



PR INTERNSHIPS - STUDENT COVER SHEET /CHECKLIST

Name : _____ Date : _____

Local Address : _____

Mobile : _____ UGA email : _____

I understand that in order to receive academic credit in the Grady College Internship Credit Program, I must register for ADPR 5011 on OASIS, and I must meet the following requirements.

PLEASE CHECK EACH:

- ___ I am a **student** in the Grady College majoring in **Public Relations**.
- ___ I have successfully **completed** (grade C-or better) the following journalism courses: ADPR 3850, 5910, and JOUR 3410.
- ___ **My employer sent a Letter of Offer** to Dr. Tom Reichert, PR department head, verifying the offer of my internship. In that letter, he/she agreed to submit a letter of evaluation of my job performance at the end of the internship.
- ___ The University Policy Memorandum regarding nondiscrimination **has been completed by my employer and was sent along with the Letter of Offer**.
- ___ **I emailed** my advisor and she **submitted a revised advising form** that reflects the total number of hours I'll earn/work. The internship is for... *Please circle one*

3 credit hours (I will work...320 hours); 2 hrs (...214 hours); 1 hr (...107 hours)

- ___ I **will submit a typed week-by-week final report** (in complete paragraph form) of my internship activities. This report will be submitted with **my final evaluation** of the internship to Mrs. LeBlond, the PR department secretary, by the last day of classes for the semester in which the internship is performed.
- ___ **My employer's evaluation** of my internship activities **will also be submitted** to the PR Department by the last day of classes for the semester the internship is performed.
- ___ I will **not** receive credit from another department or college for the internship.

Semester when internship and ADPR 5011 are desired: _____

Please print

Supervisor Name:

Company:

Address:

Phone number:

I understand the responsibilities placed on me in order that I may receive credit for the requested internship. My failure to carry out these responsibilities outlined above by the dates indicated will result in my receiving an unsatisfactory grade in ADPR 5011 and loss of credit for the internship.

Signature: _____ Date: _____

OTHER DETAILS >>>>

-Please **submit the above cover sheet/checklist** to Mrs. Donna LeBlond, secretary of the PR department via one of the following ways:

- 1) PDF file email attachment – **Scan the sheet** (because a hand-written signature is required) and email to: dleblond@uga.edu
- 2) Turn it into Mrs. Donna LeBlond's office – main floor of Journalism Rm 215
- 3) Post mail – Donna LeBlond
The University of Georgia
Grady College of Journalism and Mass Communication
120 Hooper St.
Athens, GA 30602-3018
- 4) FAX – (706) 542-2183

-**Four items** are required for your PR internship application. ALL must be received before the department reviews your application:

- :: Checklist/Cover sheet (sent by **you**)
- :: Letter of Offer (sent by your **employer**)
- :: Policy Memorandum (sent by your **employer**)
- :: Revised advisement form (sent by your **academic advisor**)

-**There is no deadline** to turn in your internship application. However, if the internship is approved *after* the Drop/Add period of the semester you plan to work, then you may have to pay a late-add fee as you would with any UGA class.

-The PR internship class ADPR 5011 **costs the same as a regular UGA class**. Please visit the Bursar's Office for rates and fees: www.bursar.uga.edu Consult the Office of Student Financial Aid to find out if HOPE will cover the course: www.uga.edu/osfa

TIPS TO ENSURE THE PR DEPARTMENT ACCEPTS YOUR APPLICATION >>>>

-When **you ask your employer** to write the **Letter of Offer**, please be sure she/he does the following:

- :: Address the letter to the PR department head: "Dear Dr. Tom Reichert";
- :: Signs the letter by hand;
- :: Prints the letter on company letter head;
- :: Includes the number of hours each week you'll be working, and the total number of weeks;
- :: Describes in a brief but descriptive way the tasks and activities you'll be expected to perform;
- :: Includes the following statement in the letter: "I agree to submit a brief summary and evaluation of the student's performance of assigned duties no later than the last day of class of the semester the internship is performed."

