Branding & Corporate Image

MERIT

Am Fam Media Team

2026 AmFam Championship Highlights

Producer: Melissa Donlin Klumb / Editor: Benz Creative Media /

Production: Crossroads Productions & AmFam Media

MERIT

Am Fam Media Team

More Than Golf: Rylan's Story

Producer: Melissa Donlin Klumb / Editor: Benz Creative Media / Production: Dale Doebert & Brian Alberth

MERIT

Am Fam Media Team

Will Anderson

Producer: Melissa Murphy / Editor: Benz Creative Media / Production Crew: Karl Soehnlein & Brian Alberth

MERIT

Am Fam Media Team

Jamie Fewins

Producer: Jesse Wilson / Editor: Benz Creative Media / Production Crew: Aidan Allis – AQA Productions

WAVE

Kurt Sensenbrenner

Meet Jeb Haber: flok Founder & CEO

Director: Kurt Sensenbrenner / Producer: Kurt Sensenbrenner

WAVE

Trek Bicycle

Trek Bicycle 50th Anniversary Brand Anthem

Producers: Andrew Dutton, Collin Grotenhuis, Dean Gore, Emily Thome /

Editor: Anne Elizabeth Drewes / Cinematographers: Drew Wolff & Bridger Flory

WAVE

Bonnie Willison

We are Wisconsin Sea Grant

Director, Videographer & Editor: Bonnie Willison / Videographer: Titus Seilheimer

WAVE

Bryant Vander Weerd

Edgewood University: Where Purpose Meets Possibility

Producer: Bryant Vander Weerd

WAVE

The Diligent Company

'Guess the Attendance' Wisconsin Lottery

Director: Daniel Kinney / Producer: Dru Korab / DP: Jordan Post / Editor: Daniel Kinney / Animation: Paul Musselman / Gaffer: Chaney Perkins / Production Design: Alexandra Trier / Audio Mix: Dan Geocaris / Agency: Hiebing / Production: The Diligent Company

WAVE

The Diligent Company

'Best Place to Work' Findorff

Director: Daniel Kinney / DP: Samuel Li / Editor: Daniel Kinney / Creative Director: Jessica Darling / Production: The Diligent Company

WAVE

Am Fam Media Team

New Employee Orientation Highlights

Producer: Melissa Donlin Klumb / Editor: Benz Creative Media / Production: Hillside Media

WAVE

Am Fam Media Team

Steve Norrington Amfam Agent & Customer Total Loss Story

Producer: Jesse Wilson / Videographer & Editor: Jesse Wilson / Story & Co-Producer: Mellisa Phillips

WAVE

Am Fam Media Team

Menasha Claims Response - Agent Reactions to an EF-3 Tornado

Producer: Jesse Wilson / Videographer & Editor: Jesse Wilson

WAVE

John Roach Projects

American Bar Association Rule of Law PSA campaign

Directors: Joe Feng & Danny Boyle / Writers: Danny Boyle & Becky Mahan

Producers: Danny Boyle & Becky Mahan

WAVE

WKOW

Art Fair on the Square 2026 (Brandon Taylor and Cameron Hopman)

Director: Brad Miller / Writer: Gabriela Brenkus / Producer: Jill Genter

WAVE

Spoken Frame Media

Zilinskas Family Story

Director & Producer: Wesley Morgan

WAVE

Spoken Frame Media

Scharpf Family Story

Director & Producer: Wesley Morgan

WAVE

Madison College

2026 Graduates Share Transformation Stories | Madison College

Director: Matt Ammerman / Producers: Todd Bowie & Matt Ammerman /

Key Cast: Madison College Students, Faculty & Staff

Broadcast Commercials

MERIT

The Diligent Company

'Heart' Aspirus Health Care

Director: Daniel Kinney/ Producer: AnaElise Beckman/DP: Jack Whaley / Editor: Daniel Kinney

Gaffer: Joel Flory / Production Design: Alexandra Trier / Creative Director: Scott Kane /

Agency: Karma Group / Production: The Diligent Company

MERIT

The Diligent Company

'Holiday' Jones Dairy Farm

Director: Daniel Kinney / DP: Jordan Post / Editor: Daniel Kinney / Gaffer: Chaney Perkins / Food Stylist: Breana Moeller / Creative Director: Mike Bass / Agency: S/B Strategic Marketing / Production: The Diligent Company

