

WIAA Winter Radio PSAs

TOPIC: RURAL MUTUAL INSURANCE LIVE AUDIO READ

(Please read during each audio transmission of WIAA Tournament Series events as part of the two minutes of WIAA inventory provided with the rights agreement.)

WHEN YOU'RE FACED WITH A CHALLENGE HOW YOU RESPOND DETERMINES THE REAL WINNERS. RURAL MUTUAL BELIEVES THERE'S SOMETHING MORE IMPORTANT THAN JUST WINNING OR LOSING A GAME. THEY BELIEVE THAT THE TEAM, SCHOOL – AND FANS WHO SUPPORT THEIR ATHLETES WITH DIGNITY AND CLASS – ARE THE TRUE CHAMPIONS. RURAL MUTUAL IS THE PROUD SPONSOR OF THE WIAA/RURAL MUTUAL INSURANCE SPORTSMANSHIP AWARD SINCE IT STARTED IN 1965! FROM FOOTBALL TO VOLLEYBALL, TO SOCCER TO TENNIS, THE AWARD RECOGNIZES MORE THAN TEAM SPORTSMANSHIP... IT RECOGNIZES THAT SPORTSMANSHIP MATTERS IN YOUR COMMUNITY AS WELL. VISIT RURALMUTUAL.COM/WIAA AND SEE HOW OUR TEAM AND YOUR COMMUNITY CAN WORK TOGETHER TO BE TRUE CHAMPIONS.

TOPIC: DEPT. OF TRANSPORTATION

(Please read during each audio transmission of WIAA Tournament Series events as part of the WIAA two minutes of inventory provided with the rights agreement.)

SPEEDING AND RECKLESS DRIVING ARE LEADING CAUSES OF INJURIES AND DEATHS ON WISCONSIN ROADS. WHETHER YOU'RE AN ATHLETE OR SPECTATOR, 'CONTROL YOUR DRIVE' ON THE ROADS TO KEEP ALL TRAVELERS SAFE. DON'T SPEED. DON'T BE RECKLESS. ZERO IN WISCONSIN. TOGETHER, WE CAN SAVE LIVES.

TOPIC: DAIRY FARMERS OF WIS. #1- WHITE/CHOCOLATE MILK

(Please read 1 of the 3 options during each audio transmission of WIAA Tournament Series events as part of the two minutes of WIAA inventory provided with the rights agreement.)

MILK HAS BEEN BUILDING CHAMPIONS FOR CENTURIES. WHY? RESEARCH SHOWS THAT REAL MILK BUILDS PRE-GAME MUSCLE AND LOW-FAT CHOCOLATE MILK RESTORES POST-GAME MUSCLE FOR ATHLETES LIKE FEW OTHER BEVERAGES. THAT'S WHY PRO [INSERT SPORT TO CORRELATE WITH BROADCAST, E.G., "FOOTBALL"] PLAYERS KNOW THEY'RE GONNA NEED MILK FUEL THEIR PERFORMANCE. LEARN THEIR INSPIRING STORIES AT: GONNA-NEEDMILK.COM. BROUGHT TO YOU BY DAIRY FARMERS OF WISCONSIN

TOPIC: DAIRY FARMERS OF WIS. #2- BUILD MUSCLE

(Please read 1 of the 3 options during each audio transmission of WIAA Tournament Series events

GOT MUSCLE? ATHLETES OF ALL LEVELS NEED TO TRAIN TO BUILD MUSCLE, AND REBUILD AND REPAIR MUSCLE AFTER THEY PRACTICE AND COMPETE. CONTAINING 13 NUTRIENTS, WHITE AND LOW-FAT CHOCOLATE MILK'S HIGH-QUALITY PROTEIN OFFERS ATHLETES AN EDGE OVER TRADITIONAL SPORTS AND OTHER PROTEIN DRINKS. THAT'S WHY SO MANY PROFESSIONAL ATHLETES INCLUDE MILK AS A CORE PART OF THEIR TRAINING DIET... AND RECOMMEND MILK FOR ASPIRING ATHLETES AS WELL. LEARN MORE AT GONNA-NEED-MILK.COM BROUGHT TO YOU BY DAIRY FARMERS OF WISCONSIN

TOPIC: DAIRY FARMERS OF WIS. #3- REFUEL & RESTORE

(Please read 1 of the 3 options during each audio transmission of WIAA Tournament Series events

THERE ARE OVER 20 STUDIES THAT SUPPORT THE BENEFITS OF LOW-FAT CHOCOLATE MILK AS A RECOVERY BEVERAGE. LOW-FAT CHOCOLATE MILK CONTAINS THE RIGHT 3-TO-1 MIX OF CARBS AND PROTEIN SCIENTIFICALLY SHOWN TO HELP REFUEL AND RESTORE MUSCLES. PRO ATHLETES HAVE BEEN RELYING ON CHOCOLATE MILK FOR YEARS BECAUSE THEY HAVE SEEN THE BENEFITS IN THEIR OWN PERFORMANCE AND RECOMMEND DRINKING MILK TO OTHERS. LEARN MORE AT GONNANEEDMILK.COM BROUGHT TO YOU BY DAIRY FARMERS OF WISCONSIN.

