

IASB College Contest

Radio & TV Copywriting Copy Points (2025)

Client: Indiana Broadcasters Association

Title: Careers in Broadcasting

Campaign Goal: Promote Broadcasting as a Career

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

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

Target Audience: College students studying broadcasting, or younger people considering their future career plans

The client is the Indiana Broadcasters Association, which has more than 250 member radio and television stations throughout Indiana. IBA is the chief advocate for stations with the state's Congressional delegation, at the Federal Communications Commission, and at the Indiana Legislature. IBA's mission is to **advocate**, to **educate** (with sales training and other resources), the help stations **innovate** with new technologies, and to **celebrate** the successes of stations with annual awards events.

This campaign should promote broadcasting as an exciting career path for future professionals to consider. The messaging must inform the audience about the wide range of opportunities to join the broadcasting ranks, not just on-the-air, and that it's not only a fulfilling career, but also a tremendous way to serve local communities.

Copy Points:

- Each year, the Association sponsors two large Career Fair events designed to bring together stations with job openings and job seekers. Usually, those job seekers are college students who are studying broadcasting and who are interested in a career at a radio or TV station.
- While many students are looking for "on-air" opportunities, stations are working to fill all kinds of positions – including entry level sales positions (where the most money can be made), administrative staff, digital expertise (websites), production, programming, IT, engineering, and on-air positions like multimedia reporting posts.
- Most listeners and viewers may assume that the only positions at a station are the ones they hear or see on the air. And while stations are changing and learning to do more with less staff, the business is also changing. Radio stations are doing more video. Podcasting is becoming more common. Television news departments are moving to hire multimedia journalists, adept and reporting, shooting, and editing.