MERIT

WKOW

Tommy Van Ess Realty Group - "Your Next Chapter

Director: Gabriela Brenkus / Writer: Brad Miller

MERIT

Backflip

Sergenian's - Sustainability Spot

Director: John Shoemaker / Producer: Maria Pfeil / Editor: Connor McCarty / Agency: KennedyC

WAVE

Blue Scissors

TDS "Generations"

Director: Vinnie Besasie / Producer: Jeff Maiers / DP: Dale Doebert / Editor: Jeff Maiers

WAVE

Spectrum Brands

Nature's Miracle - "Ruff Life"

Producers: Nick Early & Maya Norman / Creative Director: Angela Torelli /

Copywriter: Melissa Breer & Brianna Hines / Art Director: Dianna Stace & Sarah Fine /

Director/DOP: Nick Early / Production Design: Miranda Schliecher /

Post Supervisor: Paul Musselman / Editorial: Hannah Christensen /

3D Artists: Calabash Animation Inc & Raf & Mike/Go Films /

Animal Casting/Training: Trisha Woodall

WAVE

Spectrum Brands

Better Belly - "Trust Your Gut"

Director: Nick Early / Producers: Nick Early & Maya Norman / Creative Director: Angela Torelli / Copywriters: Melissa Breer, Brianna Hines & Emily Braun / Art Directors: Dianna Stace & Sarah Fine / Producers: Nick Early & Maya Norman / Directors: Nick Early / DOP: Sean McDowell / Production Design: Miranda Schliecher / Post Supervisor: Paul Musselman / Editorial: Hannah Christensen / 3D Artist: Calabash Animation Inc / Animal Casting/Training: Trisha Woodall

WAVE

WKOW

WIAA Girls Basketball 50th Anniversary

Director: Miller / Writer: Gabriela Brenkus

WAVE

Steve Donovan Fim & Video

Sartori Bellavitano 3 Flavors

Producer: Faith Williams / Editor: Steve Donovan

WAVE

Steve Donovan Fim & Video

Sartori Parmesan

Producer: Faith Williams / Editor: Steve Donovan

WAVE

The Diligent Company

'Excellence' Emplify Health

Director: Vinnie Besasie / Producer: Daniel Kinney / DP: Jordan Post / Editor: Daniel Kinney /

Location Audio: Dustin Harmon / Gaffer: Chaney Perkins / Production: The Diligent Company

WAVE

The Diligent Company

'All In' Emplify Health

Director: Vinnie Besasie / Producer: Daniel Kinney / DP: Jordan Post / Editor: Daniel Kinney /

Location Audio: Dustin Harmon / Gaffer: Chaney Perkins / Production: The Diligent Company

WAVE

The Diligent Company

'Cancer' Aspirus Health Care

Director: Daniel Kinney

Producer: AnaElise Beckman / DP: Jack Whaley / Editor: Daniel Kinney / Gaffer: Joel Flory /

Production Design: Alexandra Trier / Creative Director: Scott Kane / Agency: Karma Group /

Production: The Diligent Company

Cinematography/Videography

MERIT

Backflip

FORTUS

Director: Ryan Freng / Cinematography: Luke Kolarsky / Editor: Connor McCarty

WAVE

Backflip

TDS - The Buffering Commercial

Director: Ryan Freng / Producer: John Shoemaker / Assistant Director: Maria Pfeil /

Editor: Connor McCarty / Gaffer: Luke Kolarsky / Cinematographer: Jordan Post

WAVE

Nathan Stevens

Always

DP & Colorist: Nathan Stevens / Director: Matthew Roth / Producer: Wonderhunt

Documentary/Informational

MERIT

Spoken Frame Media

She Bought an Ultramarathon.

