

IASB Radio & Television Copywriting Competition (2010)

You have been given below a list of copy points for the client, **Learn More Indiana**; a statewide communication effort to get more Hoosiers to successfully complete their high school diploma, go to college and complete a two- or four-year degree. The target market for the client is **students**. The client's goal for airing the commercial you are to write is:

1. To get students to visit **LearnMoreIndiana.org** and call **1-800-992-2076** for advice on how to get to college, career information, financial aid, etc.
2. To encourage participation in their high school's 3 events: **College GO! Week** (fall), **Cash for College** (spring), and **KnowHow2GOWeekend** (summer.)
3. To raise awareness of the importance of college preparedness (i.e. knowing the steps) and completion.

You are to write a script for a 60-second commercial for the client. If character voices, sound effects, and/or music are used in the script, they should be clearly noted.

Copy Points:

Client: Learn More Indiana

Product: Learn More Indiana—your college and career connection—provides information in print, in person, through partnerships and on the Web to get more Hoosiers to and through college.

1. What Learn More Indiana has to offer:
 - a. Advice on how to pay for college
 - b. Free resources and publications with college-going information
 - c. Interactive Web site (including tools to explore careers and Indiana colleges)
 - d. Indiana's College Success Coalition—a statewide network of local support that helps students through the college-going process.
 - e. Three statewide events held locally at every high school.
2. How to get the information:
 - a. Call 1-800-992-2076 (toll-free)
 - b. Learnmoreindiana.org
 - c. Visit your school counselor.
3. Why it's important to go to college and earn a degree:
 - a. Over a lifetime, college graduates make \$1 million dollars more than those with just a high school degree.
 - b. Most of the in-demand careers in Indiana require having a college degree.

Target Market: Students.

Price: Free.

Location: Statewide.

Learn More Indiana is a partnership of the Indiana Commission for Higher Education, the Indiana Department of Education, the Indiana Department of Workforce Development and the State Student Assistance Commission of Indiana, with additional support from Indiana's colleges and universities, USA Funds and the Lumina Foundation for Education—all working together to provide information that supports learning.