: *Spooner Advocate*, "Maple Ridge; Sathers; Civic Center" - Bill Thornley. **Judge's Comments**: Stories are crisply written and capture the personalities of the story subjects.

Division F

First Place: *The Brillion News*, "BIW closing: 342 jobs could be lost; Brillion FFA students ready for Indianapolis; Three teachers resign, handbooks approved" - Ed Byrne & David Nordby. **Judge's Comments**: It always hurts a community when a business closes and you did an excellent job writing on the subject. Great explanation, great use of quotes, great description on the impact of the closing, and great follow-up stories. A very nice job keeping your community informed.

Second Place: *Courier Sentinel*, "Dixon apples; Badger Geeks; Hidden organic orchard" - Kayla Peche. **Judge's Comments**: I love the way your writing flows. You write about businesses in a non-boring way! I especially liked the story on Dixon's apples.

Third Place: *New London Press Star*, "Business community impacted by deaths; Huntington Bank to close its New London branch this fall; Yes, Culver's considered serving up a NL franchise" - Scott Bellile. **Judge's Comments**: A nice range of topics on business. In one story I thought it was an interesting idea to write on how deaths impacted businesses. Your writing on the submitted stories was very good and was interesting and clear.

Environmental Reporting Award

Division A

First Place: *Green Bay Press-Gazette*, "Neighbor against neighbor" - Paul Srubas. **Judge's Comments**: Good packaged summary of the people and the issue related to the potential mine. The linear style worked for the sidebar, but the mainbar could have benefited from another scene or tie-in to the Ogden Club.

Second Place: *Wausau Daily Herald*, "Granite Peak draws water with little oversight" - Laura Schulte. **Judge's Comments**: With the owner's tie to the troubled Minnesota resort, this is an interesting and important story for Wisconsin. Two things kept this entry out of the top spot: a couple of typos; and no reaction/comment/no-comment from the resort.

Third Place: *The Capital Times*, "Tapped Out" - Katelyn Ferral. **Judge's Comments**: Few of our readers know the depths of the bureaucratic sinkhole that is the Army Corps of Engineers, but this story gives Madison readers a good overview. The lede wasn't as strong as the other place-winners, but there are gobs of good quotes and detail. The story could also have used some of the Army/Corps bureaucratic context to help readers know that the Engineers don't just hate Wisconsin; they hate everyone.

Honorable Mention: *Green Bay Press-Gazette*, "Ledgeview residents say manure pit idea stinks; Ledgeview residents wait for manure answers; Ledgeview farm hopes to increase manure storage" - Doug Schneider. **Judge's Comments**: CAFOs are an emerging problem for urban areas in the Midwest, and one that requires delicate reporting to be fair. While the issue from the view of the neighborhood is clear, a clearer picture of the livelihood of those in ag in the area is missing. Even if it's not the farmer at the center of the issue, a tour of a nearby farm/CAFO would have been an excellent addition.

Division C

First Place: *Daily Tribune*, "It's a Girl's Hunting Life" - Jonathan Anderson & Karen Madden. **Judge's Comments**: This was head and shoulders over the competition in this category — the reporter painstakingly followed this process from beginning to end, providing a complete picture of readers.

Second Place: *The Monroe Times*, "Dogs: Companionship, loyalty like no other; Drumming grouse: One of nature's treasurers; A great day, a bittersweet day with Dad" - Bridget Cooke.

Third Place: *The Monroe Times*, "Proposed manure spreading rules" - Bridget Cooke.

Division D

First Place: *Door County Advocate*, "Emerald ash borer destroying Door Co. trees" - Liz Welter. **Judge's Comments**: A pretty clear winner in this category, thanks mainly to a topic that is on everyone's minds. Using multiple sources and a variety of viewpoints pushed this story to

the top. Lots of information!!!!

Second Place: *Monroe County Herald*, "La Crosse River makeover: Sparta edition" - Pat Mulvaney. **Judge's Comments**: Another good entry loaded with details and information. Again, using multiple sources gave this the edge. Well done!

Third Place: *Vilas County News-Review*, "Milfoil battle will continue with divers" - Gary Ridderbusch. **Judge's Comments**: I'm sure this is a hot topic in Wisconsin, and the article was packed with lots of detailed information. Very educational.

Honorable Mention: *Vilas County News-Review*, "Walleye numbers plummet on Lac Vieux Desert" - Doug Etten. **Judge's Comments**: Again, another well-written story loaded with information that I'm certain had a lot of community-wide interest.

Division E

First Place: *The Ripon Commonwealth Press*, "The nose have it" - Ian Stepleton.

Second Place: *Price County Review*, "The invisible cost of water" - Anna Maria Hansen.

Third Place: *Lake Geneva Regional News*, "Lake's zooplankton population continues mysterious decline" - Chris Schultz.

Honorable Mention: *Courier Press*, "Maintaining elevation of Upper Mississippi River a well-orchestrated effort" - Ted Pennekamp.

Division F

First Place: *The Brillion News*, "Manure Digester" - Ed Byrne. **Judge's Comments**: Strong writing raises this entry to the top of the pack. Byrne covered all sides of an issue, that you don't hear about every day.

Second Place: *The Sun*, "Bats wintering well in Geiger caves" - Suzanne Lindgren.

Ongoing/Extended Coverage

Division A

First Place: *Kenosha News*, "Man shot in TCF Bank; Man wanted in bank shooting; Shooting suspect turns himself in; Misfire may have saved life; A long road to recovery; Surviving the shooting; Victim of gun violence works; Man putting life back together" - Deneen Smith. **Judge's Comments**: Thorough coverage of the event through the recovery of the young victim. Very comprehensive. Nice work!

Second Place: *Wisconsin State Journal*, "The race to be Wisconsin's schools chief" - Molly Beck.

Rhinelander city administrator out

Aschenbrenner considering options after surprise firing

By Heather Schaefer and Jamie Taylor
OF THE RIVER NEWS

Aschenbrenner

The dust is settling at City Hall following city administrator Kristina Aschenbrenner's abrupt departure Monday after less than a year in office.

"The City of Rhinelander has ended its employment with Kristina Aschenbrenner as the City Administrator, effective immediately," the City Council announced in a press release issued Tuesday morning. "The City will begin a search for a replacement in the near future. Day-to-day operations and ongoing projects will continue to be overseen by the city's employees and staff."

The reason for Aschenbrenner's sudden exit remains unclear as the City Council has refused to provide an explanation beyond an apparent desire to "move in a new direction."

The press release directed the media to City Council president George Kirby who refused to answer any questions and instead repeated a prepared statement.

"The City Council has determined to move in a direction in regard to the city administrator position. The city administrator position is an at-will position whose contract can be terminated at any time for any reason," he said. "Our main thing is just that we decided to move in a new direction."

Kirby did not respond to messages seeking additional comment. Several other alderpersons contacted either refused comment or failed to return messages.

Aschenbrenner told the *River News* she was terminated Monday evening following a 90-minute closed session discussion she thought was a performance evaluation. She said she was asked to leave the room and was unaware city alderpersons had concerns about her job performance. The move to terminate caught her by surprise, she added.

"I walked into it completely blind," she said, adding that she was told she could resign and sign a hold harmless agreement or be terminated. She added that she was given a short period of time to call her husband but a request for more time to consider the city's ultimatum was denied. She also said the council members refused to answer when she asked for an explanation for the termination and the reason for the "new direction."

Aschenbrenner said she refused to resign because she wanted to continue to work to improve the city.

"I didn't resign because I wasn't ready to quit on the city of Rhinelander," she said. "We're doing good things. I wanted to keep doing good things and improving the city, but that's not the direction they wanted to go in."

Aschenbrenner said she is exploring all options and specifically mentioned she has questions about whether the city followed the open meetings law in agendizing Monday's meeting. She noted the city used a subsection in the open meetings law that refers to consideration of employment rather than the subsection that refers to dismissal in explaining the reason for the closed session.

See **Aschenbrenner**, *Page 11A*

The Northwoods River News, Rhinelander, Second Place, Division E, Ongoing/Extended Coverage

Third Place: *Leader-Telegram*, "Problem landlord" - Julian Emerson.

Honorable Mention: *Green Bay Press-Gazette*, "Green Bay's Titletown District" - Richard Ryman.

Division B

First Place: *Wausau Daily Herald*, "Victims of a mass shooting: profiles and untold stories" - Nora Hertel, Laura Schulte & Keith Uhlig. **Judge's Comments**: A heartfelt collection of stories led by the terrific Keith Uhlig centerpiece. The coverage had a layer of humanity we should all aspire to in our writing.

Second Place: *The Gazette*, "Methamphetamine 'epidemic' in Walworth County" - Jonah Beleckis. **Judge's Comments**: Quite a deep dive into an important topic. Commendable above-and-beyond work by a single reporter who cared about an issue facing the community.

Third Place: *The Gazette*, "The hunt for Joseph Jakubowski" - Staff. **Judge's Comments**: The Gazette handled the arrest press conference wonderfully by helping readers understand that reports at the scene had unanswered questions. Lot of work went into covering some very tense moments as well.

Honorable Mention: *Herald Times Reporter*, "Manitowoc smoke shop may feel ordinance's burn; Manitowoc defends ordinance against drug items; Manitowoc sued over its stricter drug paraphernalia ordinance; Manitowoc paraphernalia ordinance passes court test" - Alisa Schafer. **Judge's Comments**: We'll bet this story created quite a buzz in the community. The writer showed balance and legwork in a solid group of stories.

Division C

First Place: *Baraboo News Republic*, "Jury to visit stabbing scene" - Tim Damos. **Judge's Comments**: This was as concise and well-constructed a courts narrative as I've read. Clear writing, ledes could be punchier. They're well-constructed, but don't always include the juiciest tidbits to lure readers in. Good job re-introducing previously established facts. The necessary information is presented in a way that feels natural to each individual story. Very well-constructed stories. Trial coverage involves introducing a lot of information and providing the proper context while still making something people can read without their eyes glazing over. Well done.

Second Place: *The Daily Press*, "Jail hit with sexual assault lawsuit" - Rick Olivo. **Judge's Comments**: The open records request by the paper really cracked this story open. Clearly the reporter was asking all the right questions of the right people, even if the answers weren't always given. An important issue to the community, this story deserved dogged pursuit and got it.

Third Place: *Marshfield News-Herald*, "Marshfield woman battles aggressive cancer" - Mitchell Skurzewski. **Judge's Comments**: I like unique human-interest stories. Ongoing coverage doesn't have to be all crime and gloom and doom. Good descriptive language. Syntax is a little clumsy at times. I don't typically consider first-person columns continuing coverage. But it's pretty touching nonetheless. I like the idea of following up with the husband as he starts a new business. Punctuation is inconsistent enough to be distracting.

Division D

First Place: *Ladysmith News*, "Deputy shot, slain in line of duty; suspect arrested/ Peers admired officer for his work ethic" - Luke Klink. **Judge's Comments**: A clear winner. Series of articles wreak with emotion and cover the shooting of a police officer from all angles. Well done.

Second Place: *Hudson Star-Observer*, "St. Croix EMS" - Rebecca Mariscal & Maureen McMullen. **Judge's Comments**: Entry covers an emotionally-charged issue from various viewpoints. Loved how quotes were used to demonstrate the passion.

Third Place: *The Lakeland Times*, "It Matters to One animal rescue" - Jamie Taylor.

Honorable Mention: *News Graphic*, "August Weber license renewal; Court dismisses claims; 'I never did anything wrong'; Banas defendants respond; August Weber up against petition" - Alison Henderson.

Division E

First Place: *The Star*, "Act of depravity/ parents say daughter's murder could have been prevented" - Jennifer Fetterly. **Judge's Comments**: Wow is what I say to this story. I loved your writing and story telling. You did an excellent job on coverage of the murder and I especially liked the follow up stories. Great job of following the victim's family and not ending the coverage after the sentencing.

Second Place: *The Northwoods River News*, "City administrator firing" - Jamie Taylor & Heather Schaefer. **Judge's Comments**: Way to keep your community informed on the firing of a city official. I loved how you were the watchdog and kept the governmental body accountable on openness. Excellent writing, very enjoyable read.

Third Place: *The Northwoods River News*, "Stepmother charged in toddler death" - Jamie Taylor & Heather Schaefer. **Judge's Comments**: You handled a tragic situation with style and great writing. You gave a nice synopsis of the event on each following story to help the reader remember what happened. I was engrossed in each story until the very end. Nice job.

Honorable Mention: *Oconto County Reporter*, "Continuing coverage of Law Enforcement Center construction" - Kent Tempus. **Judge's Comments**: Excellent job of keeping the community informed on the new law enforcement center on its progress and setbacks. I enjoyed your style of writing — crisp, clear, concise.

Division F

First Place: *Sauk Prairie Eagle*, "High school curriculum book criticized" - Autumn Luedke & Jason Cuevas. **Judge's Comments**: From start to finish, the process of challenging a book's place in the school curriculum was reported from a multitude of angles. When passionate opinions are being expressed throughout the community, it can be difficult to present all sides of the argument in an objective fashion. This coverage is an excellent example of how to do it well.

Second Place: *New London Press Star*, "City ponders building mixed-use library; Developers to pitch ideas for new library; Developers share challenges, hopes with city's vacant riverfront property; Partnership recommended for riverfront development; Timeline projected for mixed-use library" - Scott Bellile. **Judge's Comments**: Communities considering the construction of a new library need look no further than the Press Star for a blueprint on how to educate taxpayers on the potential benefits and pitfalls of such a project. Well done!

Third Place: *Juneau County Star-Times*, "Murphy homicide trial begins" - Kevin Damask & Jason Cuevas. **Judge's Comments**: Very thorough, detailed coverage of a murder trial — so good readers might think they were in the jury box.

Local Column

Division A

First Place: *Green Bay Press-Gazette* - Paul Srubas. **Judge's Comments**: The wit, grace and style fashioned by Paul Srubas connects with readers. His open letter to a boy who drowned 25 years ago was the most powerful piece in the class. Incredible heart-felt effort.

Second Place: *The Capital Times* - John Nichols. **Judge's Comments**: John Nichols' recap of a Racine nun's sparring session with Paul Ryan put readers in the middle of the action. The public needs a watchdog like Nichols keeping tabs on lawmakers and leaders in the academic world.

Third Place: *The Capital Times* - Paul Fanlund. **Judge's Comments**: Paul Fanlund's recap of the career of a devoted school board member — and his parting-shot call-to-action — can't help but leave one with a sense of gratitude for what might be the most challenging, and maybe most rewarding, form of public service.

Honorable Mention: *La Crosse Tribune* - Rusty Cunningham. **Judge's Comments**:

Toddler gymnastics proving to be comedic, stressful

My daughter, Emma, was an extremely late walker. I didn't walk until I was 16 months old, so I wasn't too worried when she hit 16 months and didn't have much interest in anything but shuffling around on her knees. She became such an expert knee-walker that she was getting callouses on her legs. She was so adept at maneuvering forward, backward and side to side that I almost had myself convinced that she'd never actually walk on her feet.

Enter Grandma. Throw in some shoe shopping. Almost like magic, Emma decided that, hey, I can get around quicker and cause a lot more mischief in a store when I'm up on my feet. Within a matter of days the knee-walking was behind us and we had a full-blown toddler on our hands. I'm still not sure what the rush was about. Sometimes I miss the quiet days of the baby in the swing, content to page through a board book.

Emma is proving to be a feisty, energetic, patience-testing child. I know they all have their days, but wow, I had no idea what I was in for. She's fiercely independent and so smart it's a bit frightening at times. "Hell on wheels" is a fitting description some days.

I decided it would be a good idea to channel some of that energy into a structured, safe environment, such as, say, gymnastics. Sure enough, the local gymnastics center starts kids in a "parent and me" program at 20 months old. Emma just barely met the cutoff age for the fall session, so I enrolled her and I in the 11-week class.

writer's notebook

By Jenn Stirmel

barrels for the kids to climb on, roll over and jump off of. There are even a couple of sets of toddler-size uneven bars and monkey bars. There are ladders and mini balance beams and a couple of pits filled with foam blocks.

The structured environment of gymnastics is turning out to be a difficult adjustment for an inquisitive kid who has free run of the house (within reason, of course). She can play with whatever toys she wants and stop to flip through a few books whenever the mood strikes. If she heads to the fridge, I know she wants milk or string cheese. I'm certainly not going to say no to that.

Well, the "I-can-do-what-I-want" attitude doesn't fly at gymnastics, so it's been a bit of a struggle to get a handle on the meltdowns when she's not allowed to roam as she pleases. We're just getting into the full-fledged screaming tantrum stage, which all of the parents at the gym have gotten to witness (more than once). Talk about embarrassing! I left the first night of class feeling like the most incompetent mother ever. Yes, I had THAT kid. I was totally dumbfounded because that kind of behavior was completely out of character for my normally cheerful, affectionate daughter. It probably made it worse that I had no idea what to say or how to handle it.

Thankfully, my fellow moms in the class have been super supportive. Most of them have been through this 11-week session a handful of times, and their kids are on the older end of the age range. Emma is the youngest

The Country Today, Eau Claire, Second Place, Division D, Local Column

Rusty Cunningham challenges the community he serves by sounding off on a binge-drinking topic that continues to plague the local campus and community. Additionally, we feel as though we're standing with the football team — knee-deep in mud — as it "scores" in community service.

Division B

First Place: *The Gazette* - Anna Marie Lux. **Judge's Comments**: Anna Marie Lux does a wonderful job with the strongest subject matter in the class. Language is clear, quotes pack punch. Great work!

Second Place: *The Sheboygan Press* - Leah Ulatowski. **Judge's Comments**: Editor Leah Ulatowski won't let home fall by the wayside this season, or any season. Strong writing.

Third Place: *Oshkosh Northwestern* - Noell Dickmann. **Judge's Comments**: What's in a blazer? Plenty, according to columnist Noell Dickmann, who weaves a strong tale and leaves readers with an important question. Well done!

Division D

First Place: *Lake Country Reporter* - Scott Peterson. **Judge's Comments**: Each column is sure to bring memories to the reader's mind. Good job of telling the stories concisely and with humor!

Second Place: *The Country Today* - Jenn Stirmel. **Judge's Comments**: Close runner-up. Again, a good job of relating experiences that many readers will be able to identify with. I'm sure this column is a favorite of the paper's readers.

Third Place: *The Country Today* - Sara T. Bredesen. **Judge's Comments**: Tough to place these columns in order. This newspaper's readers are lucky to have several quality, entertaining columnists.

Honorable Mention: *The Star News* - Brian Wilson. **Judge's Comments**: Good job of story telling and relating life's experiences.

Division E

First Place: *The Ripon Commonwealth Press* - Maic D'Agostino. **Judge's Comments**: This is strong, personal writing. You give good background, then use compelling text to make me care about these issues.

Second Place: *Price County Review* - Seth Carlson. **Judge's Comments**: Good editorial writing. You identify a problem, give me adequate background to support your position, then present a possible solution. Way to make your readers think!

Third Place: *Spooner Advocate* - Bill Thornley. **Judge's Comments**: A cat, a bear and a woman who hunts deer. I can see why these stories would appeal to your readers. I enjoyed reading them, too. Your words really drew me in.

