

U.S. Department of State: Regulations, Programs and Outreach

**National School Conference on International Student Exchange
February 28, 2009 – 9:00 to 10:15am**



Panelists

Betsy Davis
Chief, Youth Programs Division
Bureau of Educational and Cultural Affairs

Julia Findlay
Educational and Cultural Exchange Specialist,
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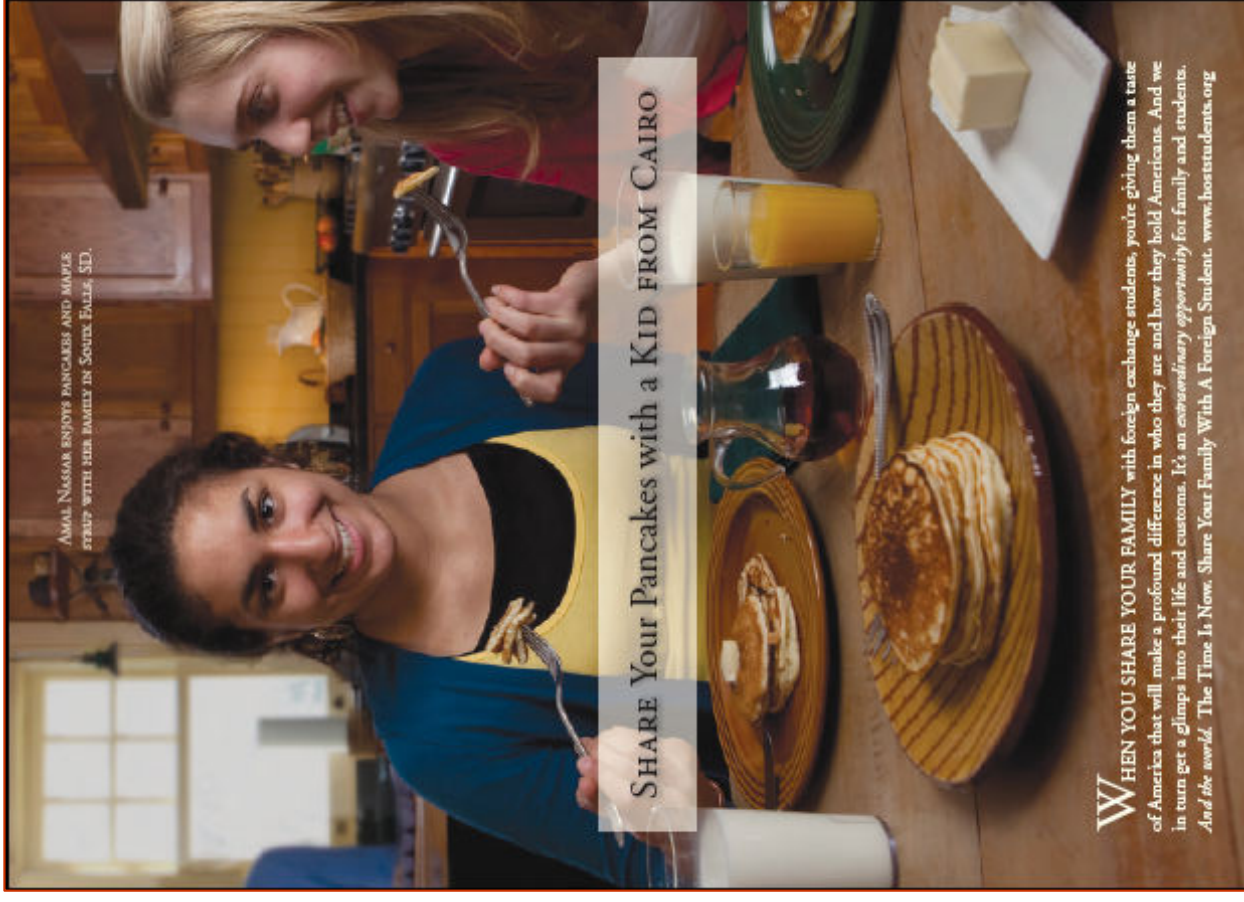


CSIET – State Department Joint Campaign to Encourage Hosting

- **Public Service Announcement Campaign:** National effort utilizing print, radio and on-line advertisements
- **School Outreach Initiative** focusing on five states (Connecticut, Indiana, Iowa, North Carolina and Washington State
- **Support** of the National School Conference on International Youth Exchange and the CSIET Global Classroom Award Program

Public Service Announcement - Print Campaign - Print

- **Print advertisement distributed to approximately 500 publications and magazines nationwide in mid March.**





Public Service Announcement Campaign - Radio

- **two 60-second spots and two 30-second spots will be distributed to 3,500 radio stations nationwide.**
- **Utilizing a customized media monitoring system, CSJET will track pick-ups with detailed reporting capabilities.**

“Grandparents”

30 seconds 📢

60 seconds 📢

“Parents”

30 seconds 📢

60 seconds 📢

Campaign Landing Site – www.HostStudents.org

INTERNATIONAL YOUTH EXCHANGE INFORMATION

one site -
one source

U.S. GOVERNMENT SPONSORED PROGRAMS:

>> YES:

Scholarships for high school students (15-17 years) from countries with significant Muslim populations to spend up to one academic year in the U.S.



>> FLEX:

Students from the former Soviet Union spend one academic year attending schools and living with host families throughout the United States.



>> CBYX:

Secondary school students between the ages of 15 and 18, who spend a year in Germany living with host families, attending a German school, and participating in



➔ WHAT IS YOUTH EXCHANGE?

[PROGRAM DETAILS AND FAQ'S](#)

➔ GETTING INVOLVED

[FIND PROGRAMS WORKING IN YOUR STATE](#)

➔ WHAT HOST PARENTS ARE SAYING

[PARENT FEEDBACK, TESTIMONIALS
AND ADVICE](#)

➔ YOUTH EXCHANGE IN THE NEWS

[ARTICLES, EDITORIALS AND PRESS
RELEASES](#)

Share Your Pancakes with a Kid from Cairo.

When you share your pancakes with a kid from Cairo, you're not just sharing a meal, you're sharing a culture. It's a simple act that can make a big difference. For more information on how to get involved, visit www.HostStudents.org.



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**NEW
PSA RADIO
MESSAGES**

[CLICK HERE TO LISTEN](#)