

## **College Contest**

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

**Client:** Indiana Broadcasters Association

**Title:** IBA 2019 Scholarship Program

**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:** College students studying broadcasting

**Copy Points:** The Indiana Broadcasters Association is an alliance of nearly 300-member radio and television broadcasters, united to serve their audiences throughout the Hoosier state. The IBA advocates for member stations, offers FCC inspection programs, provides scholarships to college students, hosts career fairs throughout the state for members to recruit new employees, and represents the broadcasting industry before the Indiana General Assembly and to Washington, D.C. policymakers.

Through the Indiana Broadcasters Foundation, college scholarships are offered to students who are pursuing a degree in the field of broadcasting – including on-air, sales, engineering and programming. The IBA works cooperatively with Indiana institutions that offer broadcasting programs, annually funding several scholarships that help students with education expenses. Since 2011, the IBA has awarded nearly \$200,000 in scholarships.

In 2019, the Indiana Broadcasters Foundation will award \$5,000 scholarships to students attending state colleges and universities pursuing broadcasting degrees and careers. The scholarships are funded by IBA member TV and radio stations as well as the IBA foundation. Applications for the 2019 Scholarship Program will open in January and checks will be awarded to students during the IBA and IASB Career Day in March.

The goal of the scholarship program is to give broadcasting students additional support to pay for their education and have the financial freedom to pursue internships and other opportunities within the industry.

Script must end with “This message is brought to you by the Indiana Broadcasters Association and the Indiana Association of School Broadcasters.”