

WIAA Fall Radio PSAs

TOPIC: RURAL MUTUAL INSURANCE LIVE AUDIO READ (:43)

(Please read during each audio transmission of WIAA Tournament Series events as part of the 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: SAFETY & PARTICIPATION (:30)

THE WIAA IS DETERMINED TO PRESERVE THE EXCITEMENT OF HIGH SCHOOL SPORTS DURING THE COVID-19 PANDEMIC. PLEASE HELP THE STUDENT-ATHLETES, COACHES AND FANS CONTINUE TO ENJOY THESE LIFE-ENRICHING OPPORTUNITIES BY FOLLOWING THE GUIDELINES TO HELP MITIGATE THE SPREAD OF THE VIRUS BY PRACTICING SOCIAL DISTANCING, WEARING A MASK WHEN SOCIAL DISTANCING IS DIFFICULT, STAY HOME IF YOU ARE NOT FEELING WELL, WASH YOUR HANDS OFTEN AND AVOID TOUCHING YOUR FACE. THIS IS A MESSAGE FROM (STATION) AND THE WIAA – KEEPING THE EDUCATION IN SPORTS.

TOPIC: HIGH SCHOOL SPORTS PERSPECTIVE (:31)

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 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 (:40)

BEING A TEENAGER IS TOUGH. THERE'S THE CONSTANT PRESSURE TO BE LIKED, ENDLESS WORRYING ABOUT COLLEGE, CYBERBULLYING, HIGH EXPECTATIONS, AND ALL THE NEGATIVITY. WHAT DO WISCONSIN'S TEENS DO WHEN THEY WANT TO BLOCK OUT THE NOISE AND CLEAR THEIR HEADS? THEY PLAY. RESEARCH SHOWS THAT TEENAGERS WHO PARTICIPATE IN HIGH SCHOOL SPORTS HAVE LOWER STRESS LEVELS, MORE CONFIDENCE AND GREATER SELF-ESTEEM. AND, THEN THERE'S 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.

TOPIC: OFFICIALS RECRUITMENT-#1 (:30)

A GREAT OPPORTUNITY EXISTS FOR PEOPLE WHO ENJOYED SPORTS AS PARTICIPANTS AND WOULD LIKE TO GIVE BACK TO THE GAME THAT MEANS SO MUCH TO THEM. BECOMING A HIGH SCHOOL GAME OFFICIAL GIVES YOU THE OPPORTUNITY TO GET INVOLVED, GET IN SHAPE, AND HELP TEACH THE GAME TO YOUNG PEOPLE. SIGNING UP IS EASY. TO BECOME A WIAA LICENSED OFFICIAL, GO ONLINE AT WIAAWI.ORG TO APPLY AND BECOME A WIAA LICENSED OFFICIAL. A MESSAGE FROM (STATION) AND THE WIAA – KEEPING THE EDUCATION IN SPORTS.

TOPIC: OFFICIALS RECRUITMENT-#2 (:32)

OFFICIALS ARE A VITAL PART OF EDUCATIONAL ATHLETICS. THEIR ROLE IS TO HELP CRAFT A FAIRLY PLAYED GAME AND HELP THE YOUNG PEOPLE TAKING PART GROW. OFFICIALS ARE ALWAYS IN DEMAND, ESPECIALLY SINCE THE PANDEMIC KEPT NUMBERS OF OFFICIALS FROM RELICENSING. IT'S A DEMANDING ROLE. LIKE THE PLAYERS AND COACHES, THEY WORK IN THE OFF-SEASON TO GET READY FOR THE SEASON AND SPEND MANY HOURS DURING THE SEASON WORKING TO IMPROVE THEMSELVES. IF YOU LIKE SPORTS AND WORKING WITH KIDS, JOIN THE RANKS OF WIAA LICENSED OFFICIALS TODAY BY GOING ONLINE TO WIAAWI.ORG TO APPLY.

TOPIC: WIAA ONLINE STORE (:28)

WHETHER YOU'RE A COACH, LICENSED OFFICIAL, SCHOOL ADMINISTRATOR OR ONE OF THE MILLIONS OF HIGH SCHOOL SPORTS FANS IN WISCONSIN, THE WIAA ONLINE APPAREL STORE IS AVAILABLE ON THE WIAA WEBSITE AT WIAAWI.ORG. CLICK ON THE STORE LINK AT THE BOTTOM WIAA HOMEPAGE AND CHECK OUT THE VARIOUS APPAREL OPTIONS AVAILABLE WITH THE LICENSED WIAA LOGO. AGAIN, THAT WEBSITE IS WIAAWI.ORG TO ORDER YOUR WIAA LICENSED APPAREL.

TOPIC: WIAA SOCIAL MEDIA (:34)

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 ITS TWITTER ACCOUNTS: (PAUSE) AT "WIAAWI" FOR GENERAL INFORMATION; AT "WIAAWI STATE" FOR STATE TOURNAMENT UPDATES; AND AT "WIAAWI SCORES" TO SHARE GAME SCORES. YOU CAN ALSO FRIEND THE WIAA ON FACEBOOK AND FIND THEM ON INSTAGRAM. CONNECT WITH THE WIAA TODAY!

TOPIC: SCHOLAR-ATHLETE AWARD (:33)

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, UNDERWRITTEN BY MARSHFIELD CLINIC. APPLICANTS WILL BE IN THE RUNNING FOR THE 32 STATE SCHOLAR-ATHLETE AWARDS PRESENTED AT A RECEPTION IN MAY. APPLICATION MATERIALS ARE AVAILABLE EXCLUSIVELY ONLINE THROUGH THE WIAA WEBSITE. DEADLINE FOR NOMINATIONS IS MARCH 12TH, 2021. A MESSAGE FROM (STATION) AND THE WIAA, KEEPING THE EDUCATION IN SPORTS.

TOPIC: NFHS NETWORK (:31)

IF YOU ARE A BIG FAN OF WISCONSIN HIGH SCHOOL SPORTS, THE WIAA'S 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 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. A MESSAGE FROM (STATION) AND THE WIAA, KEEPING THE EDUCATION IN SPORTS.