TOPIC - SPORTSMANSHIP

IN EDUCATION-BASED SPORTS, SPORTSMANSHIP IS WHAT MATTERS. IT GOES BEYOND THE Xs AND Os; IT'S THE DIFFERENCE MUTUAL RESPECT MAKES; IT'S WHAT CHARACTER LOOKS LIKE. IT'S WHAT DEFINES US HERE IN WISCONSIN. IN SCHOOL SPORTS, WINNING IS EXHILARATING, BUT IT ISN'T MORE IMPORTANT THAN HOW THE GAME IS PLAYED. LET'S EMBRACE THE IDEALS OF SPORTSMANSHIP IN OUR COMMUNITIES AND AT HIGH SCHOOL EVENTS. A MESSAGE FROM (STATION) AND THE WIAA – KEEPING THE EDUCATION IN SPORTS.

TOPIC: OFFICIALS RECRUITMENT #1

WE CONTINUE TO MAKE PROGRESS, BUT THERE REMAINS A SHORTAGE OF WIAA-LICENSED OFFICIALS FOR A NUMBER OF HIGH SCHOOL SPORTS IN WISCONSIN. WE SALUTE THOSE WHO HAVE COMMITTED THEIR TIME AND EFFORT TO ENSURE WE MAINTAIN EDUCATION-BASED ATHLETICS; BECAUSE WITHOUT OFFICIALS, THERE ARE NO GAMES. PLEASE DON'T DON'T HESITATE IF YOU WANT AN EXCITING AND REWARDING EXPERIENCE. IT'S ALSO A GREAT WAY TO EARN MORE THAN A FEW DOLLARS. GET LICENSED AS A CONTEST OFFICIAL TODAY BY ACCESSING THE OFFICIALS TAB AT THE TOP OF THE WIAA WEBSITE AT WIAAWI.ORG TO GET STARTED. A MESSAGE FROM (STATION) AND THE WIAA – KEEPING THE EDUCATION IN SPORTS.

TOPIC: OFFICIALS RECRUITMENT-#2

A GREAT OPPORTUNITY EXISTS FOR PEOPLE WHO ENJOYED SPORTS AS PARTICIPANTS OR BY WATCHING FRIENDS AND FAMILY COMPETE IN HIGH SCHOOL SPORTS. AS A WIAA-LICENCED OFFICIAL, YOU CAN MAKE SIGNIFICANT INCOME WHILE GIVING BACK TO THE GAMES THAT MEANT SO MUCH TO SO MANY. HIGH SCHOOL SPORTS CONTINUE TO BRING LIFE-ENRICHING EXPERIENCES FOR TODAY'S STUDENT-ATHLETES. OFFICIATING PROVIDES THE OPPORTUNITY TO GET INVOLVED, STAY IN SHAPE AND ASSIST IN PROVIDING STUDENTS WITH THE MANY BENEFITS PROVEN TO BE INHERENT IN SCHOOL-BASED SPORTS. PLEASE GO ONLINE AT WIAAWI.ORG AND ACCESS THE OFFICIALS' TAB TO GET STARTED TODAY. A MESSAGE FROM (STATION) AND THE WIAA – KEEPING THE EDUCATION IN SPORTS.

TOPIC: DIGITAL TICKETING

LOOKING FOR EXCITEMENT IN LATE FEBRUARY AND MARCH? THE WIAA WINTER STATE TOURNAMENTS ARE RAPIDLY APPROACHING, AND THE EVENTS HAVE JOINED THE MANY SPORT EVENTS THAT HAVE MOVED TO ALL DIGITAL AND CASHLESS TICKETS FOR ADMISSION INTO EVENTS. WITH ITS PARTNERSHIP WITH GO-FAN TICKETING, YOU CAN PURCHASE AND PROCESS YOUR TICKETS SAFELY, SECURELY AND CONVENIENTLY ONLINE FOR ALL THE EXCITING STATE TOURNAMENTS THIS FALL. PATRONS WILL NEED TO USE THEIR MOBILE DEVICE TO REDEEM THEIR TICKETS AT THE GATE. TO PURCHASE TICKETS, VISIT THE WIAA WEBSITE AT: WIAAWI.ORG/TICKETS.