Honorable Mention: *The Valders Journal* - Mary Thomsen. **Judge's Comments**: I really enjoyed your stories. You have a nice, folksy style that's a pleasure to read.

Division F

First Place: *Courier Sentinel* - Ginna Young.

Second Place: *Courier Sentinel* - Monique Westaby.

Third Place: *Tribune Record Gleaner* - Dean Lesar.

Honorable Mention: *Crawford County Independent & The Kickapoo Scout* - Jane Schmidt.

Sports News Story

Division A

First Place: *Green Bay Press-Gazette*, "Biegel gets a rush out of Packers pairing" - Ryan Wood. **Judge's Comments**: Nice profile and storyline, which follows this athlete from his younger years as a Green Bay Packer fan, to the Wisconsin Badgers and ultimately to being drafted by the Packers.

Second Place: *Leader-Telegram*, "King Kenny" - Nick Erickson. **Judge's Comments**: Good narrative approach, and getting both sides of a big record-setting performance.

Third Place: *La Crosse Tribune*, "Red Raiders rejoice" - Todd Sommerfeldt. **Judge's Comments**: Clearly this was a major story for the community, being the first state title in nearly a century. Story was very well done to capture the moment well.

Honorable Mention: *The Post-Crescent*, "Ghosts grab second title: Kaukauna stops Wilmot for D1 crown" - Ricardo Arguello. **Judge's Comments**: A little surprised the coach let such a secret out of the bag, but made for a nice angle to approach a story!

Division B

First Place: *The Gazette*, "Ultimate Success" - Eric Schmoldt. **Judge's Comments**: In Eric Schmoldt's report of a state wrestling title, the real story is the evolution of the relationship between coach and athlete, a theme that doesn't get lost after the first few paragraphs. Well done.

Second Place: *Daily News*, "Paying tribute" - Adam Lindemer. **Judge's Comments**: A soccer game become a tribute to a coach who has died, and writer Adam Lindemer sticks with that story line throughout, resisting the urge to turn his report into a gamer with an interesting lead.

Third Place: *The Gazette*, "Every pitch counts" - Eric Schmoldt. **Judge's Comments**: Nice work by Eric Schmoldt to examine possible game strategies involved with newly enacted pitch counts for high school hurlers.

Division C

First Place: *Stevens Point Journal*, "Men's basketball coach suspended for season" - Scott Williams.

Second Place: *Daily Tribune*, "Lifelong dream comes true for Rapids' Biegel" - Mark Massoglia.

Third Place: *The Chippewa Herald*, "State champions: Macks rally for first-ever Division 5 championship" - Spencer Flaten.

Division D

First Place: *The Portage County Gazette*, "Last-second win; Falcons end unexpected run; Carter Zblewski's filed goal wins" -

John Kemmeter. **Judge's Comments**: This story represented the biggest moment, in this judge's opinion. To make a championship kick as your first made field goal, wow! That's a sports writer's dream to cover. Nice family history woven in too.

Second Place: *Hudson Star-Observer*, "Raiders go all in" - Bob Burrows. **Judge's Comments**: Loved the lead to this piece. I felt like I was there too with the players the writer described. Hockey is a sport I don't cover but I truly felt like I could follow along and understand well with this great game coverage.

Third Place: *The Chronotype*, "Brushpile eludes hunters to the end" - Dave Greschner. **Judge's Comments**: I was so entertained by this piece I felt it belonged in the top three. While it isn't a game story of any kind, I think the mystique of this animal was a very interesting read within itself. It's something I'd never expect to read but am so glad I did! Way to find a good story out of a kind of "white whale" tale.

Honorable Mention: *Oconomowoc Enterprise*, "Little Ten High Five series" - Mark Hutchinson. **Judge's Comments**: I suppose I was judging more from a sports story perspective. But if there was a best sports series or editorial series, this would take the cake. I'll bet your readers loved these pieces and that's more important than awards.

Division E

First Place: *The Ripon Commonwealth Press*, "Going out on top" - Jonathan Bailey. **Judge's Comments**: Nice feature with a good anecdotal lede.

Second Place: *The Ripon Commonwealth Press*, "Bringing back the gold" - Jonathan Bailey. **Judge's Comments**: Great look at an athlete who is competing at the international level.

Third Place: *Burlington Standard Press*, "Dream season ends in grueling thriller" - Mike Ramczyk. **Judge's Comments**: Beautiful description of a penalty kick boomeranging around a wall of defenders and into the corner of the net.

Honorable Mention: *The Record-Review*, "Stratford wins first state title" - Casey Krautkramer. **Judge's Comments**: Good anecdote of a wrestler who watched from the sidelines the previous year and this year led the team to a state championship.

Division F

First Place: *Sauk Prairie Eagle*, "WIAA State Wrestling" - Brock Fritz. **Judge's Comments**: Great coverage of the tourney with good job of updating on the internet during the tourney.

Second Place: *Lake Mills Leader*, "L of a Shot" - Paul Beroza. **Judge's Comments**: Solid game story is accentuated by the graphics, photo and play on words.

Third Place: *Courier Sentinel*, "Cornell vs. Lake Holcombe: a game to be remembered" - Kayla Peche. **Judge's Comments**: Another good game story giving good play-by-play as well as using good quotes from players and coaches.

Honorable Mention: *Oconomowoc Focus*, "Oconomowoc football beats Watertown in thriller" - Evan Frank.

Sports Feature

Division A

First Place: *Wisconsin State Journal*, "Ethan Happ's desire to improve has become an obsession" - Jim Polzin. **Judge's Comments**: The key to this winning is the detail. There are many quotes, observations and anecdotes that make Ethan pop to life. Great writing job.

Second Place: *The Post-Crescent*, "Battling Back: Basketball journey of Neenah High School's Zavier Sims takes different path following brain surgery" - Ricardo Arguello. **Judge's Comments**: While the subject matter is unusual, the writer makes it understandable and heartfelt. We feel for this athlete and his journey.

Third Place: *Leader-Telegram*, "Coach preached opportunity, changed lives" - Nick Erickson. **Judge's Comments**: A great tribute to a beloved coach.

Honorable Mention: *The Journal Times*, "The joy of being Bucky Badger" - Mark Feldmann. **Judge's Comments**: A fun feature. It proves: Don't overlook those on the sidelines. They make great stories.

Division B

First Place: *The Gazette*, "Jetting down the road" - Eric Schmoldt. **Judge's Comments**: Great insight into a difficult aspect of junior hockey that not many people get a chance to see.

Second Place: *Daily News*, "National Athletic Training Month" - Adam Lindemer. **Judge's Comments**: Really interesting to read about a behind the scenes aspect of high school athletics. Not many people think about this side of sports.

Third Place: *The Sheboygan Press*, "Sheboygan baseball royalty get their due" - McLean Bennett. **Judge's Comments**: Cool story about a couple who put in so much time and effort. I'm sure most people don't realize the sacrifices they've had to make to keep the local team going.

Honorable Mention: *Daily Jefferson County Union*, "Terrific twosome" - Jeff Seisser.

Division C

First Place: *Marshfield News-Herald*, "He almost lost his life to wrestling" - Mark Massoglia. **Judge's Comments**: Very inspirational. Did a great job of capturing this young man's story.

Second Place: *Daily Citizen*, "Globe trotter reaches finish line" - Ben Rueter. **Judge's Comments**: What a fun story. If we could all be so determined! Did a nice job of sharing her story.

Third Place: *The Chippewa Herald*, "30 stadiums, 32 days" - Spencer Flaten. **Judge's Comments**: A fun-loving story of these three guys.

Honorable Mention: *Daily Citizen*, "Andrew Wallace has impacted BDHS like no other by helping out athletics" - Mark McMullen. **Judge's Comments**: A great example of what students are doing today.

Division D

First Place: *The Star News*, "Making her mark" - Bryan Wegter. **Judge's Comments**: From the inviting, five-word lead, Wegter pulls readers in to a story mercifully free of the jargon and clichés typical to this category.

Second Place: *The Star News*, "Creating a home field advantage" - Matt Frey. **Judge's Comments**: A true enterprise feature, building a nice story around the writer's observation, not a game or event.

Third Place: *Brookfield-Elm Grove Now*, "After serious illness, Jenny Cape scores three goals" - Andrew Gruman. **Judge's Comments**: This seven word lead scoots readers past the clichés they usually find in prep-athlete-faces-illness stories. Plenty of sources allows Gruman to build this believable profile.

Division E

First Place: *The Northwoods River News*, "The clock is ticking" - Jeremy Mayo, Nick Sabato. **Judge's Comments**: Covers all angles of the story — from the way the game will be played to the cost. Congratulations.

Second Place: *Amery Free Press*, "Friday night ice" - Jessica de la Cruz. **Judge's Comments**: Fun story to read — almost in the style you would expect to hear talking to buddies while having a beverage after a day on the lake. Congratulations.

Third Place: *Milton Courier*, "Atta Boie" - Michael Gouvion. **Judge's Comments**: A well-done story about an interesting subject. Good job talking to the coach and chronicling John's rise to the national team. Congratulations.

Honorable Mention: *River Falls Journal*, "Riding high: Meyer Middle Schooler heads to nationals rodeo" - Bob Burrows. **Judge's Comments**: A well-done story. Bonus points for such a good interview with someone that young, which we all know can be challenging. Congratulations.

Division F

First Place: *Fennimore Times*, "Gold Rush!" - Robert Callahan. **Judge's Comments**: Love that this could be a double feature. The two photos with the respective stories on each side is simply awesome.

Second Place: *The Dunn County News*, "The Dogtown Diamond" - Laura Giammattei. **Judge's Comments**: Very neat feature. It really helps that this is a unique article. The layout tops it off.

Third Place: *Oconomowoc Focus*, "Waukesha West coach Steve Rux returns to Oconomowoc" - Evan Frank. **Judge's Comments**: Love the big photo of the coach. The headline above shows the readers that this is a feature that is worth reading.

Honorable Mention: *The Brillion News*, "Sara Braun" - David Nordby.

Local Sports Column

Division A

First Place: *Kenosha News*, "McKay will be missed; How the Sticks stole Cubs-mas; He's not just a Hawk — he's a role model, too" - Mike Johnson. **Judge's Comments**: Mike Johnson offers his ink to a coach who doesn't want to leave, a powerful indictment of a local school. Johnson then pivots to a fun Cubs Christmas essay, then returns to his roots to follow a one-of-a-kind Eagle Scout basketball game. Well done!

Second Place: *La Crosse Tribune*, "Central's Fergot captures his dream" - Todd Sommerfeldt. **Judge's Comments**: Todd Sommerfeldt puts us in the huddle with an emotional coach. He then shares the struggle of a winner during his comeback from a stroke. Powerful subjects made incredible accessible for us.

Third Place: *The Journal Times*, "Suhr's

Continued on **Page 28**

Amery Free Press
Second Place ..... General News Story
Second Place ..... Sports Feature
Second Place ..... Portrait or Artistic Photo
Second Place ..... Best Website
Third Place ..... Open Records/FOI Award
Third Place ..... Breaking News Coverage
Third Place ..... Investigative Reporting
Third Place ..... Social Media Journalism

Baraboo News Republic
First Place ..... Front Page
First Place ..... Investigative Reporting
First Place ..... Reporting on Local Government
First Place ..... Ongoing/Extended Coverage
Second Place ..... Sports Section
Third Place ..... General Excellence

Barron News-Shield
Third Place ..... Investigative Reporting

Beloit Daily News
First Place ..... Sports Section
Second Place ..... Special Section
Second Place ..... Editorial Award
Second Place ..... Feature Photo
Second Place ..... Page Design (Feature)
Second Place ..... Best Use of Color
Second Place ..... Best Annual Niche Publication
Third Place ..... Special Section
Third Place ..... Best Special Section
Honorable Mention ..... Lifestyle Section
Honorable Mention ..... Overall Page Design

Brookfield-Elm Grove Now
First Place ..... Business Coverage
Second Place ..... General Excellence
Third Place ..... Sports Feature

Burlington Standard Press
First Place ..... Local Sports Column
First Place ..... Social Media Journalism
Second Place ..... Breaking News Coverage
Third Place ..... Sports News Story

Campbellsport News
First Place ..... Best Multiple Advertiser Spread
Second Place ..... Best Localized National Story
Second Place ..... Best Newspaper Promotion

Clintonville Chronicle
First Place ..... Reporting on Local Government
Second Place ..... Best Large Ad
Second Place ..... Best Small Ad

Clintonville Tribune Gazette
Third Place ..... General Excellence
Third Place ..... Reporting on Local Education

Courier Press
Second Place ..... Video
Honorable Mention ..... Environmental Reporting Award
Third Place ..... Reporting on Local Education

Courier Sentinel
First Place ..... Local Column
First Place ..... Local Outdoor Column
First Place ..... Spot News Photo
Second Place ..... Editorial Award
Second Place ..... Reporting on Local Education
Second Place ..... Business Coverage
Second Place ..... Local Column
Second Place ..... Portrait or Artistic Photo
Second Place ..... Best Use of Local Photography
Second Place ..... Best Advertising Sales Tool
Third Place ..... Feature (Non-profile)
Third Place ..... Sports News Story
Third Place ..... Photo Essay
Third Place ..... Overall Page Design
Honorable Mention ..... General News Story
Honorable Mention ..... Reporting on Local Education

Crawford County Independent & The Kickapoo Scout
First Place ..... Investigative Reporting
First Place ..... Best Localized National Story
First Place ..... Best Use of Color
Second Place ..... Breaking News Coverage
Third Place ..... General News Story
Third Place ..... Enterprise/Interpretive Reporting
Third Place ..... Spot News Photo
Honorable Mention ..... Community Service Award
Honorable Mention ..... Feature (Profile)
Honorable Mention ..... Local Column

Daily Citizen
Second Place ..... General Excellence
Second Place ..... Sports Feature
Second Place ..... Digital Project
Honorable Mention ..... Sports Feature
Honorable Mention ..... Sports Photo

Daily Globe
Second Place ..... Sports Photo
Second Place ..... Bill Payne Award
Second Place ..... Best Special Section
Third Place ..... Best Large Ad
Third Place ..... Best Use of Color
Third Place ..... Best Use of Local Photography
Honorable Mention ..... Feature (Non-profile)

Daily Jefferson County Union
First Place ..... Best Ongoing Niche Publication
Third Place ..... Editorial Award
Third Place ..... Page Design (Sports)
Honorable Mention ..... Sports Feature

Daily News
First Place ..... Page Design (Feature)
First Place ..... Bill Payne Award
First Place ..... Best Special Section
Second Place ..... Front Page
Second Place ..... General News Story
Second Place ..... Reporting on Local Education
Second Place ..... Sports News Story
Second Place ..... Sports Feature
Second Place ..... Video
Second Place ..... Best Multiple Advertiser Spread
Second Place ..... Best Use of Art Service
Third Place ..... Feature (Profile)
Third Place .. All-Around Newspaper Photography
Third Place ..... Sports Photo
Third Place ..... Overall Page Design
Third Place ..... Page Design (Feature)
Third Place ..... Best Restaurant Ad
Third Place ..... Best Ad Idea (Series)
Third Place ..... Best Use of Color
Honorable Mention ..... Special Section

Daily Tribune
First Place ..... Reporting on Local Education
First Place ..... Environmental Reporting Award
First Place ..... Social Media Journalism
Second Place ..... Rookie Reporter of the Year
Second Place ..... Sports News Story
Third Place ..... Enterprise/Interpretive Reporting
Third Place ..... Reporting on Local Government
Third Place ..... Business Coverage

DeForest Times-Tribune
First Place ..... Best Headlines

Door County Advocate
First Place ..... Reporting on Local Government
First Place ..... Environmental Reporting Award
First Place ..... Sports Photo
Second Place ..... Best Localized National Story
Third Place ..... Sports Section
Third Place ..... Lifestyle Section
Third Place ..... Feature (Non-profile)
Third Place ..... Business Coverage
Honorable Mention ..... General Excellence
Honorable Mention ..... Portrait or Artistic Photo

EagleHerald
Second Place ..... Overall Page Design
Honorable Mention ..... Feature Photo

Fennimore Times
First Place ..... Sports Feature
Second Place ..... Editorial Section
Second Place ..... Reporting on Local Government

Franklin-Greendale-Hales Corners-Oak Creek Now
Third Place ..... Digital Project
Third Place ..... Video
Honorable Mention ..... Reporting on Local Education
Honorable Mention ..... Sports Photo

FYI Northwoods News
First Place ..... General News Photo
First Place ..... Bill Payne Award
Third Place ..... General News Photo
Honorable Mention ..... Best Newspaper Promotion

Grant County Herald Independent
First Place ..... Best Use of Color
First Place ..... Best Multiple Advertiser Spread
First Place ..... Best Newspaper Promotion
Second Place ..... Best Use of Art Service
Second Place ..... Best Use of Local Photography
Third Place ..... Best Use of Humor

Green Bay Press-Gazette
First Place ..... Editorial Section
First Place ..... Front Page
First Place ..... Lifestyle Section
First Place ..... Best Headlines
First Place ..... Open Records/FOI Award
First Place ..... Reporting on Local Government
First Place ..... Reporting on Local Education
First Place ..... Environmental Reporting Award
First Place ..... Local Column
First Place ..... Sports News Story
First Place ..... Local Outdoor Column
First Place ..... Feature Photo
First Place ..... Best Website
First Place ..... Video
Second Place ..... Community Service Award
Second Place ..... Breaking News Coverage
Second Place ..... Reporting on Local Government
Second Place ..... Business Coverage
Second Place ..... Spot News Photo
Third Place ..... Sports Section
Third Place ..... Digital Project
Honorable Mention ..... Feature (Profile)
Honorable Mention ..... Enviormental Reporting Award
Honorable Mention .. Ongoing/Extended Coverage
Honorable Mention ..... Sports Photo
Honorable Mention ..... Social Media Journalism

Greenfield-West Allis Now
Second Place ..... Feature Photo

Herald Times Reporter
First Place ..... Breaking News Coverage
Second Place ..... General News Photo
Third Place ..... Reporting on Local Government
Honorable Mention ..... General News Story
Honorable Mention ..... Ongoing/Extended Coverage

Hocak Worak
First Place ..... Investigative Reporting
Second Place ..... Reporting on Local Education
Third Place ..... Front Page

Hudson Star-Observer
Second Place ..... Open Records/FOI Award
Second Place ..... Ongoing/Extended Coverage
Second Place ..... Sports News Story
Second Place ..... Video

Juneau County Star-Times
First Place ..... General News Story
First Place ..... Enterprise/Interpretive Reporting
First Place ..... Feature (Non-profile)

Second Place ..... Feature (Non-profile)
Third Place ..... Ongoing/Extended Coverage

Kenosha News
First Place ..... Ongoing/Extended Coverage
First Place ..... Local Sports Column
First Place ..... Spot News Photo
First Place ..... Page Design (Feature)
Second Place ..... General News Story
Third Place ..... Portrait or Artistic Photo
Third Place ..... Photo Essay

Kewaskum Statesman
First Place ..... General News Photo
First Place ..... Portrait or Artistic Photo
Honorable Mention..... Reporting on Local Education

