

2022 NBA PINNACLE AWARD WINNERS - RADIO

BEST STATION ORIGINATED COMMUNITY SERVICE PROJECT

Gold	KIOS	Omaha	Live & Local - No Place for Hate
Silver	KBBX	Omaha	Conexion Comunidad
Bronze	KBRY	Broken Bow	A Day For The Bissonettes

SERVICE TO CHILDREN

Gold	KFOR	Lincoln	String Beans LIVE at The Lied
Silver	KVSS	Omaha	WITNESS - Conversion of Hearts
Bronze	KUSO	Norfolk	St Jude Radiothon - Marissa Meyer Interview

SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	Nebraska Public Media	Lincoln	Free Land, No-Strings Cash Aim to Tempt
Silver	KFOR	Lincoln	Restaurants Coming Out of COVID
Bronze	KVSS	Omaha	Spirit Mornings Interview - "Suicide Prevention"

SERVICE TO AGRICULTURE

Gold	KTIC AM	West Point	Women in Ag: Experiencing 93 Years of Changes
Silver	KRVN	Lexington	Grain Weevil
Bronze	Nebraska Public Media	Lincoln	North Platte Ranchers Rally Against Big Beef

BEST SPOT NEWS REPORTING

Gold	KBRY	Broken Bow	Trent Esch Found Guilty of First Degree Murder
Silver	KUTT	Fairbury	Jury Finds Jake Gonzalez Guilty
Bronze	KCNI/KBBN	Broken Bow	Homes, Hog Barn Threatened During Fire

BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold	KODY	North Platte	Governor Ricketts Talks Protecting Water Rights
Silver	KFOR	Lincoln	LPD Addresses Growth in Mental Health Calls
Bronze	KLIN	Lincoln	Suicide Prevention

BEST CONTINUING COVERAGE OF A NEWS STORY

Gold	KGFW	Kearney	Marijuana Potency Report
Silver	KBRY	Broken Bow	Esch Receives Maximum Sentence
Bronze	KCNI/KBBN	Broken Bow	Trent Esch Sentenced to Life in Prison

BEST USE OF MULTIMEDIA JOURNALISM

Gold	KHAS	Hastings	Fire Destroys Bert's Pharmacy
Silver	Nebraska Public Media	Lincoln	Speaking of Nebraska
Bronze	KCNI/KBBN	Broken Bow	Community Harvests Local Farmer's Fields

BEST SPOT WEATHER

Gold	KLIN	Lincoln	Tornadoes Dot Nebraska
Silver	KRVN	Lexington	December Tornadoes
Bronze	KFAB	Omaha	Downtown Flooding Storm

BEST NEWSCAST

Gold	KRVN	Lexington	6:30 KRVN News
Silver	KFOR	Lincoln	KFOR Morning Show 6:30 News
Bronze	KLIN	Lincoln	KLIN News with Mark Vail

BEST SPORTS PLAY BY PLAY

Gold	KTMX	York	Concordia Buzzer Beater
Silver	KWBE	Beatrice	Beatrice vs GINW Basketball
Bronze	KFOR	Lincoln	Boys State Basketball: Waverly vs Omaha Roncalli

BEST IN DEPTH SPORTS STORY OR SERIES

Gold	KTIC AM	West Point	Cadets Celebrate First Girls Wrestling Season
Silver	KBRY	Broken Bow	Broken Bow Native Completes Ultramarathon
Bronze	Nebraska Public Media	Lincoln	Nebraska Organist Adds Musical Flair to CWS

BEST SPORTSCAST

Gold	KQSK	Chadron	Double Q Country Sports with Dave Collins
Silver	KNEB AM	Scottsbluff	Afternoon Sportscast
Bronze	KAWL	York	KOOL Radio Morning Sports Update

BEST PROMOTIONAL ANNOUNCEMENT

Gold	KXKT	Omaha	Corporal Page Farewell
Silver	KIOS	Omaha	Live & Local Promotion
Bronze	KXKT	Omaha	Eric Church Concert Call

BEST COMMERCIAL

Gold	KQCH	Omaha	Spirit World - It Happened Again
Silver	KCOW	Alliance	Dave's Pharmacy - Bug On The Street
Bronze	KTIC FM	West Point	Pronto - Men

2022 NBA PINNACLE AWARD WINNERS - TELEVISION

BEST STATION ORIGINATED COMMUNITY SERVICE PROJECT

Gold	KETV	Omaha	KETV Giving Wednesday
Silver	KOLN	Lincoln	Can Care-a-Van 2021
Bronze	WOWT	Omaha	WOWT 6 News - Stuff the Bus with Food

SERVICE TO CHILDREN

Gold	KNOP	North Platte	Western Experience for Kids
Silver	KETV	Omaha	Surrendering Social Media
Bronze	KOLN	Lincoln	Golden Apple: An Open Door to Learning

SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold	WOWT	Omaha	Education Pulse Check: Veterans Look Back/Forward
Silver	KETV	Omaha	Where Have All the Workers Gone?
Bronze	KOLN	Lincoln	Nebraska Soldier, Syrian Dog Form Lifelong Bond

SERVICE TO AGRICULTURE

Gold	Nebraska Public Media	Lincoln	Nebraska Stories: The G.O.A.T. Mission
Silver	KHGI	Kearney	Pivot Kid
Bronze	KETV	Omaha	The Future of Food

