

WIAA Spring Radio PSAs

TOPIC: RURAL MUTUAL INSURANCE LIVE AUDIO READ (:40)

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

SPORTSMANSHIP DOESN'T STOP WHEN THE GAME ENDS. IT'S PART OF THE COMMUNITY YOU LIVE IN –RESPECT, CHARACTER, DIGNITY, AND LEADING BY EXAMPLE. THAT'S WHY RURAL MUTUAL INSURANCE HAS BEEN A PROUD SPONSOR OF THE W-I-A-A SPORTSMANSHIP AWARD SINCE IT STARTED 60 YEARS AGO! FROM BASEBALL AND SOFTBALL TO TENNIS, THE AWARD RECOGNIZES MORE THAN TEAM SPORTSMANSHIP.....IT ALSO CELEBRATES SPORTSMANSHIP IN YOUR COMMUNITY. VISIT W-W-W-DOT-RURAL-MUTUAL-DOT-COM, FORWARD-SLASH W-I-A-A AND SEE HOW OUR TEAM AND YOUR COMMUNITY CAN PARTNER 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 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., "BASEBALL"]* 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 - 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 SCHOOL SPORTS, WINNING IS EXHILARATING, BUT JUST AS IMPORTANT IS 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: WIAA SOCIAL MEDIA

ENGAGE IN THE CONVERSATIONS ABOUT HIGH SCHOOL SPORTS IN YOUR COMMUNITY AND THROUGHOUT WISCONSIN. 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: DIGITAL TICKETING

LOOKING FOR EXCITEMENT IN JUNE? THE WIAA SPRING STATE TOURNAMENTS 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: 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 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 (: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 IN THE GAMES GROW. OFFICIALS ARE ALWAYS IN DEMAND, AND 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 WEBSITE (:30)

VISIT THE WIAA WEBSITE TO ACCESS ALL THE TOURNAMENT PAIRINGS AND SCORES; AS WELL AS ASSOCIATION NEWS, RESOURCES AND INFORMATION ON HEALTH AND SAFETY, SPORTSMANSHIP, RULES AND REGULATIONS, AND MATERIALS THAT ASSIST IN PROMOTING AND MAINTAINING THE PROPER PERSPECTIVE FOR INTERSCHOLASTIC SPORTS. IT'S ALL AVAILABLE AT WIAAWI.ORG. AGAIN, THAT'S WIAAWI.ORG. 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 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 CAN BE 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: HIGH SCHOOL SPORTS PERSPECTIVE #4

WANT TO KNOW WHAT PARENTS LIKE MOST ABOUT HIGH SCHOOL SPORTS? THEY LOVE WATCHING THEIR SONS AND DAUGHTERS COMPETE. THEY LOVE THE FACT THAT WHEN THEIR CHILDREN ARE PARTICIPATING IN HIGH SCHOOL SPORTS, THEY MAKE BETTER DECISIONS. PARENTS ALSO LOVE KNOWING THAT—WITH THE PROPER EQUIPMENT, EDUCATION, CONDITIONING AND COACHING—HIGH SCHOOL SPORTS HERE IN WISCONSIN ARE SAFER THAN EVER. THAT’S SOMETHING THEY REALLY LOVE. A MESSAGE FROM (STATION) AND THE WIAA—KEEPING THE EDUCATION IN SPORTS.

TOPIC: WIAA ONLINE STORE (:27)

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 IMAGE ON THE 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: NFHS NETWORK (:33)

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

TOPIC: STATE BOYS & GIRLS TRACK & FIELD MEET (:23)

THE TOP HIGH SCHOOL TRACK AND FIELD ATHLETES IN WISCONSIN WILL COMPETE IN THE WIAA STATE TRACK AND FIELD MEET MAY 31ST AND JUNE FIRST AT VETERANS MEMORIAL STADIUM IN LA CROSSE. TICKETS ARE AVAILABLE TO PURCHASE ONLINE ON THE WIAA WEBSITE. CLICK ON THE TICKET LINK AT THE TOP OF THE HOME PAGE. FOR MORE INFORMATION ABOUT THE STATE TRACK AND FIELD CHAMPIONSHIPS, LOG-ON TO THE WIAA WEBSITE AND ACCESS THE BOYS AND GIRLS TRACK AND FIELD PAGES. THAT WEBSITE IS WWW.WIAAWI.ORG.

