

MABviews

The latest broadcasting news, views and announcements

In This Issue

MAB Excellence in Broadcasting Awards

Award Winner Listing

P1 Learning

Important Dates

Member Spotlight

MABViews

601.540.2995

amanda@msbroadcasters.org

403D-3 Towne Center Blvd, Ridgeland, MS

39157

www.msbroadcasters.org





MAB EXCELLENCE
IN BROADCASTING
AWARD WINNERS
2023





Thank You Sponsors!



nationalguard.com/ms
Text "GUARD" to 462769



AP



RADIO AWARDS

Achievement (Radio)

Mississippi Public Broadcasting Radio MPB News continuing coverage of the Jackson Water Crisis (First)

Mississippi Public Broadcasting Radio Mississippi Edition – 2022 Confederate Memorial Day Special (Second)

Mississippi Public Broadcasting Radio MPB News Continuing coverage of the abortion rights issue (Third)

WYOY-FM Y101 Active Industry Involvement (Third)

Breaking News (Radio)

WCKK-FM January 2022 Snow storm (First)

WUSJ-FM Tornado Coverage March 2022 (Second)

Commercial Announcement - :30 seconds or less (Radio)

WAKH-FM Do Your Fur Babies Need a Spa Day? (First)

WAKH-FM The Flower Nook Summer Spot 2022 (Second)

WZKX-FM WARD's 2022 (Third)

Commercial Announcement – over :30 seconds (Radio)

WGCM-FM Coast 102 Sales/Higgins (First)

WUSJ-FM Wireless Wizard – Off to See the Wizard (Second)

WUSJ-FM TNT Garage Doors – Count Trackula 2022 (Third)

Commercial Campaign (Radio)

WUSJ-FM Anti-Aging Clinic for Men 2022 (First)

WGCM-FM Southern Pro Truck/New Sparky & Floyd (Second)

WCKK-FM Philadelphia Gun & Pawn (Third)

Documentary of Series of Stories (Radio)

MSU Radio “Where politicians and media laugh; a retrospective of the White House Correspondents’ Dinner” (First)

JSU MS Storyteller Series (Second)

WUSJ-FM Trail of Honor (Third)

Mississippi Public Broadcasting Radio MPB News continuing coverage of the Jackson Water Crisis (Third)

Feature Story (Radio)

MSU Radio “Hello, I’m Johnny Cash”: His concert and arrest in Starkville impact the legacy for both the singer and the community (First)

JSU Roe v. Wade Overturned (Second)

WLIN-FM Kosciusko: The Town That Saved the Blimp (Third)

Mississippi Public Broadcasting Radio Deion Sanders’ exit from Jackson State is polarizing issue among alumni, fans (Third)

RADIO AWARDS CONT...

Multimedia (Radio)

WKOZ-FM Celebrating 75 years of WKOZ (First)
WCKK-FM Game winning shot sends Leake to semifinals (Second)
WLIN-FM Olympic gold medalist stops in Kosciusko while cycling Natchez Trace (Second)

Anchor/Report (Radio)

WLIN-FM Randy Bell (First)

Newscast (Radio)

WCKK-FM September 30 Newscast (First)
WLIN-FM June 10 Newscast (Second)
WLIN- FM March 23 News (Second)
Mississippi Public Broadcasting Radio 6am Newscast – May 17, 2022 (Second)
Mississippi Public Broadcasting Radio 7am Newscast – November 14, 2022 (Third)

Public Service Announcement (Radio)

WZKX-FM Don't Drink and Drive / Constable Alan Weatherford (First)

Radio Morning Show (Radio)

WCKK-FM BMO in the Morning (First)
WROX-AM The Maddog Radio Show (Second)
WWMS-FM The Scott Show WWMS 2022 (Third)

Radio Personality of the Year (Radio)

WCKK-FM Brian "BMO" Montgomery (First)
WUSJ-FM Fisher Alexander (First)
WAZA-FM The Blues Cruise with DJ Lonnie Mac (Second)

Radio Sports Play by Play (Radio)

WSYE-FM Tupelo High School Football broadcast on WSYE (First)
WBKN-FM West Lincoln Takes the Lead (First)
WLIN-FM Interception gives Holmes CC first win since 2019 (Second)
WAKH-FM The Pittman-Magee Connection (Second)
WLIN-FM Kosciusko Softball State Championship (Third)

Social Media (Radio)

WJJK-FM Outlets of Mississippi – Small Business Saturday (First)
WWMS-FM Miss 98 Facebook (Second)
WLIN-FM BreezyNews Twitter (Third)



RADIO AWARDS CONT...