-Be sure your **employer completes the Policy Memorandum** PDF document by hand.

The **Letter of Offer** and **Policy Memorandum** can be sent to the PR department in the following ways:

- 1) PDF file email attachment – **Scan** the Letter of Offer and the Policy Memorandum and email to: dleblond@uga.edu
- 2) Post mail – Donna LeBlond
The University of Georgia
Grady College of Journalism and Mass Communication
120 Hooper St.
Athens, GA 30602-3018
- 3) FAX – (706) 542-2183

-Email your Public Relations academic advisor (kraven@uga.edu) to **request a revised advisement form** be submitted on your behalf to the PR department.

-Be sure to **stay in touch with Mrs. LeBlond**, the PR department secretary, **after** all items have been submitted so that you know if your internship was approved or declined. **Please wait 3 business days** before asking if your internship application was approved. If approved, log onto your OASIS account to double-click and add the class to your schedule.

Your required assignments for academic credit >>>>

ASSIGNMENTS are due **the last day of class of the semester:**

1. **WEEK-BY-WEEK LOG.** In complete sentences, please write a summary of all the tasks you completed and responsibilities you held during the previous week of work. The PR department does not offer samples of what these logs should look like. Write about what you do each week in complete sentences and paragraph form—and you'll be fine! Please hang onto your week-by-week log and submit this as one document by the last day of class.

2. **SUMMARY.** Submit a short summary (no more than two pages) describing your internship experience. How did it affect you as a PR practitioner? What did you learn? How will your future Grady experience be different as a result of this internship? What was your favorite part? Your least favorite part? Again, this summary has no word count requirement.

*These TWO items must be turned in personally or mailed.

**Optional: Turn in a few work samples of what you completed during your internship.

Please include your full name and the company you worked for on each page of the above assignments.

Your supervisor's required evaluation/summary >>>>

You may want to **give your supervisor a friendly reminder two weeks** before the last day of classes of the semester that he/she needs to write a brief, one-page description of what you completed during your internship and your overall performance of tasks. The **supervisor can send this in separately, or, if both parties are comfortable, then he/she can give this evaluation to you** to turn in.

The above item can be sent to the PR department in the following ways:

- 1) Hand-delivered to Mrs. LeBlond (Room 215)
- 2) Post mail – Donna LeBlond
The University of Georgia
Grady College of Journalism and Mass Communication
120 Hooper St.
Athens, GA 30602-3018
- 3) FAX – (706) 542-2183

FREQUENTLY ASKED QUESTIONS >>>

1. Do I have to pay for the ADPR 5011 course?

Yes. The ADPR 5011 “PR Internship” class follows the same fee schedule as any other Grady or University course. Please contact the Bursar’s Office if you have questions. www.bursar.uga.edu

2. When is the deadline to apply for internship credit?

There is no specific deadline. However, a student does not earn academic credit for any work until the ADPR 5011 class is on their schedule. Internship applications are accepted on a rolling basis throughout the fall, spring, and summer semesters. Since ADPR 5011 is treated like a regular class, if you submit your application to the PR department after the last day of Drop/Add of any semester, you will need to “late-add” the course if it is approved and there may be an associated fee.

3. How will I know if my internship application was approved?

Check your OASIS account in the days after you submit your application to see if permission of department (POD) for ADPR 5011 is waiting for you. If one week passes and you hear nothing about your internship status, please email your academic advisor.

4. How many credit hours should I sign up for?

The number of credit hours you should register for depends on how many hours you will work for your employer during the semester. A student who works 320 hours total (from the day the ADPR 5011 is added to the class schedule to the last day of class of the semester) can earn 3 hours of credit. A student who works 214 hours can earn 2 hours of credit, and working 107 hours during one semester will earn 1 hour of credit.

