

SkillsUSA 2024 NLSC Media Report

Date	Story and News Outlet	Link
6/21/24	The Saporta Report Guest Column by Chelle Travis: SkillsUSA returns to Atlanta 6/18 workforce	https://saportareport.com/skillsusa-returns-to-atlanta-to-build-a-better-workforce/columnists/guestcolumn/melinda-sylvester/?mc_cid=dead597d3f&mc_eid=c438a5ccb1
6/18/24	NLSC Pre-Event Press Release (national)	PR Web: https://www.prweb.com/releases/largest-skillsusa-national-conference-in-history-showcases-americas-future-skilled-workforce-302176197.html
6/24/24	Body Shop Business I-CAR Participates in SkillsUSA National Leadership & Skills Conference (sample of industry-generated coverage)	https://www.bodyshopbusiness.com/i-car-participates-in-skillsusa-national-leadership-skills-conference/
6/25/24	The Morning Huddle Podcast Live from NLSC	https://www.linkedin.com/posts/staceyholsinger_we-are-skillsusa-activity-7190688776006905856-QTG6/
6/25/24	Fox 5 Good Day Atlanta Transfr CEO and Chris Gardner: Inspiration and Opportunity	https://mms.tveyes.com/Transcript.asp?StationID=775&DateTime=6%2F25%2F2024+9%3A14%3A38+AM&u=1379731&e=true&t=True&aln=43692043
6/26/24	WABE Radio PBS/NPR	https://www.wabe.org/skillsusa-atlanta-conference-molds-students-for-high-demand-trade-careers/
6/27/24	Atlanta Journal Constitution Jillian Price Students gather in Atlanta to participate in trade skills competition	https://www.ajc.com/news/atlanta-news/students-gather-in-atlanta-to-compete-in-trade-skills-competition/NEH62KZFWNGWFMLQUECXNFVBI/
6/28/24	Fox 5 News Students Assemble Bikes at SkillsUSA Conference	https://www.fox5atlanta.com/video/1478129 https://www.fox5atlanta.com/news/students-assemble-bikes-children-metro-atlanta-skillsusa-conference
6/29	Good Day Atlanta Fox 5 News	https://www.fox5atlanta.com/news/students-assemble-bikes-children-metro-atlanta-skillsusa-conference
6/29/24	Hoodline Local news coverage from Atlanta	https://hoodline.com/2024/06/national-student-leaders-converge-in-atlanta-for-skillsusa-build-bikes-for-charity/
7/2/24	Roofing Contractor Magazine Plans to write additional stories	https://www.roofingcontractor.com/articles/99659-contest-crowns-champions-of-commercial-roofing-at-2024-skillsusa
7/4/24	Engage 121	Distribution of national medalist and/or SkillPoint recipient press releases nationwide (about 2,500)

Collision Week: <https://collisionweek.com/2024/07/03/skillsusa-2024-national-collision-repair-automotive-refinish-damage-appraisal-medalists-announced/>

12 Volt News: <https://12voltnews.com/2024/07/03/kicker-expanded-the-companys-support-for-skillsusa-in-2024/>

Construction Links Network: <https://constructionlinks.ca/reality-stars-ty-pennington-and-yolanda-gampp-team-up-on-location-during-production-of-teen-docu-series/>

Digital Engineering 247.com: <https://digitalengineering247.com/article/winners-of-2024-skillsusa-additive-manufacturing-competition-announced>

Boating Industry: <https://boatingindustry.com/top-news/2024/07/02/abyc-judges-skillsusa-national-competition/>

Autobody News: <https://www.autobodynews.com/news/collin-college-s-joshua-meza-shines-at-skillsusa-national-tournament>,
<https://www.autobodynews.com/news/i-car-steps-up-efforts-to-recruit-educate-new-collision-repair-techs>

National Roofing Contractor's Association:
<https://nrca.net/RoofingNews/Students%20receive%20awards%20for%20SkillsUSA%20national%20roofing%20competition%20.7-02-2024.12223/Details/Story>

Petroleum News Online: <https://www.petroleumnews.com/pntruncate/683137078.shtml>

Motor Online: <https://www.motor.com/2024/06/i-car-expands-support-for-future-collision-repair-technicians-at-skillsusa/>

Roofing Contractor Online: <https://www.roofingcontractor.com/articles/99615-roofing-alliance-funds-skillsusa-initiative>

Roofing Magazine Online: <https://roofingmagazine.com/roofing-alliance-funds-skillsusa-initiative/>

Business Chief.com: https://businesschief.com/pr_newswire?rkey=20240618UN42602&filter=22716

PR Newswire: <https://app.cision.com/public/#!/news/3BI7Dxc4Qxe7VWt0tmPDmxsbgTQJkJqTbqho8wBfW8o>

On site all week gathering content for future media projects:

- SkillsJam crew (30+ crew and staff)
- Blue Chalk (shooting for Lowe's Foundation, crew of six)
- Blackline (video crew of four, shooting for Mar Com)
- Atlanta Convention Photography (photographer and videographer, shooting for Mar Com)

National Press Releases

Pre-NLSC National Press Release

Pre-NLSC Releases for all national honorees (Honorary Life Members, Outstanding Educators and Advisors of the Year Regional Winners)

Press releases of all national medalists and SkillPoint certificate recipients were sent on July 4, 2024 nationwide