

UNIVERSITY OF CENTRAL ARKANSAS
SCHOOL OF COMMUNICATION
PUBLIC RELATIONS INTERNSHIP GUIDELINES

INTERNSHIP OVERVIEW

Public Relations Internship (*PRLS 3V21*) is an elective course that emphasizes gaining practical, on-the-job experience and developing a portfolio representing work completed during the internship. Students can earn **one to four credit hours** for working a minimum of **40 to 160 contact hours**. Students can earn a maximum of **eight hours** of academic credit. **Students cannot intern at the same site to earn additional credit hours.**

Course number	<i>PRLS 3421</i>	<i>PRLS 3321</i>	<i>PRLS 3221</i>	<i>PRLS 3121</i>
Credit hours	4	3	2	1
Contact hours (minimum)	160	120	80	40

Students will work under the supervision of an external public relations professional (internship site supervisor) and internship faculty coordinator.

ADMISSION PROCEDURES

To earn academic credit, the student must:

- Meet **classification** and **GPA** requirements
 - Junior status (minimum 60 credit hours) Minimum 2.5 overall and 2.7 major
- Successfully complete at least **15 hours** in the major
 - Introduction to Public Relations (*PRLS 2305*)
 - Public Relations Techniques (*PRLS 3305*)
 - Writing for Public Relations (*PRLS 3310*)
 - Beginning Reporting (*JOUR 2300*)
 - Publication Design and Makeup (*JOUR 3305*)
- Identify and schedule interviews at potential **internship sites**.
- Identify a **faculty coordinator** to supervise the internship.
- Complete the **internship packet**:
 - Internship Learning Agreement
 - Student Internship Waiver (notarized for free in Human Resources, Wingo Hall)
 - One-page résumé with stamp or email proof of UCA Career Services critique
 - Unofficial academic transcript
- Submit a completed internship packet to the school's administrative assistant by the **target date**:
 - March 1 for summer and fall semester
 - October 1 for spring semester

The final deadline to enroll in the course corresponds with the university calendar.

COURSE REQUIREMENTS

To meet course requirements, the student must:

1. **Work** at the internship site **regularly**.
2. Follow a **schedule** that meets learning agreement requirements.
3. Submit a **weekly journal** online by **6 p.m. Monday** of the following week. Each journal entry will include:
 - Hours worked each day
 - Tasks completed each day
 - What did you learn and observe this week?
 - What did you do well this week?
 - What could you have improved this week?
4. Complete a **midpoint survey**.
5. Make an appointment for an **in-person meeting** with the faculty coordinator at the midpoint of the internship.
6. Complete a **final survey** by the last day of class.
7. Make an appointment for an **in-person meeting** with the faculty coordinator at the end of the internship.
8. Submit an **online portfolio** via OrgSync by the last day of class with **work samples** produced during the internship.
 - Interns completing **one or two semester hours** must produce *at least three (3)* work samples.
 - Interns completing **three semester hours** must produce *at least five (5)* work samples.
 - Interns completing **four semester hours** must produce *at least seven (7)* work samples.
9. *Acceptable portfolio content:*
 - news release
 - feature story
 - flyer
 - newsletter
 - social media content calendar (one month minimum)
 - brochure
 - tent card
 - infographic
 - PR campaign
 - photography slideshow
 - video
 - blog
 - speech/presentation
 - talking points
 - Digital Media Plan
 - Event Specification Guide (Production Schedule from load in to load out)
 - Event invitation
 - Event program
 - Sponsorship solicitation letter
 - Statistics for social media accounts (engagements and impressions)
 - Media coverage report

- *Unacceptable portfolio content:*
 - Individual tweets
 - Individual Facebook status updates
 - Individual Instagram posts
 - Individual photographs

EVALUATION

1. The site supervisor and the faculty coordinator will evaluate the student based on expectations outlined in the learning agreement.*
2. The site supervisor will complete midpoint and final evaluations online
3. The faculty coordinator will assign the student a grade based on the following:
 - online weekly journal 30%
 - site supervisor midpoint and final evaluations 30%
 - online portfolio 30%
 - student midpoint and final surveys 5%
 - in-person meeting 5%
4. The faculty coordinator may terminate the internship and assign an appropriate grade if:
 - The faculty coordinator deems the student's performance unacceptable.
 - The site supervisor deems the student's performance unacceptable.
 - The faculty coordinator deems that the learning agreement requirements are not being met.