5. Can I continue to receive internship credit through the next semester?

Students can earn 1-3 hours of academic credit TOTAL for PR internships. Students can earn no more than 3 credit hours. If you earn 2 hours of credit for one internship, then you can earn the remaining 1 hour with another internship in a subsequent semester. You will need to submit a new application for each semester of the internship, even if it’s with the same company.

6. Can I receive Grady academic credit for an internship as well as credit from another department on campus?

No. Students must sign the cover sheet/checklist, which states that he/she will not receive academic credit in another department for the PR internship.

7. **I have more questions—who should I talk to?**

Feel free to email your academic advisor. Mrs. Donna LeBlond, the PR department secretary, handles the internship paperwork, but she usually forwards questions and phone calls to the academic advisor.

8. **I don't think I'll get my assignments in before the last day of class. What should I do?**

Email Mrs. LeBlond to let her know which items will arrive after the last day of the semester. Mrs. LeBlond will temporarily assign an "I" grade for your internship, which means incomplete. After she has received your assignments, she will give them to Dr. Tom Reichert for approval. After Dr. Reichert has reviewed the information, your "I" grade will change to an "S" for satisfactory or "U" for unsatisfactory.

9. **What grade will I receive for my PR internship?**

The following grades are given for the ADPR 5011 course:

"S" for satisfactory

"U" for unsatisfactory

"I" for incomplete - *Please note: This grade is only temporary until all assignments for the internship have been turned in to Mrs. LeBlond.* All "I" grades automatically turn into "F" after three semesters have passed.

SAMPLE LETTER

(Public Relations Internship)

(Please use organization's letterhead)

Tom Reichert, Department Head
Department of Advertising & Public Relations
Grady College of Journalism and Mass Communication
The University of Georgia
Athens, GA 30602-3018

Dear Dr. Reichert:

I have offered a (summer, fall, spring [please designate the semester]) internship in my organization to

_____.

The period of employment exceeds or is a minimum of: **(CHOOSE ONE ONLY)**

107 hours for 1 hour credit, or
214 hours for 2 hour credits, or
320 hours for 3 hour credit.

Knowing the importance placed on internships by future employers and the academic community, I will make this a valuable learning experience.

(Please enter a very brief description of what the student will be doing.)

I agree to submit a brief summary/evaluation of the student's performance of assigned duties no later than the last day of the semester the internship is performed. (This cut-off date is necessary to enable the intern to have his/her academic grade posted on the UGA transcript.)

*Note to employer: The above items must be included in the letter offering an internship in order for the student to be eligible for academic credit. This letter and the letter of evaluation are your only written requirements.

POLICY MEMORANDUM April 2000 (A completed copy of this form should be returned to the address indicated in Section II.)

Section I

In compliance with University of Georgia policy, access to programs operated by this institution is available to all otherwise qualified persons. Therefore, there shall be no discrimination on the basis of race, national origin, religion, sex, age, disability, or veteran status, in either the selection of students for participation in programs, or as to any aspect of a program; provided, however, that with respect to disability, the disability must not be such as would, even with reasonable accommodation, in and of itself, preclude the student's effective participation in the program.

The form below should be maintained in the files of UGA academic units whose students participate in clinical training, internships, externships, practicums, and similar off-campus aspects of their degree programs which involve other agencies, organizations, or entities. This form is not required for programs which are covered by the Clinical Agreement between the Board of Regents and the Georgia Hospital Association.

Section II

To be completed by UGA unit in which student is enrolled Department: Advertising & Public Relations, Grady

College of Journalism & Mass Communication Address: The University of Georgia, Athens, GA 30602-3018

Contact Person: Dr. Tom Reichert, Department Head Telephone number: 706-542-4791 Fax number: 706-542-2183

Section III

To be completed by representative of preceptor, organization, or entity providing clinical training, internship, externship, practicum, or other off-campus experience for University of Georgia students. Please return this entire form to the address in Section II above.

Name of preceptor organization/entity/facility: _____

Address: _____

As a condition of University of Georgia student participation in an off-campus experience with this organization, entity, or facility, I certify that I have read Section I above and will comply with its provisions.

