



vab
VIRGINIA
ASSOCIATION OF
BROADCASTERS

88TH ANNUAL SUMMER CONVENTION

Marriott Oceanfront, Virginia Beach

Saddle up, VAB is calling!

CHARLOTTESVILLE, Va. (June 20, 2025) - Virginia radio and television stations were recognized for excellence in broadcasting at the 88th Annual Virginia Association of Broadcasters Awards Program, held Friday, June 20th at the Marriott Virginia Beach Oceanfront Hotel. This year's gala event included a "VAB Wild West Saloon" themed reception and awards ceremony recognizing individuals' achievements in broadcasting.

Awards were based on projects first aired between January 1 and December 31, 2024, with the sole exception of the Outstanding Newscast Award. Commercial and non-commercial stations were judged separately, and the award categories were broken down by market size.

The VAB gratefully acknowledges the assistance of the Massachusetts Broadcasters Association whose members judged the entries.

Only VAB-member radio and television stations were eligible to participate.

Best Commercial Radio

- Radio (Large Market): 1st place, WNOR-FM, Terror Woods
- Radio (Large Market): 2nd place, WGH-FM, Luke Bryan Farm Tour
- Radio (Medium Market): 1st place, WQPO-FM, Smileys Ice Cream-Gluten Free
- Radio (Small Market): 1st place, WMBG-AM, Rambo Research-Paying for College
- Radio (Small Market): 2nd place, WJMA/WOJL-FM, Sip N Shop

Best Commercial Television

- TV Commercial (Large Market): 1st place, WWBT-TV, Griffith Heating and Air: Like Family
- TV Commercial (Large Market): 2nd place, WVBT-TV, Exterior Source-Like a Kid
- TV Commercial (Small Market): 1st place, WFXR/WWCW-TV, Arrive Alive
- TV Commercial (Small Market): 2nd place, WCAV-TV, Brightstar Care
- TV (Non-Commercial/Public): 1st place, PBS Appalachia, The Prairie Preacher/Trailer

Best Documentary or Public Affairs Program Radio

- Radio: 1st place, WTJU-FM, Sister Revolutions: Liberty, Equality, Fraternity (1776-1848)
- Radio: 2nd place, WCNR-FM, In The Mix - Alana Wilkinson

Best Documentary or Public Affairs Program Television

- TV Commercial: 1st place, WTKR-TV, Don't fear the finger! A journey through prostate cancer
- TV Commercial: 2nd place, WBRA-TV, Norfolk & Western Railway: Steam, Steel, and Storylines

Best Human Interest Series Radio

- Radio (Large Market): 1st place, WFIR-AM, 90 years young - Rupert Cutler
- Radio (Large Market): 2nd place, WKJS-FM/WKJM-FM, Y-ME Teen Impact Through Positive Music
- Radio (Medium Market): 1st place, WQMZ-FM, Interview with Pastor Hart
- Radio (Medium Market): 2nd place, WSVA-AM/FM, Valley Cares for Kids 2024 - Addyson' Story
- Radio (Small Market): 1st place, WMBG-AM, Making a Difference Monday-The Lemon Project
- Radio (Small Market): 2nd place, WFLO-AM, The Farmville Spotlight: Nash Osborn & Food
- Radio (Non-Commercial/Public): 1st place, WNRN-FM, Hear Together
- Radio (Non-Commercial/Public): 2nd place, WEHC/WISE-FM, The Health Wagon

Best Human Interest Series Television

- TV Commercial (Large Market): 1st place, WTKR-TV, 2024 News 3 Everyday Hero award winners
- TV Commercial (Large Market): 2nd place, WTVR-TV, Anything is Possible: HARP Program
- TV Commercial (Small Market): 1st place, WCAV-TV, Winter Wander Sights and Sounds
- TV Commercial (Small Market): 2nd place, WSLS-TV, Solutionaries
- TV (Non-Commercial/Public): 1st place, WBRA-TV, Artistic Encounters: Meet the Artist
- TV (Non-Commercial/Public): 2nd place, PBS Appalachia, Hometowns/The Coalfields of SWVA

