Dear Public Service Director,

National television personality **Mike Rowe** has joined with **SkillsUSA** — a national, nonprofit student organization — to create an audio public service announcement addressing the “skills gap” threatening our economy at the local and national levels. We at [insert chapter name and location here] hope you’ll consider downloading the PSA at the links below (:30 and :60 versions are available) and including it in your regular PSA rotation.

www.tinyurl.com/MikeRowePSA-30

www.tinyurl.com/MikeRowePSA-60

**The Skills Gap Defined**

Hundreds of thousands of the highly skilled technical jobs our economy increasingly depends on are available right now, and industry is desperate to fill them. Unfortunately, workers equipped with the necessary skills are in short supply. That’s the skills gap, and it’s a challenge our economy needs to overcome if it’s going to thrive. The good news is that, within that gap, opportunities for rewarding, successful careers abound. SkillsUSA helps students around the country — including those in our area — make the most of those opportunities.

**Mike Rowe and SkillsUSA**

Mike Rowe, through his mikeroweWORKS Foundation, has been an avid supporter of SkillsUSA for nearly a decade, and it’s easy to understand why. For years, through his popular television programs and other appearances, Rowe has championed the “dignity of work” from sea to shining sea.

SkillsUSA has fostered that dignity since 1965, declaring a mission to empower its members to become world-class workers, leaders and responsible American citizens. SkillsUSA serves more than 300,000 high school and college/postsecondary students in all 50 states and two U.S. territories. These students are preparing for careers in technical, skilled, service and health occupations. Students complement their skills training with leadership development; they plan and carry out community service projects, develop public speaking skills, learn to work in teams and more. SkillsUSA helps each student excel, personally and professionally.

**A Local Impact**

SkillsUSA’s scope is national, but the roots of the organization spring from more than 4,000 local chapters across the country. These PSAs will be of interest to students, parents and businesses in our area, each standing to benefit from involvement in the SkillsUSA program. As Mike Rowe says, “SkillsUSA is the connective tissue between the opportunities that exist and the hopes that a lot of parents and kids have for their own future.“

Thanks for helping to shape those futures by helping us spread the word.

Sincerely,

[Contact info here]

For more information on SkillsUSA, visit: [www.skillsusa.org](http://www.skillsusa.org)

For more information on the mikeroweWORKS Foundation, visit: [www.mikeroweworks.org](http://www.mikeroweworks.org).