

## **Radio and TV Copywriting Copy Points**

**Client:** IHSAA Champions Network

**Title:** IHSAA Champions Network

**Radio:** 30-second script (See Contest Rules for specific requirements)

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

**Target Audience:** Student-Athletes, Coaches, Administrators, Fans and Parents

**Copy Points:** The IHSAA Champions Network is a diverse broadcast network featuring 70+ terrestrial radio stations that make up the Champions Radio Network, Bally Sports Indiana on TV and IHSAAtv.org online, all combining their resources to blanket the state, the Midwest and the world with the most exciting presentation of high school sports in America. This promotional spot is for the IHSAA Champions Network promoting the coverage of high school athletics.