

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 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 BASKETBALL TO HOCKEY, TO WRESTLING AND GYMNASTICS, THE AWARD RECOGNIZES MORE THAN TEAM SPORTSMANSHIP... IT RECOGNIZES THAT SPORTSMANSHIP MATTERS IN YOUR COMMUNITY AS WELL. VISIT RURALEMUTUAL.COM/WIAA AND SEE HOW OUR TEAM AND YOUR COMMUNITY CAN WORK TOGETHER TO BE TRUE CHAMPIONS.

TOPIC: DEPT. OF TRANSPORTATION

IT'S TIME TO JOIN THE "BUCKLE UP, PHONE DOWN" MOVEMENT! THE WISCONSIN DEPARTMENT OF TRANSPORTATION CHALLENGES ALL WISCONSIN DRIVERS TO PUT SAFETY FIRST BY TAKING THE TWO MOST IMPORTANT ACTIONS TO PREVENT OR SURVIVE A CRASH. USE YOUR SEAT BELT ON EVERY TRIP, AND PUT DOWN THE PHONE WHEN DRIVING. BUCKLE UP AND PHONE DOWN ON EVERY TRIP. EVERY TIME.

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 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 PLAYERS KNOW THEY'RE GONNA NEED MILK TO 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- 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 GONNA-NEED-MILK.COM...BROUGHT TO YOU BY DAIRY FARMERS OF WISCONSIN.

TOPIC: DAIRY FARMERS OF WIS. #3- 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: DIGITAL TICKETING

HEY, JUST A REMINDER THE HIGH SCHOOL WINTER STATE TOURNAMENTS ARE COMING UP, AND THE WIAA HAS 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 STATE TOURNAMENT TICKETS SAFELY, SECURELY AND CONVENIENTLY ONLINE. TO ORDER YOUR TICKETS FOR ALL OF THE EXCITING ACTION THIS WINTER. 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: OFFICIALS RECRUITMENT #1

BY NOW, YOU'VE PROBABLY HEARD ABOUT THE SHORTAGE OF LICENSED OFFICIALS FOR A NUMBER OF HIGH SCHOOL SPORTS IN WISCONSIN AND NATIONWIDE. WE OWE A DEBT OF GRATITUDE TO THOSE WHO HAVE COMMITTED THEIR TIME AND EFFORT TO ENSURE WE ARE ABLE TO SUSTAIN EDUCATION-BASED ATHLETICS; BECAUSE WITHOUT OFFICIALS, THERE ARE NO GAMES. IF YOU HAVE WHAT IT TAKES TO MAKE THE RIGHT CALL...AND LET'S BE HONEST, YOU KNOW WHO YOU ARE...DON'T PUT IT OFF. LET'S GET YOU LICENSED IN THE EXCITING AND ACTIVE ROLE OF OFFICIATING; IT'S ALSO A GREAT WAY TO EARN MORE THAN A FEW DOLLARS. ACCESS 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 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: 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

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: 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: 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.

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, 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 10TH, 2023. A MESSAGE FROM (STATION) AND THE WIAA, KEEPING THE EDUCATION IN SPORTS.

TOPIC: STATE BOYS BASKETBALL TICKETS

THE 107TH WIAA STATE BOYS BASKETBALL TOURNAMENT RUNS MARCH 16TH THROUGH THE 18TH AT THE KOHL CENTER IN MADISON. PLAN TO ATTEND THE SHOWCASE OF THE BEST BOYS BASKETBALL TEAMS IN 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 47TH WIAA STATE GIRLS BASKETBALL TOURNAMENT, WHICH RUNS MARCH NINTH THROUGH THE 11TH 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 MARCH SECOND THROUGH THE FOURTH AT ITS NEW VENUE, THE 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 (:25)

THE TOP WRESTLERS IN THE STATE WILL COMPETE IN THE 80TH ANNUAL WIAA STATE INDIVIDUAL WRESTLING TOURNAMENT FEBRUARY 23RD THROUGH THE 25TH 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. THAT WEBSITE IS WIAAWI.ORG. IN ADDITION, PLAN TO ATTEND THE STATE TEAM WRESTLING TOURNAMENT AT THE HISTORIC UW FIELD HOUSE MARCH THIRD AND FOURTH. TICKETS ARE AVAILABLE AND CAN BE PURCHASED ONLINE BY ACCESSING THE WIAA WEBSITE AT WIAAWI.ORG AND CLICKING ON THE "TICKETS" LINK.

TOPIC: STATE GYMNASTICS CHAMPIONSHIPS (:29)

THE WIAA STATE TEAM AND INDIVIDUAL GYMNASTICS CHAMPIONSHIPS ARE HELD MARCH THIRD AND FOURTH AT LINCOLN HIGH SCHOOL IN WISCONSIN RAPIDS. PLAN NOW TO SEE THE STATE'S TOP HIGH SCHOOL GYMNASTS AND TEAMS COMPETE FOR STATE CHAMPIONSHIPS. TICKETS ARE AVAILABLE AND 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. FOR MORE INFORMATION ABOUT THE STATE GIRLS GYMNASTICS CHAMPIONSHIPS, LOG-ON TO THE WIAA WEBSITE AND ACCESS THE GYMNASTICS TOURNAMENT PAGE. THAT WEBSITE IS WIAAWI.ORG.