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**California Polytechnic State University**

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Dr. Doug Swanson, APR, faculty advisor

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**Agency / Client Agreement for Services**

Client organization name	Client mailing address	Client telephone / FAX
Authorized contact person	Contact e-mail	Contact phone (if different)

**Parties to the agreement**

This agreement confirms that the above organization (hereafter referred to as Client) has retained Central Coast PRspectives (hereafter referred to as CCPR) to provide public relations services. Public relations services are provided by students of California Polytechnic State University, working under the supervision of Dr. Doug Swanson, an accredited public relations practitioner member of the Public Relations Society of America. Student workers (hereafter referred to as CCPR Team) will be assigned to the Client at Dr. Swanson’s discretion.

**Compensation**

Public relations services are provided on a pro bono basis.

**Timeline**

Public relations services will be provided during the academic quarter \_\_\_\_\_, and CCPR offers no guarantee of an extension of services beyond the last day of that academic quarter. If Client and CCPR agree to an extension of services into a subsequent academic quarter, a new agreement or supplement to this agreement will be drafted.

Public relations services will be contingent upon a timely initial consultation between the Client’s authorized contact person and the CCPR Team. It is expected that this consultation will take place no later than seven days after the beginning of the academic quarter. If the Client is unable to participate in a consultation within this time period, CCPR reserves the right to terminate this agreement for services.

**Services**

Based on the results of the consultation and additional research and development, CCPR and the CCPR Team will develop a professional quality proposal for public relations services. The proposal for services will adhere to the ethical guidelines of the Public Relations Society of America Code of Ethics.

The proposal will be presented in a timely fashion to the Client for approval. It is expected that the Client and CCPR Team will agree on a proposal that is small but *within the capabilities of the CCPR Team and Client* that work can begin quickly and demonstrable results can be achieved before the end of the academic quarter. It is understood that the proposal will be framed in a public relations context and may include a variety of related genres of work (e.g., advertising, feature writing, marketing, publicity, promotions, etc.). **CCPR does not conduct fundraising or sales campaigns on behalf of clients.** All proposals are subject to review and approval by Dr. Swanson.

Once approved by the Client, CCPR, CCPR Team and Dr. Swanson, it is expected that the proposal will immediately transition into an operationalized public relations campaign. Any in-progress changes should be minimal and consistent with the findings of formative evaluation conducted during the campaign. Client-requested changes that are excessive or unreasonably burdensome for CCPR as determined by Dr. Swanson (e.g., 'throw out the whole concept and request something new') may result in the termination of this agreement.

The CCPR Team will make a written and oral presentation at the end of the academic quarter, at a CCPR meeting date/ time to be established. The Client will be notified of the date, time, and place for this presentation and is encouraged to attend. A copy of the CCPR Team's written report will be presented to the Client. Dr. Swanson will request from the Client a written evaluation of the CCPR Team's work.

**Ownership of product**

The Client retains ownership of any public relations copy and/ or concepts developed by CCPR. Dr. Swanson reserves the right to retain copies of work produced on behalf of the Client for academic, non-commercial use (e.g., display or use for teaching, academic research/ presentation, promotion/ recruitment for the Journalism Department, or for public service).

**Miscellaneous expenses**

CCPR provides labor, computer hardware and software support, and basic office support materials to conduct public relations services on behalf of the Client. ***Any additional out-of-pocket costs must be assumed in advance by the Client.*** Additional costs would include such items as: Business letterhead, envelopes, photographic film, postage, long-distance telephone charges, necessary subscriptions, special computer software, subcontractor fees, or travel costs (gasoline, parking fees, etc.).

Clients outside the San Luis Obispo area are encouraged to remember that many students do not have access to an automobile. It is unreasonable to expect students will be able (for example) to attend Client meetings in the north or south county areas. Client meetings on campus or in SLO are preferred.

**Waiver of liability**

Client agrees to hold harmless CCPR of, and from any and all claims, fines, losses, damages, costs, expenses, payments, judgments or settlements, (including reasonable attorney's fees and costs of court) arising out of the services performed by CCPR Team for Client under this agreement. Services include any and all written, electronic, or broadcast communication, event planning, or related public relations proposals or services on the Client's behalf.

**Please sign and return one copy of this agreement to CCPR and keep another for your files.**

\_\_\_\_\_  
Client representative

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Dr. Doug Swanson, APR  
Associate Professor of Journalism  
Faculty advisor to CCPR

Date \_\_\_\_\_

Date \_\_\_\_\_