

# 2024 NBA PINNACLE AWARD WINNERS

## TELEVISION

### BEST STATION ORIGINATED COMMUNITY SERVICE PROJECT

Gold *None in 2024*  
Silver  
Bronze

### SERVICE TO CHILDREN

<b>Gold</b>	KETV	Omaha	Voices of Gen Z: The KETV 2023 Teen Summit
<b>Silver</b>	Nebraska Public Media	Lincoln	What If: Mind Mobile
<b>Bronze</b>	KOLN	Lincoln	The Golden Apple Award: Mr. Matt Erb

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

<b>Gold</b>	Nebraska Public Media	Lincoln	Volunteer Fire Departments in Crisis
<b>Silver</b>	WOWT	Omaha	Space Robot
<b>Bronze</b>	Nebraska Public Media	Lincoln	What If: Fast Forward

### SERVICE TO AGRICULTURE

<b>Gold</b>	KSNB	Hastings	Young Farmer Finds Success on Social Media
<b>Silver</b>	KOLN	Lincoln	Robots on a 4th Generation Dairy Farm
<b>Bronze</b>	Nebraska Public Media	Lincoln	Nebraska Stories: Cornhusking, Harvesting

### BEST SPOT NEWS REPORTING

<b>Gold</b>	WOWT	Omaha	Standoff Suspect Calls Reporter
<b>Silver</b>	News Channel Nebraska	Norfolk	"Howdy Doody" Draws Police Response
<b>Bronze</b>	KOLN	Lincoln	Gage County Train and Combine Crash

### BEST IN-DEPTH OR INVESTIGATIVE STORY

<b>Gold</b>	KHGI	Kearney	The Education Cliff
<b>Silver:</b>	WOWT	Omaha	High-end Squatters
<b>Bronze</b>	KMTV	Omaha	Medicaid Rules Keep Disabled in Poverty

### BEST CONTINUING COVERAGE OF A NEWS STORY

<b>Gold</b>	KMTV	Omaha	Nebraska's Property Tax Quandary
<b>Silver:</b>	KETV	Omaha	Baby Lincoln's Million Dollar Brain Surgery
<b>Bronze</b>	KETV	Omaha	KETV Investigates: Omaha Housing Authority

### BEST USE OF MULTIMEDIA JOURNALISM

<b>Gold</b>	KETV	Omaha	Resilience & Recovery: 5 Years After the Flood
<b>Silver:</b>	KOLN	Lincoln	The Art of Outreach
<b>Bronze</b>	KOLN	Lincoln	Volleyball Day in Nebraska

### BEST NEWSCAST

<b>Gold</b>	KETV	Omaha	KETV NewsWatch 7 at 6pm
<b>Silver</b>	WOWT	Omaha	WOWT 6 News Live at 5
<b>Bronze</b>	KOLN	Lincoln	10/11 News at 10

### BEST SPOT WEATHER

<b>Gold</b>	KMTV	Omaha	Snowstorm Hits the Omaha Metro
<b>Silver</b>	KSNB	Hastings	Tornado Captured Live: May 12, 2023
<b>Bronze</b>	KOLN	Lincoln	January 12th Blizzard

**BEST WEATHERCAST**

<b>Gold</b>	KETV	Omaha	KETV Weather Now Meteorologist Sean Everson
<b>Silver</b>	WOWT	Omaha	6 First Alert with Emily Roehler
<b>Bronze</b>	KOLN	Lincoln	10/11 Weather

**BEST ON THE SCENE SPORTS REPORTING**

<b>Gold</b>	KETV	Omaha	KETV Sports: March Madness
<b>Silver</b>	KETV	Omaha	KETV Sports: Road to the Title
<b>Bronze</b>	KOLN	Lincoln	Volleyball Day in Nebraska - 6pm Preview

**BEST IN DEPTH SPORTS STORY**

<b>Gold</b>	WOWT	Omaha	No One Fights Alone
<b>Silver</b>	KMTV	Omaha	Last Lap for Lizzy
<b>Bronze</b>	KSNB	Hastings	Adoption Changes Lipker Family

**BEST SPORTSCAST**

<b>Gold</b>	KOLN	Lincoln	10/11 NOW Sports at 10
<b>Silver</b>	KSNB	Hastings	10pm Sports with Mason Kern
<b>Bronze</b>	KETV	Omaha	KETV Sports with Andy Kendeigh

**BEST COMMERCIAL**

<b>Gold</b>	KOLN	Lincoln	Allergy, Asthma & Immunology - Forcefield
<b>Silver</b>	KHGI	Kearney	Sporting Edge
<b>Bronze</b>	WOWT	Omaha	X Golf

**BEST PROMOTIONAL ANNOUNCEMENT**

<b>Gold</b>	KOLN	Lincoln	10/11 NOW Streaming Studio
<b>Silver</b>	KHGI	Kearney	Blood of a Champion
<b>Bronze</b>	KHGI	Kearney	NTV Supernovas Pregame Show

**STATION OF THE YEAR**

<b>Winner</b>	KETV	Omaha	Station of the Year
<b>Finalist</b>	KOLN	Lincoln	Station of the Year
<b>Finalist</b>	WOWT	Omaha	Station of the Year