Sports Story (Radio)

WCKK-FM Remembering Coach Mike Leach (First)
WAKH-FM The Real Jello Shot National Champions (Second)
Mississippi Public Broadcasting Radio 3 key reasons why ESPN chose Jackson State's rivalry with Southern for College Game Day(Third)

Sportscast of Sports Program (Radio)

WGCM-FM Biloxi Shuckers Baseball (First)
WAKH-FM Coaching Through Tragedy (Second)
WAKH-FM A Roundtable with National Champion (Third)

Station Promotion (Radio)

WAKH-FM The Eggcellent Easter Giveaway (First)
WAKH-FM The K106 Big Hot Summer (Second)

Use of Sound (Radio)

WUSJ-FM Interstate All Battery Center – June 2022 (First)
WLIN-FM Man rescued from burning home (Second)
MSU Radio “Where politicians and media laugh: a retrospective of the White House Correspondents’ Dinner” (Third)

Radio Public Service Award (Radio)

Mississippi Public Broadcasting Radio Lacey Alexander (First)

Radio Lifetime Achievement (Radio)

WOKK-FM ken “The Kenman” Stokes (First)

Radio Station of the Year (Radio)

WCKK-FM Kicks 96 (First)

TELEVISION AWARDS

Achievement (TV Small)

WLOX Bay Saint Louis Officer Funeral (First)
WXXV News 25's 25 Teams in 25 Days (Second)

Achievement (TV Large)

MSU TV Center (First)
WJTV Celebrates Black History Month (Second)
WAPT Blitz 16 Player of the Year Awards (Third)
WLBT T'kia Bevely Murder Trial (Third)

Breaking News (TV Small)

WCBI Breaking News – Stolen Plane (First)
WDAM Lamar County Deputy Shot (Second)
WTOK Officer Kennis Croom Killed in Line of Duty (Second)
WLOX Biloxi Motel Shooting (Second)
WDAM Jones County Child Shot at Apartment Complex (Third)
WLOX JaHeim McMillin Shooting (Third)

Breaking News (TV Large)

WLBT Multiple Arsons overnight (First)
WAPT Breaking News – Pearl River Flooding (Second)
WLBT Leake County residents call for action following flood damage (Third)
WJTV Ole Miss, New Champs (Third)
WAPT Breaking News – Student Found Dead at JSU (Third)

Breaking Weather (TV Small)

WTVL Lowndes County Tornado (First)
WTOK Tornado Outbreak in east Mississippi and west Alabama (Second)
WCBI Severe Weather Coverage (Third)

Breaking Weather (TV Large)

WAPT Breaking Weather – Pearl River Flooding (First)

Commercial Announcement - :30 seconds or less (TV Small)

WLOX Bay Motor Winding (First)
WLOX Allen Beverages (Second)
WDAM Roy Rogers Body Shop Stuffed Deer (Third)

Commercial Announcement - :30 seconds or less (TV Large)

WAPT Honda Congratulates JSU (First)
WAPT TEC "Your Link" (Second)
WAPT Moonshine Mississippi (Second)
WAPT Cherokee Brick (Second)
WDBD Mac Haik Believe Dat (Second)
WAPT Heart to Heart Nursing Home (Third)

TELEVISION AWARDS

Commercial Announcement – over :30 seconds (TV Small)

WLOX Allen Beverages (First)

Commercial Announcement – over :30 seconds (TV Large)

WDBD FOX40 Presents Mississippi Black History: Dr. John Perkins (First)

WLBT Miskelly's Season of Giving (Second)

MSU TV Center A Perry State of Mind (Third)

Commercial Campaign (TV Small)

WDAM Circle C Tractor (First)

WLOX Mary Mahoney's (Second)

WGBC Harry Mayer Clothier (Third)

Commercial Campaign (TV Large)

WAPT American Family Care (First)

WAPT 911 Restoration Campaign (Second)

WAPT Raney's Carpet Care (Third)

Continuing Coverage (TV Small)

WLOX Bay Saint Louis Officer Shooting (First)

WDAM Jones Co Sheriff's Deputy Shot and Recovery (Second)

WXXV Janae Jordan Continuing Coverage: 2 Police Officers Killed in Bay Saint Louis (Third)