****Neither the School of Communication, its faculty, or the University administration assume any responsibility to guarantee the student's progress.***

UNIVERSITY OF CENTRAL ARKANSAS
SCHOOL OF COMMUNICATION
PUBLIC RELATIONS INTERNSHIP LEARNING AGREEMENT

Instructions

After selecting an internship site and faculty coordinator:

- complete sections 1-2
- ask the internship site supervisor to complete sections 3-4
- collect signatures from the site supervisor and faculty coordinator and sign section 5
- submit this agreement with your résumé, academic transcript and notarized Student Internship Waiver

1. Course Information

Year: 20 ____ Semester: ____ Fall ____ Spring ____ Summer I ____ Summer II ____ Full Summer

Hours: ____ PRLS 3421 (*4 credit/160 contact*) ____ PRLS 3321 (*3 credit/120 contact*)
 ____ PRLS 3221 (*2 credit/80 contact*) ____ PRLS 3121 (*1 credit/40 contact*)

2. Student Information

Student Name: _____ Phone: ____ - ____ - ____

UCA Email: _____ Personal Email: _____

Address: _____ City/State/ZIP: _____

Major: _____ Minor: _____

Credits Earned: _____ Overall GPA*: _____ Major GPA*: _____

Degree: ____ BA ____ BS Anticipated date of graduation: _____

Academic Advisor: _____ Faculty Coordinator: _____

**see Degree Works*

3. Internship Site Supervisor Information

Company/Organization Name: _____

Department: _____

Supervisor Name: _____ Job Title: _____

Email: _____ Phone: _____ - _____ - _____

Address: _____ City/State/ZIP: _____

4. Internship Job Description

Compensation? Yes No If yes, amount? _____ Hours per week: _____

Internship tasks/responsibilities (please be as specific and detailed as possible, noting any specific knowledge, skills, and abilities the student needs)

Anticipated deliverables (the student must have the required number of work samples produced during the internship based on credit hours)

5. Learning Agreement

1. The **internship site supervisor** agrees to meet regularly with the student; familiarize the student with the site's policies, procedures, and practices; provide professional counsel, training, and feedback; assign tasks and responsibilities; offer guidance in completing at least five work samples; and complete online midpoint and final evaluations.
2. The **internship faculty coordinator** agrees to grade the student's online weekly journal and online final portfolio; meet with the student at the midpoint of the internship; review the internship site supervisor's midpoint and final evaluations; review the student's midpoint and final surveys; and contact the internship site supervisor, as needed, to discuss the student's progress.
3. The **student** agrees to work at the internship site regularly; follow a schedule approved by the site supervisor and faculty coordinator; submit an online weekly journal; complete online midpoint and final student surveys; meet with the faculty coordinator at the midpoint of the internship; and create an online portfolio with at least five work samples produced during the internship. **The student understands that neither the School of Communication, its faculty, or the University administration assume any responsibility to guarantee the student's progress.**

Site Supervisor Signature _____ Date ____/____/____

Faculty Coordinator Signature _____ Date ____/____/____

Student Signature _____ Date ____/____/____

**UNIVERSITY OF CENTRAL ARKANSAS
STUDENT INTERNSHIP WAIVER**

Please read carefully. It contains information each student needs to read and understand and also contains a release. Students must submit this completed form before registering for credit.

Student's Name: _____

Student's I.D. #: _____

Internship Period: _____

Agency/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

I. Overview

I understand and acknowledge that the University of Central Arkansas (UCA) does not control the way in which the internship work experience and the internship site is structured or operates. In granting academic credit for this internship, UCA affirms that the experience is an appropriate curricular option for UCA students and worthy of credit. UCA makes no other assurance, express or implied, about any travel and/or living arrangements the student has made. UCA does not knowingly approve internship opportunities that pose undue risks to participants. However, any internship or travel carries with it potential hazards which are beyond the control of UCA and its agents or employees, and I assume the responsibility of any and all such risks.

II. My Relationship with the Sponsor

I acknowledge that this internship is solely for educational purposes. I also understand that I will not be an employee or paid for my internship (unless the sponsor otherwise makes provision for payment). I know the sponsor does not have to provide for internships, but is doing so voluntarily with UCA in order to provide additional educational opportunities for students.

I am undertaking this internship for educational purposes, primarily for my own benefit and to further my knowledge, not to displace any workers of the sponsor or provide the sponsor with an immediate advantage; and not with the expectation that I will receive an offer of employment from the sponsor.

I also know that I will not be eligible for unemployment compensation upon the completion of the internship.

I know that UCA prohibits discrimination on the basis of gender, race, color, age, national origin, religion, or disability, and UCA requires the sponsor to affirm that the Sponsor also prohibits any and all discrimination.

