



FOR IMMEDIATE RELEASE
Suzan Strong, suzanstrong@nmba.org
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NMBA EXCELLENCE IN BROADCASTING AWARDS

BROAD RECOGNITION DEMONSTRATES EXCELLENCE ACROSS THE STATE

The New Mexico Broadcasters Association (NMBA) is excited to announce the winners of the association's Excellence in Broadcasting Awards today. The awards reflect the outstanding achievement of broadcasters for the calendar year 2019 and recognize exceptional news coverage, entertainment and production across four radio markets and one television market. The winning entries represent innovative news coverage and quality programming across the state.

Stations of the Year were determined for each division:

Medium Market Radio – KZOR, Noalmark Broadcasting, Hobbs

Large Market Radio– KVLC, Bravo Mic Communications, Las Cruces

Metro Market – KPEK, iHeart Media, Albuquerque

Television – KOB-TV 4, Hubbard Broadcasting, Albuquerque

Broadcast professionals from Missouri, Louisiana and Arizona representing television and radio of similar market sizes, served as this year's judges.

Winners of the Public Service Campaign in each division will receive a check for \$2,000 for the charity or organization highlighted in the campaign.

The NMBA has worked since the beginning of broadcasting in the state to maintain and protect the ability of local broadcasters to operate their stations and serve their communities. The NMBA advocates on behalf of New Mexico's broadcasting industry, representing a majority of the state's radio and television stations.

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Student Awards

:30 Commercial	FHS	Scorp Radio Promotion: FABC Umpires Nolan Redhouse
Newscast	KENW	News 3 New Mexico Jordan Honeycutt, Brandon Warren, News Anchors; Braylan Parra, Weather; Orlando Perez, Sports
Reporter	KENW	Route 66 Festival Landry Widner, Reporter
Sportscaster	FHS	Marv Sanders Invitational Championship: Durango vs Farmington Steven Ben, Draven McCabe and Cadence McCabe
Sports Ply-by-Play	FHS	Marv Sanders Invitational Championship: Durango vs Farmington Steven Ben, Draven McCabe and Cadence McCabe

Small Market Radio

:30 Commercial	KTZA	Cal's Shade Western – Summer in the Shade Sean Smalls - Writer, Producer and Talent
:60 Commercial	KTZA	Roswell Ford – Tailgate Nation Sean Smalls - Writer, Producer and Talent
Sports Play-by-Play	KRSN	Toppers Basketball vs Taos Gene Mortensen – Announcer
Feature News Story	KENW	Report from Santa Fe featuring Dahr Jamail Lorene Mills - Host and Producer
Talk Show or Interview	KENW	Report from Santa Fe featuring Debbie Armstrong Lorene Mills - Host and Producer

No Station of the Year declared because there were not enough competitive categories

Medium Market Radio

:30 Commercial	KTQM	IHOP Addams Family Mike Summer
:60 Commercial	KTQM	Music Festival Loverboy Anna Winslow and Mike Summer
Breaking News	KZOR	Breaking News with Dawn Morgan Dawn Morgan, News Director
Complete Newscast Station	KZOR	Up to Date with Dawn Morgan Dawn Morgan, News Director
Continuing Coverage	KZOR	Vice President Mike Pence in Artesia Dawn Morgan
DJ Personality Aircheck	KWMW	The Ride with Russ Russ Black
Feature News Story	KZOR	Iron Chef Cat Cora on KZOR Dawn Morgan
Morning Show	KQEL	Your Morning with Joe & Julianna Joe Muench and Julianne Muench
Newscaster	KZOR	Up to Date with Dawn Morgan Dawn Morgan, News Director
Public Service Announcement	KZOR	KZOR Celebrates Black History Month Teresa Terry
Social Media Integration	KWMW	W105 Fly Hobbs to Hawaii Giveaway Will Rooney and Lori Estrada
Specialty Show	KZOR	Z94 at the Lea County Fair and Rodeo with Big and Rich! TJ Miracle and Dawn Morgan
Sports Play-by-Play	KZOR	Tatus vs. Melrose 8-Man Championship TJ Miracle, Play-by-Play; Dawn Morgan, Color
Sports Show or Interview	KZOR	The Lea County Sports Report Ty Friend
Station Promotional Announcement	KZOR	Halloween Safe Stops Teresa Terry
Talk Show or Interview	KWMW	Lea County Sheriff Corey Helton Tom A. Ruiz and Kevin Bonner
Website	KSMX	www.hey mix.com Duffy Moon
Public Service Campaign	KZOR	Halloween Safe Spots KZOR Staff
Station of the Year	KZOR	Z94 Noalmark Broadcasting, Hobbs