Continuing Coverage (TV Large)

WLBT 3 On Your Side Investigates: Robert Martin JMAA Commissioner (First)

WLBT Medical Marijuana in Mississippi Continuing Coverage (Second)

WAPT-Continuing Coverage – Supreme Court Overturns Roe v Wade (Third)

Investigative Reporting (TV Small)

WLOX Moss Point Staffing Issue (First)

WLOX Mississippi Medical Marijuana Cards (Second)

WCBI Ankle Monitor Fails on Felon Murder Suspect (Third)

Investigative Reporting (TV Large)

WLBT 3 On Your Side Investigates: Overworked or Overpaid? (First)

WLBT 3 On Your Side Investigates: Under the Influence (Second)

WLBT 3 On Your Side Investigates: State of Affairs (Third)

TELEVISION AWARDS

Multimedia (TV Small)

WLOX Digital Exclusive: A haunting at the Mary C. (First)
WTVA Pilot scares North Mississippi with threat (Second)
WDAM Severe weather system leaves roads flooded, possible tornado damage (Third)

Multimedia (TV Large)

WLBT The cost of the death penalty (First)
WLBT First Blood: A bare-knuckle fighter steps into the ring (Second)
WLBT Exclusive: Emails reveal staffing shortage threatened to shut down water treatment plants (second)
WLBT Alleged Teen shooter at Mudbug Festival believed to be killed by officer; Two juveniles detained (Third)
WLBT The only woman officially drafted by the NBA was from Mississippi: what her life and death gave birth to (Third)

News Anchor (TV Small)

WLOX Chet Landry (First)
WLOX Hugh Keeton (Second)
WTVA Alyssa Martin (Second)
WDAM Brandy McGill (Third)

News Anchor (TV Large)

WLBT Maggie Wade (First)
WAPT Troy Johnson (First)
WLBT Wilson Stribling (Second)
WJTV Jeremy Harrell (Third)

News Videographer (TV Large)

MSU TV Center Don Warren (First)
MSU TV Center James Parker (Second)
MSU TV Center Olivia Aylsworth (Third)
WAPT LaMonte Brown (Third)

Public Affairs Program (TV Small)

WDAM Made in Mississippi (First)
WTOK All Scholastic Sports Show (Second)
WTOK Black History Month Special 2022 (Third)

TELEVISION AWARDS

Public Affairs Program (TV Large)

WLBT Before the Storm First Alert Weather Tornado Special (First)
MSU TV Center Mike Leach Memorial Services (Second)
JSU-TV Election 2022 (Third)

Public Service Announcement (TV Small)

WGBC KAB Meridian (First)
WDAM Christian Services: Winter Coat & Blanket Drive (Second)

Public Service Announcement (TV Large)

WLBT Mothers of Murdered Sons (First)
WAPT Southwest Mississippi Mental Health PSA (Second)
WAPT Urban League of Jackson COVID PSA (Third)

Social Media (TV Small)

WLOX News Now Instagram (First)
WTOK Wednesday Weather Whys – WTOK (Second)
WDAM 7 Facebook (Third)

Social Media (TV Large)

WAPT 16 WAPT Instagram (First)
WAPT 16 WAPT Facebook (Second)
WLBT Twitter (Third)
WLBT Instagram (Third)

Sports Anchor (TV Small)

WTOK Sydney Wicker (First)
WCBI Grace Ybarra (Second)
WTOK Shahji Adam (Second)
WXXV Jeff Haeger (Third)

Sports Anchor (TV Large)

WJTV Blake Levin Sports Anchor/Reporter (First)
WJTV David Edelstein – WJTV Sports Anchor (Second)
WAPT – Sport Anchor Joe Cook (Third)

Sports Story (TV Small)

WCBI Houston Hilltoppers Play with Memories (First)
WXXV Gehrig Conrad Doing It for Dad: Stone Ace Honoring Kevin Conrad Through Baseball (Second)
WCBI High School team deals with two tragedies (Third)
WTOK Neshoba Central's Rocket Man Takes School Spirit to New Heights (Third)
WDAM Spotlight: USM Head Coach Will Hall (Third)

TELEVISION AWARDS

Sports Story (TV Large)