III. My Personal Conduct

I understand and agree to abide by all rules and professional standards of the internship site. I further understand that it is important to the success of the present internship and the continuance of future internships that interns observe standards of conduct that would not compromise UCA in the eyes of the individuals and organizations with which it has dealings. I acknowledge that I have reviewed all relevant provisions of the *UCA Student Handbook* governing such off-campus conduct, and I acknowledge having received copies of any such written policies, and having been made aware of any other policies. I agree that should persons at UCA responsible for this internship program decide that I must be terminated from my internship because of conduct that might bring the program into disrepute, or the internship into jeopardy, that decision will be final (subject to such review as may be required by the *UCA Student Handbook*) and my result in loss of academic credit for the internship.

IV. Insurance Coverage

I understand that UCA does not have an obligation to provide me with any type of insurance coverage. I state that I have sufficient health, accident, disability, and hospitalization insurance to cover me during my internship. I further understand that I am responsible for the costs of such insurance and for the expenses not covered by this insurance. I understand that if I use my personal vehicle for the benefit of the organization/agency with whom I perform my internship that UCA has no liability for personal injury or property damage, which may result from that use. I agree to rely solely on my personal vehicle insurance coverage and on any insurance coverage provided by my internship organization/agency.

I also understand that UCA assumes no liability for personal injury that I may suffer in the course of my internship and I agree to be responsible for ascertaining whether the organization/agency sponsoring my internship provides worker compensation coverage for me.

V. Release

I understand, acknowledge and agree that the internship site and its use of any facilities shall be undertaken by me at my sole risk. For myself, and my heirs, personal representatives and any others claiming by or through me, I hereby forever waive and release and hold UCA, and its Board of Trustees, officers, and employees harmless from and against any and all claims, demands, injuries, damages, actions, or causes of action, whatsoever to me or to my property arising out of or connected with the

internship and with the use of any and all services of facilities associated with the internship, whether or not sponsored by UCA. I hereby forever release, discharge, and covenant not to sue UCA, its Board of Trustees, employees, or agents as to any and all liability that may arise out of any injury or harm to me, death, or property damage resulting from my participation in this internship.

VI. Miscellaneous

I understand that UCA reserves the right to make cancellations, changes, or substitutions in cases of emergency or changed conditions or in the general interest of the internship program.

I grant permission to UCA to release any and all Faculty Member Recommendation for a Student Internship forms to a sponsor if the sponsor so requests.

I attest that I am over the age of 18 and may legally be employed in the United States of America.

I represent and warrant that I have disclosed all relevant, pertinent information that could affect my ability to successfully complete the internship. If I have any questions about these matters, I know I can visit with officials of UCA and have my questions answered.

This document has been executed in Arkansas, and the laws of Arkansas shall govern its interpretation.

Signature: _____

Date: _____

ACKNOWLEDGMENT

STATE OF ARKANSAS

COUNTY OF _____

On this date, before me, the undersigned Notary Public, personally appeared _____, known, or satisfactorily proven, to me to be the person whose name is above, and such person did execute the foregoing for the reasons therein contained.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal on this _____ day of _____, 20_____.

Notary Public

My Commission Expires:

UNIVERSITY OF CENTRAL ARKANSAS
SCHOOL OF COMMUNICATION
PUBLIC RELATIONS INTERNSHIP APPROVAL REQUEST FORM

Student Name: _____ Student ID: _____

Internship Site: _____

Course: ___ PRLS 3421 ___ PRLS 3321 ___ PRLS 3221 ___ PRLS 3121

Year: 20___ Semester: ___ Fall ___ Spring ___ Summer I ___ Summer II ___ Full Summer

Committee Approval

	Approved	Denied	Reason
Riva Brown	_____	_____	_____
Amy Hawkins	_____	_____	_____
Dylan McLemore	_____	_____	_____

Director Approval

____ Internship approved for academic registration. Please enroll and notify student.

____ Internship denied. Please notify student.

Reason: _____

Signature: _____ Date ____/____/____

Donna Lampkin-Stephens, Director
School of Communication

UNIVERSITY OF CENTRAL ARKANSAS
SCHOOL OF COMMUNICATION
PUBLIC RELATIONS INTERNSHIP APPLICATION CHECKLIST

Please verify that you have completed and provided copies of the following BEFORE submitting your internship application to the administrative assistant:

- Internship Approval Request Cover Sheet
- Internship Learning Agreement
 - Signed and dated by the site supervisor
 - Signed and dated by the faculty coordinator
 - Signed and dated by the student
- Student Internship Waiver (notarized for free in Human Resources, Wingo Hall)
- One-page résumé approved by UCA Career Services (provide proof)
- One-page cover letter addressed to internship site supervisor
- Unofficial academic transcript
- DegreeWorks printout

I have verified that my internship application is complete:

Student Name _____ Date _____

Signature _____