

# 2023-24 Radio and TV Copywriting Copy Points

**Client:** IHSAA Foundation

**Title:** Protecting and Sustaining Education-Based Athletics

**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:** Former High-School Student-Athletes, Coaches, Administrators, Fans, and Parents (Donors or Prospective Donors)

**Current Challenge:** Increasing the brand awareness of the IHSAA Foundation and available resources offered.

## Copy Points:

- The IHSAA Foundation is dedicated to protecting, sustaining, and nurturing the proud tradition of education-based athletics in Indiana.
- Call to action should be included.
  - Visit [www.IHSAAFoundation.org](http://www.IHSAAFoundation.org)
- Current Programs from IHSAA Foundation:
  - Post-Secondary Scholarship Program for Graduating Student-Athletes
  - Student Advisory Committee Creation and Activation Grants
  - Curriculum from Officiating 101 and Provisional IHSAA Officiating License
  - Leadership Development for Athletic Administrators