La Crosse Tribune
Second Place ..... Local Sports Column
Second Place ..... Best Localized National Story
Second Place ..... Feature Photo
Third Place ..... General Excellence
Third Place ..... Sports News Story
Third Place ..... General News Photo
Third Place ..... Spot News Photo
Honorable Mention..... Local Column

Ladysmith News
First Place ..... Ongoing/Extended Coverage
Second Place ..... Photo Essay
Honorable Mention..... General News Photo

Lake Country Reporter
First Place ..... Best Headlines
First Place ..... Local Column
First Place ..... Video
Second Place ..... Editorial Award
Second Place ..... Feature (Profile)
Second Place ..... General News Photo
Second Place ..... Digital Project
Second Place ..... Social Media Journalism
Third Place ..... Special Section
Third Place ..... Open Records/FOI Award
Third Place ..... Best Localized National Story
Third Place ..... Sports Photo
Honorable Mention..... Special Section
Honorable Mention..... Front Page
Honorable Mention..... Sports Section
Honorable Mention..... Spot News Photo

Lake Geneva Regional News
First Place ..... Community Service Award
First Place ..... Editorial Award
First Place ..... Editorial Section
First Place ..... Front Page
First Place ..... Rookie Reporter of the Year
First Place ..... Page Design (Sports)
First Place ..... Best Website
First Place ..... Best Use of Local Photography
First Place ..... Best Ongoing Niche Publication
Second Place ..... Editorial Award
Second Place ..... Reporting on Local Education
Second Place ..... Bill Payne Award
Second Place ..... Best Ongoing Niche Publication
Third Place ..... General News Story
Third Place ..... Environmental Reporting Award
Third Place ..... Portrait or Artistic Photo
Third Place ..... Photo Essay
Third Place ..... Best Restaurant Ad
Honorable Mention..... Special Section

Lake Mills Leader
Second Place ..... Sports News Story
Second Place ..... Sports Photo

Leader-Telegram
First Place ..... Sports Section
First Place ..... Enterprise/Interpretive Reporting
First Place ..... Business Coverage
First Place ..... Overall Page Design
First Place ..... Best Multiple Advertiser Spread
First Place ..... Best Use of Humor
First Place ..... Best Annual Niche Publication
First Place ..... Best Online Advertising (Single Ad, Animated)
Second Place ..... Sports News Story
Second Place ..... General News Photo
Second Place ..... Photo Essay
Second Place ..... Best Ongoing Niche Publication
Third Place ..... Special Section
Third Place ..... Ongoing/Extended Coverage
Third Place ..... Sports Feature
Honorable Mention..... General Excellence
Honorable Mention..... Best Headlines
Honorable Mention..... Breaking News Coverage
Honorable Mention..... Feature (Non-profile)

Lodi Enterprise and Poynette Press
Third Place ..... Special Section

Marshfield News-Herald
First Place ..... Open Records/FOI Award
First Place ..... General News Story
First Place ..... Enterprise/Interpretive Reporting
First Place ..... Sports Feature
First Place ..... Best Localized National Story
First Place ..... Video
Second Place ..... Investigative Reporting
Second Place ..... Feature (Non-profile)
Third Place ..... Reporting on Local Education
Third Place ..... Ongoing/Extended Coverage

Milton Courier
Third Place ..... Sports Feature

Monroe County Herald
First Place ..... Best Use of Art Service
Second Place ..... Front Page
Second Place ..... Environmental Reporting Award
Second Place ..... Overall Page Design
Second Place ..... Bill Payne Award
Second Place ..... Best Real Estate Ad
Second Place ..... Best Large Ad
Second Place ..... Best Small Ad
Second Place ..... Best Use of Humor
Third Place ..... Portrait or Artistic Photo
Third Place ..... Best Multiple Advertiser Spread
Honorable Mention..... Feature (Non-profile)
Honorable Mention..... Best Large Ad

Mukwonago Chief
Second Place ..... General News Photo
Third Place ..... General Excellence

Muskego-New Berlin Now
First Place ..... Breaking News Coverage
Third Place ..... Breaking News Coverage

New London Press Star
First Place ..... Editorial Section
First Place ..... Reporting on Local Education
First Place ..... Feature Photo
Second Place ..... Front Page
Second Place ..... General News Story
Second Place ..... Ongoing/Extended Coverage
Second Place ..... Spot News Photo
Third Place ..... Best Headlines
Third Place ..... Breaking News Coverage
Third Place ..... Business Coverage
Third Place ..... Feature Photo
Third Place ..... Portrait or Artistic Photo
Honorable Mention..... Feature Photo

New Richmond News
First Place ..... Feature (Profile)
First Place ..... Digital Project
Third Place ..... Sports Section
Honorable Mention..... General Excellence
Honorable Mention..... Breaking News Coverage

News Graphic
First Place ..... Feature (Non-profile)
First Place ..... Best Annual Niche Publication
Third Place ..... General Excellence
Third Place ..... Overall Page Design
Honorable Mention..Ongoing/Extended Coverage

North Shore Now
First Place ..... General News Story
Third Place ..... Reporting on Local Government
Third Place ..... General News Photo

Oconomowoc Enterprise
First Place ..... Local Sports Column
Honorable Mention..... Sports News Story

Oconomowoc Focus
First Place ..... Photo Essay
Second Place ..... General News Photo
Second Place ..... Feature Photo
Third Place ..... Reporting on Local Government
Third Place ..... Sports Feature
Third Place ..... Local Sports Column
Third Place ..... Sports Photo
Honorable Mention..... Sports News Story
Honorable Mention..... Sports Photo

Oconto County Reporter
First Place ..... Feature (Non-profile)
Honorable Mention..Ongoing/Extended Coverage

Oshkosh Northwestern
First Place ..... Investigative Reporting
Second Place ..... Open Records/FOI Award
Second Place ..... Feature (Profile)
Third Place ..... Breaking News Coverage
Third Place ..... Local Column
Third Place ..... Best Localized National Story

Pierce County Herald
First Place ..... Special Section
First Place ..... Best Online Advertising (Single Ad, Static)
Honorable Mention. Best Localized National Story
Honorable Mention..... Best Large Ad

Portage Daily Register
First Place ..... General Excellence
Second Place ..... Reporting on Local Education
Second Place ..... Best Localized National Story
Second Place ..... Best Annual Niche Publication

Price County Review
First Place ..... Overall Page Design
Second Place ..... Environmental Reporting Award
Second Place ..... Local Column
Third Place ..... Rookie Reporter of the Year

Reedsburg Times Press
Third Place ..... Sports Section

River Falls Journal
First Place ..... Sports Section
First Place ..... Video
Second Place ..... Front Page
Third Place ..... Best Annual Niche Publication
Honorable Mention..... Feature (Non-profile)
Honorable Mention..... Sports Feature

Sauk Prairie Eagle
First Place ..... General Excellence
First Place ..... Sports Section
First Place ..... Ongoing/Extended Coverage
First Place ..... Sports News Story
Second Place ..... Enterprise/Interpretive Reporting

Sawyer County Record
First Place ..... Feature (Profile)
Third Place ..... Best Annual Niche Publication
Third Place ..... Best Ongoing Niche Publication

Spooner Advocate
Second Place ..... Overall Page Design
Second Place ..... Best Annual Niche Publication
Third Place ..... Feature (Non-profile)
Third Place ..... Local Column
Honorable Mention..... Business Coverage
Honorable Mention..... Portrait or Artistic Photo
Honorable Mention..... Best Multiple Advertiser Spread

Stevens Point Journal
First Place ..... Breaking News Coverage
First Place ..... Feature (Profile)
First Place ..... Business Coverage
First Place ..... Sports News Story
Second Place ..... Reporting on Local Government
Second Place ..... Local Sports Column
Second Place ..... Social Media Journalism
Third Place ..... Investigative Reporting

The Boscobel Dial
First Place ..... Spot News Photo

The Brillion News
First Place ..... Business Coverage
First Place ..... Environmental Reporting Award
Third Place ..... Front Page
Third Place ..... Best Large Ad
Honorable Mention ..... Sports Feature

The Cambridge News and Deerfield Independent
First Place ..... Editorial Award
First Place ..... Breaking News Coverage

The Capital Times
First Place ..... Editorial Award
First Place ..... Feature (Non-profile)
First Place ..... Feature (Profile)
Second Place ..... Local Column
Second Place ..... Best Website
Third Place ..... Editorial Section
Third Place ..... General News Story
Third Place ..... Enterprise/Interpretive Reporting
Third Place ..... Reporting on Local Government
Third Place ..... Reporting on Local Education
Third Place ..... Environmental Reporting Award
Third Place ..... Local Column
Honorable Mention ..... Enterprise/Interpretive Reporting

The Chetek Alert
First Place ..... Breaking News Coverage
First Place ..... Feature Photo
Second Place ..... Feature (Non-profile)
Honorable Mention ..... Feature Photo

The Chippewa Herald
First Place ..... Sports Section
First Place ..... Local Sports Column
Second Place ..... Enterprise/Interpretive Reporting
Third Place ..... Sports News Story
Third Place ..... Sports Feature
Honorable Mention ..... Photo Essay

The Chronotype
First Place ..... Lifestyle Section
First Place ..... Best Localized National Story
Second Place ..... Sports Section
Second Place ..... Breaking News Coverage
Second Place ..... Enterprise/Interpretive Reporting
Second Place ..... Page Design (Sports)
Second Place ..... Best Special Section
Third Place ..... Editorial Section
Third Place ..... Sports News Story
Third Place ..... Local Outdoor Column
Honorable Mention ..... Best Localized National Story

The Country Today
First Place ..... Editorial Award
First Place ..... Photo Essay
Second Place ..... Best Headlines
Second Place ..... General News Story
Second Place ..... Local Column
Second Place ..... Page Design (Feature)
Third Place ..... Enterprise/Interpretive Reporting
Third Place ..... Local Column
Honorable Mention ..... Editorial Award

The County Journal
Third Place ..... Feature (Profile)

The Daily Press
Second Place ..... General News Story
Second Place ..... Ongoing/Extended Coverage

The Daily Reporter
First Place ..... General News Photo
First Place ..... Digital Project
Second Place ..... Business Coverage
Third Place ..... Feature (Profile)
Third Place ..... General News Photo

The Denmark News
Second Place ..... General Excellence
Second Place ..... Best Use of Color
Honorable Mention ..... Reporting on Local Government
Honorable Mention ..... Bill Payne Award

The Dodgeville Chronicle
Third Place ..... Feature (Profile)

The Dunn County News
First Place ..... Front Page
Second Place ..... Best Headlines
Second Place ..... Sports Feature

The Freedom Pursuit
First Place ..... Sports Photo
First Place ..... Portrait or Artistic Photo
Third Place ..... Best Localized National Story
Third Place ..... Best Ongoing Niche Publication
Honorable Mention ..... Portrait or Artistic Photo

The Freeman
First Place ..... General Excellence
First Place ..... Best Grocery Ad
First Place ..... Best Use of Art Service
Second Place ..... Best Headlines

The Gazette
First Place ..... Special Section
First Place ..... Editorial Award
First Place ..... Enterprise/Interpretive Reporting
First Place ..... Feature (Profile)
First Place ..... Reporting on Local Education
First Place ..... Local Column
First Place ..... Sports News Story
First Place ..... Sports Feature
First Place ..... All-Around Newspaper Photography
First Place ..... General News Photo
First Place ..... Spot News Photo
First Place ..... Feature Photo
First Place ..... Portrait or Artistic Photo
First Place ..... Photo Essay
First Place ..... Page Design (Sports)
First Place ..... Best Real Estate Ad
First Place ..... Best Large Ad
First Place ..... Best Use of Color
First Place ..... Best Multiple Advertiser Spread
First Place ..... Best Use of Local Photography
First Place ..... Best Use of Humor
First Place ..... Best Advertising Sales Tool
First Place ..... Best Newspaper Promotion
First Place ..... Best Annual Niche Publication
First Place ..... Innovative Online Advertising
First Place ..... Best Online Advertising (Single Ad, Static)
Second Place ..... General Excellence
Second Place ..... Sports Section
Second Place ..... Investigative Reporting
Second Place ..... Enterprise/Interpretive Reporting
Second Place ..... Feature (Non-profile)
Second Place ..... Ongoing/Extended Coverage
Second Place ..... Local Outdoor Column
Second Place ..... Bill Payne Award
Second Place ..... Best Grocery Ad
Second Place ..... Best Restaurant Ad
Second Place ..... Best Large Ad
Second Place ..... Best Small Ad
Second Place ..... Best Ad Idea (Series)
Second Place ..... Best Special Section
Second Place ..... Best Use of Local Photography
Second Place ..... Innovative Online Advertising
Second Place ..... Best Online Advertising (Single Ad, Animated)
Third Place ..... Rookie Reporter of the Year
Third Place ..... Investigative Reporting
Third Place ..... Reporting on Local Education
Third Place ..... Ongoing/Extended Coverage
Third Place ..... Sports News Story
Third Place ..... Local Sports Column
Third Place ..... General News Photo
Third Place ..... Photo Essay
Third Place ..... Bill Payne Award
Third Place ..... Best Large Ad
Third Place ..... Best Multiple Advertiser Spread
Third Place ..... Best Use of Humor
Third Place ..... Best Annual Niche Publication
Third Place ..... Best Ongoing Niche Publication
Third Place ..... Best Online Advertising (Single Ad, Animated)
Honorable Mention ..... Feature (Non-profile)
Honorable Mention ..... Feature (Profile)
Honorable Mention ..... Sports Photo
Honorable Mention ..... Portrait or Artistic Photo
Honorable Mention ..... Photo Essay
Honorable Mention ..... Best Special Section
Honorable Mention ..... Best Use of Art Service

The Journal Times
Second Place ..... Lifestyle Section
Second Place ..... Investigative Reporting
Second Place ..... Reporting on Local Education
Third Place ..... Editorial Award
Third Place ..... Best Headlines
Third Place ..... Breaking News Coverage
Third Place ..... Local Sports Column
Honorable Mention ..... Sports Feature

The Lakeland Times
First Place ..... Open Records/FOI Award
First Place ..... Enterprise/Interpretive Reporting
First Place ..... Reporting on Local Education
First Place ..... Portrait or Artistic Photo
First Place ..... Overall Page Design
First Place ..... Page Design (Sports)
First Place ..... Best Grocery Ad
First Place ..... Best Small Ad
First Place ..... Best Special Section
First Place ..... Best Newspaper Promotion
First Place ..... Innovative Online Advertising
Second Place ..... Special Section
Second Place ..... Investigative Reporting
Second Place ..... All-Around Newspaper Photography
Second Place ..... Best Use of Local Photography
Second Place ..... Best Ongoing Niche Publication
Third Place ..... Ongoing/Extended Coverage
Third Place ..... Feature Photo
Third Place ..... Photo Essay
Third Place ..... Graphics
Third Place ..... Bill Payne Award
Third Place ..... Best Real Estate Ad
Third Place ..... Best Small Ad
Third Place ..... Best Use of Art Service
Third Place ..... Best Use of Humor
Third Place ..... Best Advertising Sales Tool
Third Place ..... Best Newspaper Promotion
Third Place ..... Innovative Online Advertising
Honorable Mention ..... Rookie Reporter of the Year
Honorable Mention ..... Investigative Reporting
Honorable Mention ..... Reporting on Local Government
Honorable Mention ..... Local Outdoor Column
Honorable Mention ..... Photo Essay
Honorable Mention ..... Best Use of Color
Honorable Mention ..... Best Multiple Advertiser Spread
Honorable Mention ..... Best Advertising Sales Tool

The Monroe Times
First Place ..... Spot News Photo
First Place ..... Sports Photo
First Place ..... Feature Photo
First Place ..... Portrait or Artistic Photo
First Place ..... Photo Essay
First Place ..... Best Special Section
First Place ..... Best Use of Local Photography

Second Place .....Environmental Reporting Award
Second Place .....Page Design (Sports)
Second Place ..... Best Use of Color
Third Place .....Sports Section
Third Place ..... Breaking News Coverage
Third Place .....Feature (Non-profile)
Third Place .....Environmental Reporting Award
Third Place .....Spot News Photo
Third Place .....Sports Photo
Third Place .....Feature Photo
Third Place ..... Portrait or Artistic Photo
Third Place ..... Photo Essay
Third Place ..... Best Special Section
Third Place .....Best Annual Niche Publication
Honorable Mention..... Enterprise/Interpretive Reporting
Honorable Mention.....Feature (Profile)
Honorable Mention.....All-Around Newspaper Photography
Honorable Mention..... General News Photo

The Northwoods River News
First Place .....Sports Feature
First Place .....Best Advertising Sales Tool
Second Place .....Ongoing/Extended Coverage
Second Place .....Page Design (Sports)
Second Place .....Graphics
Third Place .....Ongoing/Extended Coverage
Third Place ..... General News Photo
Third Place .....Feature Photo
Third Place ..... Best Ad Idea (Series)
Honorable Mention.....Investigative Reporting

The Oregon Observer
First Place .....Sports Photo
Second Place ..... General Excellence
Second Place .....Sports Photo
Honorable Mention.....All-Around Newspaper Photography

The Platteville Journal
Second Place .....Editorial Section
Second Place .....Sports Section
Second Place .....Open Records/FOI Award
Second Place ..... Best Restaurant Ad
Second Place ..... Best Multiple Advertiser Spread
Third Place .....Spot News Photo
Third Place .....Bill Payne Award
Third Place ..... Best Multiple Advertiser Spread
Honorable Mention..... Editorial Award
Honorable Mention..... Overall Page Design
Honorable Mention.....Page Design (Sports)
Honorable Mention..... Best Real Estate Ad
Honorable Mention..... Best Special Section

The Portage County Gazette
First Place .....Sports News Story
Second Place ..... Best Multiple Advertiser Spread
Third Place .....General News Story
Honorable Mention.....General News Story

The Post-Crescent
First Place ..... Breaking News Coverage
First Place .....Investigative Reporting
First Place ..... Portrait or Artistic Photo
First Place .....Digital Project
Second Place ..... General Excellence
Second Place .....Front Page
Second Place ..... Sports Section
Second Place ..... Best Headlines
Second Place ..... Sports Feature
Second Place .....All-Around Newspaper Photography
Second Place ..... Video
Third Place .....Community Service Award
Third Place .....Lifestyle Section
Third Place .....Feature (Profile)
Third Place ..... Business Coverage
Third Place ..... Best Localized National Story
Third Place .....Feature Photo
Third Place ..... Video
Honorable Mention.....Special Section
Honorable Mention.....Sports News Story
Honorable Mention..... General News Photo
Honorable Mention..... Photo Essay

The Record-Review
First Place .....Investigative Reporting
First Place .....Best Large Ad
Second Place .....Reporting on Local Government
Second Place ..... Best Use of Color
Third Place ..... Enterprise/Interpretive Reporting
Honorable Mention.....Sports News Story
Honorable Mention..... Best Use of Color
Honorable Mention..... Best Use of Art Service

The Reporter
First Place .....Sports Photo
Second Place .....Sports Photo
Second Place ..... Portrait or Artistic Photo
Third Place ..... General Excellence
Third Place .....Spot News Photo
Third Place ..... Portrait or Artistic Photo
Third Place ..... Video
Honorable Mention..... Best Localized National Story
Honorable Mention..... General News Photo

