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## **The Indiana Broadcasters Association (IBA) announces the 2009 1st Place SPECTRUM AWARD WINNERS and the IBA's "Service to Indiana" award.**

The Spectrum Awards recognizes broadcast excellence for outstanding achievement in broadcasting by Indiana radio and television stations. The competition is established to encourage the highest standards of reporting, community service and production creativity. It brings the ultimate prize of peer recognition to members of the broadcast industry of Indiana.

Saturday, November 14, 2009, the Indiana Broadcasters Association awarded 61 first place Spectrum Awards and the "Service to Indiana Award," at the 22nd Spectrum Annual Awards Show at the Marriott Hotel in Indianapolis.

### **Service To Indiana Award**

WISH-TV, Indianapolis for their entry, "Hoosiers Helping Hoosiers." The IBA salutes WISH-TV for their dedication to serving the public interest representing the true meaning and spirit of localism.

### **Community Involvement**

*1<sup>st</sup> place winners in this category vie for the "Service to Indiana" award.*

Radio Market 1	WIBC-FM, Indianapolis – WIBC Salvation Army Radiothon
Radio Market 2	WAOR-FM, Fort Wayne – Food for Kids
Radio Market 3	WVUB-FM, Vincennes – METH Not Even Once
Television Market 2	WEHT-TV, Evansville – "Josh"
Television Market 1	WISH-TV, Indianapolis – Hoosiers Helping Hoosiers

### **Station of the Year**

Radio Market 1	WHHH-FM, Indianapolis
Radio Market 2	WKDQ-FM, Evansville
Radio Market 3	WMRS-FM, Monticello
Television Market 2	WTHI-TV, Terre Haute
Television Market 1	WISH TV, Indianapolis

### **Breaking News Story**

Radio Market 1	WIBC-FM, Indianapolis – Cosmopolitan Fire
Radio Market 3	WQLK-FM, Richmond - Connersville Lands Carbon Motors

### **Breaking Local News Story**

Television Market 2	WTHI-TV, Terre Haute – High Speed Chase
Television Market 1	WISH-TV, Indianapolis – Cosmopolitan Fire

### **General News Story**

Television Market 2	WTHI TV, Terre Haute – Puppy Mill
Television Market 1	WTHR-TV, Indianapolis – Wolf Dog Hunt

**Newscast**

Radio Market 1	WIBC FM, Indianapolis
Radio Market 2	WSBT-AM, South Bend – 7AM News, 8/6/09
Radio Market 3	WSCH-FM, Lawrenceburg - Morning Newscast, 8/5/09
Television Market 2	WANE-TV, Fort Wayne – Willows Fire and Santa Lighting – 6PM
Television Market 1	WRTV-TV, Indianapolis – 6 News at Six

**Mini Series or Documentary**

Radio Market 1	WFYI-FM, Indianapolis – Water Pressure
Radio Market 2	WSBT-AM, South Bend – Neighbors In Need
Radio Market 3	WFIU-FM, Bloomington – Cultivating Afghanistan

**News Special Or Documentary**

Television Market 2	WANE-TV, Fort Wayne – The Hunted
Television Market 1	WRTV-TV, Indianapolis – Ritter Heaven

**Radio Station Broadcast Personality or Team**

Radio Market 1	WHHH-FM, Indianapolis – Jay Rio
Radio Market 2	WTHI-FM, Terre Haute – The Waking Crew, Barry Kent & Frank Rush
Radio Market 3	WBWB-FM, Bloomington, Alex Starr Morning Show

**Sports/Sportscast**

Radio Market 1	WNDE-AM, Indianapolis – Cathedral vs. Warren Central
Radio Market 2	WSBT-AM, South Bend – WSBT Radio Sports
Radio Market 3	WGRE-FM, Greencastle – DePauw vs. Colorado College
Television Market 2	WTHI TV, Sports 10 “In The Zone”, Terre Haute
Television Market 1	WTHR-TV, Indianapolis – Operation Football

**Humorous Commercial**

Radio Market 1	WXNT-AM, Indianapolis - Butt Crack Union
Radio Market 2	WAOR-FM, Mishawaka – Papa Murphy’s “Take & Bake Racing”
Radio Market 3	WFML-FM, Vincennes – Boys Bow Shop

**Commercial Series/Commercial**

Radio Market 1	WJJK-FM, Indianapolis – Pic-A-Part
Radio Market 2	WAOR FM, Mishawaka – Papa Murphy’s “Take & Bake Racing”
Radio Market 3	WQLK-FM, Richmond – Bader Mechanical
Television Market 2	WTWO-TV, Terre Haute – Sundown Pictures

**Best On-Air Promotional Announcement**

Radio Market 1	WIBC-FM, Indianapolis – Stay Informed on WIBC
Radio Market 2	WJFX-FM, Fort Wayne – God Winner Promo
Radio Market 3	WCOE-FM, LaPorte – Last Chance Radio Auction

**Best Promotional Campaign**

Radio Market 2	WAOR-FM, Mishawaka – 2009 Bracket Breakers
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**Feature/Use of Medium**

Television Market 2                   WTVW-TV, Evansville – Life Flight/Help From Above  
Television Market 1                   WTHR-TV, Indianapolis – Hard Act to Follow

**Weathercast**

Television Market 2                   WANE-TV, Fort Wayne – Sandy Thompson 1/27/09  
Television Market 1                   WTHR TV, Indianapolis – Weathercast

**Marketing Materials & Promos**

Television Market 2                   WTHI-TV, Terre Haute – Storm Team 10  
Television Market 1                   WISH TV-TV, Indianapolis – 24 Hour News Image

**Special Interest & Cultural Programming**

Radio Market 1 (*tie*)                   WTLC-AM, Indianapolis – Town Hall Meetings on Healthcare  
  WFYI-FM, Indianapolis – Sound Medicine 5/24/09 Program  
Radio Market 2                        WBST-FM, Muncie – War of the Worlds Live Broadcast  
Radio Market 3                        WHCC-FM, Bloomington – Cop Talk  
Television Market 2                   WNIT-TV, Elkhart – Farm Fresh to You  
Television Market 1                   WISH-TV, Indianapolis – Egypt Comes to Indy

**Cross Platform Use of Radio**

Radio Market 2                        WJFX-FM, Fort Wayne – iPhone App  
Radio Market 3                        WHCC-FM, Bloomington – Hoosier Country Tradin Post  
Television Market 2                   WLFI-TV, W. Lafayette  
Television Market 1                   WISH-TV, Indianapolis – Hoosiers Helping Hoosiers

The IBA congratulates all award winners!