Director: Wesley Morgan / Producer: Wesley Morgan / Key Cast: Nora Bird

MERIT

Backflip

Big Brothers Big Sisters - First Little Documentary

Director: John Shoemaker / Producer: Maria Pfeil / Editor: Connor McCarty

MERIT

John Roach Projects

Too Short Too Slow: America's Most Unlikely Basketball Dynasty

Directors: John Roach, Jim Roach / Writer: Danny Boyle /

Producers: Danny Boyle, Becky Mahan, Trish Ferrari & Melissa Murphy

WAVE

Bonnie Willison

Fashion students design for a plastic-free future

Director, Videographer & Editor: Bonnie Willison

WAVE

Bonnie Willison

Ridges and swales

Director, Videographer & Editor: Bonnie Willison

WAVE

Wendy Schneider

Great North Innocence Project

Director: Wendy A Schneider / Editors: Steve Donovan & Wendy Schneider

Directing

WAVE

Wendy Schneider

Coney Island Side Show

Director: Wendy A Schneider / Editors: Wendy A Schneider & Steve Donovan /

DP: Brian Alberth / Sound - Mastering: Justin Perkins / Key Cast: Catfish Stephenson

WAVE

Backflip

TDS - The Buffering Commercial

Director: Ryan Freng / Producer: John Shoemaker / Assistant Director: Maria Pfeil /

Editor: Connor McCarty / Gaffer: Luke Kolarsky / Cinematographer: Jordan Post

Editing/Post Production

MERIT

Bonnie Willison

We are Wisconsin Sea Grant

Director, Videographer& Editor: Bonnie Willison / Videographer: Titus Seilheimer

MERIT

Bonnie Willison

My organic story: Maria

Director & Cinematographer: Anders Gurda / Editor: Bonnie Willison

MERIT

WKOW

WIAA Girls Basketball 50th Anniversary

Director: Brad Miller / Writer: Gabriela Brenkus

MERIT

EditSquid

Coralie's Story PBS KIDS

Director of Photography: Dale Doebert / Editor/Director: Jon Hornbacher

MERIT

Steve Donovan Fim & Video

Sartori Bellavitano 3 Flavors

Producer: Faith Williams / Editor: Steve Donovan

MERIT

Steve Donovan Fim & Video

Sartori Parmesan

Producer: Faith Williams / Editor: Steve Donovan

MERIT

Steve Donovan Fim & Video

Great Vegas Beer Festival

Producers: Lucas Molloy & Ava Kenney / Videographer/Editor: Steve Donovan

WAVE

Steve Donovan Fim & Video

2025 WAVE Awards Opening Sizzle Reel

Editor: Steve Donovan

WAVE

Steve Donovan Fim & Video

2026 Madison Beer & Cheese Festival Highlight Reel

Producer: Lucas Molloy & Ava Kenney / Videographer/Editor: Steve Donovan

WAVE

EditSquid

Odin's Story PBS KIDS

Editor: Jon Hornbacher / Director of Photography: Dale Doebert

WAVE

EditSquid

Be My Neighbor Day

Editor/Director: Jon Hornbacher / Director of Photography: Dale Doebert

WAVE

EditSquid

Phoebe & Jay social media campaign

Editor/Director: Jon Hornbacher / Director of Photography: Dale Doebert

WAVE

Bonnie Willison

My organic story: Thelma

Director & Cinematographer: Anders Gurda / Editor: Bonnie Willison

Feature Film

WAVE

Jacob Beaulieu

The Vampyr

Director, Editor, Writer & Producer: Jacob Beaulieu / Score: Liam Pursian /

Camera Operators: Connor McCarty, Becca Schwarz, Jacob Bennett, Alex Voss /

Assistant Director: Logan Spahos / Behind The Scenes: Becca Schwarz /

Medical Consultant, Drone Pilot, Boom Operator: Casey Grosse / Makeup: Charlie Harrison /

Production Assistant: Alex Voss / Gaffer, Grip: Connor McCarty / Key Cast: Spencer Phillips,

Leah Harrison, Charlie Harrison, Logan Spahos, Alexis Udell, JD Smith-Nelson, Alex Voss,

Connor McCarty, Donovan Pfaff, Becca Schwarz & Jacob Beaulieu

Graphics/Animation

MERIT

Steve Donovan Fim & Video

Sartori Bellavitano 3 Flavors

Producer: Faith Williams / Editor: Steve Donovan

MERIT

Steve Donovan Fim & Video

Sartori Parmesan

Producer: Faith Williams / Editor: Steve Donovan

WAVE

Steve Donovan Fim & Video

2025 WAVE Awards Opening Sizzle Reel

Editor: Steve Donovan

WAVE

Matthew Krueger

The Sound of Silence

Director: Matthew Krueger / Writer: Jonny Panelo / Producer: Jonny Panelo /

3D Animation: Ed Heidenreich / Sound Design: Matthew Krueger / Editor: Matthew Krueger

