**LSPA RADIO CONTEST**

**SWEEPER SCRIPT WRITING PROMPT**

**DISCLAIMER:** THIS SCRIPT IS FOR CONTEST PURPOSES ONLY AND WILL NOT BE AIRED ON KLSU RADIO.

**INSTRUCTIONS:** Using the prompt below, write a script for a 30-second sweeper. Judging will be based on the use of creative language, strength of applicable calls-to-action, and appropriate tone for the target audience and station format.

**PROMPT:** This is a 30-second sweeper that is a promotion for KLSU’s annual fundraiser. Your intent is to engage your audience and encourage them to donate. You must mention that donating allows listeners to receive exclusive merchandise. By donating, audience members will be supporting KLSU’s staff. Listeners can donate by visiting klsuradio.fm or calling 225-578-5578.