Best Radio Personality or Team

- Radio (Large Market): 1st place, WNOR-FM, Rumble in the Morning FM99
- Radio (Large Market): 2nd place, WGH-FM, Eagle Morning's with Steve & Karen
- Radio (Medium Market): 1st place, WCVL-FM, Tom Morgan & Uncle Pauly
- Radio (Medium Market): 2nd place, WGRX-FM, Bill Michaels in the Morning
- Radio (Small Market): 1st place, WMBG-AM, Ken Goodfellow's Top of the Morning Show
- Radio (Small Market): 2nd place, WLNI-FM, The Morningline
- Radio (Non-Commercial/Public): 1st place, WTJU-FM, Late Night with Ike
- Radio (Non-Commercial/Public): 2nd place, WHRV-FM, Can Do

Best Morning Show Television

- TV Commercial (Large Market): 1st place, WRIC-TV, Good Morning Richmond
- TV Commercial (Large Market): 2nd place, WVBT-TV, WAVY News 10 Today on FOX 43
- TV Commercial (Small Market): 1st place, WSET-TV, Good Morning Virginia
- TV Commercial (Small Market): 2nd place, WSLS-TV, Virginia Today

Best Public Service/Community Event Radio

- Radio (Large Market): 1st place, WAFX-FM, 28th Annual Mayflower Marathon Food Drive
- Radio (Large Market): 2nd place, WKJS/WKJM-FM, Fatherhood Month Diaper Giveaway
- Radio (Medium Market): 1st place, WQMZ-FM, Valentines for the Troops
- Radio (Medium Market): 2nd place, WKAV-AM, Food For Friends

- Radio (Small Market): 1st place, WLNI-FM, M4K Lynchburg
- Radio (Small Market): 2nd place, WJMA/WOJL-FM, WJMA Cares for Kids Toy Drive
- Radio (Non-Commercial/Public): 1st place, WNRN-FM, Community Connection
- Radio (Non-Commercial/Public): 2nd place, WTJU-FM, Cville Puzzle Hunt

Best Public Service/Community Event Television

- TV Commercial (Large Market): 1st place, WTVR-TV, Walk for Wishes
- TV Commercial (Large Market): 2nd place, WTKR-TV, Champions League Game
- TV Commercial (Small Market): 1st place, WFXR/WWCW-TV, Hunger to Hope Initiative
- TV Commercial (Small Market): 2nd place, WSLS-TV, Home For Good
- TV (Non-Commercial/Public): 1st place, WBRA-TV, Santa's Winter Wonderland
- TV (Non-Commercial/Public): 2nd place, PBS Appalachia, The Prairie Preacher/Community Events

Best Station Promotion/Contest Radio

- Radio (Large Market): 1st place, WNOR-FM, FM99's Annual Christmas Wish Campaign
- Radio (Large Market): 2nd place, WTWV-FM, Men @ Work Monday's
- Radio (Medium Market): 1st place, WWUZ-FM, 2K Non-Shitty Father's Day
- Radio (Medium Market): 2nd place, WAKG-FM, Kris Kringle Cash
- Radio (Non-Commercial/Public): 1st place, WFOS-FM, Time Machine Radio Montage
- Radio (Non-Commercial/Public): 2nd place, WNRN-FM, Rocktober

Best Station Promotion/Contest Television

- TV Commercial (Large Market): 1st place, WTKR-TV, We Follow Through Trailer
- TV Commercial (Large Market): 2nd place, WVBT-TV, 10 On Your Side Holiday Promos 2024
- TV (Non-Commercial/Public): 1st place, WBRA-TV, Santa's Winter Wonderland
- TV Commercial (Small Market): 1st place, WFXR/WWCW-TV, Thankful for the Little Things - Thanksgiving Campaign
- TV Commercial (Small Market): 2nd place, WSLS-TV, Blue Ridge Games

Best in Investigative Reporting Radio

- Radio (Non-Commercial or Public): 1st place, WMRA-FM, Virginia Cuts Essential Patient Care Software
- Radio (Non-Commercial or Public): 2nd place, WEHC/WISE-FM, Are My Votes Counted

