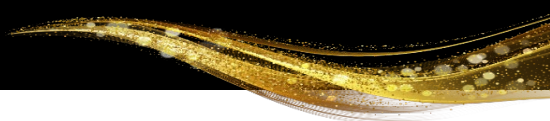


# 2025 NBA PINNACLE AWARD WINNERS

## SALES EXECUTIVE OF THE YEAR



### RADIO - DICK CHAPIN ACCOUNT EXECUTIVE OF THE YEAR

Winner:	Ruth McCully	NRG Media	Omaha
Finalist:	Tricia Boltjes	Nebraska Rural Radio Association	Scottsbluff
Finalist:	Christina Linville	Alpha Media	Lincoln

### TELEVISION - ROGER MOODY ACCOUNT EXECUTIVE OF THE YEAR

Winner:	Laurie Larsen	News Channel Nebraska	Norfolk
Finalist:	Sherri Igo	WOWT	Omaha
Finalist:	J.C. Partida	News Channel Nebraska	Omaha