

## 2020 NBA PINNACLE AWARD WINNERS - RADIO

### SERVICE TO COMMUNITY

Gold	KELN/KNPQ/KOOQ	North Platte	Senior Year Ends With Covid - Triumph
Silver	KTIC	West Point	Rural Stress Prevention
Bronze	KHAS	Hastings	Health Department Coronavirus Safety Tips

### SERVICE TO CHILDREN

Gold	KSYZ-FM	Grand Island	The Big Grape
Silver	KFOR	Lincoln	We The People
Bronze	KXKT	Omaha	KAT Radiothon - Thank You

### SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	KLIN	Lincoln	On to College
Silver	KLIN	Lincoln	Help LNK
Bronze	KNEN	Norfolk	Food For Thought

### SERVICE TO AGRICULTURE

Gold	KTIC	West Point	Grain Bin Safety Week
Silver	KRVN	Lexington	Food Security Issues Effect Ranchers
Bronze	KNEB-FM	Scottsbluff	Muddy Roads

### BEST SPOT NEWS REPORTING

Gold	KGFW	Kearney	YRTC Assaults
Silver	KBRY	Broken Bow	Mayor Berghorst Found Guilty
Bronze	WJAG/KEXL/KQKX	Norfolk	Directed Health Measures Issued for Area

### BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold	KIOS-FM	Omaha	Tattoo Artists vs. Human Trafficking
Silver	NET Radio	Lincoln	Omaha Grapples With Its Ugly Past
Bronze	NET Radio	Lincoln	Nebraska: State of Mental Health

### BEST CONTINUING COVERAGE OF A NEWS STORY

Gold	NET Radio	Lincoln	Nebraska Flooding 2019
Silver	KXNP/KODY/KHAQ	North Platte	Lake McConaughy Changes
Bronze	NET Radio	Lincoln	Coronavirus Coverage 2020

### BEST USE OF MULTIMEDIA JOURNALISM

Gold	KRVN	Lexington	Kearney Flooding
Silver	NET Radio	Lincoln	Moving From Future Flooding Is Illegal
Bronze	NET Radio	Lincoln	Nebraska Stories: Model Fireboat Memorial

### BEST ONLINE-ONLY VIDEO

Gold	KRVN	Lexington	Friday Five
Silver	KNTK-FM	Lincoln	Which Fruit Can We Chuck the Furthest?
Bronze	KRVN	Lexington	Kick COVID Concert - River Quarantainment Series

### BEST NEWSCAST

Gold	KLIN	Lincoln	The KLIN Afternoon Report
Silver	KNEB-AM	Scottsbluff	KNEB Morning News
Bronze	KFOR	Lincoln	KFOR 8:00 a.m. News

**BEST SPORTS PLAY BY PLAY**

Gold	KRVN	Lexington	UNK Division Two National Title Match
Silver	KKPR	Kearney	Fort Kearny Boys Basketball: Loomis vs. Elm Creek
Bronze	KNEN	Norfolk	Girls District Basketball: Clarkson/Leigh vs. GACC

**BEST IN DEPTH SPORTS STORY OR SERIES**

Gold	KNTK-FM	Lincoln	Jamie Valvano, Breast Cancer Survivor
Silver	KTMX/KAWL	York	Husker Chat
Bronze	NET Radio	Lincoln	Powerlifting Program At Midland University

**BEST SPORTSCAST**

Gold	KFOR	Lincoln	KFOR Sportscast
Silver	KRVN	Lexington	River Sports
Bronze	KQSK	Chadron	Sports with Dave Collins

**BEST PROMOTIONAL ANNOUNCEMENT**

Gold	KELN/KNPQ/KOOQ	North Platte	Codeword Carrie Underwood
Silver	KXKT	Omaha	CMA Remote Promo
Bronze	KUSO	Norfolk	Stay Safe with US92

**BEST COMMERCIAL**

Gold	NRG Media	Omaha	Barks n Brews - Texting
Silver	Summit Media	Omaha	Stahla Services - Outdoor Party
Bronze	KKPR/KXPN	Kearney	Warped Sports Adventure Park - Zombie Attack

## 2020 NBA PINNACLE AWARD WINNERS - TELEVISION

### SERVICE TO COMMUNITY

Gold	KETV	Omaha	KETV NewsWatch 7 Chronicle: Life in the Lead Zone
Silver	WOWT	Omaha	Covid-19: Live Q & A
Bronze	KMTV	Omaha	Daily COVID-19 Updates

### SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	NET Television	Lincoln	A Sculpted Life
Silver	KNOP	North Platte	Small Town Grocers Provide During COVID-19
Bronze	NET Television	Lincoln	What If...

