

FORWARD — THE WISCONSIN GUARD PODCAST

Complete Brand Architecture
& Series Overview



MOVING WISCONSIN'S GUARD FORWARD, TOGETHER.

THE STANDARDIZED OPENING

Forward — The Wisconsin Guard Podcast, brought to you by WINGA, the Wisconsin National Guard Association. Moving Wisconsin's Guard forward, together.



FORWARD

HOMETOWN HEROES

THE LINE OF DUTY

ON THE MARCH

HOME FRONT

READY

BEYOND THE UNIFORM

SITREP

A single Master Brand driving seven highly targeted lines of effort.

FORWARD: HOMETOWN HEROES



THE CORE FOCUS

The Community Series.

PRIMARY AUDIENCE

Civilian Wisconsin &
The Guard Community.

NARRATIVE PAYLOAD

Profiling Wisconsin Guard members
whose service has actively touched
and shaped their home communities.

FORWARD: THE LINE OF DUTY

LEADERSHIP HAS NO UNIFORM.

THE GUESTS



Wisconsin Guard officers, retired commanders, championship coaches, civic leaders, corporate executives, and nationally recognized leadership thinkers.

THE FOCUS



Honest conversations sharing the moments that defined them, the mistakes that taught them, and the lessons they would pass to the next generation.

FORWARD: ON THE MARCH

THE LEGISLATIVE ADVOCACY SERIES



COMPLEX ISSUE

Breaking down
TRICARE, NGRE, GI
GI Bill parity, &
equipment fielding.



