

RPTM Internship Weekly Report Form (Example)

For Instructions on completing your Weekly Report, please refer to instructions and examples under Lessons.

I. COVER PAGE INFORMATION	
Student's Name: Sally Smith	
WEEKLY REPORT # 2	
From: March 5 To: March 12 <i>(specify the dates that the weekly report covers)</i>	
Today's Date: March 13, 2008	
Name of Agency: Centre Region Parks and Recreation	
Number of Hours Worked this Week: 42	
Cumulative # Hours to Date: 335	
II. WEEKLY SUMMARY	
Responsibilities <i>(please type or print below):</i>	% Time Spent
<i>Assisted supervisor with registration for summer programs (greeted registrants, recorded information, answered questions)</i>	25
<i>Worked front desk answering phones referring inquiries to proper person and filing registration materials.</i>	20
<i>Supervised evening weightlifting class.</i>	15
<i>Attended CPR – First Aid Certification class</i>	5
<i>Updated database with addresses and telephone numbers of new members</i>	10
<i>Worked on developing slide show presentation for Pennsylvania Recreation and Park Society (PRPS) Conference.</i>	10
<i>Developed press kits for the upcoming arts and crafts festival</i>	10
<i>Met with supervisor regarding problems with coach and referee absenteeism</i>	5
Total	100%
Additional Activities:	
<ul style="list-style-type: none"> • Registered to become a member of the National Recreation and Park Association (NRPA) • Submitted special project proposal to supervisor for review. 	
List any holidays, personal days and/or days missed this week:	
<ul style="list-style-type: none"> • Day off Thursday 5/8 Thanksgiving Holiday • Personal Day Friday 5/9 	
III. WEEKLY ANALYSIS <i>(write a 1 ½ -2 page weekly analysis according to the Weekly Report Instructions)</i>	

Begin writing your analysis here and continue writing onto subsequent pages as needed:

(Important: Your entire weekly report MUST be uploaded as ONE file):

Analysis #2

Identification of Event:

On Tuesday, the Civic Center Staff returned from the long Memorial Day weekend to a building full of damages. The damages stemmed from an apparent break-in that occurred late Saturday night. The break-in appeared purely money motivated due to the specific areas targeted in the main office region. These areas are where most of the cash is handled throughout the day; however, the theft proved unsuccessful because money is not left on the premises after hours. The Box Office area sustained a large amount of damages to its cash registers and file cabinets. The interesting part was that the vandals pried open each and every register and cabinet even though all of them were unlocked. Obviously, we were not dealing with the brightest of thieves. Another area specifically targeted was the office of the Director of Recreation and Parks. His office sustained extensive damage to his desk; however, his laptop computer, which was lying on top of the desk, was not stolen. This once again made the break-in appear money motivated.

When Tara, the Director of Marketing and Public Relations, became aware of the situation she immediately contacted the Director of Recreation and Parks to ask if she could prepare a statement for the press. The Director's response was to keep the incident quiet. The fact that the Civic Center would not give a statement concerned Tara because police reports are available to the public and local reporters access them daily to find news stories. This could allow reporters to put their own spin on the story without the Civic Center's input.

Relevant Components and Implications:

The major component of this event was the Civic Center did not immediately prepare a statement for the press in which it would address public concerns. By not addressing this issue openly, the Civic Center could set itself up for negative press or public opinion. Many consumers are quick to judge and they might believe that the Civic Center was neglectful in its security measures. This might dissuade them from coming to future events because of safety concerns. This could lead to a larger participation that the Civic Center is suppressing negative information to maintain a profitable event schedule with disregard to customer's safety.

Another component of this event was that Tara, the Director of Marketing and Public Relations, was not permitted to perform the job she was hired to do so. Her job description is to handle all relations with the public and press. Her job in this situation would be to keep the information on the vandalism under control. Since Tara was not permitted to contact the press, she felt pressured when the press came to her. The implication is that the Director

might not trust Tara's ability to handle a serious situation in an appropriate manner. This could naturally deteriorate their current working relationships.

Since certain areas were targeted in the office center, one might suspect that the vandals were familiar with the areas. The Director's office is not distinguishable from other offices; however, it was the only office with major damage. This could imply that an employee targeted his office on purpose. Eventually, this could build a sense of concern and mistrust among the staff.

Plan of Action:

If an event like this should occur in the future, the Civic Center should plan to immediately release a statement to the public. This will alert the community by giving them up front, factual information on the event and not allow them to speculate on what happened. This will decrease misinformation and keep the situation under control.

Informing the community of the incident could also give them a heads up on their own personal security measures. This could increase positive public relations between the community and the Civic Center, thus building a stronger customer base for the future events. The community will have more trust in the Civic Center, which is especially good because their tax dollars fund many aspects of the building.

A plan of action for Tara, Public Relations Director, is to approach the Director about his policy on handling press for negative events. Once the policy is confirmed, Tara should be allowed to handle the job she was hired to do in regards to significant positive or negative event, such as this one.

A plan of action for the last component could be difficult to develop. Perhaps a reward could be offered to motivate the flow of information on any fellow employee that could be suspect. Mistrust among the staff would be hard to resolve until the vandals were identified. Possibly, the Director could encourage the police department to vigorously investigate the work release prisoners employed by the maintenance department at the Civic Center. Overall, steps of this nature may help to ease the concerns among staff.