

PRCA Africa's Internship Charter drives best practices across Africa's PR Industry

PRCA Africa's Internship Charter, an initiative to align Africa's public relations (PR) agencies and corporate teams with global best practices for internship programmes, has launched.



Source: © 123rf [123rf](#) PRCA Africa's Internship Charter has been launched

This follows extensive research into the strengths and challenges of PR internships, providing a strategic framework to benefit both interns and the organisations they work for.

The Internship Charter offers clear guidelines for developing high-quality, impactful internship programmes.

Agencies and corporate teams that commit to the Charter will receive a PRCA Internship Pledge Badge, a mark of their dedication to fostering intern development and advancing industry standards.



PR & COMMUNICATIONS

Report uncovers the reality of PR internships in SA - strengths and gaps

6 Nov 2024

Key findings

The research surveyed leaders from PR agencies and corporate teams along with interns, to deliver a comprehensive overview of PR internship experiences.

While many positive aspects were identified, the report also highlights key challenges that need to be addressed:

- **Intern satisfaction and experience**

82% of interns would recommend their programme to peers. However, many called for better onboarding processes, clearer learning objectives, and greater exposure to various client and

organisational projects.

- **Economic challenges**

Both agencies and corporate teams face the dual pressures of fully compensating interns and covering training costs, though 100% of interns surveyed reported receiving payment.

- **Educational alignment**

A gap exists between academic theory and the practical demands of PR roles. Respondents suggested stronger collaboration with universities to better prepare students for the realities of the industry.

- **Addressing the challenges**

The report calls for enhanced partnerships between PR organisations—agencies and corporate teams—and academic institutions to ensure internships equip students with the practical skills needed for success in real-world PR roles.

Ethical and effective internship programmes

To support these goals, PRCA Africa has launched the Internship Charter to guide both agencies and corporate teams in implementing ethical and effective internship programmes.

“The Internship Charter and accompanying pledge badge demonstrate organisations’ commitment to delivering high-quality internship experiences,” says Jo Brophy, international engagement manager at PRCA Africa.

“These resources represent a significant step forward in professionalising internships and establishing a sustainable talent pipeline for Africa’s PR industry.”

Internship Playbook

Alongside the Internship Charter, PRCA Africa will release the Internship Playbook, a practical resource exclusively available to members.

The Playbook provides tools and best practices for PR agencies and corporate teams to design and execute internship programmes that align with the Charter’s principles.

These initiatives mark a milestone in strengthening internship standards across Africa’s PR industry, ensuring they contribute meaningfully to intern development and organisational success.