

2025 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 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 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 *

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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* (1)

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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 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: 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. The deadline for nominations is March 7th, 2025. A message from (insert station) and the WIAA, keeping the education in sports.

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, keeping the education in sports.

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. Simply online at wiaawi.org and access the "Officials" tab to get started today. A message from (insert station) and the WIAA, keeping the education in sports.

TOPIC: WIAA TOURNAMENT GO FAN DIGITAL TICKETING

A reminder for all high school sports fans. The winter 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 winter. 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

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, 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, 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, keeping the education in sports.

TOPIC: HIGH SCHOOL SPORTS PERSPECTIVE #3

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 they 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, 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 its "X" accounts: 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 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 the website "N-F-H-S 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 WRESTLING TICKETS

The top wrestlers in the state will compete in the 82nd Annual WIAA State Individual Wrestling Tournament February 27th through March 1st 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 7th and 8th. tickets can be purchased online by accessing the WIAA website at WIAAWI.ORG and clicking on the "Tickets" link.

TOPIC: STATE BOYS & GIRLS HOCKEY TOURNAMENT TICKETS

The WIAA State Boys and Girls Hockey Tournaments will be held in conjunction March 6th through March 8th at Bob Suter's (SOO-ters) Capitol Ice Arena in Middleton. Take part of the excitement of the State Tournaments in the "Magic of March" by accessing the WIAA website and clicking on the "Tickets" link at the top of the to order your State Girls Basketball Tournament tickets now at WIAAWI.ORG.

TOPIC: STATE GIRLS BASKETBALL TOURNAMENT TICKETS

The best girls basketball teams in the State will assemble at the 49th Annual State Girls Basketball on March 13th through the 15th at the Resch Center in Green Bay. Plan to take part in the excitement and thrills of the "Magic of March" by accessing the WIAA website and clicking on the "Tickets" link at the top of the to order your State Girls Basketball Tournament tickets now at WIAAWI.ORG.

TOPIC: STATE BOYS BASKETBALL TICKETS

The 109th WIAA State Boys Basketball Tournament features the final four teams in five divisions pursuing a coveted State championship March 20th through the 22nd at the Kohl Center in Madison. Plan to attend the showcase of the best boys basketball teams in the state and be part of the "MAGIC OF MARCH" by accessing the WIAA website and clicking on the "Tickets" link at the top of the to order your State Boys Basketball Tournament tickets now at WIAAWI.ORG.