Contact official: _____ Telephone number: _____



INTERNSHIP SYLLABUS

ADVERTISING (ADPR 5010) PUBLIC RELATIONS (ADPR 5011)

Dr. Tom Reichert
Office Hours by Appointment

215 Journalism Bldg.
Phone: (706) 542-4791

This is a supervised internship; it is a course designed to move you out of the classroom and into on-the-job training. You will be working for a real employer, using the tools and insights you have acquired in your classroom work and, presumably, acquiring new tools and insights as a fledgling professional.

Obviously, there is no text, and you will not be expected to attend regular classes because your workplace is your classroom. You will be expected to meet certain requirements over and above satisfactory performance at work, however, in order to receive course credit:

1. Your internship must be APPROVED PRIOR to the beginning of the semester. NO internship can be approved for credit until you have completed and submitted the "REQUEST FOR APPROVAL" form and until your employer has submitted a letter to my office offering you the internship. Once approved, you will be given a POD for the internship course.
2. Enroll in ADPR 5010 or 5011 for the number of approved hours. Remember that you are receiving course credit and will have to pay UGA tuition, etc.
3. Submit to my office, **by the last day of classes for the semester a typed, week-by-week final report (in complete paragraph form) of your activities as an intern, including work samples and a final evaluation of the internship and of your training for it here at UGA.** Do not send this information via fax or e-mail—it will not be accepted as fulfilling this requirement.
4. Your employer must submit to my office, also no later than **the last day of classes for the semester, a SEPARATE letter evaluating your performance.** The letter must include a recommendation as to whether you do or do not deserve credit for the course and it must be addressed to:

Dr. Tom Reichert, Head
Department of Advertising & Public Relations
Grady College of Journalism and Mass Communication
The University of Georgia
Athens, GA 30602-3018

Because I expect your employer to be completely candid about your performance, this letter will be considered a confidential communication with the college. Should the employer authorize us to release it to you, however, we will do so.

Remember this date: **The last day of classes for the semester** is the deadline for submission of your report and evaluation and your employer's letter of evaluation.

Other materials you will receive will refer to these deadlines as the "end of this semester." Be forewarned that this means **the last day of classes for the semester** is the latest point in the semester in which I can evaluate your work and award course credit. If I do not receive all of the above materials by that date, you will be given an "Incomplete."

Otherwise, you will receive either a "Satisfactory" or an "Unsatisfactory" grade. There are no A, B, C, D, or F grades in this course.

I may visit those of you who are located within reasonable traveling range and, in some cases, some of you who may be quite distant from us. Those whom I cannot visit personally will be contacted by telephone. In the meantime, however, do not hesitate to telephone or write if you have any questions or problems.

I hope this will be as pleasant and productive a learning experience for you as it has been for hundreds of your predecessors, and I trust that your work will reflect as favorably on the Grady College as has the work of those who preceded you.

Good Luck!

Grady College
Internship Checklist for All Grady Majors

Be sure to complete the following steps in order to receive credit for your internship:

1. Complete all course prerequisites.
2. Read and complete the internship packet. Packets are available from Cecil Bentley in the Career Office, Room 211-C Journalism.

Your completed internship packet will contain 4 key items:

- . • Request for approval
- . • Employer letter
- . • Signed Policy memorandum
- . • A copy of your advisement form with the internship listed as recommended

3. Return these 4 items to your major department's secretary before the close of Drop/Add.
4. Follow-up with your department secretary to make sure your internship was approved and that you have a POD for the internship course.
5. REGISTER for the internship class for the specified number of credit hours.
6. When you have completed the internship, please submit all required paperwork and reports on time.

Please contact the departmental secretary if you have questions:

AD/PR --- Ms. Donna LeBlond (215 Journalism)

MAG, NEWS, PUB MGMT -- Ms. Sophie Barnes (233 Journalism)

TELE & BNEWS -- Ms. Cheryl Christopher (101-D Journalism)