

2026 WIAA Spring Audio Transmission PSAs

Note: Please read one Rural Mutual Insurance, Dairy Farmers and DOT PSAs toward the required two (2) minutes in each WIAA Tournament Series audio transmission. Fill remaining time with any of the remaining 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 of 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 baseball to softball or lacrosse to soccer, 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: DAIRY FARMERS OF WIS. #1- WHITE/CHOCOLATE MILK* (1)

** 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.*

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., "basketball"*] players know they're Gonna Need Milk to fuel their performance. Learn their inspiring stories at: GonnaNeedMilk.com. Brought to you by Dairy Farmers of Wisconsin.

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

(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 GonnaNeedMilk.com. Brought to you by the Dairy Farmers of Wisconsin.

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

(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 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 high school sports, winning is exhilarating, but just as important is how the game is played, and how we express our positive support. Let's embrace the ideals of sportsmanship in our communities and at high school events. A message from *(insert station)* and the WIAA – Inspiring Champions for Life.

TOPIC: STATE TOURNEY CENTRAL

The WIAA website now has a one-stop shop for all State Tournament information named State Tourney Central. The page displays links for users seeking information about the State Tournaments, including schedules, tickets, parking, venue carry-in policies, results, previews, where to watch broadcast and streams, apparel and much more. Get all the information you need to attend the WIAA State Tournaments by clicking State Tourney Central graphic on the WIAA website today.

TOPIC: OFFICIALS RECRUITMENT #1

We are making great progress, but there remains a shortage of WIAA licensed officials for a number of high school sports in Wisconsin and nationwide. We owe a debt of gratitude to those that 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, please don't hesitate. An exciting and rewarding experience is calling you. So, let's get you licensed as sports official by accessing the "Officials" tab at the top of the WIAA website homepage to get started. A message from *(insert station)* and the WIAA – Inspiring Champions for Life.

TOPIC: OFFICIALS RECRUITMENT-#2

A great opportunity exists for people who enjoyed sports as participants or by watching a son, daughter, brother or sister compete in high school sports. You can make significant income while providing a community service by giving back to the games that meant so much to you. By becoming a WIAA-licensed official, it gives you the opportunity to be involved, stay in shape and assist in providing the lifelong lessons proven to be inherent in education-based athletics. Signing up is easy. Go online to wiaawi.org and access the "Officials" tab to get started today. A message from (*insert station*) and the WIAA – Inspiring Champions for Life.

TOPIC: WIAA TOURNAMENT GO FAN DIGITAL TICKETING

A reminder for all high school sports fans. The spring State Tournaments are quickly approaching, and the WIAA has joined the many sport events that have moved to all digital and cashless tickets for admission into events. With Go Fan Ticketing, you can purchase and process your tickets safely, securely and conveniently online for all the exciting State Tournaments this spring. Patrons will need to use their mobile device to redeem their tickets at the gate. To purchase tickets, visit the WIAA website homepage and click on the "Tickets" link at the top of the page.

TOPIC - HIGH SCHOOL SPORTS PERSPECTIVE #1

The WIAA salutes the thousands of student-athletes that compete in interscholastic athletics each year, as well as the support of schools, parents and communities in making these educational experiences available throughout Wisconsin each season. The entire membership and generations of participants and loyal fans acknowledge these opportunities should never be taken for granted. As a private, non-profit organization, the WIAA receives no tax dollars from the State and prides itself on the self-governance that has guided the membership since 1896. The WIAA and its member schools thank you for your support of education-based athletics in Wisconsin.

TOPIC: HIGH SCHOOL SPORTS PERSPECTIVE #2

Why do so many teenagers play high school sports? Some participate for a sense of being a part of something with a purpose. Some participate for the the love of competition or for the lifelong friendships they develop. Very few indicate they participate to get a college scholarship, because the truth is only about two-to-three percent of all high school athletes receive an athletic scholarship. Whatever the reason for playing, student-athletes enjoy all the benefits of participation, including making better decisions. A message from (*insert station*) and the WIAA – Inspiring Champions for Life.

TOPIC: HIGH SCHOOL SPORTS PERSPECTIVE #3

Being a teenager is tough. There's the constant pressure to be liked, endless worrying about college, cyber bullying, 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. A message from *(insert station)* and the WIAA – Inspiring Champions for Life.

TOPIC: HIGH SCHOOL SPORTS PERSPECTIVE #4

Why is interscholastic sports participation considered the last classroom of the day? Because they teach students important life lessons, like teamwork, accountability and perseverance. High school sports are so much more than a game or a source of entertainment. They are about developing the whole person. That's why we consider them an essential part of every student's education. Parents, encourage your student to participate in the last classroom of the day – interscholastic sports. A message from *(insert station)* and the WIAA – Inspiring Champions for Life.

