

2026 High School Radio and TV Copywriting Copy Points

Client: IHSAA

Title: Sports Officials Recruitment

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, parents, high school juniors and seniors, and college students

Current Challenge: Declining numbers of officials, aging workforce, abuse from fans, coaches, and players

Copy Points:

- Encourage target audience to consider becoming licensed IHSAA sports officials. Emphasize the impact they can make, the opportunities available, and the benefits of getting started.
- Clear call to action
 - Mention IHSAA (Indiana High School Athletic Association)
 - Website: www.ihsaa.org/become-official