Live Production/Streaming

WAVE

Kurt Sensenbrenner

Tea & Scotch

Director: Patton Oswalt / Producer: Charlie Fonville /

Director of Photography: Kurt Sensenbrenner /

Camera Operators: Anders Gurda & Colin Sytsma / Audio Engineer: Dustin Harmon /

Hair & Makeup: Kat O'Shea

Photography

MERIT

Reel Wave Media - Karl Soehnlein

2026 AmFam Champ - Caroline "KK" Harvey and Andy North

Photographer: Karl Soehnlein

WAVE

Reel Wave Media - Karl Soehnlein

Luke Bryan Farm Tour 2025

Photographer: Karl Soehnlein

Product Sales & Marketing

WAVE

Spectrum Brands

Furminator - "Designed for Doodles"

Director: Nick Early / Producer: Nick Early & Maya Norman

Creative Director: Angela Torelli / Copywriters: Melissa Breer & Holly Sinclair/

Art Directors: Dianna Stace & Sarah Fine / Producers: Nick Early & Maya Norman/

Director: Nick Early / DOP: Sean McDowell / Production Design: Anna Brockmeyer /

Motion Graphics Artist: Paul Musselman / Editorial: Hannah Christensen /

Animal Casting/Training: Trisha Woodall

WAVE

Spectrum Brands

Spectracide - "For the Love of Grass"

Director: Nick Early / Producer: Tighe Arnold / Creative Director: Angela Torelli / Copywriters: Melissa Breer & Brianna Hines / Art Directors: Dianna Stace & Claudia Soto Tijerina / Producer: Tighe Arnold / Production Company: Treehouse Pictures / Director: Nick Early / DOP: Neil O'Donoghue / Production Design: Ralph Ballentine / Motion Graphics Artist: Paul Musselman / Editorial: Hannah Christensen

Service Sales & Marketing

MERIT

WKOW

Tommy Van Ess Realty Group - "Your Next Chapter

Director: Gabriela Brenkus / Writer: Brad Miller

MERIT

Steve Donovan Fim & Video

2026 Madison Beer & Cheese Festival Highlight Reel

Producers: Lucas Molloy & Ava Kenney / Videographer/Editor: Steve Donovan

MERIT

Blue Scissors

Vori Health - Ashley's Story

Director: Dave Keepper / Writer: Bill Winchester / Producer & Editor: Jeff Maiers

WAVE

Blue Scissors

TDS - Construction Awareness

Producer, Director & Editor: Jeff Maiers / DP: Dale Doebert / AC & Drone Op: Brian Alberth

Social Media Campaign

WAVE

Blue Scissors

AprilAire - Healthy Air Monitor Campaign

Director: Jeff Maiers / Writer: Joe Ban / DP: Dale Doebert / 2nd Cam: Jon Sovey /

Editor: Jeff Maiers

WAVE

Tilt Media

IDDBA Cakescape Feature

Director: Natalie Hinckley / Writer: Adrian Sullivan / Producer: Adrian Sullivan

Camera/DP: Natalie Hinckley & Daniel Church / Editor/Animation: Rich Rubasch

WAVE

Spectrum Brands

Furminator - "Designed for Doodles" Social :15

Producers: Nick Early & Maya Norman / Creative Director: Angela Torelli /

Copywriters: Melissa Breer & Holly Sinclair / Art Directors: Dianna Stace & Sarah Fine /

Producers: Nick Early & Maya Norman / Videographer: Bri Love /

Production Design: Anna Brockmeyer / Motion Graphics Artist: Paul Musselman /

Editorial: Bri Love / Animal Casting/Training: Trisha Woodall

Spec/Pro Bono

WAVE

WKOW

Art Fair on the Square 2026 (Brandon Taylor and Cameron Hopman)

Director: Brad Miller / Writer: Gabriela Brenkus / Producer: Jill Genter

Tech Breakthrough

WAVE

Backflip

HoChunk Gaming Madison - Rich Sunset Spot

Director: John Shoemaker / Editor: Connor McCarty

Training/Educational

WAVE

Culver's

Introduction to Desserts

Producer / Director: Steve Concotelli / DP: Jordan Post / Editor: Steve Concotelli /

