

PSA Instructions

Many people get the majority of their news and information from electronic media. Through radio broadcasts, you can reach this large audience. That's why SkillsUSA has developed this Public Service Announcement (PSA) Kit.

Use of public service announcements is a great way to get free radio coverage of your chapter. Yes, we said "free." Radio stations run announcements from nonprofit groups at no cost. Our Web site has five prerecorded PSAs for your chapters use.

Also included are scripts for live read PSAs. Live read PSAs are read aloud, on air by radio announcers. You can use the scripts as a basis to write your own announcements or simply fill in the blanks with your name and local school information, photocopy the scripts and deliver them to your local radio stations. Just make sure you keep copies for yourself. Be sure to use the cover sheet titled: "Consider SkillsUSA and Career & Technical Education."

The CD in this kit can be delivered to your local radio stations, too. You can make additional copies of the CD by replicating the one we've sent or have a chapter member download these PSAs and burn the files to a CD. Visit: www.skillsusa.org/educators/psa.shtml, click on the links at the left (you may need to right click and SAVE AS) to save the sound files to your hard drive. A CD label template can also be downloaded to print out and put on the CD face. The template is for Neato CD labels (available at most office supply or computer stores). Then you can send the CDs to your local radio stations. It's that simple.

A visit to the local radio station is a great way to ensure your materials won't be tossed out with the morning's junk mail. However, if you're unable to make such a visit, be sure to address your package to the attention of the **PSA Director**.

Consider SkillsUSA and Career & Technical Education

When the power is out, who are you going to call? When the computer network goes down, who are you going to call? When your car or truck needs repair or you want a loaf of bread, who are you going to visit?

The answer? You'll probably be calling a graduate of career and technical education. What's the next question? Will there be enough skilled workers to meet our community's needs?

America's highly skilled work force is an issue. Virtually every community is in short supply of skilled workers. From automotive service technicians to health care workers, there aren't enough to go around.

Career and Technical Education (CTE) programs help ensure that local communities have the necessary employment pool. A critical component of these programs is SkillsUSA.

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled work force. We help every student excel by teaching leadership and employability skills as they learn their technical and academic skills in their classrooms.

SkillsUSA (formerly known as VICA or the Vocational Industrial Clubs of America) includes more than 16,000 instructors and over three-hundred thousand high school and college students annually. Our members are in every state and we have served over 9.6 million students since our founding in 1965. We have over 1,100 corporations, trade associations, businesses and unions supporting us at the national level and thousands more at the local level.

I hope you will schedule the enclosed PSA as a way of recognizing the value and importance of CTE to the students, parents, teachers and businesses that support your community and as a reminder that we all depend upon Career and Technical Education.

Thank you.



SkillsUSA
Live Read
PSA
60 seconds

AMERICA IS FACING A CRITICAL SHORTAGE OF SKILLED WORKERS.
SKILLSUSA HAS A SOLUTION.

SKILLSUSA IS A PARTNERSHIP OF STUDENTS, TEACHERS AND INDUSTRY
WORKING TOGETHER TO ENSURE AMERICA HAS A SKILLED WORK
FORCE.

SKILLSUSA PROVIDES QUALITY EDUCATION EXPERIENCES FOR
STUDENTS IN LEADERSHIP, TEAMWORK, CITIZENSHIP AND CHARACTER
DEVELOPMENT. IT BUILDS AND REINFORCES SELF-CONFIDENCE, WORK
ATTITUDES AND COMMUNICATIONS SKILLS.

TECHNICAL EDUCATION HELPS STUDENTS CHOOSE FROM A WIDE
RANGE OF CAREERS — FROM PLUMBING AND CARPENTRY TO
NURSING AND COMPUTER TECHNOLOGY. CAREER AND TECHNICAL
EDUCATION PROGRAMS ARE OFFERED IN HIGH SCHOOLS,
COMMUNITY COLLEGES, TECHNICAL COLLEGES AND INSTITUTES.

TO FIND OUT MORE ABOUT SKILLSUSA CHAPTERS IN THIS AREA AND
THE OPPORTUNITIES AVAILABLE THROUGH QUALITY CAREER-TRAINING
EDUCATION, CONTACT: _____
(SkillsUSA Advisor name)
AT _____
(Career-Tech Center School Name).

OR FIND OUT MORE ON ONLINE AT:
SKILLSUSA DOT ORG
SKILLSUSA: CHAMPIONS AT WORK



SkillsUSA
Live Read
PSA
30 seconds

AMERICA IS FACING A CRITICAL SHORTAGE OF SKILLED WORKERS.
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AND THE OPPORTUNITIES AVAILABLE THROUGH QUALITY TECHNICAL
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SKILLSUSA: CHAMPIONS AT WORK

SkillsUSA
Live Read
PSA
15 seconds

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