

HIGH SCHOOL

Radio and TV Copywriting Copy Points

Client: Indiana High School Athletic Association

Title: Face of Sportsmanship

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: Student-Athletes, Coaches, Administrators, Fans and Parents

Copy Points: The IHSAA is a voluntary, not-for-profit organization that works to provide wholesome, educational athletics for the secondary schools of Indiana. Its 406 member high schools - public, institutional, parochial, and private – pay no annual membership fee or incur entry fees to play in the Association’s tournaments.

The Face of Sportsmanship campaign is an annual IHSAA campaign that has launched every August for the last 12 years and expands throughout the entire school year. Its main goal is to promote good sportsmanship amongst the student-athletes, coaches, administrators, fans, and parents of its member schools and to decrease the occurrence of sportsmanship infractions at IHSAA sanctioned events.

Sportsmanship doesn’t happen just during the game or match. It happens in the stands, on the sidelines, on the web, and at home. Sportsmanship is everyone’s responsibility: from the players, to the coaches, to the fans, including parents. Sportsmanship is about the commitment to follow the rules and “playing the game” the right way by showing respect to all those involved. Sportsmanship translates to lessons in citizenship for the 160,000 young men and women who participate in high school sports in Indiana.

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