

## **2024 College Radio & TV Copywriting Copy Points Client: Broadcast Education Association Scholarships**

**Title:** \$30,000 in Scholarships for Media College Majors

**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:** Current 2-year/4-year College students pursuing a media program

**Current Challenge:** Increasing awareness among college/university media programs to connect with BEA opening opportunities for their students

### **COPY POINTS:**

- \$30,000 in scholarships
- Eight (8) scholarship categories
- Awards range from \$1,000-\$4,000
- Scholarships to juniors, seniors at BEA Member Institutions
- A BEA profile must be created prior to applying (can be done at [www.beaweb.org](http://www.beaweb.org))
- All full-time undergraduate students attending BEA institutional members receive complimentary membership
- BEA membership carries substantial benefits but is not required to apply for a BEA scholarship
- Details at [www.beaweb.org](http://www.beaweb.org) under scholarships or <https://www.beaweb.org/wp/scholarships/>