



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

Placing a Public Service Announcement (PSA)

RADIO OUTREACH

Please note: The Marketing & Communications Department coordinates development of new PSAs and timed releases based on the YFU calendar cycle to radio stations across the nation. Downloadable mp3 files and live read scripts for the most recent PSAs can be found in the Field Director Lounge.

1. Identify local radio stations in your area in which you would like YFU PSA advertisements to run. One way that you can identify stations is to use web searches such as “NPR Michigan” or “NPR Texas”. This will allow you to find individual stations in your state and in some cases, give a full listing of all National Public Radio stations and addresses in your state. You can also use your district’s login for Gebbie Press to run a search for local stations.
2. Call the station and ask to speak with the person who handles the public service advertising. Alternatively, if you have an email address you can email the contact directly.
3. Be polite, courteous and professional. In some cases, this call may result in an interview about YFU. Remember, they are doing us a favor by running our PSA.
4. Introduce yourself as a Field Director with Youth For Understanding USA. Explain that YFU is one of the world’s oldest, largest and most respected intercultural exchange programs. Also remember to tell them that we are nonprofit, educational organization dedicated to preparing young people for their responsibilities and opportunities in a changing, interdependent world.
5. Ask for their email and let them know you will follow-up with one of our (30/15 second) PSAs, which will include both a downloadable mp3 file and a live read script version.
6. Follow-up in a few days to make sure that the PSAs were received and ask them when they will air.
7. When you know that the PSA has aired, write a thank you note to your contact.

Sample Letter – Radio PSA Request

This is just a sample. Don't forget to update the mp3 file link, live read script and personal information!

Hello!

Enclosed you will find a 30-second public service announcement for Youth For Understanding USA (YFU).

This PSA will inform your listeners of the opportunities to welcome an international high school student for a year or semester into their home by becoming a host parent with YFU.

YFU is one of the oldest and largest high school intercultural exchange programs in the world. We are a nonprofit educational program dedicated to advancing understanding, mutual respect, and social responsibility through educational exchanges for youth, families, and communities.

I have included a link to a pre-recorded mp3 file along with a live read script for your convenience. If you'd prefer to do a live interview, we'd be happy accommodate such a request.

YFU Host Family PSA (Good through 7.31.14)

- **YFU PSA (mp3 file): yfuusa.org/media/PSA/YFU-HF-PSAWeAreProud.mp3**

- Live read script (30 seconds)

We're proud. We're passionate. We're American. We're a nation of volunteers, giving our time and energy to bettering our communities and our country. Join YFU and share your unique American perspective with an exchange student from one of more than 60 countries. By introducing them to your family traditions, you can help shape a student's understanding of the US culture. Everyday experiences will feel extraordinary to your international son or daughter. Share your home and change the world. To learn more call **800.TEENAGE** or visit yfuusa.org!

Thank you in advance and if you do think you can air our PSA, please let us know. We appreciate your support.

Name

Title

District

YFU USA Intercultural Exchange Program

Email

Telephone

yfuusa.org

###

About YFU:

Youth For Understanding (YFU) advances intercultural understanding, mutual respect, and social responsibility through educational exchanges for youth, families and communities. The global YFU network, consisting of partners in more than 60 different countries, is united by the belief that full cultural immersion is the most effective means to gain the skills needed to thrive in an increasingly multicultural, interconnected and competitive global society. Selected to administer more government and corporate scholarships than any other high school exchange program, YFU has remained a trusted leader of intercultural exchange programs for more than 60 years because of its commitment to safety, reputation for quality, and exceptional support services.

TELEVISION OUTREACH

1. Identify local stations in your area where you would like to see a YFU PSA run. The easiest way to do this is to use your district's login for Gebbie Press to run a search for local stations.
2. Call the station and ask to speak with the person who handles the public service advertising. Alternatively, if you have an email address you can email the contact directly.
3. Be polite, courteous and professional. In some cases, this call may result in an interview about YFU. Remember, they are doing us a favor by running our PSA.
4. Introduce yourself as a Field Director with Youth For Understanding USA. Explain that YFU is one of the world's oldest, largest and most respected intercultural exchange programs. Also remember to tell them that we are nonprofit, educational organization dedicated to preparing young people for their responsibilities and opportunities in a changing, interdependent world.
5. Ask for their email and let them know you will follow-up with one of our (60/30/15 second) PSAs, which will include both a downloadable mp3 file and a live read script version.
6. Follow-up in a few days to make sure that the PSAs were received and ask them when they will air.
7. When you know that the PSA has aired, write a thank you note to your contact.

Sample Letter – Television PSA Request

This is just a sample. Don't forget to update the links and personal information!

Hello!

Enclosed you will find a 60-second professionally produced public service announcement for Youth For Understanding USA (YFU).