The Ripon Commonwealth Press
First Place ..... General Excellence
First Place ..... Best Headlines
First Place .....General News Story
First Place ..... Enterprise/Interpretive Reporting
First Place .....Reporting on Local Education
First Place .....Environmental Reporting Award
First Place .....Local Column
First Place .....Sports News Story
First Place ..... Best Localized National Story
First Place ..... Photo Essay
First Place ..... Best Restaurant Ad
First Place ..... Best Use of Art Service
First Place ..... Best Use of Humor
First Place .....Best Online Advertising (Single Ad, Animated)
Second Place ..... Best Headlines
Second Place .....Sports News Story
Second Place ..... Local Sports Column
Second Place .....Spot News Photo
Second Place .....Best Large Ad
Second Place ..... Best Ad Idea (Series)
Second Place ..... Best Use of Humor
Second Place ..... Innovative Online Advertising
Second Place ..Best Online Advertising (Single Ad, Static)
Third Place .....Front Page
Third Place ..... Best Headlines
Third Place ..... Business Coverage
Third Place ..... Best Localized National Story
Third Place ..All-Around Newspaper Photography
Third Place ..... Best Website
Third Place ..... Video
Third Place .....Best Grocery Ad
Third Place .....Best Small Ad
Third Place ..... Best Use of Color
Third Place .....Best Advertising Sales Tool
Third Place .....Best Newspaper Promotion
Third Place .....Best Online Advertising (Single Ad, Static)
Honorable Mention.....Feature (Profile)
Honorable Mention.....Sports Photo
Honorable Mention..... Best Restaurant Ad
Honorable Mention.....Best Use of Local Photography
Honorable Mention..... Best Ongoing Niche Publication

The Sheboygan Press
Second Place .....Reporting on Local Government
Second Place .....Local Column

Second Place ..... All-Around Newspaper Photography
Third Place ..... Front Page
Third Place ..... Sports Feature
Third Place ..... Feature Photo

The Star
First Place ..... Open Records/FOI Award
First Place ..... Reporting on Local Government
First Place ..... Ongoing/Extended Coverage
Second Place ..... Special Section
Second Place ..... Investigative Reporting
Second Place ..... Business Coverage

The Star News
First Place ..... Sports Section
First Place ..... Sports Feature
First Place ..... Page Design (Feature)
First Place ..... Graphics
First Place ..... Best Large Ad
First Place ..... Best Ad Idea (Series)
First Place ..... Best Multiple Advertiser Spread
First Place ..... Best Use of Humor
Second Place ..... Editorial Section
Second Place ..... Reporting on Local Government
Second Place ..... Business Coverage
Second Place ..... Sports Feature
Second Place ..... Local Sports Column
Second Place ..... Best Use of Art Service
Second Place ..... Best Newspaper Promotion
Second Place ..... Best Annual Niche Publication
Third Place ..... Best Headlines
Third Place ..... Page Design (Feature)
Third Place ..... Best Use of Color
Third Place ..... Best Use of Local Photography
Honorable Mention ..... Lifestyle Section
Honorable Mention ..... Local Column

The Stoughton Courier Hub
Second Place ..... Rookie Reporter of the Year
Second Place ..... Feature (Profile)
Second Place ..... Photo Essay
Third Place ..... Page Design (Sports)
Honorable Mention ..... Reporting on Local Government
Honorable Mention ..... Best Small Ad

The Sun
First Place ..... Best Use of Local Photography
Second Place ..... Sports Section
Second Place ..... Environmental Reporting Award
Second Place ..... Best Grocery Ad

The Tribune-Phonograph
Third Place ..... Editorial Award
Third Place ..... Best Use of Art Service
Third Place ..... Best Use of Local Photography

The Valders Journal
First Place ..... All-Around Newspaper Photography
Second Place ..... Feature Photo
Third Place ..... Feature (Profile)
Honorable Mention ..... Local Column
Honorable Mention ..... General News Photo

The Verona Press
First Place ..... Business Coverage
First Place ..... Best Annual Niche Publication
Second Place ..... Enterprise/Interpretive Reporting
Second Place ..... All-Around Newspaper Photography
Second Place ..... Best Special Section
Third Place ..... Reporting on Local Government
Third Place ..... Best Large Ad
Honorable Mention ..... Spot News Photo

The Waunakee Tribune
Second Place ..... Best Localized National Story

Tomahawk Leader
First Place ..... Best Special Section
Third Place ..... Sports Photo
Third Place ..... Best Special Section
Honorable Mention ..... General News Story
Honorable Mention ..... Photo Essay

Trempealeau County Times
Second Place ..... Feature (Non-profile)
Third Place .. All-Around Newspaper Photography
Third Place ..... Best Special Section
Honorable Mention ..... Breaking News Coverage

Tribune Record Gleaner
First Place ..... Feature (Profile)
First Place ..... Best Large Ad
First Place ..... Best Small Ad
First Place ..... Best Use of Art Service
Second Place ..... Best Multiple Advertiser Spread
Second Place ..... Best Use of Art Service
Third Place ..... Local Column
Third Place ..... Best Use of Color
Third Place ..... Best Multiple Advertiser Spread
Third Place ..... Best Use of Art Service
Third Place ..... Best Use of Local Photography
Honorable Mention ..... General News Photo
Honorable Mention ..... Best Large Ad
Honorable Mention ..... Best Use of Art Service

USA TODAY NETWORK-Wisconsin
First Place ..... Community Service Award
Second Place ..... Enterprise/Interpretive Reporting
Third Place ..... Investigative Reporting
Honorable Mention ..... Business Coverage

Vilas County News-Review
First Place ..... General Excellence
First Place ..... Special Section
First Place ..... Editorial Section
First Place ..... Front Page
First Place ..... All-Around Newspaper Photography
First Place ..... General News Photo
First Place ..... Spot News Photo
First Place ..... Feature Photo
First Place ..... Bill Payne Award
First Place ..... Best Real Estate Ad
First Place ..... Best Use of Color
First Place ..... Best Use of Local Photography
First Place ..... Best Advertising Sales Tool
First Place ..... Best Ongoing Niche Publication
Second Place ..... Community Service Award
Second Place ..... Lifestyle Section
Second Place ..... Local Outdoor Column
Second Place ..... Spot News Photo
Second Place ..... Portrait or Artistic Photo
Second Place ..... Best Use of Color
Second Place ..... Best Advertising Sales Tool
Third Place ..... Editorial Award
Third Place ..... Reporting on Local Education
Third Place ..... Environmental Reporting Award
Third Place ..... Spot News Photo
Third Place ..... Best Large Ad
Honorable Mention ..... Feature (Profile)
Honorable Mention ..... Business Coverage
Honorable Mention ..... Environmental Reporting Award
Honorable Mention ..... Bill Payne Award
Honorable Mention ..... Best Special Section
Honorable Mention ..... Best Newspaper Promotion

Washburn County Register
Second Place ..... Feature (Profile)
Second Place ..... Photo Essay

Washington Island Observer
Third Place ..... Community Service Award

Watertown Daily Times
First Place ..... Best Headlines
First Place ..... Feature (Non-profile)
First Place ..... Overall Page Design
First Place ..... Bill Payne Award
First Place ..... Best Restaurant Ad
First Place ..... Best Large Ad
First Place ..... Best Small Ad
First Place ..... Best Ad Idea (Series)
First Place ..... Best Use of Color
First Place ..... Best Annual Niche Publication
Second Place ..... Breaking News Coverage
Second Place ..... Feature (Profile)
Second Place ..... General News Photo
Second Place ..... Spot News Photo
Second Place ..... Feature Photo
Second Place ..... Portrait or Artistic Photo
Second Place ..... Photo Essay
Second Place ..... Graphics
Second Place ..... Best Large Ad
Second Place ..... Best Use of Local Photography
Second Place ..... Best Use of Humor
Third Place ..... General News Story
Third Place ..... Best Localized National Story
Third Place ..... Bill Payne Award
Third Place ..... Best Grocery Ad
Third Place ..... Best Small Ad
Third Place ..... Best Use of Art Service
Honorable Mention ..... General Excellence
Honorable Mention ..... Sports Section
Honorable Mention ..... General News Story
Honorable Mention ..... Portrait or Artistic Photo
Honorable Mention ..... Bill Payne Award
Honorable Mention ..... Best Grocery Ad
Honorable Mention ..... Best Restaurant Ad
Honorable Mention ..... Best Special Section

Waukesha Now
Honorable Mention ..... Feature Photo
Honorable Mention ..... Video

Wausau Daily Herald
First Place ..... Rookie Reporter of the Year
First Place ..... General News Story
First Place ..... Feature (Non-profile)
First Place ..... Reporting on Local Government
First Place ..... Ongoing/Extended Coverage
First Place ..... Best Localized National Story
Second Place ..... Breaking News Coverage
Second Place ..... Environmental Reporting Award
Second Place ..... Best Localized National Story
Second Place ..... Spot News Photo
Second Place ..... Photo Essay
Third Place ..... General News Story
Third Place ..... Enterprise/Interpretive Reporting
Third Place ..... Feature (Non-profile)
Third Place ..... Social Media Journalism
Honorable Mention ..... Investigative Reporting

Wauwatosa Now
Second Place ..... Sports Photo

Wisconsin Dells Events
Honorable Mention ..... General Excellence

Wisconsin State Journal
First Place ..... General Excellence
First Place ..... Special Section
First Place ..... General News Story
First Place ..... Sports Feature
First Place ..... Best Localized National Story
First Place ..... All-Around Newspaper Photography
First Place ..... General News Photo
First Place ..... Sports Photo
First Place ..... Photo Essay
First Place ..... Graphics
Second Place ..... Special Section
Second Place ..... Editorial Award
Second Place ..... Editorial Section
Second Place ..... Open Records/FOI Award
Second Place ..... Feature (Non-profile)
Second Place ..... Feature (Profile)
Second Place ..... Ongoing/Extended Coverage
Second Place ..... Sports Photo
Second Place ..... Portrait or Artistic Photo
Second Place ..... Digital Project
Third Place ..... Feature (Non-profile)
Third Place ..... Sports Photo
Honorable Mention ..... General News Story
Honorable Mention .. Best Localized NationalStory
Honorable Mention ..... Spot News Photo
Honorable Mention ..... Feature Photo

Continued from **Page 22**

voice one for the ages; Freres leaves a lasting legacy; One of a kind" - Peter Jackel. **Judge's Comments**: The retiring pioneer athletic director held our attention throughout. The feature on the "Vin Scully of Racine County" should have readers remembering this legend with great fondness.

Division B

First Place: *The Chippewa Herald*, "Brandon Berg Sports Column Entries" - Brandon Berg. **Judge's Comments**: The best of the bunch, hands down. All three entries were very strong. This writer knows how to tell a compelling story. I especially enjoyed "Swoboda, Macks inspire each other." It's great to see a team and community rally behind a family that is going through tough times, and draw inspiration from that family's fight. Great stuff!

Second Place: *Stevens Point Journal*, "Selection of Scott Williams' work" - Scott Williams. **Judge's Comments**: Excellent story about the father-daughter and coach-athlete relationship in "SPASH softball builds special bond for father, daughter." That's always an interesting dynamic. The writer absolutely nailed it! Also enjoyed the "Schreiner Shuffle."

Third Place: *The Gazette*, "Tom Miller columns" - Tom Miller. **Judge's Comments**: This writer obviously has a great sense of humor! Enjoyed both "Sand infields, loud fans and uphill outfields can't stop Raptors" and "Staying on the Brewers bandwagon despite Packers boarding."

Division D

First Place: *Oconomowoc Enterprise*, "Mark Hutchinson" - Mark Hutchinson. **Judge's Comments**: Reader could feel part of the story

Second Place: *The Star News*, "Matt's Bleacher Shots" - Matt Frey.

Division E

First Place: *Burlington Standard Press*, "Sports Check" - Mike Ramczyk. **Judge's Comments**: The writer took a stand on issues. Too often columns are really just sports feature stories, without a point of view.

Second Place: *The Ripon Commonwealth Press*, "Two-point basketball record for Lud ends, thanks to Ty, with a 3-point thud; Ripon all-stars Ben and Eddie humbled by wheely good basketball players; Time is right to add a shot clock to HS basketball" - Jonathan Bailey.

Third Place: *Oconomowoc Focus*, "Frank Remarks" - Evan Frank.

Local Outdoor Column

Daily Division

First Place: *Green Bay Press-Gazette*, "Patrick Durkin outdoors columns" - Patrick Durkin. **Judge's Comments**: Patrick Durkin writes about the outdoors with authority. Two incredibly strong pieces among the three in this entry. The drama of nature's cruel cycle of life in the saga of the eagle vs. the fawn is nicely told, and the failure of state bureaucracy to honestly communicate the problem of chronic wasting is a great public affairs piece.

Second Place: *The Gazette*, "Success story: Ospreys make home in Janesville; Twosome set to finish hiking 1,200-mile trail; All abuzz: Endangered bumblebee spotted in Janesville" - Anna Marie Lux. **Judge's Comments**: Well-written, well-sourced features.

Weekly Division

First Place: *Courier Sentinel*, "It's a Girl's Hunting Life" - Monique Westaby

Second Place: *Vilas County News-Review*, "Dogs: companionship, loyalty like no other; Drumming grouse: one of nature's treasurers; and A great day, a bitter sweet day with Dad." - Kurt Krueger.

Third Place: *The Chronotype*, "One show not to be missed; Fish feeling fall need to feed; Logging the tornado-strewn trees" - Dave Greschner.

Honorable Mention: *The Lakeland Times*, "Fish Like a Girl" - Beckie Gaskill.

Best Localized National Story

Division A

First Place: *Wisconsin State Journal*, "Adams County: A vote for Barack Obama, then Donald Trump; What happened?" - Mark Sommerhauser. **Judge's Comments**: Great look at how an Obama-backing county flipped to Trump in 2016. Nice voices from all sides of the community, backed by numbers to illustrate who they are and how they voted.

Second Place: *La Crosse Tribune*, "Coal outlook uncertain" - Chris Hubbuch. **Judge's Comments**: A good dive into the coal conversation and how Wisconsin businesses react, and how they use the fossil fuel.

Third Place: *The Post-Crescent*, "A spiritual journey" - Shane Nyman. **Judge's Comments**: Great feature on DAPL through the perspective of a person who's been there.

Honorable Mention: *Wisconsin State Journal*, "Babies dependent on opioids" - David Wahlberg. **Judge's Comments**: Touching story on a national issue, with a personal story of a mother and child who struggle.

Division B

First Place: *Wausau Daily Herald*, "Secret War veterans still without benefits" - Austeen Yang & Txer Zhon Kha. **Judge's Comments**: Great story — beautifully written and presented. Thank you for the privilege to read this.

Second Place: *Wausau Daily Herald*, "Wausau couple in land battle over oil pipeline" - Nora Hertel. **Judge's Comments**: Impressive articles — well researched and well written.

Third Place: *Oshkosh Northwestern*, "Immigration order separates some Oshkosh refugee families//Refugee family marks 5 years in Oshkosh// Relief organization helps refugees find Wisconsin homes despite political battles" - Noell Dickmann. **Judge's Comments**: Great effort. Thank you for sharing this story.

Honorable Mention: *The Reporter*, "Harvey flood victim with local ties tells of tragedy, hope" - Sharon Roznik. **Judge's Comments**: Good job!

Division C

First Place: *Marshfield News-Herald*, "How Hispanic immigration revived Abbotsford" - Keith Uhlig. **Judge's Comments**: This a beautifully woven story with a strong sense of place, and a deep understanding of how that place is changing. The first person interjection was well done, offering a piece of the story that couldn't have been told as effectively another way.

Second Place: *Portage Daily Register*, "Amtrak series" - Noah Vernau. **Judge's Comments**:

Third Place: *Watertown Daily Times*, "Built before 1978?: Watertown children at risk for lead poisoning" - Sarah Weihert.

Division D

First Place: *The Chronotype*, "Immigrants uneasy after ICE arrests" - Eileen Nimm.

Second Place: *Door County Advocate*, "Carlsville woman recounts shooting" - Samantha Hernandez.

Third Place: *Lake Country Reporter*, "Local farmers keep wary eye on dairy decision" - Alec Johnson & Colleen Kottke.

Honorable Mention: *The Chronotype*, "Somalis troubled by immigration ban" - Ryan Urban.

Division E

First Place: *The Ripon Commonwealth Press*, "How might Trump succeed? With help" - Ian Stepleton. **Judge's Comments**: How interesting to have a native knowing and working with the President of the United States. This story sure localizes national news! You did an excellent job of writing the story, using lots of good quotes and making the story flow.

Second Place: *The Waunakee Tribune*, "When a drug is life or death" - Roberta Baumann. **Judge's Comments**: What an appropriate story, especially now - the high cost of healthcare. You used a great example of the high cost of prescription drugs and the impact on people. Your headline really drew me in and the first few paragraphs kept my attention. Great job!

Third Place: *The Ripon Commonwealth Press*, "N. Korea threat isn't big, Boesch believes" - Ian Stepleton. **Judge's Comments**: Another great story by Ian Stepleton. What an interesting story about a native from your city living in South Korea. Good job reporting on his story and explaining about the country.

Honorable Mention: *Pierce County Herald*, "Meth epidemic in Pierce County" - Matthew Lambert. **Judge's Comments**: Nice job explaining the meth epidemic and how it affects your area. Good researching is evident in your stories.

Division F

First Place: *Crawford County Independent & The Kickapoo Scout*, "County farmers send hay to Kansas" - Gillian Pomplun. **Judge's Comments**: The timely story of a strong local response to a crisis hundreds of miles away revealed the character of those wanting to help in Wisconsin while painting a vivid picture of the devastation inflicted by the Kansas wildfires.

Second Place: *Campbellsport News*, "Area Remembers 9-11 Attacks" - Andrea Hansen Abler. **Judge's Comments**: After 15 years, the impact of 9-11 still resonates, and for those who were too young to remember, this touching story serves as an important reminder that lives were forever

changed on that fateful day.

Third Place: *The Freedom Pursuit*, "Coast to Coast" - Angie Griepentrog. **Judge's Comments**: Ultra-endurance events are not commonplace for a reason. This feature did a nice job highlighting the challenges associated with a 4,300 mile bike ride.

All-Around Newspaper Photography

Division A

First Place: *Wisconsin State Journal* - Steve Apps, Amber Arnold, John Hart & Michael King. **Judge's Comments**: The winner by a nose. both entries were really strong but liked the Journal's work and style — not afraid to experiment

Second Place: *The Post-Crescent* - Dan Powers, Bill Glasheen, Danny Damiani & Ron Page. **Judge's Comments**: a solid assortment of work from top talent. great resource to enhance stories and look of product

Division B

First Place: *The Gazette* - Anthony Wahl & Angela Major. **Judge's Comments**: Clear winner. Great images, color and story impact

Second Place: *The Sheboygan Press* - Gary Klein. **Judge's Comments**: Like the use of photo stories. Images often replace any words

Third Place: *Daily News* - John Ehlke. **Judge's Comments**: Nice collection of images and talent in three edition submissions

Honorable Mention: *The Monroe Times* - Marissa Weiher. **Judge's Comments**: Caught some powerful moments

Division D

First Place: *Vilas County News-Review* - Gary Ridderbusch, Doug Etten & Kurt Krueger. **Judge's Comments**: Nice lede photos on section front with good image content very good technical quality. Nice to see variation in the sizes that images are printed. Better image is — correctly — played larger than secondary images. Curious as to why some photos are simply credited as staff photos, while other have bylines.

