

# 2025 NBA PINNACLE AWARD WINNERS

## RADIO

### BEST STATION ORIGINATED COMMUNITY SERVICE PROJECT

<b>Gold</b>	KHAS	Hastings	Heroes For Hunger Rooftop Food Drive
<b>Silver</b>	KSYZ-FM	Grand Island	Hope For The Holidays
<b>Bronze</b>	KUSO	Norfolk	US92 Christmas Wishes

### SERVICE TO CHILDREN

<b>Gold</b>	KRVN	Lexington	Elmwood-Murdock Ag Education Program
<b>Silver</b>	Nebraska Public Media	Lincoln	Schools, Legislature & Student Cell Phone Use
<b>Bronze</b>	KUSO	Norfolk	US92 St. Jude Radiothon

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

<b>Gold</b>	Nebraska Public Media	Lincoln	Sandhill Crane Migration Stronger Than Ever
<b>Silver</b>	Nebraska Public Media	Lincoln	Silver Tsunami Hitting Rural America
<b>Bronze</b>	KIOS-FM	Omaha	MAPA - Safe Streets for All

### SERVICE TO AGRICULTURE

<b>Gold</b>	KRVN	Lexington	Nebraska Women in Ag: Raised in Crisis
<b>Silver</b>	KRVN	Lexington	Looming TikTok Ban Impacts Ag Influencers
<b>Bronze</b>	Nebraska Public Media	Lincoln	Farmers Endure Long Nights & Frigid Temps

### BEST SPOT NEWS REPORTING

<b>Gold</b>	KFAB	Omaha	Omaha Area Tornado Damage - April 26, 2024
<b>Silver</b>	KCNI/KBBN	Broken Bow	Grass Fire West of Loup City, 1,000+ Acres Burn
<b>Bronze</b>	KBRY	Broken Bow	Round Valley Road Fire

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

<b>Gold</b>	KOIL	Omaha	Human Trafficking in the Omaha Area
<b>Silver:</b>	KRVN	Lexington	Loomis Woman Reflects on 1975 Omaha Tornado
<b>Bronze</b>	Nebraska Public Media	Lincoln	How Sidney is 'Building Back Better'

### BEST CONTINUING COVERAGE OF A NEWS STORY

<b>Gold</b>	KUTT-FM	Fairbury	Nebraska Considers Inheritance Tax
<b>Silver:</b>	Nebraska Public Media	Lincoln	Colorado Wary of Perkins County Canal Plans
<b>Bronze</b>	KFAB	Omaha	Tornado Outbreak Around Omaha

### BEST USE OF MULTIMEDIA JOURNALISM

<b>Gold</b>	KCNI/KBBN	Broken Bow	Dog with Gunshot Wounds Captures Hearts
<b>Silver:</b>	KHAS	Hastings	Skid Loader Rams Police Cars
<b>Bronze</b>	KRVN	Lexington	Building Nebraska: Crusty's Feed Store

### BEST NEWSCAST

<b>Gold</b>	KFAB	Omaha	KFAB 6:30 a.m. Local News
<b>Silver</b>	KFOR	Lincoln	KFOR 7:00 a.m. News
<b>Bronze</b>	KGFW AM/FM	Kearney	KGFW News

### BEST SPORTS PLAY BY PLAY

<b>Gold</b>	KRVN	Lexington	Lopers Football Comeback Against Mules
<b>Silver</b>	KQSK	Chadron	Final Shot Sends CSC Men's Basketball to Playoffs
<b>Bronze</b>	KTIC-FM	West Point	North Bend Central at Malcom Volleyball

**BEST IN DEPTH SPORTS STORY**

<b>Gold</b>	Nebraska Public Media	Lincoln	Faith, Family and Football: Greg Sharpe
<b>Silver</b>	Nebraska Public Media	Lincoln	Fastest Growing High School Sport in Nebraska
<b>Bronze</b>	KTIC-FM	West Point	Benne Reflects on College Basketball Career

**BEST SPORTSCAST**

<b>Gold</b>	KFAB	Omaha	KFAB 7:50 a.m. Sports with Jim Rose
<b>Silver</b>	KICX	McCook	7:00 a.m. Sportscast with Rich Barnett
<b>Bronze</b>	KFOR	Lincoln	KFOR 7:00 a.m. Sports with Jeff Motz

**BEST SPOT WEATHER**

<b>Gold</b>	KFOR	Lincoln	April 26, 2024 Tornado coverage
<b>Silver</b>	KFAB	Omaha	Elkhorn Tornado Coverage, April 26, 2024
<b>Bronze</b>	KNEB-FM	Scottsbluff	Severe Weather - June 20, 2024

**BEST PROMOTIONAL ANNOUNCEMENT**

<b>Gold</b>	KFAB	Omaha	Scott Voorhees - Feminine Side
<b>Silver</b>	KOZN	Omaha	Memorial for Greg Sharpe
<b>Bronze</b>	KBBK-FM	Lincoln	Memory Match Game

**BEST COMMERCIAL**

<b>Gold</b>	KTIC-FM	West Point	Countryside Shutters & Blinds - "Nosey Neighbor"
<b>Silver</b>	KTIC-FM	West Point	Fremont Builders Supply - "Birds"
<b>Bronze</b>	KBBK-FM	Lincoln	ICON Plumbing - "Ice Rides"

**BEST LOCAL RADIO SHOW**

<b>Gold</b>	KQKQ	Omaha	Spicoli and Meg in the Morning
<b>Silver</b>	KNPQ-FM	North Platte	Q Country Mornings with Derek Beck
<b>Bronze</b>	KFAB	Omaha	Gary Sadlemyer and KFAB's Morning News

**STATION OF THE YEAR**

<b>Winner</b>	KXKT	Omaha	Station of the Year
<b>Finalist</b>	KNEB-FM	Scottsbluff	Station of the Year
<b>Finalist</b>	KNTK	Lincoln	Station of the Year

**BEST ELECTION COVERAGE**

<b>Gold</b>	KLIN	Lincoln	Election Night 2024
<b>Silver</b>	KGFW-AM/FM	Kearney	KGFW Election Coverage - City Council
<b>Bronze</b>	KFAB	Omaha	Sen. Deb Fischer on KFAB's Morning News