- WJTV Kashaun “Big Baby” Davis Punches His Way to the Big Stage (First)
- WAPT Sports Story – Student Athletes of the Sonic Boom (First)
- WJTV Female Referee Crew Sacks Stereotypes (Second)
- WJTV Students are “Virtually” Unstoppable in First-Ever E-Sports Tournament (Third)
- WAPT Olympic Training in Flowood (Third)
- WJTV Utica man ref’s Ric Flair’s match (Third)

Station Promos (TV Small)

- WXXV High School Football is Everything (First)
- WTVA Danger in the Sky (Second)
- WDAM Sunrise: Do Mornings Too (Second)
- WDAM Frist Alert Weather or Not (Third)
- WLOX Station Promos (Third)
- WDAM 7 Gametime: Go To Our Heads (Third)

Station Promos (TV Large)

- WLBT Most Trusted Station Campaign (First)
- WAPT Jackson’s 16 WAPT News & Weather (Second)
- WLBT First Alert Weather App Radar (Third)

High School Football Program (TV Small)

- WTOK Football Friday – WTOK (First)
- WDAM 7 Gametime (Second)
- WLOX Friday Night Football Show (Third)

High School Football Program (TV Large)

- WJTV High Schools, Huddle Up! (First)
- WLBT The End Zone (Second)
- WAPT Blitz 16 (Third)

TV Reporter (TV Small)

- WLOX Bill Snyder (First)
- WTVA Ethan Foster (Second)
- WTOK Ethan Bird (Third)
- WXXV Rick Gogreve (Third)

TV Report (TV Large)

- WLBT Courtney Ann Jackson (First)
- WLBT Quentin Smith (Second)
- WAPT Scott Simmons (Third)
- WAPT Michaila Franklin (Third)



TELEVISION AWARDS

Weather Anchor (TV Small)

WCBI Dylan Hudler (First)
WDAM Ryan Mahan (First)
WLOX Eric Jeansonne (Second)
WTOK Deitra Mckenzie (Second)
WXXV Rob Knight (Third)

Weather Anchor (TV Large)

WLBT Patrick Ellis (First)
WAPT Christana Kay (Second)
WAPT David Hartman (Third)
WLBT Dave Roberts (Third)

Documentary of Series of Stories (TV Small)

WLOX Mississippi Cold Cases (First)
WTVA Homeless for the Holidays (Second)
WCBI Conversations with Change Makers (Third)
WTOK Issues at Meridian Manor (Third)

Documentary of Series of Stories (TV Large)

WJTV An Immersive Tour of Understanding (First)
WAPT Forecasting our Future (Second)
WLBT Jackson Water Crisis (Third)

First Amendment Award of Excellence (TV Large)

WLBT Jackson Water Crisis: Emails reveal staffing shortage threatened to shut down water treatment plants (First)

News Media Innovation (TV Large)

WAPT Adam McWilliams – TikTok Mississippi (First)
WLBT Coverage of the Ole Miss Championship Parade (Second)



TELEVISION AWARDS

Television Public Service Award (TV Small)

WGBD The Golden Apple Awards

Television Public Service Award (TV Large)

WAPT Turkey Drive 16

Television Rookie of the Year (TV Small)

WTOK Ross McLeod (First)
WXXV Ansley Brent (Second)
WDAM Emily Blackmarr (Third)

Television Rookie of the Year (TV Large)

MSU TV Center Olivia Aylsworth (First)
WAPT Madeleine Nolan (Second)
WJTV Richard Lake (Third)

Television Lifetime Achievement

WCBI/WTVA Robert Davidson

Television Station of the Year (TV Small)

WTVA

Television Station of the Year (TV Large)

WLBT

Preserving AM Radio in the auto dashboard



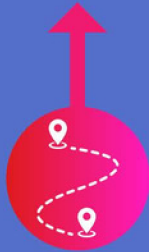
The issue:

As automotive manufacturers introduce more electric vehicles (EVs) into the market to meet growing consumer and clean energy demands, the availability of AM radio is declining or being eliminated altogether. Some automakers claim electromagnetic interference with the AM band is an insurmountable obstacle. Other manufacturers cite the ability to get AM radio from other sources. Either way, 82 million Americans* are in danger of losing the AM radio they rely on for music, news and information, emergency messaging, and other forms of entertainment.

*Source - Nielsen

What makes AM radio unique?

AM radio signals can travel farther than any other



AM radio serves as the backbone of emergency alerts.

The 4,500 AM radio stations in the U.S. boast diverse genres in many different languages - something for everyone!



AM radio signals can travel through solid objects like mountains and buildings.

Why is it worth protecting?