Best in Investigative Reporting Television

- TV Commercial (Large Market): 1st place, WTVR-TV, Charles Byers Investigation
- TV Commercial (Large Market): 2nd place, WTKR-TV, News 3 Investigates: Unclaimed Property
- TV Commercial (Small Market): 1st place, WSET-TV, Gone in 13 Seconds
- TV Commercial (Small Market): 2nd place, WSLS-TV, Michael Brown Speaks

Outstanding News Series Radio

- Radio (Large Market): 1st place, WFIR-AM, Four Truths Recovery
- Radio (Medium Market): 1st place, WSVA-AM/FM, Spotlight on Valley Agriculture
- Radio (Medium Market): 2nd place, WZRV-FM, See Something Say Something
- Radio (Non-Commercial/Public): 1st place, WHRO-FM, First Baptist Church Williamsburg
- Radio (Non-Commercial/Public): 2nd place, WMRA-FM, The little log house and the search for Edmund Cabell
- Radio (Small Market): 1st place, WMBG-AM, This Week in Williamsburg

Outstanding News Series Television

- TV Commercial (Large Market): 1st place, WWBT-TV, Data Driven
- TV Commercial (Large Market): 2nd place, WTVR-TV, Gaston at 20: The Unforgettable Flood
- TV Commercial (Non-Commercial/Public): 1st place, WBRA-TV, What it Takes to Honor the Greatest Generation
- TV Commercial (Small Market): 1st place, WSLS-TV, Health Watch
- TV Commercial (Small Market): 2nd place, WSET-TV, Next Stop

Outstanding Newscast Radio

- Radio (Large Market): 1st place, WFIR-AM, Government Shutdown Team Coverage - December 2024
- Radio (Large Market): 2nd place, WNOR-FM, NASA's stranded astronauts
- Radio (Medium Market), 1st place, WSVA-AM/FM, WSVA News December 20th
- Radio (Medium Market): 2nd place, WTON-AM, WTON Local News First
- Radio (Small Market): 1st place, WFLO-AM, The Call Flo Show - Morning Connection in Farmville
- Radio (Small Market): 2nd place, WMBG-AM, Marketcast
- Radio (Non-Commercial/Public): 1st place, WHRV-FM, WHRV Newscast

Outstanding Newscast Television

- TV Commercial (Large Market): 1st place, WTVR-TV, 6pm Newscast
- TV Commercial (Large Market): 2nd place, WAVY-TV, WAVY News 10 at 6pm
- TV Commercial (Small Market): 1st place, WSLS-TV, WSLS 10 News
- TV Commercial (Small Market): 2nd place, WHSV-TV, WHSV Outstanding Newscast

Outstanding Sports Coverage Radio

- Radio (Large Market): 1st place, WVSP-FM, The Scott Jackson Show
- Radio (Medium Market): 1st place, WAKG-FM, NASCAR Noise
- Radio (Medium Market): 2nd place, WINA-AM, Luke Neer's Monologue on Tony Bennett's Retirement
- Radio (Small Market): 1st place, WMBG-AM, Martin in the Morning's Sports
- Radio (Small Market): 2nd place, WKOY-FM, 5th Quarter Show with Dan & Joey
- Radio (Non-Commercial or Public): 1st place, WEHC/WISE-FM, Emory & Henry Football

Outstanding Sports Coverage Television

- TV Commercial (Large Market): 1st place, WTVR-TV, Prince George Football: Changing the Culture
- TV Commercial (Large Market): 2nd place, WAVY-TV, Friday Night Flights
- TV Commercial (Small Market): 1st place, WSET-TV, Football Friday Finale
- TV Commercial (Small Market): 2nd place, WSLS-TV, WSLS 10 Sports
- TV (Non-Commercial/Public): 1st place, WBRA-TV, What it Takes to Bring World Class Cycling to Virginia

Best Public Affairs Program Radio

- Radio: 1st place, WHRV-FM, WHRO Weekly Edition
- Radio: 2nd place, WFLS-FM, In the Community: Spotsylvania County Sheriff's Office

Best Public Affairs Program Television

- TV: 1st place, WTKR-TV, Loss of Innocence/Child Abuse in Hampton Roads
- TV: 2nd place, WWBT-TV, Black History Month Special

Congratulations to all of our winners!

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