

WISN-12: Receives 27 awards including 'Station of the Year' and 'Social and Digital Media Operation of the Year'

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MILWAUKEE, (May 7, 2018) – The Wisconsin Broadcasters Association (WBA) acknowledged WISN 12 with numerous high honors for exemplary news, entertainment, and broadcasting both on-air and online. Among these accolades are 'Station Of The Year' and 'Social and Digital Media Operation Of The Year,' along with an additional 10 first-place awards, 10 second-place awards, and 5 third-place awards.

The first-place awards include the on-air categories of evening newscast, on-scene reporting, use of news video, significant community impact, series/documentary, and feature, along with recognizing Mark Baden for 'Best Weathercast,' and Stephanie Sutton for 'Best Sportscast.' For online digital coverage, WISN 12 received first-place awards for use of social media live streaming and use of user-generated content.

"We are honored beyond belief to have won 'Station of the Year' for four years running", says Jan Wade, president and General Manager of WISN 12. "The entire staff at the station contributes to the work, so this is a total team effort," adds Wade. "We are honored to be recognized by such a highly-regarded entity like the WBA. When you see the stories we share on a daily basis become validated on this level, it helps to reinforce why we do what we do."

The top honors involve coverage of stories like the U.S. Open blimp crash, deputy-involved shooting along Milwaukee's lakefront, statewide opioid crisis, ice dangers

during a winter warm-up, and more.

“Regardless of if it’s news, weather, or sports, WISN 12’s important local coverage continues to speak to not only viewers, but also recognized leaders in the field,” says Ben Hart, news director of WISN 12. “It’s truly an honor that the WBA and the very best in broadcasting believe WISN 12 is among the elite in reporting, news delivery, and storytelling.”

WISN 12 First-Place Awards:

Station Of The Year

Social and Digital Media Operation Of The Year

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| 1. Best Evening Newscast | Blimp Crash, Lakefront Shooting |
| 1. Best Use of News Video | Thin Ice Dangers |
| 1. Best Sportscast | Stephanie Sutton |
| 1. Best Significant Community Impact | Bald for A Cause |
| 1. Best Weathercast | Mark Baden |
| 1. Best Series or Documentary | State of Addiction: The Opioid Epidemic Live Stream |
| 1. Best Feature | 1 Car, 60 Years |
| 1. Best Live On-Scene Reporting | Tim Elliott |
| 1. Best Use of Social Media Live Streaming | State of Addiction: The Opioid Epidemic Live Stream |
| 1. Best Use of User-Generated Content | Man Killed in Intentionally-Set House Fire |

About WISN 12 and Hearst Television

WISN 12, the ABC station in Milwaukee, is owned by Hearst Television Inc, a wholly-owned subsidiary of Hearst Corporation. Hearst Television owns and operates local television and radio stations serving 26 media markets across 39 states reaching over 21 million U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, This TV, Estrella and more. Hearst Television is recognized as one of the industry’s premier companies, and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst. The Company’s Web address



is www.hearsttelevision.com.