

Attention Public Relations Professionals!

Are you interested in hosting a public relations intern? There are many general internship resources available to you via the [Gainesville Area Chamber of Commerce](#), the [Santa Fe College Career Resource Center](#) and the [University of Florida Career Resource Center](#).

Here are some specific tips for working with public relations students:

- Define the job — Most students will not be able to “pick up the ball and run with it.” Give them well thought out objectives with clear instructions and deadlines.
- Make it meaningful — Give them a chance to help you. Go for the win-win-win: they learn, you benefit, and the internship perpetuates.
- Put them in charge — If appropriate, let the students (help) coordinate recruitment/interviewing/selecting their successors. If you have a company job description document, put them in charge of keeping the internship portion up to date for future intern reference.
- Have them write their own reference letters — As odd as this may seem, this is the first step in preparation for resume writing and job interviews. The supervisor need only review, adjust, print (on company stationary) and sign the reference letter.
- Treat the intern as an employee — That’s what they are there for. Have the intern take a (modified, if necessary) orientation training program at the beginning of the internship, schedule periodic reviews during internship and interview them on the way out. Expect and demand the same punctuality and professionalism from the intern as you would expect from your full-time employees.
- Assign a mentor/supervisor to the intern — This person pays attention to all aspects of intern’s performance as well as controls company access to the intern (keeps their task list bearable).

In many cases, their college may need an accounting of their activities. It is helpful to create a simple log of their responsibilities, assignments and achievements.