

## PUBLIC RELATIONS WRITING ASSIGNMENT

For this assignment pretend that you are a speechwriter for a president of the United States. The president accepted an invitation to speak to youth and families at the 2017 National Boy Scout Jamboree that occurs every four years and attracts a gathering of 30,000 to 40,000 scouts and their families from around the country and parts of the world.

The speech you are to write should be 15 minutes in length. Following is guidance in starting to research background for the assignment. Use the QR codes to find sources with relevant information.

You could begin your research with a basic understanding of jamborees and their purpose.



*Figure 1 What is a Boy Scout jamboree*

You will want to know specifics about the speech venue, the 2017 National Boy Scout Jamboree, and your audience. Scouts are boys between the ages of 11 and 17. They are organized in troops supported by family members. Many dads are scoutmasters, some adults are merit badge counselors, entire families are involved in fund-raising events. They come together every four years to celebrate their accomplishments and look to the future.



*Figure 2 2017 National Boy Scout Jamboree*

You will want to show that your speaker has an accurate understanding of the joys of Scouting by using words and bringing to mind images that connect with attendees, what everyone has in common, like, weekend camping, hiking, learning to cook on an open fire, hearing the crackling and wafting in the smell of burning wood, playing games and singing around a roaring bon fire, going to summer camp with certain aspirations, like passing the swimming requirements for taking out a canoe, learning ways to be independent and self-sufficient, pitching a tent and settling into a com-fee sleeping bag, learning how to tie knots and rope lashing techniques and building a log tower to climb, participating in skills competitions with scouts from other troops, sharing work, like cleaning and filling garbage cans for washing cookware and cleaning mess kits, feeling proud of wearing the Scout uniform in service events for the community. The Scout Oath and Laws lay out important values and principles to live by, but these real-life experiences go right to the heart and soul of what interests and energizes young Scouts.



*Figure 3 What Boy Scouts do*



You will want to think about what these young men and their families, who have traveled from miles away, would like to hear from a president of the United States. What would make them feel good about themselves and the organization they represent. How are they shaping the future? How do the values and principles they stand for lift everyone to a higher level of what they care most about?



*Figure 4 What would attendees like to hear?*

Part of your research should be to study examples of former speeches, including the current White House approach. Analyze a transcript of President Trump's remarks to an audience of 40,000 Boy Scouts and their family members at West Virginia's Summit Bechtel Family National Scout Reserve on July 24, 2017. Use the QR codes to speed your research.

Read the transcript of the President's remarks.

Read about reactions to the remarks.

Read why the remarks represented a thin line to walk.

Read why the Boy Scouts apologized to parents for the President's remarks.

Read why the White House declined to apologize for the remarks.



*Figure 5 Transcript of President's remarks*



*Figure 6 Reactions to President's remarks*



*Figure 7 Thin line to walk*



*Figure 8 Boy Scouts apologize to parents*



*Figure 9 White House declines to apologize to Boy Scouts*