

-MEJO 332.2 Public Relations Writing Final Exam-

For this exam, you are working as the public relations coordinator (congratulations! I hear it's a promotion – hope it pays well!) for Youth For Understanding USA, an international high school exchange student organization with an excellent reputation in global education. Although the organization has thrived for 70 years, it weathered two very discouraging years recently as a result of COVID-19-related mandates and international travel restrictions.

The organization is back on track and thriving again! It is extremely busy placing hundreds of eager students for the upcoming 2022-2023 academic year. Many are students who had to delay their student-exchange experience during the pandemic. This is great news; but, the organization is now in great need of more volunteers as soon as possible! The new exchange students will arrive this August! The communications director (your boss) tasks you with writing and formatting a strategic letter that will be mailed to current host families in the U.S. to help the organization spread the word about volunteer opportunities.

Your job is to equip the organization to communicate this message and call to action by creating a couple of communication tools that target its host families in the U.S. You may gather info about YFU USA and the domestic contacts from its website, <https://www.yfuusa.org/>. Here's what to do:

1. Write a direct mail letter that targets current host families in the U.S. (50% of final exam grade).

Draft a one- to two-page letter of appeal to a specific host family (real or fictitious, your choice) that could be sent to all host families in the U.S. in a direct marketing campaign: (1) to thank them for their patience, support and response to COVID-19 emergency measures, (2) to encourage them to continue serving as host families next year and beyond, and (3) ---most important-- to share the urgent need for more volunteer support and to ask them to volunteer where needed and to help the organization spread the word in their communities and spheres of influence ([ways to volunteer, how to get involved](#)).

Use appropriate business letter format. **Write the letter for the YFU USA's current chair of the National Volunteer Council to sign** (you can find the chairperson's name and national organizational address on the website—About YFU > Leadership). Use a specific name or names and address for your recipient(s), even if the name(s) and address are fictitious. **Show me that you learned all the best practices and key elements for an effective direct mail letter!** Remember, this is not content for email or the website (hyperlinks aren't useful). This is content intended for a traditional letter that will be mailed to the target audience by the U.S. Postal System. (Be careful not to plagiarize any updates on the website. Use your own words and writing skills! Your honor is on the line!)

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2. **Select one additional public relations tool (50% of final exam grade)** from the list below. Use correct format, good news judgment and strong strategy for the tool you select. Remember AP style!
- a. News Release for one appropriate news outlet (print or broadcast outlet, traditional or digital format, your choice), or
 - b. PSA (60 seconds reading time; Consider the target audience and the call to action first), or
 - c. Public Statement (aka: a three-minute speech) for the chair of the National Volunteer Council to use in an upcoming Zoom meeting with U.S. host families. Please use correct speech format and strategic speech tactics.

You have approximately two days to complete your exam. Your completed work is due on Sakai no later than 5 p.m. EST Monday, May 2, 2022. ***I will subtract points for anything that arrives late.***

There may be errors in this information/memo – the common ones that you have grown to love throughout this semester. You will find the appropriate contact information through the YFU website. All AP style, grammar, spelling and punctuation errors count...you know the drill!

Be sure to consult your AP Stylebook, course textbook, dictionary, thesaurus, notes, graded writing assignments and format templates you may have. This exam is open-book, open-notes, but, please, do your work independently. **No teamwork, partnerships or collaborations on the exam.** Please check your work carefully before handing it in. Careless errors are deadly to final grades!

There will be no rewrites allowed for the final exam. All grades are final.

REMEMBER: Turn in your completed work on Sakai before the deadline. PROOFREAD YOUR WORK CAREFULLY.

I wish you all the best. Thank you for an unforgettable semester!

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Youth For Understanding
3995 Fashion Square Blvd.
Suite 2
Saginaw, MI 48603



April 30, 2022

Tobin Hart
280 N. 22nd St.
Philadelphia, PA 19112

Your continued support means the world to us!

Dear Mrs. Hart,

The last two years have been difficult. As the world shut down and borders closed, Youth For Understanding's programming was forced to a halt. But, we know dreams can never be stopped. With support from volunteers and families like yours, we're back and better than ever. My sincerest gratitude for your support and patience during the COVID-19 pandemic.

Since we announced the return of our programming on February 7th, I'm excited to share that we are busy placing hundreds of students with host families for the upcoming 2022-2023 school year. The pandemic forced many students to delay their exchange experiences, and we are eagerly awaiting their arrival in August.

Given the recent volume of interest in our programming, there has never been a more critical time to consider volunteering. Volunteers are needed in all positions, including area representatives, area coordinators, and study abroad recruiters. Given your history with YFU, I think you would be a perfect fit for many of our positions. For more information, I encourage you to visit www.yfuusa.org/volunteer.

Whether from your own home or out in the community, your support means the world to us. Spreading the word about what we do is so important to the future of YFU and our students.

As we welcome our next class of students, I hope you and your family will consider hosting a new son or daughter again this year or in the future. Supporting young students in communities outside of their own can transform their perspectives and foster life-long learning.

Thank you again for all your support. We have weathered the last two years; now, we look to the future.

Sincerely,

Eric Biga

Eric Biga
Chair, National Volunteer Council YFU

P.S. Thank you for your continued support of YFU. I hope you will consider volunteering or hosting for us again!



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

3995 Fashion Square Blvd.
Suite 2
Saginaw, MI 48603

April 30, 2022

CONTACT: Megan Missey, Public Relations Coordinator
919-000-0000, megan@yfuusa.org

PUBLIC SERVICE ANNOUNCEMENT

Start date: May 14, 2022
Stop date: September 1, 2022

YOUTH FOR UNDERSTANDING NEEDS YOUR HELP TO CHANGE LIVES

Reading time: <01:00>

When the world is forced to a stop, do dreams stop too? At Youth For Understanding we know they don't.

As the pandemic closed our borders and locked us down, our students kept dreaming. Dreaming and waiting to embark on their own life-changing adventures.

Now the time has come. Y-F-U is busy placing hundreds of students with host families for the upcoming school year.

But there is more to do before our students' dreams become reality. Y-F-U needs your help. Volunteers are needed in every position.

We are looking for individuals who embody our mission. Who believe travel is the ultimate learning experience. Who will devote their empathy to every Y-F-U student.

We are looking for you.

Help us change lives and perspectives. Learn more about volunteering for Y-F-U at y-f-u-u-s-a-dot-org-forward-slash-volunteer. Again, that's y-f-u-u-s-a-dot-org-forward-slash-volunteer.

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