

Sample PSA Director Letter

Your corporate logo/header

Date

Name

Title

Station/Media Name

Street Address

City, State, Zip Code

Dear (Personalize for each Public Service Director):

Currently, an opportunity divide exists in the United States. Six million 16- to 24 year olds are out of work and out of school – that's more than **1 in 7 young adults** who are disconnected from the education system and mainstream economy, plus millions more who lack a stable connection to either. Many of these young adults, known as opportunity youth, are bright, motivated, eager to learn, and hard workers who take responsibility for their futures, but lack access to career training and opportunities. Both employers and taxpayers lose out when the potential of these young people is not realized. Their disconnection is estimated to cost taxpayers **\$93 billion per year** in lost revenues and increased social services.

Despite persistently high unemployment, there are more than 4 million job vacancies, in part because employers cannot find workers with the skills these jobs require. For many businesses, the hiring process is largely built around points of elimination and a series of assumptions. Without the traditional credentials that employers value, opportunity youth are often overlooked. However, **these young adults represent an unrealized opportunity for employers to access millions of talented workers to fill critical entry-level positions and to grow their businesses and the economy.** They stand ready to show the world that sometimes the best candidates aren't the ones we're used to, but they are exactly who businesses need.

A New PSA Campaign

Through the Grads of Life PSA campaign, the Ad Council and a coalition of partners (Year Up, the Employment Pathways Project, Opportunity Nation, MENTOR: The National Mentoring Partnership, ConPRmetidos, the New Options Project, Public Private Possibilities, and Young Invincibles) seek to shift employers' perceptions of this great pool of untapped talent, encourage them to rethink their business practices, and take action by visiting GradsOfLife.org. Campaign materials highlight the innovative employers around the country and the range of proven approaches that they have implemented to help young people gain access to good jobs and, at the same time, help employers develop and gain access to a 21st century workforce, who supports their business bottom line. These employment pathways, which include internships, mentoring programs, school-to-work programs, and innovative hiring practices, provide young people with the critical skills, experience, and guidance they need to succeed in meaningful careers.

We ask you to help support the campaign by airing the Grads of Life PSAs you received either digitally or via hard kit. Additionally, the PSAs and other campaign materials can be downloaded from the [campaign toolkit](#) or from [PSA Central](#). By airing the Grads of Life PSAs, we can help shift employers' perceptions of opportunity youth and encourage them to learn more about the business benefits of working with these young adults in order to take action. **By raising employers' awareness of the potential of this talent pool, we will change lives, strengthen the community, and ensure the long-term success of our country's economy.**

Sincerely,

Name

Title

Company/Organization