

**PSA #1 (for use through Milk Bowl)**

The thrill of a touchdown! The excitement of a completed forward pass! The color of halftime — all combine to remind us that Idaho's high school football "Milk Bowl 20\_\_" championship games are coming to you.

State championship play-offs, sponsored by the Idaho High School Activities Association, have begun and will conclude with the crowning of six state champions on Friday and Saturday, November \_\_ and \_\_.

Attend the games, support your teams, join the crowds during the final weeks of Idaho high school football.

This message brought to you by the Idaho High School Activities Association.

**PSA #2 (fall spot)**

The fall sports season for high schools is now underway. Of course, there will be some winners and some losers but for thousands of student athletes across the state the real benefits will be the lessons in self-discipline, teamwork and sportsmanship.

If you believe in this kind of education, attend the games, support your team, join the crowd. It's an investment in today's youth.

This message brought to you as a public service of the Idaho High School Activities Association.

**MEDIA: Radio**

**Subject: Football Championships**

**CLASSIFICATION: 30 Seconds**

It's a real pleasure for Idaho's dairy farmers to sponsor this year's high school championship football games. As usual, it's been an exciting season right down to the wire. The United Dairymen of Idaho will be sponsoring other student activities this year through the Idaho High School Activities Association. It's their contribution to youth development in our state. And, Idaho's dairy farmers would like to remind you that when you want something really good to drink . . . drink milk . . . because milk's got more.

**30-Second PSA for the Idaho High School Activities Association  
— Football Championships**

The Idaho High School Activities Association, together with the United Dairymen of Idaho, invites you to join them in supporting the young people who participate in high school activities. The IHSAA and the United Dairymen of Idaho are investing in today's youth and tomorrow's leaders.