

College Radio and TV Copywriting Copy Points

Client: Indiana Broadcasters Association

Title: Join the Public Education Program (PEP)

Radio: 60-second script (See Contest Rules for specific requirements)

TV: 30-second script, two-column format (See Contest Rules for specific requirements)

Target Audience: Indiana non-profit groups and government organizations

Copy Points:

- The Indiana Broadcasters Association Public Education Program (PEP) helps government agencies and non-profit organizations deliver important public education messages across radio and TV stations.
- The Public Education Program has a return on investment of typically at least 3:1 – for every PEP commercial that a sponsor purchases, at least three commercials will hit Hoosier airwaves.
- Each PEP campaign generates millions of listeners and views, offering unparalleled exposure to virtually every Hoosier.
- Revenue generated from PEP helps support thousands of dollars for college student scholarships.
- Script must end with: “Join the IBA’s Public Education Program! Learn more at Indiana-Broadcasters-dot-org.”