Second Place: *The Lakeland Times* - Staff. **Judge's Comments**: Dominant images on each section front contribute a clean feel to the paper's design. Those lede images consistently have good storytelling content. The pages of sports photos, however, need to have variation of print size. That would help emphasize the better images on the page. Nice to see like images grouped together such as the page of hunting and fishing photos.

Third Place: *Trempealeau County Times* - Andrew Dannehy, Debbie Foss, Scott Schultz & Zac Bellman. **Judge's Comments**: Section front images are consistently good storytellers. However, inside photo pages suffer from a scattershot feel due to images of nearly identical size being mortised. This results in the better photos being drug down in a sea of average images.

Division E

First Place: *The Valders Journal* - Brian Thomsen. **Judge's Comments**: The three issues of this paper that were entered did not contain a lot of photos, but the photos in those issues are of very high quality with great storytelling content. Sports photography which is also of excellent quality. Those sports photos suffer from being printed too small. Photo pages make sense, with varied photo size and storytelling content coupled with generally uncluttered layout. Somewhat disappointed that most photos do not have the name of the photographer in the byline.

Second Place: *The Verona Press* - Staff. **Judge's Comments**: Lede and section front photos are of high quality. Strong sports photography. Photos and stories complement each other.

Third Place: *The Ripon Commonwealth Press* - Staff. **Judge's Comments**: Section front and lede photos are of generally high quality and are printed at appropriate sizes.

Honorable Mention: *The Oregon Observer* - Staff. **Judge's Comments**: Good use of photography though out the paper. Photo pages contain images of generally high quality with good layout and variation in size.

General News Photo

Division A

First Place: *Wisconsin State Journal*, "Help for the Homeless" - John Hart. **Judge's Comments**: A very nice, high impact moment. That the majority of the passing pedestrians are seemingly oblivious to the moment adds to the image's drama. This image wins because of the moment captured, but suffers somewhat because the subject of homelessness is not well presented.

Second Place: *Leader-Telegram*, "Watch and win: Local woman wins big on 'The Price is Right'" - Marisa Wojcik. **Judge's Comments**: Very nice moment out of a potentially ho-hum assignment.

Third Place: *La Crosse Tribune*, "Congressman Kind Town Hall" - Peter Thomson. **Judge's Comments**: A well-executed different sort of image from what could have been a routine political assignment. Also nice to see it run as A1 lede rather than the safer image that showed the congressman's face.

Honorable Mention: *The Post-Crescent*, "Mastella Jackson sentencing" - Dan Powers. **Judge's Comments**: Nice heads-up photo from trial coverage where it could be all-to-easy for the shooter to mentally drift off and miss the shot.

Division B

First Place: *The Gazette*, "Veterans Day observed in two ceremonies" - Anthony Wahl. **Judge's Comments**: Beautiful and stunning composition.

Second Place: *Herald Times Reporter*, "Two Rivers graduates class of 2017" - Joshua Clark. **Judge's Comments**: Great emotion shown.

Third Place: *The Gazette*, "A perfect day on the midway" - Anthony Wahl. **Judge's Comments**: Great competition and good use of the reflections of the puddle.

Honorable Mention: *The Reporter*, "Eldorado Community Picnic Hog Wrestling" - Doug Raflik. **Judge's Comments**: Good action captured. Crisp photo.

Division C

First Place: *The Daily Reporter*, "Shades of Greatness" - Kevin Harnack. **Judge's Comments**: Nice use of light. This photo was clean, well composed and a unique way of telling the story, nice job.

Second Place: *Watertown Daily Times*, "Sparks fly on 4th" - Emily Walsh. **Judge's Comments**: I liked the graphic element to this image, nice use of backlight.

Third Place: *The Daily Reporter*, "Open Season at the Zoo" - Kevin Harnack. **Judge's Comments**: Interesting point of view, good image that tells a story

Honorable Mention: *The Monroe Times*, "Eclipse Photo" - Marissa Weiher.

Division D

First Place: *Vilas County News-Review*, "Derby Sno-Cross race" - Gary Ridderbusch. **Judge's Comments**: Fantastic! Action packed, draws your attention

Second Place: *Lake Country Reporter*, "Art Walk" - Scott Ash. **Judge's Comments**: Great job!

Third Place: *North Shore Now*, "Shorewood Protest" - Peter Zuzga. **Judge's Comments**: Wonderful.

Honorable Mention: *Ladysmith News*, "Fallen officer remembered at memorial service, candlelight vigil" - Luke Klink.

Division E

First Place: *Kewaskum Statesman*, "In Other Words" - Anne Trautner. **Judge's Comments**: Just a fantastic photo that took a lot of great timing and technical know how to accomplish. I look at this photo and think, someone with some serious knowledge about cameras took this photo. Great Job.

Second Place: *Mukwonago Chief*, "Fire training" - Scott Ash. **Judge's Comments**: It came down to this and the first place photo. I was just simply a tiny bit more impressed by the first place photo. I really enjoy the raw power of fire this photo provides.

Third Place: *The Northwoods River News*, "Flying Leap" - Kayla Breese. **Judge's Comments**: The timing and limit of background noise is excellent in this photo. My eyes are drawn to exactly where they should be form the start, which is important.

Honorable Mention: *The Valders Journal*, "A Smile for Auntie" - Brian Thomsen. **Judge's Comments**: I simply loved the emotion this photo portrayed. Two generations in different stages of their lives. Great job.

Division F

First Place: *FYI Northwoods News*, "Some gave all. All gave some." - Eric Johnson. **Judge's Comments**: Powerful closeup emotions captured the seriousness — the honoring of another comrade. The photographer's closeup immediately brought it to the top of the entries.

Second Place: *Oconomowoc Focus*, "Flood" - Scott Ash. **Judge's Comments**: This photographer was definitely in the right spot at the right time which gave a somewhat unique photo for flood coverage. The action photo captures one's attention immediately.

Third Place: *FYI Northwoods News*, "Minocqua Dance presents "Transitions: An Evolution of Ballet and Performance Dance" at North Lakeland School" - Eric Johnson. **Judge's Comments**: The photographer's use of the black background made this photo — plus

dancers in perfect unison.

Honorable Mention: *Tribune Record Gleaner*, "The Passion Experience" - Cheyenne Thomas. **Judge's Comments**: This was a very good photo with crisp colors and facial expressions. The background sky with a tree distracts from it though.

Spot News Photo

Division A

First Place: *Kenosha News*, "Dogs spared in dramatic rescue" - Kevin Poirier. **Judge's Comments**: Capturing the true and raw emotion of the moment. You can feel her pain and hear her screams.

Second Place: *Green Bay Press-Gazette*, "High stepping" - Jim Matthews. **Judge's Comments**: I'm nervous just looking at this. Great timing. Way to make the reader a bit uncomfortable.

Third Place: *La Crosse Tribune*, "Arcadia Flood" - Peter Thomson. **Judge's Comments**: Can sense the feeling of loss and despair as they trudge through the knee deep water

Honorable Mention: *Wisconsin State Journal*, "Flooded Property" - John Hart. **Judge's Comments**: Great use of the high water surroundings to create the awesome mirror imaging of the property

Division B

First Place: *The Gazette*, "Joseph Jakubowski" - Angela Major. **Judge's Comments**: Clear, thoughtful storytelling, edited in a way that took the reader through the drama of the moment and the entire day.

Second Place: *Wausau Daily Herald*, "Police, SWAT teams respond to a shooter in Schofield" - T'xer Zhon Kha.

Third Place: *The Reporter*, "Fire destroys Brandon barn during deep freeze" - Doug Raflik.

Division C

First Place: *The Monroe Times*, "Kids in Snow Photo" - Marissa Weiher. **Judge's Comments**: Right place.
Right time.
Right skills.
This is a crisp, clear shot with great contrast.

Second Place: *Watertown Daily Times*, "Strike three" - Emily Walsh. **Judge's Comments**: The eye is drawn to this shot immediately. It evokes a response in the reader. Getting these shots to be sharp and crisp is a challenge, and this one is.

Wausau Daily Herald, Second Place, Division B, Spot News Photo

Third Place: *The Monroe Times*, "Vigil Photo" - Marissa Weiher. **Judge's Comments**: Technical issues took this shot down. It's pretty grainy, but it deserves a spot in the top three for capturing heartbreak very clearly.

Division D

First Place: *Vilas County News-Review*, "Devastating Fire" - Jean Drew. **Judge's Comments**: I like the action in this picture and the reason it wins is that it was taken at 1 a.m. The news never sleeps and I envy your reporter for going out in the middle of the night to provide breaking news to your community.

Second Place: *Vilas County News-Review*, "Fatal crash" - Gary Ridderbusch. **Judge's Comments**: While there are no people in this picture, it certainly makes your heart skip a beat. They say pictures are worth 1,000 words. Several heartbreaking ones come to mind with this one.

Third Place: *Vilas County News-Review*, "Cloverland Fire" - Doug Etten. **Judge's Comments**: I appreciate the reporter getting there before emergency personnel. Way to go!! Pictures of the home actually on fire vs. being a burned pile of rubble makes this an award winner.

Honorable Mention: *Lake Country Reporter*, "Bus fire" - Scott Ash. **Judge's Comments**: Great picture but this judge didn't like that it was through the brush. The affect was neat but I would have rather it was spot on with nothing in the way of the lens.

Division E

First Place: *The Boscobel Dial*, "Fire destroys home in Steuben" - Emily Schendel. **Judge's Comments**: Image captures the ultimate moment! The firefighter in the true heat of the moment! Gives a feeling of anxiety to the reader, but all-knowing this is what the firefighters train for. Great shot!

Second Place: *The Ripon Commonwealth Press*, "Red Alert" - Ian Stepleton. **Judge's Comments**: Storm photos provide such a unique look and particularly at the calm that follows. The skies many times tell stories like this wonderful image! Great shot! Thank you!

Third Place: *The Platteville Journal*, "Highway 80 barn fire" - Steve Prestegard. **Judge's Comments**: This image shows the intensity of the flames and heat of the huge fire. The firefighters can only, at this stage, stand back and look on. Wonderful shot!

Honorable Mention: *The Verona Press*, "It's just lunch" - Jim Ferolie. **Judge's Comments**: The perspective of this image is draws the readers right to the culprit — the microwave and how it is an appliance many take for granted, but if not used properly, can cause a fire risk. And of course the man vs. machine type atmosphere the image as created! Finally, the potato: Seriousness and slight humor all in one. Great shot!

Division F

First Place: *Courier Sentinel*, "Bring on the Heat" - Monique Westaby. **Judge's Comments**: A firefighter's face in a fire photo? Impossible in most cases, but you nailed it here. You must have worked hard to find this angle. The action from the debris shooting up adds a nice touch.

Second Place: *New London Press Star*, "No injuries in car fire at gas station" - Scott Bellile. **Judge's Comments**: Great night photography. The angle really makes the silhouette stand out. Including the air pump gives the photo context.

Third Place: *Crawford County Independent & The Kickapoo Scout*, "Man swallowed by hole drowns in Mississippi" - Charley Preusser. **Judge's Comments**: My favorite photos are those that make readers feel part of the scene. This one made me think I could fall into that abyss quite easily. It's a great angle.

Sports Photo

Division A

First Place: *Wisconsin State Journal*, "Semifinal Victory" - John Hart. **Judge's Comments**: We could feel the energy in this photo, and the background contributes to the photo in energy and composition.

Second Place: *Wisconsin State Journal*, "Collision at Second" - Michael P. King. **Judge's Comments**: Second base photo executed well. Clean background, good faces and tack sharp.

Third Place: *Wisconsin State Journal*, "Clement Swings Axe" - Michael P. King. **Judge's Comments**: This photo puts us on the sideline after a big win. Well-composed in a tight scrum, with the stadium lights leading to the player and mirroring the line of the ax handle.

Honorable Mention: *Green Bay Press-Gazette*, "College Basketball: UW-GB vs Wright State" - Adam Wesley. **Judge's Comments**: Good peak action that's different from the standard jump shot.

Division B

First Place: *The Reporter*, "Waupun High School beats Jefferson in sectional semi-final" - Doug Raflik. **Judge's Comments**: Capturing the facial expression and the layout effort as well as the umpire looking for the tag - as well as great lighting — make this the big winner

Second Place: *The Reporter*, "Fond du Lac High School quad track meet" - Doug Raflik. **Judge's Comments**: Long jump lends itself to great photos as sand explodes around the primary image. Very clear and crisp

Third Place: *Daily News*, "Good sportsmanship" - John Ehlke. **Judge's Comments**: Great job capturing a

moment of sportsmanship as one athlete takes a moment to recognize the other following their race.

Honorable Mention: *The Gazette*, "Elkhorn's Peak wins state title at WIAA wrestling meet" - Anthony Wahl. **Judge's Comments**: Another great moment in a category full of them. You tend to get big celebration moments between wrestlers and their coaches. This one caught full lift.

Division C

First Place: *The Monroe Times*, "Monroe earns state berth" - Marissa Weiher. **Judge's Comments**: Great celebration shot. Photo tells the story.

Second Place: *Daily Globe*, "At long last!" - Jason Juno. **Judge's Comments**: Wonderful expression of joy captured in this moment.

Third Place: *The Monroe Times*, "Big Foot rallies by Cardinals" - Marissa Weiher. **Judge's Comments**: Great timing and crisp shot of a key play.

Honorable Mention: *Daily Citizen*, "When it rains …" - Dan Larson. **Judge's Comments**: Love the look captured on the player's face.

Division D

First Place: *Door County Advocate*, "Racine Raiders 49, Door County Destroyers 10" - Tina Gohr. **Judge's Comments**: A perfect example that the best pictures aren't always on the playing field. The players' reactions are priceless and tell the story. As I judged a very difficult category, my eye kept coming back to this one.

Second Place: *Wauwatosa Now*, "WTE Soccer" - Scott Ash. **Judge's Comments**: Wow! The best action shot among many great ones. Soccer is a very difficult sport to shoot, and the only thing that could've made this better is if the ball were in the shot.

Third Place: *Lake Country Reporter*, "Arrowhead Lacrosse" - Scott Ash. **Judge's Comments**: Nothing says state championship better than faces and emotions, and this photo tells the whole story. Great shot and a perfect example of being in the right place at the right time.

Honorable Mention: *Franklin-Greendale-Hales Corners-Oak Creek Now*, "Sand trap" - Scott Ash. **Judge's Comments**: I very easily could've placed this photo higher. A well-framed photo that captured all the necessary elements - the ball in flight, the golfer's eyes and the flying sand. Well done.

Wisconsin State Journal, Madison, Second Place, Division A, Sports Photo

Division E

First Place: *The Oregon Observer*, "Making the podium" - Anthony Iozzo. **Judge's Comments**: Image shot at critical moment captures winner's face, loser's and ref's call. Rare to get all three. Caption and display add to impact for readers. Nice work.

Second Place: *The Oregon Observer*, "Closing the season at state" - Anthony Iozzo. **Judge's Comments**: Ideal loss image, captures the young women's satisfaction at fine play in a losing effort. Tells me a lot about the team and these individuals.

Third Place: *Tomahawk Leader*, "Kwahamot ski jumping" - Jed Buelow. **Judge's Comments**: The water beads are the distinguishing detail that makes this moment joyful.

Honorable Mention: *The Ripon Commonwealth Press*, "Tigers show improvement in 1-1 draw with Campbellsport" - Tim Lyke.

Division F

First Place: *The Freedom Pursuit*, "FMS Soccer" - Angie Griepentrog. **Judge's Comments**: Literally froze the moment perfectly from the action to the facial expressions. Makes the reader and the judge, take notice.

Second Place: *Lake Mills Leader*, "Shelby" - Paul Beroza. **Judge's Comments**: The only thing that may have made this the winner would have been the umpire signalling safe; Otherwise, it has the action, sharpness and other factors to merit a top entry.

Third Place: *Oconomowoc Focus*, "Dana Vault" - Scott Ash. **Judge's Comments**: Jealous that our state does not have the pole vault event.
It presents unique opportunities for great action shots and facial expressions like the one in this scene.

Honorable Mention: *Oconomowoc Focus*, "Ice Race" - Scott Ash.

Feature Photo

Division A

First Place: *Green Bay Press-Gazette*, "Supermoon over Green Bay" - Adam Wesley. **Judge's Comments**: When planning, thought and good fortune collide, you get a very nice image.

Second Place: *La Crosse Tribune*, "Little Helper" - Peter Thomson. **Judge's Comments**: A fun, found situation.

Third Place: *The Post-Crescent*, "Drool in the pool" - Bill Glasheen. **Judge's Comments**: A very well executed and fun image from a routine feature assignment.

Honorable Mention: *Wisconsin State Journal*, "Last Leaves" - Michael P. King. **Judge's Comments**: Pretty image, well composed.

Division B

First Place: *The Gazette*, "Fish friends" - Angela Major. **Judge's Comments**: The sheer joy on the boy's face is incredible. Great composition and color.

Second Place: *Beloit Daily News*, "Hang on!" - Erica Pennington.

Third Place: *The Sheboygan Press*, "Old friends" - Gary Klein.

Honorable Mention: *EagleHerald*, "Bunting, Susan, dance" - Rick Gebhard.

Division C

First Place: *The Monroe Times*, "Green County Fair" - Marissa Weiher. **Judge's Comments**: The cutline with this photo says it all: Make sure you don't get me smiling, one of the boys says. This is serious business. Great shot of behind-the-scenes at the county fair.

Second Place: *Watertown Daily Times*, "Rustic kingdom" - Emily Walsh. **Judge's Comments**: Not-your-average car show/swap meet photo. Interesting shot.

Third Place: *The Monroe Times*, "Homecoming Fireworks" - Marissa Weiher. **Judge's Comments**: Great timing, capturing the fireworks and also the ambient light in the background and foreground.

Division D

First Place: *Vilas County News-Review*, "Cooling off" - Jennifer West. **Judge's Comments**: This is a great shot of an ordinary day that immediately takes you to a hot, summer day. The composition is incredible with tremendous detail.

Second Place: *Greenfield-West Allis Now*, "Carnival ride" - Scott Ash. **Judge's Comments**: Great facial expressions. Immediately remembered what it felt like to be on one of those crazy rides. Especially appreciate the composition with the raised hands out of focus in the background.

Third Place: *The Lakeland Times*, "Prelude to a Kiss" - Dean Hall. **Judge's Comments**: Not too often you can capture two bald eagles, not to mention when one of them has an expression. Great shot.

Honorable Mention: *Waukesha Now*, "Soggy" - Scott Ash. **Judge's Comments**: Makes you want to cheer for this soggy pup. Love the composition with the item in the foreground and the pup in focus. Great shot.

