

2021-22 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)

Copy Points:

- The IHSAA Foundation is dedicated to protecting, sustaining, and nurturing the proud tradition of education-based athletics in Indiana. The Foundation's work will ensure IHSAA member schools receive the support they need to help their students excel in athletics, the classroom, and their lives.
- Call to action should be included.
- Funding Initiative Categories for IHSAA Foundation:
 - Student-Athlete Leadership Development Programs
 - Student-Athlete Advisory Council (SAC) Development for Member-Schools
 - IHSAA Student Leadership Conference (SLC) Attendance for Member-Schools
 - Post-Secondary Scholarship Program for Graduating Student-Athletes
 - Grant Program for Member-Schools to Directly Benefit and Impact Student-Athletes
 - AD & Coach Leadership Development
 - InSideOut Initiative Access to Member-Schools
 - Transformational vs. Transactional
- For more information on the IHSAA Foundation, visit www.IHSAAFoundation.org