

Sample Public Service Announcement

Your chapter can create localized Public Service Announcements (PSAs) to run on area TV or Radio stations. First, contact your local media for PSA requirements. Then create video and audio PSAs working with your broadcast video and audio production program to write the scripts and record them. Finally, deliver them to the news media and request they run before or during SkillsUSA Week. Here is sample copy to help you get started.

■ Skilled Workforce: 15 seconds

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members. To find out more, please visit SkillsUSA's website at www.skillsusa.org.

■ Skilled Workforce: 30 seconds

America is facing a critical shortage of skilled workers. SkillsUSA has a solution.

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members.

But being a skilled worker means more than building a house or designing a web page. SkillsUSA offers more—just ask students like [Name].

STUDENT COMMENTS [Insert 4 seconds of a short SkillsUSA Framework story]

These are the kind of skills employers want.

You can find out more on online at www.skillsusa.org.

■ Skilled Workforce: 60 seconds

America is facing a critical shortage of skilled workers. This shortage has a profound impact on our nation's economy. SkillsUSA has a solution.

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members.

But being a skilled worker means more than building a house or designing a web page. SkillsUSA offers something more — just ask students like [Name or Names].

STUDENT COMMENTS [Insert 26 seconds of a short SkillsUSA Framework story]

These are the kind of skills employers want.

You can find out more on online at www.skillsusa.org.