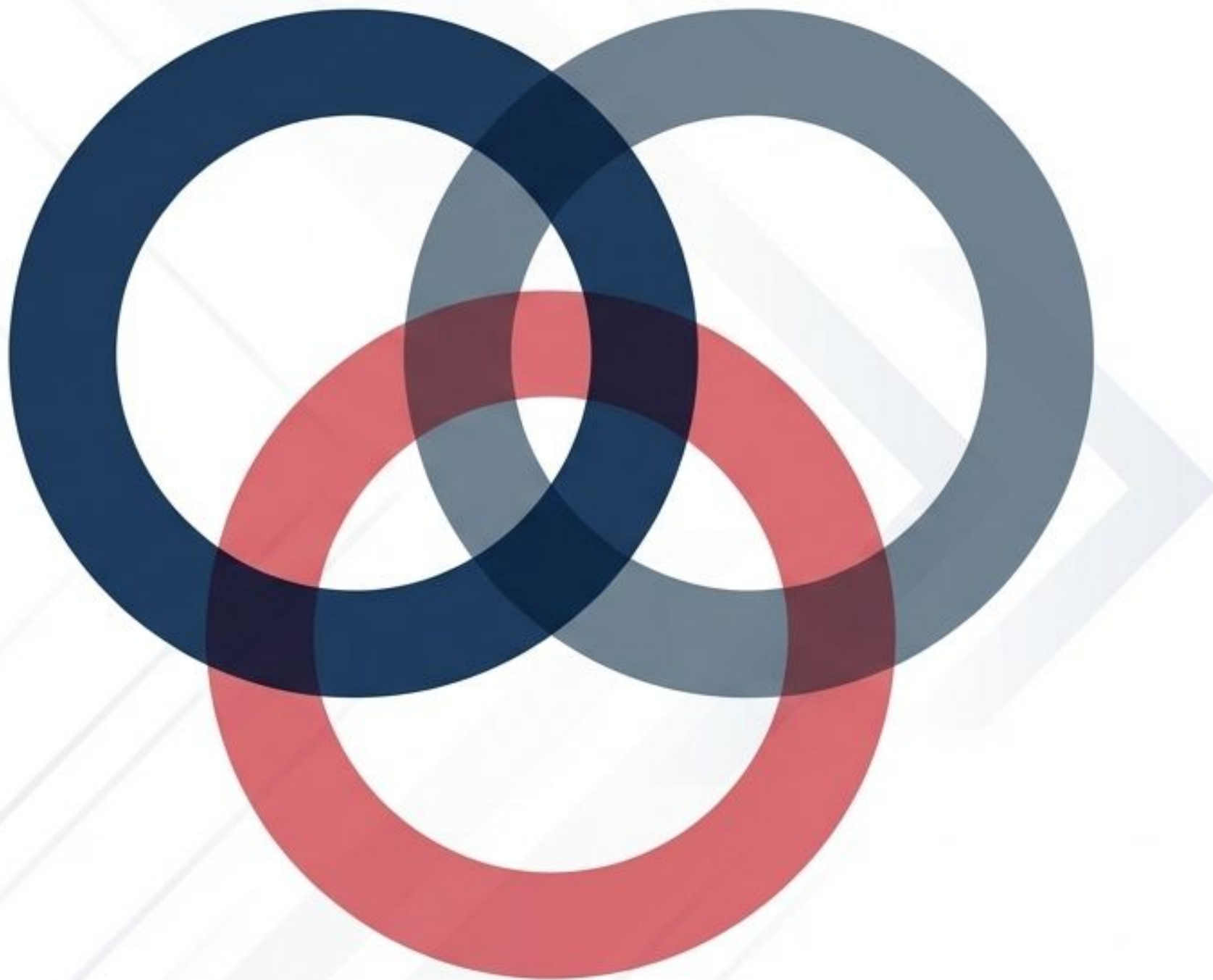
PLAIN LANGUAGE

Translating legislative
battles into accessible,
urgent operational
realities.



CLEAR ACTION

Mobilizing WINGA
advocates with a specific
call to action at the end
of every episode.



FORWARD: HOME FRONT

THE FOCUS & AUDIENCE

The Family Series. Built exclusively for spouses, children, and parents of Wisconsin Guard members.

THE MISSION

Speaking directly to the people who carry the weight of Guard service without wearing the rank.

FORWARD: READY

The Readiness & Equipment Series. Exploring what it actually takes to keep Wisconsin's Guard mission-capable.



**HIMARS
Deployments**



**F-35
Maintenance**



**Cyber
Operations**



**Unit Training
Cycles**

FORWARD: BEYOND THE UNIFORM

Stories of Service After Separation.

THE TRANSITION AND VETERAN SERIES.
PROVING THE COMMITMENT DOESN'T
END WHEN THE GEAR IS TURNED IN.

NAVIGATING
SEPARATION

CIVILIAN
CAREERS

CONTINUING
IDENTITY

FORWARD: SITREP

15:00

FORMAT & DEPLOYMENT

10 to 15-minute quick hits. Released instantly when an important crisis or event happens.

THE FOCUS

The Rapid-Response Current Events Series. Unfiltered, real-time ground truth.

STRATEGIC GOAL

Turn listeners into active advocates in real time, always ending with a specific action ask.

THE STRATEGIC ALIGNMENT MATRIX

SERIES TITLE	PRIMARY AUDIENCE	CORE CONTENT FOCUS	STRATEGIC OUTCOME
Hometown Heroes	Civilians & Guard	Community Impact	Humanize the Guard ✓
The Line of Duty	Broad Public & Leaders	Tested Leadership	Elevate Guard Authority ✓
On The March	WINGA Advocates	TRICARE, NGRE, GI Bill	Mobilize Legislative Action ✓
Home Front	Spouses, Kids, Parents	Unranked Service	Support the Family Unit ✓
Ready	Active Duty Guard	HIMARS, F-35, Cyber Ops	Maintain Mission Capability ✓
Beyond the Uniform	Separating Members/Vets	Career & Identity	Lifecycle Support ✓
SITREP	Rapid Responders	10-15m Breaking Updates	Real-Time Advocacy ✓

Moving Forward, Together

Synthesis Statement: A 75-year legacy of advocacy, powered by a next-generation media architecture.

Final Takeaway: Seven distinct lifelines. One unified mission. The Wisconsin National Guard Association is ready to broadcast.

