

Radio and TV Copywriting Copy Points

Client: Indiana Association of School Broadcasters

Title: Don't Text and Drive

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: Drivers ages 16 – 34

Marketing Slogan: Arrive Alive! Don't Text and Drive!

Copy Points: More than nine in ten Americans believe sending (94%) and reading (91%) texts while driving is dangerous. Even so, people are still doing it. Some facts:

- The United States Department of Transportation notes that cell phones are involved in 1.6 million auto crashes each year that cause a half million injuries and take 6,000 lives.
- According to the Virginia Tech Transportation Institute (VTTI), texting while driving is six times more likely to cause an auto crash than driving when intoxicated.
- According to a study by the Virginia Tech Transportation Institute (VTTI), sending or receiving a text takes a driver's eyes off the road for an average of 4.6 seconds, the equivalent of driving blind at 55-mph for the length of an entire football field.

Script must end with "This public service announcement provided by the Indiana Association of School Broadcasters."