YFU is one of the oldest and largest high school intercultural exchange programs in the world. We are a nonprofit educational program dedicated to advancing understanding, mutual respect, and social responsibility through educational exchanges for youth, families, and communities. At YFU we not only help American teens to study abroad in one of more than 60 countries, but we also help to place international students in our local communities - sharing our local customs, history and culture. This 60-second video PSA highlights the opportunities for local families to welcome one of these international teens by becoming a host family.

I have included two links to the video PSA for your convenience. This PSA can be immediately aired and it does not have an expiration date. We've already begun matching students and families for the upcoming school year and will continue to do so through August and would appreciate your help in sharing this life-changing opportunity.

- **YFU PSA on YouTube:** youtu.be/OxB33bES5JA

- **Downloadable via Dropbox:** dropbox.com/s/le0wgj660a8rq5m/%20YFU%20Host%20Fam%20FINAL%201080.mov

If you'd be interested in a live interview we'd be happy accommodate such a request.

Thank you in advance and if you do think you can air our PSA, please let us know. We appreciate your support.

Name

Title

District

YFU USA Intercultural Exchange Program

Email

Telephone

yfuusa.org

###

About YFU:

Youth For Understanding (YFU) advances intercultural understanding, mutual respect, and social responsibility through educational exchanges for youth, families and communities. The global YFU network, consisting of partners in more than 60 different countries, is united by the belief that full cultural immersion is the most effective means to gain the skills needed to thrive in an increasingly multicultural, interconnected and competitive global society. Selected to administer more government and corporate scholarships than any other high school exchange program, YFU has remained a trusted leader of intercultural exchange programs for more than 60 years because of its commitment to safety, reputation for quality, and exceptional support services.

PRINT OUTREACH

1. Identify local magazines and newspapers in your area in which you would like a YFU print advertisement to run.
2. Be polite, courteous and professional: Remember that magazines and newspapers can choose which PSAs to print. The bottom line is that they are doing us a favor by printing our material. We also want them to welcome us back for a second time.
3. Call the publication and ask to speak with the person who handles the public service advertising.
4. Introduce yourself as a Field Director with Youth For Understanding USA. Explain that YFU is one of the world's oldest, largest and most respected intercultural exchange programs. Also remember to tell them that we are nonprofit, educational organization dedicated to preparing young people for their responsibilities and opportunities in a changing, interdependent world.

Let them know you can provide text (see sample below) and/or a visual ad in black & white, gray-scale or color in the size they need. [NOTE: Ads in the standard campaign format are available in the Wiki. If you need a specific size or messaging,

please send your request to marketing@yfu.org and allow at least 3 business days for your request to be filled.]

5. Ask for their email and let them know you will follow-up with an ad for their use.

6. Follow-up in a few days to make sure that the materials were received.

7. If they publish the ad, be sure to write a thank you note to your contact.

Sample Text Announcement – Generic Hosting

Edit, copy and paste into the body of an email and send to newspapers. This is just a sample. Don't forget to update the links and personal information!

Share Your Home, Change the World. Host a YFU Exchange Student.

YFU USA is Seeking Host Families for International Students

Each year, Youth for Understanding USA (YFU), one of the world's oldest, largest and most respected intercultural exchange organizations, sponsors American teens to study abroad, and welcomes nearly 2000 international teenagers to the US to participate in intercultural exchange. Would you consider hosting or serving as a welcome family for one of our carefully selected foreign exchange students this fall? The benefits of hosting a YFU student are as numerous and varied as the families who embrace this life-altering experience.

Meet some of our incoming students here: yfuusa.org/meetstudents. By opening your home and heart to a student from overseas, you and your family will gain a new global perspective, many memories, and - quite possibly - a new family member for life!

Interested or know someone who'd make a great host family? Apply at: yfuusa.org/host or call **800.872.0200** to speak directly with your local Field Director.

Families around the world trust YFU because of our reputation for quality, high safety standards, and strong support network. One of the world's oldest and largest exchange organizations, YFU has provided study abroad opportunities to more than 250,000 high school students for 60+ years.

Volunteer opportunities along with study abroad programs for American students and cultural immersion Adult Study Tours are also available. Learn more at yfuusa.org or contact NAME at <<xxx.xxx.xxxx>> or <<EMAIL ADDRESS>>.

###

About YFU

Youth For Understanding (YFU) advances intercultural understanding, mutual respect, and social responsibility through educational exchanges for youth, families and communities. The global YFU network, consisting of partners in more than 60 different countries, is united by the belief that full cultural immersion is the most effective means to gain the skills needed to thrive in an increasingly multicultural, interconnected and competitive global society. Selected to administer more government and corporate scholarships than any other high school exchange program, YFU has remained a trusted leader of intercultural exchange programs for more than 60 years because of its commitment to safety, reputation for quality, and exceptional support services.

Sample Ads

If you need a custom ad, please send your request to marketing@yfu.org and allow 5 business days for your request to be filled. Specific perimeters must be provided, including size, pixels, black & white/ gray-scale/color and any messaging language.