AM radio is essential in an emergency

AM radio is one of the critical ways that federal, state, and local officials communicate with the public during natural disasters and other emergencies. Former leaders of FEMA stated that the success of the National Public Warning System hinges on the use of AM radio due to the distances that its signal carries and its resiliency during catastrophic events. Although many automakers suggest that other communication tools - such as internet radio, could replace AM, in an emergency, drivers might not have access to the internet and could miss vital safety information.



AM radio is important to rural areas of the U.S.

Radio is the most used source of daily agribusiness information. Farmers and ranchers depend on Ag AM radio to obtain information about weather, markets, ag news and commentary, and local events. For others in rural areas, radio is especially helpful in areas where reliable broadband has yet to be deployed, as well as in areas where FM signals don't extend. AM radio provides a larger coverage area and is often the only stable form of communication for rural residents.



AM radio matters to all communities and is still valued by automotive consumers

There are nearly 4,500 licensed AM stations across the United States. Of those, nearly 500 broadcast in Spanish. It's clear that AM radio plays a vital role in connecting Black, Asian, Native American, and Hispanic communities with stations that serve these audiences with niche and in-language programming. City dwellers across the U.S. rely on AM radio for news, weather, sports, and more - all for free over-the-air. Consumers still desire AM in-car listening. 33% of new car buyers say that AM radio is a very important feature in a vehicle - higher than dedicated wi-fi (31%), satellite radio (27%) and personal assistants like Amazon's Alexa (6%?)*. Whatever the reason, AM radio remains a critical piece of America's audio consumption habits.

*Source - Jacobs Media Techsurvey

AM radio in the U.S. by the numbers

4,475 AM stations

2,089 Music stations

2,085 Spoken word stations

639 Minority-owned stations

556 Non-English language stations



The Ask

Please join our effort to preserve AM radio in all future vehicles sold in the United States. Congress should urge automakers to keep AM radio as a standard feature. It is vital to public safety and to over 80 million Americans that depend on AM radio.

Text "AM" to #52886 to tell legislators why you depend on AM radio.

For more information visit
WeAreBroadcasters.org/DemandonAM

TEN X MINUTE TRAINER NETWORK

P1 Learning On-Demand Training is now the Ten-Minute Trainer Network

P1 Learning's training platform is getting an upgrade and going OTT. Their new innovative training platform is called the **Ten-Minute Trainer Network (TMT)** and will feature the content that you know and love from P1 Learning, Speed & Swagger (Speed Marriott and Derron Steenbergen), along with new content from top trainers both inside and outside of media.

What makes this upgrade great for MAB members is the new trainers you will now gain access to that the old platform does not have. The TMT Network has partnered with industry professionals in sales ([Instant Sales Training](#)), research and development ([Borrell Associates](#)), digital media ([AdCellerant](#)), creative ([Creative Ready](#)), recruitment ([Media Staffing Network](#)), management ([Executive Development Associates](#)) and more. And all of this content is available to you traditionally on your computer as well as on the Ten-Minute Trainer app (iOS & Android) so they can watch their favorite learning content anywhere at any time.

Access to the old platform is limited so make sure you register yourself for your new account by following a few steps.

1. Visit https://www.tenminutetrainernetwork.com/orders/customer_info?d=MABMS&o=83130
2. Fill out the form.
3. Start Watching!

If you have any questions about the new platform, please contact P1 Learning at support@p1learning.com.

save the date

A stylized, dark blue graphic of a bridge with a central arch and two side arches, set against a lighter blue background.

MAB Annual Conference

September 26-27, 2023

Natchez, Mississippi

A dark blue line-art graphic of a golf cart, viewed from a side profile, set against a black background.

MAB GOLF TOURNAMENT

September 26, 2023

Natchez, Mississippi



Rick Williams
VP/General Manager
WLOX TV



Find us on Facebook!
**Mississippi Association
of Broadcasters**



Find us on Instagram!
Msbroadcasters

SPOTLIGHT

How did you get started in the business?

I worked Part time in High school as a DJ at a local radio station.

Tell me something that no one knows about you.

Some people know this, but you probably don't. I grew up in a large Household of 8 siblings including a twin sister.

What do you like most about your job?

The quality of the people I get to work with every day and meeting so many business people and learning about their success and being a part of that.

What career would you choose if you weren't in broadcasting?

Farming – Extremely important and gratifying.

Congratulations
to all of the award winners!