Large Market Radio

:30 Commercial	KVLC	Monster Mash Jack Lutz, Patricia Valencia and Ricky Tarin
:60 Commercial	KBIM	Vitalant/Captain Hemo Food Truck Darryl Burkfield
Breaking News	KVLC	NMPED to Close Schools Lyndsey Kalson
Complete Newscast Station	KRWG	March 13, 2020 – 7:45am Newscast Anthony Moreno
Continuing Coverage	KVLC	Migrant Issues in New Mexico Jack Nixon
DJ Personality Aircheck	KGRT	Country Café with Jackie Marquez Wilkinson Jackie Marquez Wilkinson
Feature News Story	KRWG	Mayoral Candidates Discuss “Business-Friendly” Fred Martino
Morning Show	KMVR	The Magic Morning Vibe Rick Tarin and Patricia Valencia
Newscaster	KVLC	Jack Nixon, Newscaster Jack Nixon
Public Service Announcement	KMVR	Stuff the Bus Ricky Tarin, Program Director and Imaging Producer
Social Media Integration	KBIM	Loyal Listener Payoff KBIM Staff
Specialty Show	KRWG	Beer Confidential Live Edmundo Resendez and Jake Lockwood
Sports Play-by-Play	KWML	High School Basketball No-Fans-State-Championship Jeff Matthews, Announcer; Martin Fernandez, Jr., Producer
Sports Show or Interview	KXPZ	AggieCast with Jack Nixon Jack Nixon
Station Promotional Announcement	KMVR	Magic’s Roll with Gaga Ricky Tarin, Program Director and Imaging Producer
Talk Show or Interview	KXPZ	Lee Brice Calls into Zia Country Ricky Tarin and Lee Brice
Website	KBIM	The Country Giant Darryl Burkfield
Public Service Campaign		Santa Paws Bravo Mic Communications
Station of the Year	KVLC	<i>101 Gold</i> Bravo Mic Broadcasting, Las Cruces

Metro Market Radio

:30 Commercial	KPEK	Blake's Lotaburger "New Joe Everyone's Talking" Jeff Brown
:60 Commercial	KZRR	Twilight Homes "The Apartment Song" Jeff Brown
Breaking News	KKOB-AM	Roswell Amber Alert Larry Moehlenbrink
Complete Newscast Station	KKOB-AM	KKOB Morning Briefing – March 22, 2020 Larry Moehlenbrink
Continuing Coverage	KKOB-AM	COVID-19 Coverage Larry Moehlenbrink, Judith Jenkins and Ed Hartley
DJ Personality Aircheck	KPEK	Afternoons with Ryan on 100.3 The Peak Ryan Safford
Morning Show	KPEK	JTD in the Morning Jackie James, Tony Manero and Donnie Chase
Newscaster	KKOB-AM	Larry Moehlenbrink Larry Moehlenbrink
Public Service Announcement	KPEK	New Mexico Boys & Girls Ranches "Outside Validation" Jeff Brown
Social Media Integration	KPEK	KPEK Social Media Integration Ryan Safford, Tony Manero and Jackie James
Sports Play-by-Play	KQTM	Lobo Baseball vs Northern Colorado Robert Portnoy, Play-by-Play; Kelly Watson, Producer/Engineer
Sports Show or Interview	KNML	The Opening Drive Jeff Siembieda and JJ Buck
Station Promotional Announcement	KIOT	KISS End of the Road Sam Newton and George Robinson
Talk Show or Interview	KKOB-AM	BV Tonight Brandon Vogt
Website	KQTM	ESPN Radio 101.7 The TEAM Andrew Swanson, Webmaster
Public Service Campaign	KPEK	Radiothon for UNM Children's Hospital Tony Manero, Jackie James, Donnie Chase, Ryan Safford
Station of the Year	KPEK	100.3 The Peak iHeart Media, Albuquerque