### SERVICE TO AGRICULTURE

Gold	NET Television	Lincoln	Nebraska Stories: Herb Mignery, Cowboy Artist
Silver	KETV	Omaha	KETV NewsWatch 7 Chronicle: Uncertain Harvest
Bronze	KWBE	Beatrice	Supply Chain Disruption Hurting Area Producers

### BEST SPOT NEWS REPORTING

Gold	KETV	Omaha	May Hail and Floods
Silver	KOLN/KGIN	Lincoln/Grand Island	West Lincoln Tornado
Bronze	KETV	Omaha	Lincoln Tornado

### BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold	NET Television	Lincoln	And the Floods Came: Nebraska 2019
Silver	KETV	Omaha	Project Community: Breaking Barriers
Bronze	NET Television	Lincoln	Small Town Cops

### BEST CONTINUING COVERAGE OF A NEWS STORY

Gold	WOWT	Omaha	Race Against the River
Silver	KMTV	Omaha	COVID-19 Outbreak in Hall County
Bronze	KMTV	Omaha	2-Year Old Facing Deportation in Omaha

**BEST NEWSCAST**

Gold	KETV	Omaha	KETV NewsWatch 7 at 10:00
Silver	WOWT	Omaha	WOWT 6 News Live @ 10
Bronze	KOLN/KGIN	Lincoln/Grand Island	1011 NOW at 6:00

**BEST ON THE SCENE SPORTS REPORTING**

Gold	WOWT	Omaha	Bellevue West Wins Class A State Football Title
Silver	KFDY	Lincoln	Bellevue West Rolls to Class A State Title in Snow Bowl
Bronze	KLKN	Lincoln	Iowa Beats Nebraska on Last-Second Field Goal

**BEST IN DEPTH SPORTS STORY OR SERIES**

Gold	KOLN/KGIN	Lincoln-Grand Island	Connie's Race
Silver	KOLN/KGIN	Lincoln-Grand Island	A Nebraska Football Life: Bobby Mills
Bronze	KMTV	Omaha	Two Girls with Angelman Syndrome Inspire

**BEST SPORTSCAST**

Gold	KOLN/KGIN	Lincoln/Grand Island	1011 NOW Sports
Silver	WOWT	Omaha	WOWT 10pm Sports
Bronze	KHGI	Kearney	NTV Sports

**BEST PROMOTIONAL ANNOUNCEMENT**

Gold	KMTV	Omaha	Let's Talk About the Weather
Silver	KOLN/KGIN	Lincoln/Grand Island	10 on 10/11 Campaign
Bronze	KNOP	North Platte	Legacy of Local

**BEST COMMERCIAL**

Gold	KOLN	Lincoln	Gastroenterology Comedian
Silver	KETV	Omaha	Service One: New Home
Bronze	KHGI	Kearney	Diva's Floral

# 2020 NBA PINNACLE AWARDS WINNERS - COLLEGE

## RADIO

### BEST PUBLIC SERVICE ANNOUNCEMENT

Gold UNK Kearney Caffiene

### BEST NEWS STORY

Gold UNL Lincoln Vaping: A Health Warning

### BEST NEWS FEATURE

Gold UNO Omaha Will Brown Remembered

### BEST LIVE SPORTS EVENT

Gold UNK Kearney UNK vs. Northwest Missouri State, Football

### BEST SPORTS STORY

Gold UNL Lincoln Husker Countdown: Northern Illinois Preview

## TELEVISION

### BEST PUBLIC SERVICE ANNOUNCEMENT

Gold UNO Omaha CFAM-Theater Still Matters

### BEST NEWS STORY

Gold UNL Lincoln What it Means to be a Black Business Owner

### BEST NEWS FEATURE

Gold UNL Lincoln Drones Hunt Severe Weather

### BEST LIVE SPORTS EVENT

Gold UNL Lincoln Huskers vs. Southern University

### BEST SPORTS STORY

Gold UNL Lincoln US Open Bowling

### BEST PROMOTIONAL ANNOUNCEMENT

Gold UNL Lincoln KRNU 50th Anniversary Promo

## 2020 NBA PINNACLE AWARDS WINNERS - HIGH SCHOOL

### BEST PSA OR COMMERCIAL - VIDEO

Gold                  Scribner-Snyder High School                  What's Your Move?

### BEST NEWS STORY - AUDIO

Gold                  Omaha Westside High School                  Pandemicast: Adapting Business to the Outbreak

### BEST NEWS STORY - VIDEO

Gold                  Millard North High School                  A New Class

### BEST SPORTS PLAY BY PLAY - VIDEO

Gold                  Bellevue West High School                  Bellevue West vs. Lincoln North Star Boys Basketball

### BEST SPORTS STORY - VIDEO

Gold                  Yutan High School                  Ollie's Football Journey

# 2020 NBA PINNACLE AWARDS WINNERS - SALES

## RADIO - DICK CHAPIN ACCOUNT EXECUTIVE OF THE YEAR

Winner	Jean Schmeckpeper	WJAG/KEXL/KQKX	Norfolk
Finalist	Christina Linville	Alpha Media	Lincoln
Finalist	Kathy Wright	NRG Media	Lincoln

## TELEVISION - ROGER MOODY ACCOUNT EXECUTIVE OF THE YEAR

Winner	Mary Wilson	WOWT	Omaha
Finalist	Chris Michael	KLKN	Lincoln
Finalist	Holly Roeser	KNOP/KNPL/KIIT	North Platte