

2021 NBA PINNACLE AWARD WINNERS - RADIO

SERVICE TO COMMUNITY

Gold	KFOR	Lincoln	Lincoln is a Great Place to Have a Heart Attack
Silver	KRVN	Lexington	SCC Ag Club Fundraising Goal
Bronze	KROR	Grand Island	Light A Hero's Home

SERVICE TO CHILDREN

Gold	KGOR	Omaha	Lisa Seeman Interview
Silver	KFOR	Lincoln	All Means All - LPS Buses Homeless Children
Bronze	KNEB	Scottsbluff	4-H Spotlight: Show Pigs

SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	KGOR	Omaha	Spend Local
Silver	KEZO	Omaha	New Year, New Career
Bronze	KIOS	Omaha	"Leta of Lincoln" Goes Viral

SERVICE TO AGRICULTURE

Gold	KRVN	Lexington	Keeping Agriculture Safe During COVID-19
Silver	KTIC AM	West Point	Friday Feeders
Bronze	KTIC AM	West Point	Potential Groundwater Management Area

BEST SPOT NEWS REPORTING

Gold	KLIN	Lincoln	Madsen's Saga Escalates
Silver	KBRY	Broken Bow	Accountant Accused of Stealing Thousands
Bronze	KHAS	Hastings	HPS Returns to Classroom Learning

BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold	KODY-KXNP-KHAQ	North Platte	Local Leaders Respond to Proposed Meat Packing Plant
Silver	Nebraska Public Media	Lincoln	Remote Learning in Remote Nebraska
Bronze	KIOS	Omaha	Portrait of a Pandemic

BEST CONTINUING COVERAGE OF A NEWS STORY

Gold	KFAB	Omaha	James Scurlock - Don Kleine
Silver	KFAB	Omaha	11-Worth Café: Mayor Stothert & Chief Schmaderer
Bronze	KNEB	Scottsbluff	Local Processing Act

BEST USE OF MULTIMEDIA JOURNALISM

Gold	KUVR	Holdrege	Holdrege Deep Freeze and Power Outage
Silver	Nebraska Public Media	Lincoln	A Wilbur Man is Running for President...Again
Bronze	KNEB	Scottsbluff	Mask Up, Bearcats

BEST ONLINE-ONLY VIDEO

Gold	KOOO	Omaha	Please Wash Your Hands
Silver	KRVN	Lexington	Friday Five: McRib Returns to Nebraska
Bronze	Eagle Communications	North Platte	Glitch of 2020

BEST NEWSCAST

Gold	KFOR	Lincoln	KFOR Morning News - 6:30 am
Silver	KLIN	Lincoln	KLIN 5:00 News
Bronze	KRVN	Lexington	KRVN 6:30 Morning News

BEST SPORTS PLAY BY PLAY

Gold	KBIE	Nebraska City	Weeping Water Girls Basketball State Championship
Silver	KUTT	Fairbury	Class D2 State Volleyball Championship
Bronze	KSID	Sidney	Sidney C1-6 District Volleyball Final

BEST IN DEPTH SPORTS STORY OR SERIES

Gold	Nebraska Public Media	Lincoln	High School Football; Attempt at Normal During Pandemic
Silver	KRVN	Lexington	Loper Lead Up
Bronze	KRVN	Lexington	Husker Chat

BEST SPORTSCAST

Gold	KLIN	Lincoln	KLIN Sports with Kaleb Henry
Silver	KFAB	Omaha	6:22 AM Sportscast
Bronze	KKPR	Kearney	Power 99 5pm Sports with Doug Duda

BEST PROMOTIONAL ANNOUNCEMENT

Gold	KHAS	Hastings	If You Can't Be In The Stands
Silver	NRG Media	Omaha	Sell Some Thing
Bronze	NRG Media	Omaha	Sell Some Service

BEST COMMERCIAL

Gold	KKCD	Omaha	Merit Hearing
Silver	KCSR/KBPY	Chadron	New Leaf/Dog House
Bronze	KKPR	Kearney	John John Silvers - Oh My Cod

2021 NBA PINNACLE AWARD WINNERS - TELEVISION

SERVICE TO COMMUNITY

Gold	WOWT	Omaha	A Candid Conversation on COVID
Silver	KETV	Omaha	Mask Up Nebraska and Iowa
Bronze	KOLN/KGIN	Lincoln/Grand Island	10/11 Cares Virtual Food Drive

SERVICE TO CHILDREN

Gold	KSNB	Hastings	Adoption
Silver	KOLN/KGIN	Lincoln/Grand Island	Golden Apple Award
Bronze	KSNB	Hastings	Student Surprised with New Wheelchair

SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	Nebraska Public Media	Lincoln	"What If..."
Silver	News Channel Nebraska	Norfolk	Ricketts Decided not to Withhold CARES Act Funds
Bronze	KETV	Omaha	KETV NewsWatch 7 Chronicle: Tourism in a Pandemic

SERVICE TO AGRICULTURE

Gold	Nebraska Public Media	Lincoln	"What If..." Upstream Farms
Silver	WOWT	Omaha	Smelly Rural Dispute
Bronze	KOLN/KGIN	Lincoln/Grand Island	"Pure Nebraska" June 3, 2020

BEST SPOT NEWS REPORTING

Gold	KMTV	Omaha	OPD Identifies Protester Shot in Old Market
Silver	WOWT	Omaha	South Omaha House Explosion
Bronze	KETV	Omaha	Omaha House Explosion

BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold	Nebraska Public Media	Lincoln	Speaking of Nebraska: The Black & Latino Experience
Silver	KPTM	Omaha	Fake Service Dog Papers
Bronze	WOWT	Omaha	Two Pandemics, 100 Years Apart

BEST CONTINUING COVERAGE OF A NEWS STORY

Gold	KOLN/KGIN	Lincoln/Grand Island	Investigator Herrera Returned to Lincoln
Silver	KOLN/KGIN	Lincoln/Grand Island	LPD Officer Shot
Bronze	KETV	Omaha	COVID-19 Outbreak at Life Care

BEST USE OF MULTIMEDIA JOURNALISM

Gold	KHGI	Kearney	All in a Day's Work - Time Center
Silver	KHGI	Kearney	All in a Day's Work - UNK Piano Man
Bronze	WOWT	Omaha	Social Justice Protests

BEST NEWSCAST

Gold	KETV	Omaha	KETV NewsWatch 7 at 5:00
Silver	WOWT	Omaha	WOWT 6 News Live @ 10
Bronze	KMTV	Omaha	KMTV 6PM Newscast

BEST SPOT WEATHER

Gold	WOWT	Omaha	Live @ 6:30: Most Snowfall in Years
Silver	KOLN/KGIN	Lincoln/Grand Island	10/11 NOW at 5:00 "Record Snowfall" Jan 25, 2021
Bronze	KETV	Omaha	February 2nd Snowstorm

BEST WEATHERCAST

Gold	KETV	Omaha	KETV NewsWatch 7 10pm Weather
Silver	WOWT	Omaha	WOWT 6 News Weather
Bronze	KMTV	Omaha	KMTV AM Weather Forecast

BEST ON THE SCENE SPORTS REPORTING

Gold	KMTV	Omaha	Nebraska Boys' State Basketball
Silver	KOLN/KGIN	Lincoln/Grand Island	2020 High School Football Kickoff
Bronze	News Channel Nebraska	Norfolk	Coaching With a Heavy Heart

BEST IN DEPTH SPORTS STORY OR SERIES

Gold	KETV	Omaha	Jake Fox Encourages Others Through Determination
Silver	KOLN/KGIN	Lincoln/Grand Island	Getting The Dub For "L Dub"
Bronze	KSNB	Hastings	Soaring with Sydney Rohrich

BEST SPORTSCAST

Gold	WOWT	Omaha	WOWT 6 Sports Live @ 10
Silver	KOLN/KGIN	Lincoln/Grand Island	10/11 NOW Sports at 10:00
Bronze	KETV	Omaha	KETV NewsWatch 7 10pm Sports

BEST COMMERCIAL

Gold	KMTV	Omaha	Quick Bites Soul Food Restaurant
Silver	KMTV	Omaha	Penn Station In Your Face
Bronze	KNOP	North Platte	Wilkinson Development - Angry Chicken

BEST PROMOTIONAL ANNOUNCEMENT

Gold	KETV	Omaha	Hope
Silver	KMTV	Omaha	Streaming Image
Bronze	KMTV	Omaha	Super Fresh Monday

2021 NBA PINNACLE AWARDS WINNERS - COLLEGE

RADIO

BEST PUBLIC SERVICE ANNOUNCEMENT

Gold UNL Lincoln Date Rape

BEST PROMOTIONAL ANNOUNCEMENT

Gold UNO Omaha Self Destruct in Five Seconds

BEST NEWS STORY

Gold UNO Omaha Former UNO Players Reflect On Loss of Football

BEST NEWS FEATURE

Gold UNL Lincoln Nebraska Meatpackers Threatened by COVID

BEST LIVE SPORTS EVENT

Gold UNK Kearney Loper Volleyball

BEST SPORTS STORY

Gold UNO Omaha COVID Impacts Players' Pursuit to Play Pro Football

TELEVISION

BEST PUBLIC SERVICE ANNOUNCEMENT

Gold UNO Omaha Wear Black, Give Back

BEST NEWS STORY

Gold NCC Norfolk NEXUS Groundbreaking

BEST NEWS FEATURE

Gold UNL Lincoln Proposed PETA Billboard Targets Ricketts

BEST LIVE SPORTS EVENT

Gold UNL Lincoln Nebraska vs. Minnesota Baseball

BEST SPORTS STORY

Gold UNO Omaha A Place to Call Home

2021 NBA PINNACLE AWARDS WINNERS - HIGH SCHOOL

BEST PSA - VIDEO

Gold Millard North High School Body Shaming

BEST NEWS STORY - VIDEO

Gold Millard West High School Turkey War

BEST SPORTS PLAY BY PLAY - VIDEO

Gold Creighton Preparatory School #2 Bellevue West vs. #3 Creighton Prep

BEST SPORTS STORY - VIDEO

Gold Lexington High School Girls State Wrestling

2021 NBA PINNACLE AWARDS WINNERS - SALES

RADIO - DICK CHAPIN ACCOUNT EXECUTIVE OF THE YEAR

Winner	Pat Schroeder	KROR/KSYZ	Grand Island
Finalist	Christina Linville	Alpha Media	Lincoln
Finalist	Sherry Foster	KHAS/KICS/KLIQ	Hastings

TELEVISION - ROGER MOODY ACCOUNT EXECUTIVE OF THE YEAR

Winner	Shari Cecil	KNOP/KNPL/KIIT	North Platte
Finalist	Rachel Stageman	WOWT	Omaha
Finalist	Laurie Larsen	News Channel Nebraska	Norfolk