TOPIC: STATE BOYS TENNIS TOURNAMENTS (:30)

PLAN TO ATTEND THE STATE BOYS INDIVIDUAL AND TEAM TENNIS TOURNAMENTS THIS SPRING. THE INDIVIDUAL CHAMPIONSHIPS ARE HELD MAY 30TH THROUGH JUNE FIRST AT NIELSEN STADIUM IN MADISON. THE TEAM TOURNAMENT WILL BE HELD AT NIELSEN STADIUM JUNE SEVENTH AND EIGHTH. TICKETS ARE AVAILABLE ONLINE ON THE WIAA WEBSITE. CLICK ON THE TICKET LINK AT THE TOP OF THE HOME PAGE. FOR MORE INFORMATION ABOUT THE W-I-A-A STATE BOYS TENNIS TOURNAMENTS, LOG-ON TO THE WIAA WEBSITE AND ACCESS THE BOYS TENNIS SPORT PAGE. THAT WEBSITE IS WWW.WIAAWI.ORG.

TOPIC: STATE BOYS GOLF TOURNAMENT (:28)

USHER IN YOUR SUMMER BY ATTENDING THE WIAA STATE BOYS GOLF TOURNAMENT ON JUNE THIRD AND FOURTH. CATCH THE STATE'S BEST HIGH SCHOOL PLAYERS AND TEAMS AS THEY COMPETE FOR MEDALIST HONORS AT BLACKWOLF RUN GOLF COURSE IN KOHLER. FOR MORE INFORMATION ABOUT THE WIAA STATE BOYS GOLF TOURNAMENT, LOG-ON TO THE WIAA WEBSITE AND ACCESS THE BOYS GOLF SPORT PAGE. THAT WEBSITE IS WWW.WIAAWI.ORG.

TOPIC: STATE LACROSSE CHAMPIONSHIPS (:25)

THE FIRST-EVER WIAA STATE LACROSSE CHAMPIONSHIPS WILL BE HELD JUNE EIGHTH AT BANK OF SUN PRAIRIE STADIUM AT ASHLEY FIELD IN SUN PRAIRIE. TICKETS ARE AVAILABLE AND CAN BE PURCHASED ONLINE ON THE WIAA WEBSITE. CLICK ON THE TICKET LINK AT THE TOP OF THE HOME PAGE. FOR MORE INFORMATION ABOUT THE STATE SOFTBALL TOURNAMENT, LOG-ON TO THE W-I-A-A WEBSITE AND ACCESS THE BOYS OR GIRLS LACROSSE SPORT PAGE. THAT WEBSITE IS WWW.WIAAWI.ORG.

TOPIC: STATE SOFTBALL TOURNAMENT (:25)

THE WIAA STATE SOFTBALL TOURNAMENT WILL BE HELD JUNE SIXTH THROUGH THE EIGHTH AT GOODMAN DIAMOND IN MADISON. TICKETS ARE AVAILABLE AND CAN BE PURCHASED ONLINE ON THE WIAA WEBSITE. CLICK ON THE TICKET LINK AT THE TOP OF THE HOME PAGE. FOR MORE INFORMATION ABOUT THE STATE SOFTBALL TOURNAMENT, LOG-ON TO THE W-I-A-A WEBSITE AND ACCESS THE SOFTBALL SPORT PAGE. THAT WEBSITE IS WWW.WIAAWI.ORG.

TOPIC: STATE GIRLS SOCCER TOURNAMENT (:23)

THE WIAA STATE GIRLS SOCCER TOURNAMENT WILL BE HELD JUNE 13TH THROUGH THE 15TH AT SOUTHEAST SALES POWERSPORTS STADIUM AT UIHLEIN (pronounced EE-line) SOCCER PARK IN MILWAUKEE. TICKETS CAN BE PURCHASED ONLINE ON THE WIAA WEBSITE. FOR MORE INFORMATION ABOUT THE STATE GIRLS SOCCER TOURNAMENT, LOG-ON TO THE W-I-A-A WEBSITE AND ACCESS THE GIRLS SOCCER SPORT PAGE. THAT WEBSITE IS WWW.WIAAWI.ORG.

TOPIC: STATE BASEBALL TOURNAMENT (:27)

THE WIAA STATE BASEBALL TOURNAMENT WILL BE HELD JUNE 10TH THROUGH THE 13TH AT NEUROSCIENCE GROUP FIELD AT FOX CITIES STADIUM IN APPLETON. TICKETS ARE AVAILABLE ONLINE ON THE WIAA WEBSITE. TO PURCHASE TICKETS ONLINE AND FOR MORE INFORMATION ABOUT THE STATE BOYS SPRING BASEBALL TOURNAMENT, LOG-ON TO THE WIAA WEBSITE AND ACCESS THE SPRING BASEBALL SPORT PAGE. THAT WEBSITE IS WWW.WIAAWI.ORG.