Division E

First Place: *The Chetek Alert*, "Birdwatching: an easy, entertaining winter activity in Badger State" - Tyler Florczak. **Judge's Comments**: I absolutley love this photo! The focus is wonderful, the background is slightly blurred bringing the birds upfront, the splash of red is wonderful in a mostly white photo, and I love how you captured the chickadee coming in for a landing with great detail of

its legs. Excellent photograph.

Second Place: *The Valders Journal*, "Best Friends" - Brian Thomsen. **Judge's Comments**: This photo brings a smile to my face! Perfect capture of a very serene moment between a young man and his cow. I like how the photo is cropped and the photo is very clear. Nice job.

Third Place: *The Northwoods River News*, "Snow birds" - Dean Hall. **Judge's Comments**: Outstanding photo. Nice job of capturing the birds fighting over food and nice clear photo on moving subjects. I like how you captured the one with its wings open. Eagles are a great subject if you can capture them and you did. Great job!

Honorable Mention: *The Chetek Alert*, "Only in Chetek: a crossroads of many different backgrounds" - Carl Cooley. **Judge's Comments**: I enjoyed this photo and how you captured different lifestyles — each needing fuel. You don't see this every day in most of the country.

Division F

First Place: *New London Press Star*, "The eagle has landed" - John Faucher. **Judge's Comments**: It's good composition and use of rule of thirds. The veteran's jacket adds good context, as well.

Second Place: *Oconomowoc Focus*, "Carnival slide" - Scott Ash. **Judge's Comments**: Nice expression on the little girl's face, and good composition.

Third Place: *New London Press Star*, "Grooming time at the fair" - John Faucher. **Judge's Comments**: Good placement of subjects in this photo.

Honorable Mention: *New London Press Star*, "It's pumpkin season" - Scott Bellile. **Judge's Comments**: Another case of some great composition to create an interesting photo out of a scene that could have been a fairly standard, monotonous one.

Portrait or Artistic Photo

Division A

First Place: *The Post-Crescent*, "Scoring whiz" - Dan Powers. **Judge's Comments**: Nicely lit portrait. Light trails behind the athlete add interest without distracting. Red lighting at her feet was a well thought out touch that serves to keep her from visually sinking into the ice.

Second Place: *Wisconsin State Journal*, "Rap Studies" - John Hart. **Judge's Comments**: Kudos to photographer John Hart for seeing this image and being able to capture it in a such a way that the mixed lighting and reflections add to the emotion and feel of the photo.

Third Place: *Kenosha News*, "Panoramic weather front" - Bill Siel. **Judge's Comments**: Panoramas can often be overdone, but this is well executed and with appropriate subject matter.

Division B

First Place: *The Gazette*, "Dark day" - Anthony Wahl. **Judge's Comments**: Awesome capture. Looks like something out of a Stephen King nightmare. Unique look at this phenomenon with great shadowing via the eclipsed moon and what I'm guessing is a pretty confused bird.

Second Place: *The Reporter*, "Fireworks, fun and grilling out at Lakeside Park for Fourth of July" - Doug Raflik. **Judge's Comments**: You feel like you're there enjoying the summer celebration from your grassy front row seat. If there were a slice of Americana Division, this would win it.

Third Place: *The Reporter*, "Bull riding at the Fond du Lac County Fair" - Doug Raflik. **Judge's Comments**: Someone please wipe the bulls nose. The guy on the bull seems quite composed compared to the guy screaming behind him. Well captured moment in time and very clean

Honorable Mention: *The Gazette*, "Grand tour" - Anthony Wahl. **Judge's Comments**: Nice image and use of basketball. Not your traditional hoop player profile shot

Division C

First Place: *The Monroe Times*, "Hendrickson joins 2,000 club" - Marissa Weiher. **Judge's Comments**: The photographer took the time to plan out this technically well-done shot. It paid off with a really eye-catching image.

Second Place: *Watertown Daily Times*, "Silent Night" - Jake Batterman. **Judge's Comments**: The shot really evokes an era long-gone. Technically well-done as well.

Third Place: *The Monroe Times*, "Women at work" - Marissa Weiher.

Honorable Mention: *Watertown Daily Times*, "Colors on Cady" - Sarah Weihert.

Division D

First Place: *The Lakeland Times*, "Ready, Set, Go!" - Dean Hall.

Second Place: *Vilas County News-Review*, "Parades honor war heroes" - Gary Ridderbusch.

Third Place: *Monroe County Herald*, "Dog shaking hands at fair" - Tim Evans.

Honorable Mention: *Door County Advocate*, "Harvest Festival and Street Art Auction" - Tina Gohr.

Division E

First Place: *Kewaskum Statesman*, "Cyclist at Fair" - Anne Trautner. **Judge's Comments**: A clear winner in this category. Nice shot.

Second Place: *Amery Free Press*, "Rachel the rose" - Bob Johnson. **Judge's Comments**: Really lovely photo that catches readers' attention and gives them a preview of a show's costumes.

Third Place: *Lake Geneva Regional News*, "Bicycle in the fall" - Phil Bonyata. **Judge's Comments**: A nice photo that captures what's being promo-ed on the front page. If the bicyclist had been in better focus, this would have competed for first or second place.

Honorable Mention: *Spooner Advocate*, "Velma and Jerry Brewer" - Bill Thornley. **Judge's Comments**: Nice photo that captures the love between these two people.

Division F

First Place: *The Freedom Pursuit*, "Safe Fire" - Angie Griepentrog. **Judge's Comments**: A different — and creative — image of a pep rally bonfire.

Second Place: *Courier Sentinel*, "For the Win" - Monique Westaby. **Judge's Comments**: The photo tells the story in a creative way. The image could have been cropped tighter.

Third Place: *New London Press Star*, "Outdoorsmen's Cuts brings the Northwoods to the barber's chair" - Scott Bellile. **Judge's Comments**: The photographer uses a low camera angle to create a stunning portrait of the two women.

Honorable Mention: *The Freedom Pursuit*, "Freedom's Got Talent" - Angie Griepentrog. **Judge's Comments**: Photographer did a good job of seeing the possibilities of a huge screen behind the singer and then capturing the image in a well balanced photo.

Photo Essay

Division A

First Place: *Wisconsin State Journal*, "Learning to Walk Again" - John Hart. **Judge's Comments**: Wow. Powerful story complimented by several equally emotional photos detailing how this explosion impacted not just the victim but the family as well. And the photos helped really convey that emotional power.

Second Place: *Leader-Telegram*, "Lives upended: Tornado hits Barron County" - Marisa Wojcik. **Judge's Comments**: Lives upended indeed. While the text helps fill in the blanks it's really not necessary as the images carry the story. Together its a great image pack.

Third Place: *Kenosha News*, "Ramblers take on Lambeau" - Kevin Poirier. **Judge's Comments**: This has to be the thrill of a lifetime for these kids getting to play on legendary Lambeau. And the images do the excitement of the day justice.

Honorable Mention: *The Post-Crescent*, "Images of 2016" - Bill Glasheen. **Judge's Comments**: Great images but an unfair advantage in being able to compile from a year's worth of good stuff. Still, powerful images compliment a look back at 2016.

Division B

First Place: *The Gazette*, "Jetting down the road" - Anthony Wahl. **Judge's Comments**: This entry stands out for us, telling a clear story with very nice images.

Second Place: *Wausau Daily Herald*, "Vigil shows love and grief for shooting victims" - Tyler Rickenbach. **Judge's Comments**: Many nice images, great use of low light situations, like the different perspectives the photographer used. I wish there was a tighter edit, many repetitive images.

Third Place: *The Gazette*, "Out of the past: The return of steam power" - Anthony Wahl. **Judge's Comments**: I love the lead image, but after that, it's just more of the same.

Honorable Mention: *The Gazette*, "Chance & Shaq at the fair" - Angela Major. **Judge's Comments**: Clear to me what the story is, the best moment is the last image, love the kids face reacting to combing his hair. Just lacks more moments like that.

Division C

First Place: *The Monroe Times*, "A special day for MHS students" - Marissa Weiher. **Judge's Comments**: Heartwarming pictures compliment solid text in this story about a connection between special people and special animals

Second Place: *Watertown Daily Times*, "Riverfest heat rises with big turnout" - Emily Walsh, Sarah Weihert, Ed Zagorski & Jake Batterman. **Judge's Comments**: Could have used a little more text about the event itself and a couple of less photos. Good images but don't assume your readers know what this celebration

is. Pics do a nice job of showing the fun atmosphere.

Third Place: *The Monroe Times*, "Heartbroken" - Marissa Weiher. **Judge's Comments**: Powerful trio of shots across top really set the mood for the piece. It's clear to see the pain this unfortunate loss left on the community.

Honorable Mention: *The Chippewa Herald*, "Mack at state" - Brandon Berg. **Judge's Comments**: Good images would have really benefited from more text and placement on a color page.

Division D

First Place: *The Country Today*, "The allure of Alaska" - Heidi Clausen. **Judge's Comments**: Incredible photos that take the reader right to Alaska. The captions help put the reader right there with the photographer.

Second Place: *Ladysmith News*, "Fallen officer remembered at memorial service, candlelight vigil" - Luke Klink & Robert Zientara. **Judge's Comments**: Very powerful images, most captured very creatively. Captions do a good job of telling the story but could've been a bit cleaner/more descriptive. Nonetheless, the essay puts the reader in the thick of the grief with the community.

Third Place: *The Lakeland Times*, "New Waaswaaganing Indian Bowl" - Dean Hall. **Judge's Comments**: Great job of capturing details and the many aspects of this event. Composition of the photos is great. The captions do a good job of explaining what the reader is seeing and should understand of the event.

Honorable Mention: *The Lakeland Times*, "Northwoods Wildlife Sightings" - Dean Hall. **Judge's Comments**: While the photos certainly grab the reader's attention, the captions and headlines do a great job as well. Very creative photos. The only reason I did not select this essay for the top three is because of the subject matter of the others.

Division E

First Place: *The Ripon Commonwealth Press*, "Ripon Eclipsed" - Maic D'Agostino. **Judge's Comments**: These photos not only tell the story, they tell the whole story: who was there, what they did, what they felt. Very nice job.

Second Place: *The Stoughton Courier Hub*, "Syttende Mai" - Amber Levenhagen & Kimberly Wethal. **Judge's Comments**: Impressive work by the team thoroughly documenting Syttende Mai. Photos, captions, results worked together for complete picture of the event.

Third Place: *Lake Geneva Regional News*, "Winterfest" - Phil Bonyata. **Judge's Comments**: Only took a glance to know what the story was. Close ups of team captains a nice touch.

Honorable Mention: *Tomahawk Leader*, "Grocery Carts" - Kathy Tobin. **Judge's Comments**: You did a great job showing what caught your eye.

Division F

First Place: *Oconomowoc Focus*, "Peewee tennis" - Scott Ash. **Judge's Comments**: Strong photography and good use of cutlines. Way to capture the expressions of the young tennis players.

Second Place: *Washburn County Register*, "SLAC 50th" - Larry Samson. **Judge's Comments**: Great variety of photos.

Third Place: *Courier Sentinel*, "Parent University hosts Totally Turtles" - Monique Westaby. **Judge's Comments**: The expressions that were captured raised this entry.

Overall Page Design

Division A

First Place: *Leader-Telegram* - Tom Gunderson. **Judge's Comments**: Nice design and solid use of graphics and art work as opposed to just photos. Not a huge fan of left column info spots — could use the space for another story and really dislike use of ads on front page, but a lot of papers are going to it for revenue.

Division B

First Place: *Watertown Daily Times* - Heidi Schwoch. **Judge's Comments**: The design of the two front pages are great. Very easy for readers to determine what story is what. Great photo and headline makes the readers know what the news is for that day.

Second Place: *EagleHerald* - Melissa Kowalczyk. **Judge's Comments**: The front page features big colorful photos which will grab readers. Very good layout

Third Place: *Daily News* - Ken Merrill.

Honorable Mention: *Beloit Daily News* - Erica Pennington.

Division D

First Place: *The Lakeland Times* - Sasha Case.

Second Place: *Monroe County Herald* - Logan Everson.

Third Place: *News Graphic* - Kay Dahlke.

Division E

First Place: *Price County Review* - Seth Carlson, Anna Maria Hansen & Karen Dums. **Judge's Comments**: The graphics are eye catching. The polls at the top of the pages are interesting and I would guess the readers love this paper.

Second Place: *Spooner Advocate* - Bill Thornley & Julie Hustvet.

Third Place: *Courier Sentinel* - Monique Westaby.

Honorable Mention: *The Platteville Journal* - Steve Prestegard.

Page Design (Feature)

Division A

First Place: *Kenosha News* - Julie Vander Velden. **Judge's Comments**: Loved the 'Growing Wild' page — beautiful! Not sure I like some of the spacing/columns on the apple one. Nice graphics on the Oscars.

Division B

First Place: *Daily News* - Christopher Becker. **Judge's Comments**: Good use of graphics to make the page more visually appealing to the reader.

Second Place: *Beloit Daily News* - Erica Pennington.

Third Place: *Daily News* - Nicholas Dettmann.

Division D

First Place: *The Star News* - Sarah Komarek. **Judge's Comments**: Walks the fine line between visually appealing, and inviting perfectly. Visual clarity and impact draw people to the paper, and this newspaper seems to have figured out the formula perfectly.

Second Place: *The Country Today* - Jenn Stirmel. **Judge's Comments**: Maybe just a little too busy and visual to capture the top spot, but an appealing paper nonetheless. Strong entry.

Third Place: *The Star News* - Mandi Troiber. **Judge's Comments**: Echo the comments of this papers other entry. They have found the recipe for success in producing a desirable paper for readers and judges.

Page Design (Sports)

Division B

First Place: *The Gazette* - Bryan Wegter. **Judge's Comments**: Good clean sports page. Great photos.

Second Place: *The Monroe Times* - Mark Nesbitt. **Judge's Comments**: Great use of photos within the design.

Third Place: *Daily Jefferson County Union* - Jeff Seisser.

Division D

First Place: *The Lakeland Times* - Sasha Case. **Judge's Comments**: Great integration of photos and graphics. Love the formatting of the headlines and pull quotes.

Second Place: *The Chronotype* - Dave Greschner & Leiah Fundell.

Division E

First Place: *Lake Geneva Regional News* - David Michels & Michael Masson.

Second Place: *The Northwoods River News* - Sasha Case.

Third Place: *The Stoughton Courier Hub* - Anthony Iozzo.

Honorable Mention: *The Platteville Journal* - Jason Nihles.

Graphics

Daily Division

First Place: *Wisconsin State Journal*, "Bean to Bar: Chocolate" - Jason Klein & Allison Garcia. **Judge's Comments**: A fun and interesting way to present the information to the reader. A good way to break down lots of copy.

Second Place: *Watertown Daily Times*, "Riverfest" - Heidi Schwoch. **Judge's Comments**: Well used graphic. The circles are a nice touch with different information included in them in to highlight events.

Weekly Division

First Place: *The Star News*, "Rubicks cube" - Brian Wilson. **Judge's Comments**: Clever! The graphic serves as a great illustration that complements the article well.

Second Place: *The Northwoods River News*, "Hodag Country Fest cover" - Sasha Case.

Third Place: *The Lakeland Times*, "Minocqua Country Club 100 Year Anniversary Cover" - Sasha Case.

Best Website

Daily Division

First Place: *Green Bay Press-Gazette* - Staff. **Judge's Comments**: Green Bay is based on a template like other USA Today Network sites, but it uses it for the best user experience, allowing easy access to information Packers fans want: Schedule, stats and more, all in the Quick Links. Great UX!

Second Place: *The Capital Times* - Staff. **Judge's Comments**: Clean site with readable fonts and large images, and easy navigation. Readers can easily get where they need.

Weekly Division

First Place: *Lake Geneva Regional News* - Entire Staff. **Judge's Comments**: Tough category to judge, but this website contained the most local news of the best, often-updated content.

Second Place: *Amery Free Press* - Jessica de la Cruz, Tom Stangl & Bette Elmer. **Judge's Comments**: Good job of compiling an easily-navigable website that readers can use to find out the latest occurrences.

Third Place: *The Ripon Commonwealth Press* - Staff. **Judge's Comments**: 2nd and 3rd places were virtually a dead heat. Both had strong points and challenges.

Digital Project

Division A

First Place: *The Post-Crescent*, "Clubhouse Live: A weekly livestream during Packers season" - Brett Christopherson, Ricardo Arguello, Jim Rosandick & Wm. Glasheen. **Judge's Comments**: Great job of branding, reader engagement, building excitement and establishing your niche.

Second Place: *Wisconsin State Journal*, "My Wisconsin Tattoo: We asked you to send us your Wisconsin tattoos. Your response blew us away." - Nick Heynen.

Third Place: *Green Bay Press-Gazette*, "LSU comes to Green Bay" - Sarah Kloepping.

Division C

First Place: *The Daily Reporter*, "Foxconn project site" - Rick Benedict & Alex Zank. **Judge's Comments**: A great idea to place all pertinent information in one location for the reader. Visual and auditory files were very helpful to understand the project

Second Place: *Daily Citizen*, "Beaver Dam PASER street ratings" - Ben Rueter. **Judge's Comments**: A nice variety of visual elements. The interactive map a nice added element.

Division D

First Place: *New Richmond News*, "Christian Nunez jury trial coverage" - Mike Longaecker & Michael Brun. **Judge's Comments**: Great coverage in a media form.

Second Place: *Lake Country Reporter*, "Roundball Rankings" - JR Radcliffe.

Third Place: *Franklin-Greendale-Hales Corners-Oak Creek Now*, "The game that launched Wisconsin's greatest high-school pitcher" - JR Radcliffe.

Video

Division A

First Place: *Green Bay Press-Gazette*, "Secret world of Green Bay's mascots" - Sarah Kloepping. **Judge's Comments**: Great pacing in this video.

Second Place: *The Post-Crescent*, "Old Glory Honor Flight" - Danny Damiani.

Third Place: *The Post-Crescent*, "Wheelock, Refuge bask in Hollywood glow" - Bill Glasheen.

Division B

First Place: *Marshfield News-Herald*, "Gulf War veteran fights cancer, VA" - Tyler Rickenbach & Keith Uhlig. **Judge's Comments**: Great use of sound and B roll. The creative editing made this a very compelling story.

Second Place: *Daily News*, "Opening Day" - John Ehlke.

Third Place: *The Reporter*, "Poco Pizza owner Shawn Pollack explains his business" - Doug Raflik.

Division D

First Place: *Lake Country Reporter*, "Muski Stocking on Okauchee Lake" - Todd Ponath. **Judge's Comments**: Great informational video showing your readers all aspects of the event.

Second Place: *Hudson Star-Observer*, "Moon Glow lights up the night" - Rebecca Mariscal. **Judge's Comments**: Good video that set the mood for the event

Third Place: *Franklin-Greendale-Hales Corners-Oak Creek Now*, "Ninth Grade Center in Oak Creek" - Tiffany Stoiber. **Judge's Comments**: Great way to showcase a new location within the community.

Honorable Mention: *Waukesha Now*, "Fire and police challenge" - Scott Ash.