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 each year, 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 each spring. Application materials are available exclusively online through the WIAA website. The deadline for next year's nominations will be the first week in March. A message from *(insert station)* and the WIAA – Inspiring Champions for Life.

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 its "X" accounts: At "WIAAWI" for general information and at "WIAAWI state" for State Tournament updates. You can also friend the WIAA on Facebook and find them on Instagram at "WIAAWI". Connect with the WIAA today!

TOPIC: WIAA.TV ON THE 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 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 \$13.99 per month at the website "NFHS NETWORK.COM" or find the link on the WIAA homepage. WIAA.TV is your one-stop source for Wisconsin high school video streaming.

TOPIC: ONLINE STATE TRACK & FIELD TICKETS

The top high school track and field student-athletes in Wisconsin will compete in the WIAA State Track and Field Championships June 5th and 6th at Veterans Memorial Stadium in La Crosse. Tickets can be purchased online by accessing the WIAA website at WIAAWI.ORG and clicking on the "Tickets" link. That website again is WIAAWI.ORG. In addition, for more information about the State Boys and Girls Track & Field Championships, go to the WIAA website and click on the State Tourney Central link on the homepage and navigate to the track & field information.

TOPIC: STATE BOYS TENNIS TOURNAMENTS TICKETS

Please plan to attend the State Boys Individual and Team Tennis Tournaments this spring. The individual championships are held June 4th through June 6th at Nielsen Tennis Stadium in Madison. The team tournament will be held at Nielsen Stadium June 12th and 13th. Purchase your tickets now by accessing the WIAA website and clicking on the "Tickets" link at the top of the homepage at WIAAWI.ORG. In addition, for more information about the State Boys Tennis Tournaments, go to the WIAA website and click on the State Tourney Central link on the homepage and navigate to the boys tennis information.

TOPIC: STATE BOYS GOLF CHAMPIONSHIPS TICKETS

Kick-off your summer by attending the 100th WIAA State Boys Golf Championships on June 8th and 9th at University Ridge in Madison. Catch the state's best high school players and teams as they compete for medalist honors. Purchase your tickets now by accessing the WIAA website and clicking on the "Tickets" link at the top of the homepage at WIAAWI.ORG. In addition, for more information about the State Boys Golf Championships, go to the WIAA website and click on the State Tourney Central link on the homepage and navigate to the boys golf tournament information.

TOPIC: STATE LACROSSE CHAMPIONSHIPS TICKETS

The third WIAA State Lacrosse championships will be held June 13th at Bank of Sun Prairie Stadium at Ashley Field in Sun Prairie. Join in the excitement of the high school lacrosse by purchasing your tickets now. You can buy your tickets now by accessing the WIAA website and clicking on the "Tickets" link at the top of the homepage at WIAAWI.ORG. In addition, for more information about the State Boys and Girls Lacrosse Championships, go to the WIAA website and click on State Tourney Central link on the homepage and navigate to the lacrosse tournament information.

TOPIC: STATE SOFTBALL TOURNAMENT TICKETS

The 50th WIAA State Softball Tournament will be held June 10th through the 13th at Goodman Complex in Madison. Tickets are available and can be purchased online on the WIAA website. Click on the "Tickets" link at the top of the homepage at WIAAWI.ORG. In addition, for more information about the State Softball Tournament, go to the WIAA website and click on State Tourney Central link on the homepage and navigate to the softball tournament information.

TOPIC: STATE BASEBALL TOURNAMENT TICKETS

The WIAA State Baseball Tournament will be held June 15th through the 18th at Neuroscience Group Field at Fox Cities Stadium in Appleton. Tickets are available and can be purchased online on the WIAA website. Click on the "Tickets" link at the top of the homepage at WIAAWI.ORG. In addition, for more information about the State Baseball Tournament, go to the WIAA website and click on State Tourney Central link on the homepage and navigate to the baseball tournament information.

TOPIC: STATE GIRLS SOCCER TOURNAMENT TICKETS

The WIAA State Girls Soccer Tournament will be held June 18th through the 20th at Southeast Sales Powersports Stadium at Uihlein (EE-line) Soccer Park in Milwaukee. Tickets are available and can be purchased online on the WIAA website. Click on the "Tickets" link at the top of the homepage at WIAAWI.ORG. In addition, for more information about the State Girls Soccer Tournament, go to the WIAA website and click on State Tourney Central link on the homepage and navigate to the girls soccer tournament information.