



FOR JOMC 232 STUDENTS:



Service-Learning Tips!

In JOMC 232, a required class for all PR students, one of the assignments is to work with a client organization to produce communication pieces. It is part of the APPLES Service-Learning Program, and it is valuable because it gives students experience in working in the nonprofit realm. As a future public relations practitioner, it is really important that one understands how to work for nonprofits. Here are some tips from students who have already taken JOMC 232.

Rachael Vaughn: “I would have provided the client with a list of PR things I am capable of, and I would have provided a timeline of when I will be learning them in class.”

Hunter Powell: “I wish I had scheduled weekly meetings, along with tasks to be completed by each meeting, with my client to keep me on track.”

Emily Graban: “Pay attention to the frameworks that Dr. Boynton provides for dealing with your clients. As someone who's worked in PR for seven years, it's really accurate!”

Morgan Farver: “Get started early, and meet one-on-one rather than emailing back in forth whenever possible.”

Emily Whitson: “Contact your client right away. Nonprofits are really busy and sometimes it takes a couple weeks for them to get back to you, which will put you behind. Also, when a client asks you to do something, don't procrastinate. Work for your client can build up pretty fast!”



Marshale Carter Waddell: “This service learning portion of the PR writing class is very worth your time. It is not busy work. It is a golden opportunity to do hands-on, real public relations writing at no risk to you. It affords you the opportunity to converse, plan and work with a professional and to observe the some of the realities of a nonprofit's day-to-day challenges.”