Division E

First Place: *River Falls Journal*, "River Falls employees get chipped" - Rebecca Mariscal. **Judge's Comments**: Loved this video. Nice blend of audio and watching these chips in action. My guess is that this paved the way for more stories on a very interesting topic. Left me wanting more.

Second Place: *Courier Press*, "River Ridge bus, dump truck collide" - Correne Martin. **Judge's Comments**: Very informative video here with a good narrative from the reporter. Gave me good information. Would have liked more close-ups but great decision to get a video up ASAP even if it had to be on social media first — that is the simplest thing to do from a phone.

Third Place: *The Ripon Commonwealth Press*, "Lee's buzzer beater sends Ripon to sectional finals" - Jonathan Bailey. **Judge's Comments**: Nothing beats a good buzzer beater video. I've taken one in my career and it remains one of the best moments of my career. Loved the mascot running into the shot. It got a little blurry after that but still what a moment to capture!

Social Media Journalism

Daily Division

First Place: *Daily Tribune* - Jamie Rokus. **Judge's Comments**: Like the interaction with the public, especially on the storm photos asking readers where they were taken and following up with updates when readers asked about certain parts of town.

Second Place: *Stevens Point Journal*, "Thunderstorm coverage" - Staff. **Judge's Comments**: Enjoyed the continuing coverage of this storm from initial ask for photos, to follow with gallery of photos to press conferences on damage. Good job!

Third Place: *Wausau Daily Herald*, "Wausau Chalkfest" - Robert Mentzer. **Judge's Comments**: Very colorful event that is captured well in photos and the video shows how much work actually goes into these creations.

Honorable Mention: *Green Bay Press-Gazette*, "Daily Dose" - Shelby Le Duc, Jeff Bollier & Robert Zizzo. **Judge's Comments**: Would have liked to have the URL link to the live video instead of having to search for it on my own. Was bothered by the man's lack of interest at the beginning of the video — looking at phone, typing instead of participating in the video. Is this a recurring series? Would have like to see more than one entry provided. Like the idea of featuring local events, topics in a different format. Note: typo in text about the event.

Weekly Division

First Place: *Burlington Standard Press*, "2017 flood" - Ed Nadolski & Mike Ramczyk. **Judge's Comments**: Great coverage for your community on an event that communication is key.

Second Place: *Lake Country Reporter*, "State track" - Christopher Kuhagen. **Judge's Comments**: Great idea and great coverage.

Third Place: *Amery Free Press* - Jessica de la Cruz.

Advertising

Bill Payne Award

Division B

First Place: *Daily News*, "Big Joy-Maus Jewelry" - Paige Barger.

Second Place: *The Gazette*, "Trifecta: Committed to local sports coverage" - Sara Van Galder & Rudy Frank.

Third Place: *The Gazette*, "As a Journalist" - Sara Van Galder & Anthony Wahl

Division C

First Place: *Watertown Daily Times*, "Tire Rifik The Perfect Bracket" - Mark Heiden. **Judge's Comments**: Such a clever way to poke fun at the March Madness craze while still highlighting product. Nice job!

Second Place: *Daily Globe*, "Legendary Waters Casino" - Daily Globe Advertising.

Third Place: *Watertown Daily Times*, "Grinwald Christmas ad" - Mark Shingler.

Honorable Mention: *Watertown Daily Times*, "Hady's Electric: National Electrical Safety Month" - Mark Heiden.

Division D

First Place: *Vilas County News-Review*, "Now Bidding Residential & Commercial Landscaping" - Betsy Boulden & Kurt Krueger.

Second Place: *Monroe County Herald*, "Shooting Star Fireworks" - Logan Everson & Kyle Evans.

Third Place: *The Lakeland Times*, "Stengl Marine" - Tony Loomis & Sasha Case.

Honorable Mention: *Vilas County News-Review*, "54 Years" - Betsy Boulden, Kurt Krueger, Gary Ridderbusch & Doug Etten.

Division E

First Place: *FYI Northwoods News*, "Exquisite Northwoods Home For Sale By Owner" - Eric Johnson & Trish Roebuck. **Judge's Comments**: Appealing with lots of information. Makes evaluation process for a buyer very easy.

Second Place: *Lake Geneva Regional News*, "Verlo Holiday Ad" - Michael

Reinsissel. **Judge's Comments**: Cute but sends a message of comfort.

Third Place: *The Platteville Journal*, "Fidelity Bank" - Ann Rupp & Carol Tyson. **Judge's Comments**: Professional with good comparison information.

Honorable Mention: *The Denmark News* - JC Marquez.

Best Grocery Ad

Daily Division

First Place: *The Freeman*, "Brookfield Farmer's Market" - Colleen Miller. **Judge's Comments**: This is a very nicely laid out ad that is easy to read, has great graphics and is pleasing to the eye!

Second Place: *The Gazette*, "Daniels Foods Sentry" - Laura Feit & Donna Felland. **Judge's Comments**: Cute idea for an Open House ad. The color helps grab the attention to the ad.

Third Place: *Watertown Daily Times*, "Breselow's Family Market" - Mark Heiden. **Judge's Comments**: This is grocery ad is easy to read. I really like the layout of the ad.

Honorable Mention: *Watertown Daily Times*, "Glenn's Market and Catering" - Mark Heiden. **Judge's Comments**: Very easy to read nice layout!

The Sun, Oscelola, Second Place, Division D, Best Grocery Ad

Weekly Division

First Place: *The Lakeland Times*, "Save More Foods" - Tony Loomis & Chris Frame. **Judge's Comments**: clean and eye catching layout

Second Place: *The Sun*, "Dick's Fresh Market Osceola: Grand Opening" - Eric Buelow & Teresa Holmdahl

Third Place: *The Ripon Commonwealth Press*, "Websters: Stock the Pantry" - Staff.

Best Restaurant Ad

Daily Division

First Place: *Watertown Daily Times*, "Kathy's Buffalo Bar and Grill July 4th special" - Mark Heiden.

Second Place: *The Gazette*, "Mac's Pizza Shack" - Katie Crist, Emily Rezin & Donna Felland.

Third Place: *Daily News*, "Coffeeville Company: Historic Log Coffeehouse & Kitchen" - Paige Barger & Kyle Ruplinger.

Honorable Mention: *Watertown Daily Times*, "Kathy's Buffalo Bar: Vote for a real party!" - Mark Heiden.

Weekly Division

First Place: *The Ripon Commonwealth Press*, "Knuth Brewing" - Staff. **Judge's Comments**: Great series of ads. Really like the clean ad with the bottle.

Second Place: *The Platteville Journal*, "A&W Anniversary ad" - Ann Rupp & Carol Tyson. **Judge's Comments**: Great layout for a ton of information.

Third Place: *Lake Geneva Regional News*, "Sopra Restaurant" - Michael Reinsissel. **Judge's Comments**: good clean layout. attractive photo draws readers in.

Honorable Mention: *The Ripon Commonwealth Press*, "Langfords Pub" - Todd Sharp.

Best Real Estate Ad

Daily Division

First Place: *The Gazette*, "Advantage Homes Incorporated" - Nina Perona & Donna Felland. **Judge's Comments**: Great looking series! Like the strategic placement throughout the pages of real estate ads.

Weekly Division

First Place: *Vilas County News-Review*, "Eagle River Chain Log Home" - Betsy Boulden & Jo Daniel. **Judge's Comments**: Gorgeous ad!

Second Place: *Monroe County Herald*, "Simonson Real Estate" - Rose Oswald. **Judge's Comments**: Wish the photos could be bigger and less info written on each, but very well done!

Third Place: *The Lakeland Times*, "Redman Realty" - Heather Holmes & Sasha Case. **Judge's Comments**: Loved the layout, hated the reversed small type. Too bad.

Honorable Mention: *The Platteville Journal*, "Platteville Realty Ad Page" - Ann Rupp & Carol Tyson. **Judge's Comments**: Loved the color usage and size of the listings. Didn't like the large unproportinal head shots.

Best Large Ad

Division B

First Place: *The Gazette*, "Flooring & More" - Nina Perona & Donna Felland. **Judge's Comments**: Great ad! Clear call to action. Love the Anniversary play on words — very creative!

Second Place: *The Gazette*, "Marling Lumber & HomeWorks" - Tom Bradley & Sara Van Galder. **Judge's Comments**: Excellent use of the beautiful images, really draws the reader in. Information is clear and easy to read.

Third Place: *The Gazette*, "The Gazette's Biggest Edition of the Year" - Sara Van Galder. **Judge's Comments**: Neat concept. Like the black ad white with the pop of color in the corner. Very creative!

Division C

First Place: *Watertown Daily Times*, "Tire Rifik: The perfect bracket" - Mark Heiden. **Judge's Comments**: creative idea

Second Place: *Watertown Daily Times*, "Grinwald Ford: Santa and his Ford" - Mark Shingler.

Third Place: *Daily Globe*, "Northwoods General" - Advertising Staff.

Division D

First Place: *The Star News*, "Gilman Cheese" - Todd Lundy & Mandi Troiber.

Second Place: *Monroe County Herald*, "Leon Country Floors" - Kristi Schwartzel

Third Place: *Vilas County News-Review*, "54 Years" - Betsy Boulden, Kurt Krueger, Gary Ridderbusch & Doug Etten.

Honorable Mention: *Monroe County Herald*, "Century Foods" - Kristi Schwartzel.

Division E

First Place: *The Record-Review*, "Edgar Football: State Champs" - Rachel Wellman, Joyann Chilson & Casey Krautkramer. **Judge's Comments**: Great headline and color just made this ad jump off the page.

Second Place: *The Ripon Commonwealth Press*, "Baird" - Brandi Dolgner & Tami Conlon. **Judge's Comments**: From top to bottom this ad worked. Kudos to the time it took the designer to photoshop all of the artwork.

Third Place: *The Verona Press*, "Miller & Sons Supermarket" - Donna Larson & the Composing Department. **Judge's Comments**: This ad was very clean and straight to the point.

Honorable Mention: *Pierce County Herald*, "Woodshed Ad" - Staff. **Judge's Comments**: This entry had two different ads for me to judge which was confusing. Part 2, which showed the ad on the newspaper page might have snuck into the 3rd place spot.

Division F

First Place: *Tribune Record Gleaner*, "Zepplin's Christmas Gala" - Ashley Kadolph

Second Place: *Clintonville Chronicle*, "Waupaca County Fair" - Tricia Rose.

Third Place: *The Brillion News*, "Splashpad" - Darcy Zander-Feinauer. **Judge's Comments**:

Honorable Mention: *Tribune Record Gleaner*, "Halloween Kid's Zone" - Ashley Kadolph.

Best Small Ad

Division B

First Place: *Watertown Daily Times*, "Hady's Electric" - Mark Heiden. **Judge's Comments**: Great ad idea! Very eye catching and clever way to get the point across.

Second Place: *The Gazette*, "Rotary Gardens Fall Plant Sale" - Katie Crist. **Judge's Comments**: Good clean ad, easy to read and good use of graphics.

Third Place: *Watertown Daily Times*, "Jake's Bait and Tackle" - Mark Heiden. **Judge's Comments**: For a small ad it packs a great punch. Nice ad!

Division D

First Place: *The Lakeland Times*, "Northwoods Accents" - Laura Larson & Sasha Case. **Judge's Comments**: Love the way the furniture was placed in the ad and the name in the center. Very eye catching ad with great colors.

Second Place: *Monroe County Herald*, "Cura" - Kristi Schwartzel. **Judge's Comments**: Love the colors, catches the eye. Easy to read and nice layout.

Third Place: *The Lakeland Times*, "Wildberry Market" - Tony Loomis & Sasha Case. **Judge's Comments**: I like the layout design, but the colors aren't as appealing.

Division E

First Place: *Tribune Record Gleaner*, "Wellness check" - Ashley Kadolph. **Judge's Comments**: Nice use of font, art & color to convey the message.

Second Place: *Clintonville Chronicle*, "You Are Cordially Invited" - Tricia Rose. **Judge's Comments**: Love the cups & color!

Third Place: *The Ripon Commonwealth Press*, "Drug Drop" - Staff. **Judge's Comments**: Nice work with the pills falling onto the words.

Honorable Mention: *The Stoughton Courier Hub*, "Sports Enhancement Academy" - Catherine Stang & the Composing Department.

Best Ad Idea (Series)

Division B

First Place: *Watertown Daily Times*, "Kayser Chrysler Center of Watertown" - Mark Shingler. **Judge's Comments**: Thinking outside of the box

Second Place: *The Gazette*, "Rollin Pin Bakery" - Trish Edwards.

Third Place: *Daily News*, "Maus Jewelry: Christmas 2016" - Graphic Design

Division D

First Place: *The Star News*, "Educator of the Month" - Mandi Troiber, Sarah Komarek, Rachel Wellman & Julie Seifert. **Judge's Comments**: Love the idea.

Second Place: *The Ripon Commonwealth Press*, "Diedrich Jewelers" - Tami Conlon, Brandi Dolgner & Todd Sharp. **Judge's Comments**: Great play on recreational words,

Third Place: *The Northwoods River News*, "Carlson Funeral Home" - Jay Anderle & Buzzy Mode. **Judge's Comments**: Nice way to market a difficult subject,

Best Special Section

Division B

First Place: *Daily News*, "A Guide To The 2017 U.S. Open at Erin Hills" - Graphic Design & Editorial Staff. **Judge's Comments**: Project was nicely done. The effort put forth shows. Great way to showcase the event.

Second Place: *The Gazette*, "Compass: Rock County Consumer Guide" - Advertising & Newsroom Staff. **Judge's Comments**: Great publication. Neat way to put a spin on a traditional progress-type edition.

Third Place: *Beloit Daily News*, "Nature at the Confluence" - Staff. **Judge's Comments**: Fantastic effort. Didn't miss any angle with this project. Finishing third in this category isn't disappointing. It's a deep and strong category. Well done.

Honorable Mention: *The Gazette*, "Dining & Destinations" - Advertising Staff. **Judge's Comments**: Nice project. Well done.

Division C

First Place: *The Monroe Times*, "Moments In Time" - Diane Albright, Steve Allen, Tai Ruegsegger & Laura Hughes. **Judge's Comments**: Very, very well done. The time and energy involved to do this project was enormous. Give yourselves a pat on the back.

Second Place: *Daily Globe* - Advertising Staff. **Judge's Comments**: Great spin on a Design an Ad contest that anyone can replicate at a paper large or small. Great job.

Third Place: *The Monroe Times*, "Green County EMS" - Tai Ruegsegger, Diane Albright, Steve Allen & Laura Hughes. **Judge's Comments**: Great effort, didn't miss on the details in this great commemorative piece. Well done.

Honorable Mention: *Watertown Daily Times*, "4-Ever Fantastic" - Mark Shingler. **Judge's Comments**: Lots of great advertising.

Division D

First Place: *The Lakeland Times*, "Minocqua Country Club: Celebrating 100 Years" - Staff. **Judge's Comments**: Great job showcasing the history and future of the country club. Nicely done.

Second Place: *The Chronotype*, "UW Barron Co.: Celebrating 50 Years" - Advertising Staff. **Judge's Comments**: A lot of time and effort went into this project. Your efforts paid off handsomely. Very well done.

Third Place: *Trempealeau County Times*, "Hunting Guide 2016" - Staff. **Judge's Comments**: This is a great project many communities can do. Great way to think outside the box and feature something many communities haven't touched.

Honorable Mention: *Vilas County News-Review*, "Bridal/Special Event Planner" - Jean Drew, Betsy Boulden, Jo Daniel & Kurt Krueger. **Judge's Comments**: Handy pocket-sized guide with tons of great ads and tips. Great job!

Division E

First Place: *Tomahawk Leader*, "Tomahawk Fall Ride" - Staff. **Judge's Comments**: This is a really neat project. Very well done.

Second Place: *The Verona Press*, "Verona Hometown Days" - Donna Larson, the Composing Department & Editorial Department. **Judge's Comments**: Great way to salute your community event.

Third Place: *Tomahawk Leader*, "Northwoods Calling" - Staff. **Judge's Comments**: Great project, nicely done.

Honorable Mention: *The Platteville Journal*, "UW-Platteville 150th Anniversary" - Ann Rupp & Carol Tyson.

Best Use of Color

Division B

First Place: *The Gazette*, "K & W Greenery" - Mary Hamlin & Donna Felland.

Second Place: *Beloit Daily News*, "La Michoacana Tropical Oasis" - Staff.

Third Place: *Daily News*, "Maus Jewelers: We are the best" - Sandy Anderson.

Division C

First Place: *Watertown Daily Times*, "Grinwald Ford Capture your moment" - Mark Shingler. **Judge's Comments**: The color does a great job of emphasizing the ad on the page.

Second Place: *The Monroe Times*, "Gentz Electric" - Tai Ruegsegger.

Third Place: *Daily Globe*, "Gog Sno Olympus" - Advertising Staff.

Division D

First Place: *Vilas County News-Review*, "54 Years" - Betsy Boulden, Kurt Krueger, Gary Ridderbusch & Doug Etten. **Judge's Comments**: I love the color on this. The blues work nicely with the photos & remind me of how cold the snow is!

Second Place: *Vilas County News-Review*, "Now Bidding Residential & Commercial Landscaping" - Betsy Boulden & Kurt Krueger. **Judge's Comments**: Nice work tying the greens together.

Third Place: *The Star News*, "Beartrap Firearms" - Sarah Komarek & Todd Lundy.

Honorable Mention: *The Lakeland Times*, "Northern Wisconsin Homes" - Tony Loomis & Chris Frame.

Division E

First Place: *Grant County Herald Independent*, "UW Marching Band: Time Is Running Out" - Jessica Brownell. **Judge's Comments**: Eye catching and bold. Really stands out on the page.

Second Place: *The Record-Review*, "Golden Quill Award" - Rachel Wellman, Kris O'Leary & Peter Weinschenk. **Judge's Comments**: Simple use of the gold color to emphasize the Golden Quill is very well done.

Third Place: *The Ripon Commonwealth Press*, "Paulas Paint" - Tami Conlon, Brandi Dolgner & Todd Sharp. **Judge's Comments**: Color, color, color! And very appropriate for the client.

Honorable Mention: *The Record-Review*, "Athens Baseball" - Rachel Wellman, Lori Totzke & Casey Krautkramer.

Division F

First Place: *Crawford County Independent & The Kickapoo Scout*, "2017 Crawford County Fair" - Emily Koch. **Judge's Comments**: We all know fairs are fun but the bright colors in this ad really capture the spirit of the fair.

Second Place: *The Denmark News*, "Breakfast on the Farm Large Ad" - JC Marquez.

Third Place: *Tribune Record Gleaner*, "Zepplin's Christmas Gala" - Ashley Kadolph.

Best Multiple Advertiser Spread

Division A

First Place: *Leader-Telegram*, "L-T Opoly" - Catie Carlson-Prueher & Angela Rediess.

Division B

First Place: *The Gazette*, "Open Houses and Features" - Donna Felland. **Judge's Comments**: Clean and well organized ad. Like the uniform look of the listings, makes them easy to read.

Second Place: *Daily News*, "Fish Fry Guide" - Graphic Design Staff. **Judge's Comments**: Unique Concept for a special section.