TOPIC: HIGH SCHOOL SPORTS PERSPECTIVE #1

SO WHY DO TEENAGERS PLAY HIGH SCHOOL SPORTS. SOME PARTICIPATE FOR A SENSE OF PURPOSE. SOME PLAY TO INSPIRE OTHERS, AND SOME FOR THE FRIENDSHIPS THEY DEVELOP. VERY FEW MENTION THEY PARTICIPATE TO GET AN ATHLETIC SCHOLARSHIP, BECAUSE THEY KNOW THAT LESS THAN TWO PERCENT OF ALL HIGH SCHOOL ATHLETES ARE AWARDED A SPORTS SCHOLARSHIP. WHATEVER THE REASON FOR PLAYING, STUDENT-ATHLETES ENJOY ALL THE BENEFITS OF PARTICIPATION, INCLUDING MAKING BETTER DECISIONS. A MESSAGE FROM (STATION) AND THE WIAA—KEEPING THE EDUCATION IN SPORTS.

TOPIC: HIGH SCHOOL SPORTS PERSPECTIVE #2

WHY IS INTERSCHOLASTIC SPORTS CONSIDERED THE LAST CLASSROOM OF THE DAY, BECAUSE THEY TEACH STUDENTS IMPORTANT LIFE LESSONS, LIKE TEAMWORK, ACCOUNTABILITY AND PERSEVERENCE. HIGH SCHOOL SPORTS ARE SO MUCH MORE THAN A GAME OR JUST ENTERTAINMENT. THEY ARE ABOUT DEVELOPING THE WHOLE PERSON. THAT'S WHY THEY ARE AN ESSENTIAL PART OF EVERY STUDENT'S EDUCATION. PARENTS, ENCOURAGE YOUR STUDENT TO PARTICIPATE IN THE LAST CLASSROOM OF THE DAY – INTERSCHOLASTIC SPORTS IN WISCONSIN. A MESSAGE FROM (STATION) AND THE WIAA – KEEPING THE EDUCATION IN SPORTS.

TOPIC: HIGH SCHOOL SPORTS PERSPECTIVE #3

BEING A TEENAGER IS TOUGH, BUT THERE IS SOMETHING THAT CAN HELP WITH THEIR MENTAL HEALTH. RESEARCH SHOWS THAT TEENAGERS WHO PARTICIPATE IN HIGH SCHOOL SPORTS HAVE LOWER STRESS LEVELS, MORE CONFIDENCE AND GREATER SELF-ESTEEM. AND, OF COURSE, THERE IS THE BIGGEST BENEFIT OF ALL – HIGH SCHOOL SPORTS ARE FUN. NOT JUST FUN – THEY'RE A LOT OF FUN. ENCOURAGE TEENAGERS TO PARTICIPATE IN HIGH SCHOOL SPORTS. THEY'LL STRESS LESS AND SMILE MORE. AND THEY'LL BE LAYING THE FOUNDATION FOR A HAPPIER, HEALTHIER FUTURE. A MESSAGE FROM (STATION) AND THE WIAA – KEEPING THE EDUCATION IN SPORTS.

TOPIC: SCHOLAR-ATHLETE AWARD

NEARLY EIGHT HUNDRED OF THE STATE'S TOP STUDENT-ATHLETES WILL BE RECOGNIZED FOR EXCELLING ACADEMICALLY AND ATHLETICALLY THROUGH THE WIAA'S SCHOLAR-ATHLETE AWARD PROGRAM, SPONSORED BY WE ENERGIES FOUNDATION AND THE WPS FOUNDATION. APPLICANTS WILL BE IN THE RUNNING FOR THE 32 STATE SCHOLAR-ATHLETE AWARDS AND A ONE THOUSAND DOLLAR SCHOLARSHIP TO BE PRESENTED AT A RECEPTION IN MAY. APPLICATION MATERIALS ARE AVAILABLE EXCLUSIVELY ONLINE THROUGH THE WIAA WEBSITE. DEADLINE FOR NOMINATIONS IS MARCH 8TH, 2024. A MESSAGE FROM (STATION) AND THE WIAA, KEEPING THE EDUCATION IN SPORTS.

TOPIC: WIAA SOCIAL MEDIA

ENGAGE IN THE CONVERSATIONS ABOUT HIGH SCHOOL SPORTS IN YOUR COMMUNITY AND THROUGHOUT WISCONSIN. TAKE YOUR TABLET, SMART PHONE OR CELL PHONE AND FOLLOW THE WIAA ON "X" FORMERLY KNOWN AS TWITTER AT "WIAAWI" FOR GENERAL INFORMATION; AT "WIAAWI STATE" FOR STATE TOURNAMENT UPDATES. YOU CAN ALSO FRIEND THE WIAA ON FACEBOOK AND FIND THEM ON INSTAGRAM. CONNECT WITH THE WIAA TODAY!