Television

Breaking News	KOAT	Sue Cleveland High School Shooting KOAT Staff
Community Issues Programming	KOB	The Fight over Chaco Canyon Nathan O'Neal
** Spanish Language **	KLUZ	Con la Comunidad Mayra Aguilar, Reporter; Jim Morrison, Photographer; Isela Gonzalez, Viridiana Solano and Hector Urrutia, Anchors; Isela Gonzales and Ivan Nava, Producers
Continuing Coverage	KOB	Tonita Gurule-Giron Chris Ramirez, Reporter
Educational Programming	KRQE	Legendary New Mexico: Legendary Educators Iain Munro - Executive Producer; Chad Brummett - Producer/Editor/Photographer/Host
Evening Newscast	KOB	KOB4 at 6PM KOB4 News Staff
Expanded Sportshow/Sportscast	KOAT	Cardinals Preseason LIVE Show Todd Kurtz, Chris Fullam, Cody Dynarski, Royale Da, Shellye Leggett, Heath McCarty, Sasha Lenninger, Doug Fernandez, Brandon Pruitt
Feature Story	KOB	Adopting Adrian Tessa Mentus
Investigative Reporter	KOB	4 Investigator Chris Ramirez Chris Ramirez
Investigative Story	KRQE	Secret Settlements – Buying Silence Larry Barker, Reporter; Mark Corey, Producer/Photographer; Tommy Garcia, Editor
Legislature Coverage	KOAT	KOAT Legislative Coverage KOAT Staff
Local Programming	KOB	Best of 4 Investigates 2019 Chris Ramirez, Nathan O'Neal, Carlos Marquez
Morning Newscast	KOAT	Action 7 News More in the Morning KOAT Morning Team
Multimedia Journalist	KRQE	Minnie Pearl and Connie Jami Seymore
News Reporter	KOB	News Reporter Chris Ramirez Chris Ramirez
** Spanish Language **	KLUZ	Con La Comunidad Mayra Aguilar, Reporter

News Story	KOB	Double Murder Suspect Gets Candid Megan Abundis, Reporter
Photographer/Videographer	KOB	Photographer Carlos Marquez Carlos Marquez
Public Service Programming	KOB	Eye on New Mexico Chris Ramirez and Nathan O'Neal
Social Media/Digital Report	KRQE	A Mother's Love Crystal Gutierrez, Sara Montoya, Nick Burke, Thomas Garcia, Alison Giron, Sara Hartman, Paulette Mastio
Sports Reporter/Anchor	KOB	Sports Reporter Brandon Ortega Brandon Ortega
Station Promotional Announcement	KOB	KOB 4 Investigates Campaign: Stand 4 New Mexico Tom Szymanski
Weathercaster	KOAT	Meteorologist Joe Diaz Joe Diaz
Website	KOAT	KOAT.com Digital Media Manager: Maggie Krajewski; Digital Editor: Victoria Shupryt
Public Service Campaign	KOB4	4 Investigates: Environment Team Reports KOB 4 News Team
Station of the Year	KOB 4	KOB4 Hubbard Broadcasting, Albuquerque

Student Awards

Original Production	KRWG-TV	Special Liquor License Could Boost Craft Spirits Industry In NM Fiona St. Pierre
:30 Commercial or PSA	FHS	Scorp Radio Promotion: FABC Umpires Nolan Redhouse
Newscast	KENW-TV	News 3 New Mexico Jordan Honeycutt, Brandon Warren, News Anchors; Brayan Parra, Weather; Orlando Perez, Sports
Reporter	KENW-TV	Route 66 Festival Landry Widner, Reporter
Sportscaster	FHS	Durango vs Farmington Basketball: Mar Sanders Invitational Championship Steven Ben, Draven McCabe, Cadence McCabe
Sports Play-by-Play	FHS	Durango vs Farmington Basketball: Mar Sanders Invitational Championship Steven Ben, Draven McCabe, Cadence McCabe