Third Place: *The Gazette*, "On The Menu" - Rachel Vogt. **Judge's Comments**: Like this idea - great way to keep advertisers in the paper on a regular basis! Colors really make the ad pop.

Division D

First Place: *The Star News*, "Patriot Day" - Mandi Troiber, Tresa Blackburn, Todd Lundy & Kelly Schmidt. **Judge's Comments**: Nice use of art, layout, content and color. Nice job!

Second Place: *The Portage County Gazette*, "SPASH Panthers 2017 WIAA Division 1 State Champions" - John Kemmeter, Paula O'Kray & Joey Hetzel.

Third Place: *Monroe County Herald*, "Memorial Day" - Logan Everson, Kristi Schwartzel, Rose Oswald & Kelli Schmidt.

Honorable Mention: *The Lakeland Times*, "Good Luck at State" - Gregg Walker, Heather Holmes & Sasha Case.

Division E

First Place: *Grant County Herald Independent*, "We Are Open!" - Jessica Brownell & Kevin Kelly. **Judge's Comments**: LOVE IT! So clean and clear, along with great use of color.

Second Place: *The Platteville Journal*, "Administrative Professionals Day" - Ann Rupp & Carol Tyson. **Judge's Comments**: Love the layout and attention to detail! It was hard to choose between the top 3 places.

Third Place: *The Platteville Journal*, "Badger Camp Event" - Ann Rupp & Carol Tyson. **Judge's Comments**: Gorgeous ad! I love the color, artwork, along with how readable it is. My top 3 were hard to decide between, so had to go with originality overall.

Honorable Mention: *Spooner Advocate*, "Heritage Ad" - Janis Redman, Michelle Carlson & Deb Fosberg. **Judge's Comments**: VERY nice ad all around! Just too many good ones to choose from is all.

The Gazette, Janesville, First Place, Division B, Best Use of Local Photography

Division F

First Place: *Campbellsport News*, "Hunting & Fishing Pages" - Tracy Dieckman & Andrea Steger. **Judge's Comments**: Gorgeous layout and ads! Three small things - would've swapped fishing and hunting art to go with the headline, story copy needed more hyphenation and I had to Google Kettle Moraine since it was only mentioned in the subhead.

Second Place: *Tribune Record Gleaner* - Ashley Kadolph. **Judge's Comments**: Nice, clean looking, easy-to-read ad! You worked around the photo(s) really well, too.

Third Place: *Tribune Record Gleaner*, "Loyal State Champs" - Ashley Kadolph. **Judge's Comments**: I really wanted to LOVE this spread, but the photo kept taking my eyes to the left. If the pages would've been switched around, it would've been in the running for first place.

Best Use of Art Service

Division B

First Place: *The Freeman*, "Couri Insurance" - Pat Scheel. **Judge's Comments**: the colors are beautiful in this ad! It really caught my eye right away before all the others

Second Place: *Daily News*, "Kettle Moraine Appliance: Not a creature was stirring" - Scot Wiesner. **Judge's Comments**: Such a cute idea to go with the sale of mattresses.

Third Place: *Watertown Daily Times*, "Kathy's Buffalo Bar Super Bowl ad" - Mark Heiden. **Judge's Comments**: Well put together ad good use of colors and layout.

Honorable Mention: *The Gazette*, "Bike Works" - Mary Hamlin. **Judge's Comments**: Like the use of the chain border and colors

Division D

First Place: *Monroe County Herald*, "Arenz Shoes: The Wedding Guide" - Logan Everson. **Judge's Comments**: Great incorporation of color and shape from the photo into the rest of the ad.

Second Place: *The Star News*, "Dairy Breakfast Thank You" - Staff.

Third Place: *The Lakeland Times*, "TJs Butcher Block" - Tony Loomis & Sasha Case.

Division E

First Place: *The Ripon Commonwealth Press*, "Paulas Anniversary" - Staff. **Judge's Comments**: What made this ad first place was all the detail and color along with putting it all together. Very good job on laying it all out, well balanced ad.

Second Place: *Grant County Herald Independent*, "Baby's First Christmas" - Jessica Brownell. **Judge's Comments**: Close call to first place. The first place ad just had more detailing to put it all together.

Third Place: *The Tribune-Phonograph*, "Savings Showdown" - Rachel Wellman & Jane Kroeplin. **Judge's Comments**: Love the colors and the idea. Nice layout too.

Honorable Mention: *The Record-Review*, "Stratford Homecoming" - Rachel Wellman & Joyann Chilson. **Judge's Comments**: Not as much with the colors, but nice layout of graphics.

Division F

First Place: *Tribune Record Gleaner*, "RZ open house" - Ashley Kadolph. **Judge's Comments**: Love the art and especially the envelope usage! Not sure I would've chosen the font though.

Second Place: *Tribune Record Gleaner*, "Deck the House" - Ashley Kadolph. **Judge's Comments**: I really like the art. Would've cut out a lot of the words though and used a different font.

Third Place: *Tribune Record Gleaner*, "Game Over" - Ashley Kadolph. **Judge's Comments**: I was really torn on this one. I think the "Game Over" was a little too much. Would've changed that up to maybe just type saying "Shopping's done, now it's your time" or something.

Honorable Mention: *Tribune Record Gleaner*, "Holiday open house" - Ashley Kadolph. **Judge's Comments**: Nice looking ad, just wish the business logo stood out more.

Best Use of Local Photography

Division B

First Place: *The Gazette*, "As a Journalist" - Sara Van Galder, Anthony Wahl & Rudy Frank. **Judge's Comments**: A nice series of ads in which the photos, showing the faces of the journalists are key. Good work.

Second Place: *The Gazette*, "Fagan Automotive" - Nina Perona, Anthony

Wahl & Donna Felland. **Judge's Comments**: It's just cool. Nice job.

Division C

First Place: *The Monroe Times*, "Gentz Electric" - Tai Ruegsegger. **Judge's Comments**: Absolutely love this ad - what a GREAT use of a photo for an electric company!

Second Place: *Watertown Daily Times*, "Grinwald Ford Celebrating 58 Years!" - Mark Shingler. **Judge's Comments**: Nice ad, but I've seen it many times. Picture on lower right corner is out of alignment with others. Wording at top is very crowded.

Third Place: *Daily Globe*, "Our Lady Peace" - Daily Globe Advertising. **Judge's Comments**: Good placement of text, but the picture is crooked (pet peeve).

Division D

First Place: *Vilas County News-Review*, "54 Years" - Betsy Boulden, Kurt Krueger, Gary Ridderbusch & Doug Etten. **Judge's Comments**: Great colors, and very nice combination of crowd, individuals and action. The combination really represents the event well.

Second Place: *The Lakeland Times*, "Minocqua Dragon Boat Festival" - Dean Hall & Heather Holmes. **Judge's Comments**: Very cool photos, but a little one-note. Would maybe prefer fewer but larger photos. Love the one on the top, mostly referring to the 5 in the middle. Still they are definitely showing what the event is about!

Third Place: *The Star News*, "Congratulations Markki Farmer" - Mandi Troiber, Tresa Blackburn, Todd Lundy & Kelly Schmidt. **Judge's Comments**: Pretty girl. Might have worked better to use one headshot and two swimshots? The headshots are essentially the same.

Division E

First Place: *Lake Geneva Regional News*, "Sopra Ad" - Michael Reinsissel. **Judge's Comments**: Picture compliments text.

Second Place: *Grant County Herald Independent*, "Celebrating 25 Years In Business Classic Cuts Salon" - Jessica Brownell. **Judge's Comments**: Great interaction with customers over the years.

Third Place: *The Tribune-Phonograph*, "Jeff Rosemeyer: Hall of Fame" - Rachel Wellman & Lori Totzke. **Judge's Comments**: Tasteful sports recognition

Honorable Mention: *The Ripon Commonwealth Press*, "Splash" - Tami Conlon & Ian Stepleton.

Division F

First Place: *The Sun*, "Grocery Grand Opening" - Eric Buelow & Teresa Holmdahl. **Judge's Comments**: Love the ad! Might've worked on picture angles (6) a little more though.

Second Place: *Courier Sentinel*, "Don't let your college-bound athlete" - Joy Dain. **Judge's Comments**: Great idea and photos! Love the background of papers also.

Third Place: *Tribune Record Gleaner* - Ashley Kadolph. **Judge's Comments**: Really like the three-step photo usage.

Best Use of Humor

Division A

First Place: *Leader-Telegram*, "Riverside Bike & Skate: Best Sticks in Town" - Sara Bachand & Angela Rediess. **Judge's Comments**: Great ad! Neat concept and love the play on words. Good idea to use a "pet celebrity" too. Excellent!

Division B

First Place: *The Gazette*, "Rollin Pin Bakery" - Trish Edwards. **Judge's Comments**: Never seen an ad done up like this. It caught my eye right away.

Second Place: *Watertown Daily Times*, "Holz Cadillac Elvis Ad" - Mark Shingler. **Judge's Comments**: Love the wording and how it pulls the ad all together.

Third Place: *The Gazette*, "Comfort Shoppe: Ugly Chair Contest" - Danielle Hackett & Terry Fleig. **Judge's Comments**: Cute idea and ad.

Division D

First Place: *The Star News*, "Subscribe" - Sarah Komarek. **Judge's Comments**: Great self promotion.

Second Place: *Monroe County Herald*, "Butterfest" - Logan Everson.

Third Place: *The Lakeland Times*, "R&R Motorsports: Get Dirty" - Tony Loomis & Chris Frame.

Division E

First Place: *The Ripon Commonwealth Press*, "Diedrich Jewelers" - Todd Sharp. **Judge's Comments**: Kind of cute.

Second Place: *The Ripon Commonwealth Press*, "No Lip" - Tami Conlon.

Third Place: *Grant County Herald Independent*, "MaCandis: The Hunt Is On All This Week!" - Jessica Brownell.

The Ripon Commonwealth Press, Second Place, Division E, Best Use of Humor

Best Advertising Sales Tool

Division B

First Place: *The Gazette*, "Coming Soon - Living, Work & Wheels and Home & Money" - Donna Felland, Emily Rezin, Tim Seeman & Sara Van Galder. **Judge's Comments**: Great concept to showcase the upcoming new section. Liked the way you previewed the individual sections. Nice Job!

Division D

First Place: *Vilas County News-Review*, "Bridal/Special Event Planner" - Betsy Boulden. **Judge's Comments**: Very inviting and distribute a lot of information well. Especially like the ad size shapes. Advertiser will know exactly what they're getting. Plus, it's just pretty!

Second Place: *Vilas County News-Review*, "Courage Under Fire" - Betsy Boulden. **Judge's Comments**: Like the ad size shapes, advertiser knows exactly what they are getting. A lot of information, should be a good tool.

Third Place: *The Lakeland Times*, "New Classified Color Charges" - Heather Holmes. **Judge's Comments**: Just about ugly. But I'm betting very effective. Advertisers love stuff like this. They feel like they're really getting a deal. Also very simple to understand.

Honorable Mention: *The Lakeland Times*, "Lakeland Times 2017 Rate Cards" - Heather Holmes. **Judge's Comments**: Nice looking and well organized, but I wonder if advertiser might not be a little overwhelmed with sheet amount of info. Definitely like the ad size shapes. But wonder if simpler might not be better.

Division E

First Place: *The Northwoods River News*, "Hodag Country Fest promo" - Heather Holmes. **Judge's Comments**: Nice rate card and information for advertising in your paper. Easy for an advertiser to understand.

Second Place: *Courier Sentinel*, "Successful Garage Sale" - Joy Dain. **Judge's Comments**: Good ad for bringing in those garage sale ads.

Third Place: *The Ripon Commonwealth Press*, "Rate card" - Tami Conlon. **Judge's**

Comments: A lot of information and makes it almost confusing.

Best Newspaper Promotion

Division B

First Place: *The Gazette*, "As a Journalist" - Sara Van Galder, Anthony Wahl & Rudy Frank. **Judge's Comments**: I thought this was a very good way to have the journalists connect with the reader! Very nice!!!

Division D

First Place: *The Lakeland Times*, "Best in State promotion" - Gregg Walker & Heather Holmes.

Second Place: *The Star News*, "Round Up the Posse" - Sarah Komarek.

Third Place: *The Lakeland Times*, "Don't Take Away Transparency" - Heather Holmes & Gregg Walker.

Honorable Mention: *Vilas County News-Review*, "Photo Gallery" - Betsy Boulden, Kurt Krueger & Gary Ridderbusch.

Division E

First Place: *Grant County Herald Independent*, "Kids Who Read Newspapers Do Better" - Jessica Brownell. **Judge's Comments**: This builds for the future and appeals to parents of high achieving children.

Second Place: *Campbellsport News*, "Mothers' Day Lookalike Contest" - Tracy Dieckman & Andrea Steger. **Judge's Comments**: I like the interactiveness of this.

Third Place: *The Ripon Commonwealth Press*, "give the gift" - Tami Conlon & Heather Shaver. **Judge's Comments**: Good to get your high volume advertisers involved if only hosting a promotion site.

Honorable Mention: *FYI Northwoods News*, "Keep up with all the Northwoods' news 24/7/365 no matter where you go" - Eric Johnson & Trish Roebuck.

Best Annual Niche Publication

Division A

First Place: *Leader-Telegram*, "Impressions Magazine Bridal Flip Magazine" - Catie Carlson-Prueher, Angela Rediess & Elizabeth Dohms. **Judge's Comments**: Even though it was the only entry in this division, it still scored high in my opinion, better than some finalists in the other divisions.

Division B

First Place: *The Gazette*, "2017 Reader's Choice Awards" - Advertising Staff. **Judge's Comments**: I really liked this idea.

Second Place: *Beloit Daily News*, "Legends of Sports XXII" - Jim Franz & Advertising staff. **Judge's Comments**: Very close to taking the top spot.

Third Place: *The Gazette*, "Parade of Homes Tabloid" - Advertising Staff. **Judge's Comments**: Looks like a lot of work went into this special section.

Division C

First Place: *Watertown Daily Times*, "Family and Friends Magazine" - Mark Shingler. **Judge's Comments**: Nice ad work and a interesting idea for a special section.

Second Place: *Portage Daily Register*, "Honor Our Soldiers" - Dusty Drew Baka. **Judge's Comments**: Well done!

Third Place: *The Monroe Times*, "Source" - Laura Hughes, Tai Ruegsegger, Diane Albright & Steve Allen. **Judge's Comments**: Another unique idea!

Division D

First Place: *News Graphic*, "The Official Port Washington Visitor's Guide" - Scot Wiesner & Amy Gannon. **Judge's Comments**: Nicely done. And user friendly.

Second Place: *The Star News*, "Fingertip Directory 2017" - Staff. **Judge's Comments**: If you didn't run an ad in this issue you missed out!

Third Place: *Sawyer County Record*, "Lumberjack World Championships Official Program" - Paul Mitchell, Darrin White & Denice Harris. **Judge's Comments**: It's nice to have unique events to sell niche publications for.

Division E

First Place: *The Verona Press*, "Verona Area Chamber Guide" - Donna Larson, Ellen Koeller & the Composing Department. **Judge's Comments**: This one stood out in a competitive division.

Second Place: *Spooner Advocate*, "At Home Up North 2017" - Julie Hustvet. **Judge's Comments**: Nicely done!

Third Place: *River Falls Journal*, "Dining & Destinations" - Staff. **Judge's Comments**: Nice clean layout!

Best Ongoing Niche Publication

Division A

First Place: *Daily Jefferson County Union*, "Discover" - Staff.

Second Place: *Leader-Telegram*, "Buckshot The Magazine" - Joe Ziemer, Matt West & Marisa Wojcik.

Third Place: *The Gazette*, "5ive for Women Magazine" - Donna Felland, Danielle Lentenyi & Emily Rezin.

Division D

First Place: *Vilas County News-Review*, "Senior Focus" - Staff. **Judge's Comments**: Great publication with lots of local content.

Second Place: *The Lakeland Times*, "Summer Times & Autumn Times" - Staff. **Judge's Comments**: Great approach to the seasons. Very well done.

Third Place: *Sawyer County Record*, "Visitor Magazine" - Paul Mitchell, Darrin White & Denice Harris. **Judge's Comments**: Very nice publication.

Division E

First Place: *Lake Geneva Regional News*, "Luxury Lake Geneva" - Staff. **Judge's Comments**: This one sets the standard for the class — bar none. Well done through out. Beautifully done.

Second Place: *Lake Geneva Regional News*, "Welcome Home" - Staff. **Judge's Comments**: Nicely done. A publication which serves as a go-to guide for the community.

Third Place: *The Freedom Pursuit*, "Lutheran Loop" - Angie Griepentrog & Roger Griepentrog. **Judge's Comments**: A great community project which has strong advertising support. Very, very well done.

Honorable Mention: *The Ripon Commonwealth Press*, "The Green Laker" - Staff. **Judge's Comments**: This one's no slouch. Great content, design. While this earns Honorable Mention, it was neck in neck with third.

Innovative Online Advertising

Daily Division

First Place: *The Gazette*, "Rock County 4-H Fair" - Katie Crist. **Judge's Comments**: I really like how this was created.

Second Place: *The Gazette*, "Culver's" - Katie Crist & Emily Rezin. **Judge's Comments**: Nice and clean.

Weekly Division

First Place: *The Lakeland Times*, "Brenda Thompson: Northwoods Best" - Tony Loomis & Production Staff. **Judge's Comments**: Nice looking, to-the-point ad!

Second Place: *The Ripon Commonwealth Press*, "Baird pre-roll" - Staff. **Judge's Comments**: Wish the dealer's information looked like it fit in with the video portion better (black space on sides).

Third Place: *The Lakeland Times*, "Jim Tait Real Estate" - Laura Larson & Production Staff. **Judge's Comments**: The font usage really bothered my eyes.

Best Online Advertising (Single Ad, Static)

Daily Division

First Place: *The Gazette*, "K & W Greenery" - Mary Hamlin. **Judge's Comments**: Nice and clean!

Weekly Division

First Place: *Pierce County Herald*, "Pierce County Fair leaderboard" - Jon Porter & Nancy Long. **Judge's Comments**: Great use of graphics.

Second Place: *The Ripon Commonwealth Press*, "Dear Pru" - Tami Conlon & Todd Sharp.

Third Place: *The Ripon Commonwealth Press*, "Plainfield Trucking" - Steve Wendt.

Best Online Advertising (Single Ad, Animated)

Daily Division

First Place: *Leader-Telegram*, "Washburn County Tourism" - Garrett Linley & Sara Bachand. **Judge's Comments**: Love the list that moves through all the things you can do there & the falling leaf. Nicely done!

Second Place: *The Gazette*, "Rock County 4-H Fair" - Katie Crist.

Third Place: *The Gazette*, "Culver's" - Katie Crist & Emily Rezin.

Weekly Division

First Place: *The Ripon Commonwealth Press*, "Baird: Pre-roll video" - Staff. **Judge's Comments**: Nice. Since it was about the windows, it would maybe streamline a little better if some of the in between crowd shots were shorter, and less? Not sure what was being advertised, the window displays or the publishing company. Title plate could have been a little more clear on that regard. Fun to watch though, and I'm betting the locals loved it.

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