TOPIC: NFHS NETWORK

IF YOU ARE A BIG FAN OF WISCONSIN HIGH SCHOOL SPORTS, THE WIAA.TV PORTAL ON THE NFHS NETWORK PLATFORM OFFERS LIVE AND ARCHIVED VIDEO WEBCASTS OF STATE TOURNAMENT EVENTS AND SCHOOL-PRODUCED EVENTS THROUGHOUT THE YEAR. SIGN-UP FOR THIS UNIQUE WEB PORTAL ON THE NFHS NETWORK SITE FOR 11 DOLLARS AND 99 CENTS PER MONTH AT "N-F-H-S NETWORK.COM" OR FIND THE LINK ON THE WIAA HOMEPAGE. THE NFHS NETWORK IS YOUR ONE-STOP SOURCE FOR HIGH SCHOOL VIDEO STREAMING.

TOPIC: STATE BOYS BASKETBALL TICKETS

THE 108TH WIAA STATE BOYS BASKETBALL TOURNAMENT RUNS MARCH 14TH THROUGH THE 16TH AT THE KOHL CENTER IN MADISON. PLAN TO ATTEND THE SHOWCASE OF THE BEST BOYS BASKETBALL TEAMS IN THE STATE. TAKE PART IN THE TRUE "MAGIC OF MARCH" BY ACCESSING THE HOMEPAGE OF THE WIAA WEBSITE AND CLICK ON THE "TICKETS" LINK AT THE TOP OF THE PAGE TO ORDER YOUR TICKETS NOW. THAT WEBSITE IS WIAAWI.ORG.

TOPIC: STATE GIRLS BASKETBALL TICKETS

THE TOP GIRLS BASKETBALL TEAMS IN THE STATE WILL BE ASSEMBLED AT THE 48TH WIAA STATE GIRLS BASKETBALL TOURNAMENT, WHICH RUNS MARCH SEVENTH THROUGH THE NINTH AT THE RESCH CENTER IN GREEN BAY. TAKE PART IN THE TRUE “MAGIC OF MARCH” BY ACCESSING THE WIAA WEBSITE AND CLICKING ON THE “TICKETS” LINK AT THE TOP OF THE PAGE TO ORDER YOUR STATE GIRLS BASKETBALL TOURNAMENT TICKETS NOW AT WIAAWI.ORG.

TOPIC: STATE BOYS & GIRLS HOCKEY TOURNAMENTS

THE WIAA STATE BOYS AND GIRLS HOCKEY TOURNAMENTS RUN FEBRUARY 29TH THROUGH MARCH SECOND AT BOB SUTER’S (SOO-TERS) CAPITOL ICE ARENA IN MIDDLETON. TAKE PART IN THE TRUE “MAGIC OF MARCH” BY ACCESSING THE WIAA WEBSITE AND CLICKING ON THE “TICKETS” LINK AT THE TOP OF THE PAGE TO ORDER YOUR STATE BOYS AND GIRLS HOCKEY STATE TOURNAMENT TICKETS NOW AT WIAAWI.ORG.

TOPIC: STATE WRESTLING TICKETS

THE TOP WRESTLERS IN THE STATE WILL COMPETE IN THE 81ST ANNUAL WIAA STATE INDIVIDUAL WRESTLING TOURNAMENT FEBRUARY 22ND-THROUGH THE 24TH AT THE KOHL CENTER IN MADISON. EXPERIENCE ONE OF THE STATE’S TRUE SPORTS SPECTACLES, INCLUDING THE MARCH OF CHAMPIONS AND NEAR CAPACITY CROWDS. TICKETS CAN BE PURCHASED ON-LINE BY ACCESSING THE “TICKETS” LINK ON THE WIAA HOMEPAGE. ORDER YOUR TICKETS NOW AT WIAAWI.ORG. IN ADDITION, PLAN TO ATTEND THE STATE TEAM WRESTLING TOURNAMENT AT THE HISTORIC UW FIELD HOUSE MARCH FIRST AND SECOND. TICKETS CAN BE PURCHASED ONLINE BY ACCESSING THE WIAA WEBSITE AT WIAAWI.ORG AND CLICKING ON THE “TICKETS” LINK.

TOPIC: STATE GYMNASTICS CHAMPIONSHIPS

THE WIAA STATE TEAM AND INDIVIDUAL GYMNASTICS CHAMPIONSHIPS ARE HELD MARCH FIRST AND SECOND AT WISCONSIN RAPIDS LINCOLN HIGH SCHOOL. PLAN NOW TO WATCH THE STATE’S TOP HIGH SCHOOL GYMNASTS AND TEAMS COMPETE FOR THE PRESTIGIOUS STATE CHAMPIONSHIPS. TICKETS CAN BE PURCHASED ONLINE ON THE WIAA WEBSITE AT WIAAWI.ORG. CLICK ON THE “TICKETS” LINK AT THE TOP OF THE PAGE AND NAVIGATE TO THE STATE GYMNASTICS TICKET OPTIONS.