Field Training Manager: Robert Russell / Teleprompter: Allie Preston /

B Camera: Luke Kolarsky & Brian Alberth / Key Cast: Demi Weisbrod & Omar Perez

WAVE

Culver's

Introduction to Sandwiches

Producer: Demi Weisbrod

Producer / Director: Steve Concotelli / Producer: Demi Weisbrod / DP: Jordan Post /

B Camera: Dru Korab / Key Cast: Kris Schulz, Lesa Payas-Arnold

Writing

MERIT

WKOW

Toys for Tots 2025

Director: Brad Miller / Writer: Gabriela Brenkus / Producer: Jill Genter

WAVE

WKOW

Madison Mallards Bobblehead Giveaway - Col. Corn

Director: Brad Miller / Writer: Gabriela Brenkus / Producer: Jill Genter

Student Video & Film

Merit

Kevin Felix

Grant Griesbach: Race For A Seat

Director & Producer: Kevin Felix / Special Thanks: Baker Tilly, Dells Raceway Park,

Griesbach Family / Associate Members / Assistants: Alan Zarzycki, David Felix,

Deisy Perez-Cabrera / Supporting Members: Felix Family, Afton LaMere, Ibrahim Ahmadli /

Professor: Adam Schrager / Key Cast: Grant Griesbach

Merit

Jarod Hoffarth

Detached

Director: Jarod Hoffarth / Writers: Jarod Hoffarth, Athenna Gonzalez /

Producers: Jarod Hoffarth, Blake Barit / Key Cast: Jarod Hoffarth, Athenna Gonzalez,

Glenn Hoffarth & Julieann Hoffarth

Student Photography

Merit

Jamila Her

Blooming Mind

Photographer: Jamila Souyee Her

WAVE

Anamaria Wainright

A Splash Of Color

Photographer: Anamaria Linda Wainright

Student Graphics/Animation

WAVE

Elise McFarland

Explanation For Why I Burned The House Down

Director, Writer, Producer & Key Cast: Elise McFarland

WAVE

Joshua E Heil

A Brush With Death

Director, Writer, Producer & Key Cast: Joshua E Heil / Writer: Joshua E Heil

Additional Artists: Elise McFarland / Music Permissions: Johnny Goth

JUDGE'S CHOICE AWARDS

JUDGE'S CHOICE - Benjamin Kaplan

Trek Bicycle

Trek Bicycle 50th Anniversary Brand Anthem

Producers: Andrew Dutton, Collin Grotenhuis, Dean Gore & Emily Thome /

Editor: Anne Elizabeth Drewes / Cinematographers: Drew Wolff & Bridger Flory

Judge's Comments: Ben shared that the exhaustive work reflected in this project to find the right visuals for the right moment paid off in big ways. This piece is a grand marriage of archival footage with what we know as today's Trek. Ben never thought he could root for a large scale company, but this beautiful piece changed his perspective.

JUDGE'S CHOICE - Lori Roberts

Backflip

TDS - The Buffering Commercial

Director: Ryan Freng / Producer: John Shoemaker / Assistant Director: Maria Pfeil /

Editor: Connor McCarty / Gaffer: Luke Kolarsky / Cinematographer: Jordan Post

Judge's Comments: Lori liked this project because it takes a familiar frustration and turns it into something clever, relatable, and genuinely funny. The script, performances, music, and graphics work together to deliver a clear message and make it memorable long after viewing.

JUDGE'S CHOICE - Robert Bishop

Am Fam Media Team

Menasha Claims Response - Agent Reactions to an EF-3 Tornado

Producer, Videographer & Editor: Jesse Wilson

Judge's Comments: Robert shared that this small documentary is about personal efforts to truly help people. We all talk about making content that is storytelling. This piece actually achieves it with beautiful production work.

BEST OF SHOW AWARD

Nathan Stevens

Always

DP & Colorist: Nathan Stevens / Director: Matthew Roth / Producer: Wonderhunt

Judge's Comments: The Judges were unanimous in their decision for Best of Show…here is what they had to say. This is a short film about Eddie and Lois, a couple navigating the slow devastation of dementia. It was nominated for cinematography, but the judges were enamored with it. After starting to watch it, they could not turn away. It engages the audience with its story and keeps you appreciating the haunting visuals with a couple struggling with the simple fact of existence and spirit. From top to bottom, it was an incredible piece!