



NATIONAL LEADERSHIP & SKILLS CONFERENCE

ATLANTA | JUNE 2023



SkillsUSA SLSC Public Relations

SkillsUSA state conferences are incredible showcases of career and technical education that provide a wonderful opportunity for publicity and recognition for your SkillsUSA members. Public relations efforts surrounding your state conference helps gain positive attention for SkillsUSA as a whole as well as for individual students, schools and your state association. PR efforts can also yield additional financial or in-kind support from industry partners and program support from the school system.

Create a Public Relations Committee

Form a Public Relations Committee for your state conference. Invite people who work in your conference city in school communications or public relations. They can create media lists, invite the media to cover the event, distribute press releases, set up interviews, answer questions or coordinate with the media. It also helps to have a list of articulate alumni or passionate industry partners who are willing to be interviewed.

State Press Release Before SLSC

A press release is an easy way to share key facts and keep everyone informed. The SLSC press release can be emailed to schools, posted on your website and shared with media outlets. Send the press release to local newspapers and TV stations two weeks before your event — especially if you are raising funds or need additional volunteers.

Media Alert Before SLSC

A few days before conference, a Media Alert is a quick way to inform the media about specific events. Your Media Alert lets the assignment staff or news editors at local newspapers or TV stations know what is happening, when and where. Keep the Media Alert to one page and provide a contact person with cell phone and email.

State Press Release After SLSC

Create a state press release following the SLSC. Include all recognized schools, all students who earned medals, served as delegates or received scholarships or other honors. Also list all schools that were recognized in the Chapters of Excellence program or students who were elected as state officers.

Sample Customizable Press Releases

A complete SLSC Media Kit with more detailed information is posted on the State Director Gateway. For sample press release templates in Word that you can personalize, go to:

<https://skillsusa.egnyte.com/fl/eGIGOpZFai>