BEST SPOT NEWS REPORTING

Gold	KOHA LD	Omaha	Estudiante acuchillada en preparatoria
Silver	KHGI	Kearney	Ukraine Invasion Weighs on Nebraska Farmers
Bronze	KETV	Omaha	Late School Bus

BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold	KETV	Omaha	Keith Thompson's Battle
Silver	KETV	Omaha	Coast Guard Lawsuit
Bronze	KHGI	Kearney	Homelessness in Grand Island

BEST CONTINUING COVERAGE OF A NEWS STORY

Gold	WOWT	Omaha	Afghan Students Escape Taliban
Silver	KETV	Omaha	Searching for Ryan
Bronze	KETV	Omaha	Mead Ethanol Plant

BEST USE OF MULTIMEDIA JOURNALISM

Gold	Nebraska Public Media	Lincoln	Nebraska Stories: The KISS Collector
Silver	KWBE LD	Beatrice	Jury Convicts Jake Gonzalez
Bronze	KOHA LD	Omaha	Comienza Mandato

BEST NEWSCAST

Gold	WOWT	Omaha	WOWT 6 News Live at 5
Silver	KMTV	Omaha	6:00 pm Newscast
Bronze	KETV	Omaha	KETV NewsWatch 7 First News

BEST SPOT WEATHER

Gold	KETV	Omaha	December Storm
Silver	WOWT	Omaha	Hurricane-Like Winds Strike in December
Bronze	KETV	Omaha	February Ice Storm

BEST WEATHERCAST

Gold	WOWT	Omaha	WOWT 6 Weather Live at 4
Silver	KETV	Omaha	KETV First News Weather
Bronze	KMTV	Omaha	10 pm Forecast

BEST ON THE SCENE SPORTS REPORTING

Gold	KHGI	Kearney	Pre-Game: Oklahoma vs Nebraska
Silver	KNEN LD	Norfolk	Per Angusta Ad Augusta
Bronze	KETV	Omaha	Helms Commits to Oklahoma

BEST IN DEPTH SPORTS STORY OR SERIES

Gold	KSNB	Hastings	Kevan Hueftle, Paralympian
Silver	KOLN	Lincoln	Baker Returns after Near-Death Experience
Bronze	Nebraska Public Media	Lincoln	Nebraska Stories: Take Me Out to the Ballgame

BEST SPORTSCAST

Gold	KETV	Omaha	KETV 10pm Sports
Silver	KSNB	Hastings	Mason Kern Sports
Bronze	KFXL	Lincoln	9:00 pm Sports

BEST COMMERCIAL

Gold	KOLN	Lincoln	Capital Auto Glass - Conflict
Silver	KOLN	Lincoln	Liberty First Credit Union
Bronze	KMTV	Omaha	Nebraska State Patrol - Recruiting

BEST PROMOTIONAL ANNOUNCEMENT

Gold	KETV	Omaha	KETV Investigates: Mead, Nebraska
Silver	KMTV	Omaha	Positively The Heartland
Bronze	KMTV	Omaha	3 News Now Investigators

2022 NBA PINNACLE AWARD WINNERS - COLLEGE

Radio

BEST PUBLIC SERVICE ANNOUNCEMENT

Gold UNK Kearney Bullying

BEST PROMOTIONAL ANNOUNCEMENT

Gold UNO Omaha Durango

BEST NEWS STORY

Gold UNL Lincoln The Red Zone: Campus Sexual Assaults

BEST NEWS FEATURE

Gold UNL Lincoln Protecting a Campus: UNL COVID Testing

BEST LIVE SPORTS EVENT

Gold UNK Kearney Missouri Southern vs UNK Basketball

BEST SPORTS STORY

Gold UNO Omaha Westside Football Player Tackles Stereotypes

TELEVISION

BEST PUBLIC SERVICE ANNOUNCEMENT

Gold UNO Omaha Women's History Month

BEST NEWS STORY

Gold UNK Kearney UNK Debates Philosophy Program's Future

BEST NEWS FEATURE

Gold UNL Lincoln COVID Curtains on Broadway Shows

BEST LIVE SPORTS EVENT

Gold UNL Lincoln UNL Women's Basketball: BTN + Student

BEST SPORTS STORY

Gold UNO Omaha Eddy Rosario is a Jack of all Trades

2022 NBA PINNACLE AWARD WINNERS - HIGH SCHOOL

BEST PSA - VIDEO

Gold	Grand island Northwest H.S.	Grand Island	Seatbelts
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BEST NEWS STORY - VIDEO

Gold	Millard West High School	Omaha	Amplifying Inclusion
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BEST SPORTS PLAY BY PLAY - VIDEO

Gold	O'Neill High School	O'Neill	North Central vs O'Neill Girls Basketball
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BEST SPORTS STORY - VIDEO

Gold	Papillion-La Vista High School	Papillion-La Vista	Hamilton Commits
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2022 NBA PINNACLE AWARD WINNERS - SALES

RADIO - DICK CHAPIN ACCOUNT EXECUTIVE OF THE YEAR

Winner	Angie Vonheeder	KBRB AM/FM	Ainsworth
Finalist	Shawn Arkle	NRG Media	Kearney
Finalist	Cami Webb	NRG Media	Omaha

TELEVISION - ROGER MOODY ACCOUNT EXECUTIVE OF THE YEAR

Winner	Will Ryan	KLKN TV	Lincoln
Finalist	Dan Brott	KNEP-KSTF TV	Scottsbluff
Finalist	Deanna Eloi	KOLN TV	Lincoln