How to Select and Secure Your Public Relations Internship:

1. **Spend some time in self-reflection.** Determine what you would like your career to look like after you graduate. Now, identify the experience and skills you will need to make this career possible. Stretch yourself - this is an opportunity to try new things and explore different PR areas, adding breadth to your knowledge. Don't aim for the easy, seek out the best.

2. **Brainstorm** organizations that might offer the type of career experience you would need. Make a list of 5 or 6 possibilities.

3. **Research.** Check the organization's websites. Do they have internships posted? Do they have a communication/marketing/information department or office? Are the employees listed, and do you have any potential points of contact in your personal network? Eliminate organizations that don't fit your needs. Scan BroncoJobs to see if there are any organizations offering internships that you hadn't considered.

4. **Meet with Dr. Casper** to examine the pros and cons of each organization or internship, and decide where you want to apply. Be sure to schedule time at casper.youcanbook.me, even if you plan to meet by phone. Spots fill up quickly, so don't wait until you have an organization in mind to schedule an appointment.

5. **Meet with the organization(s)** to see if the internship is a good fit and meets the approval criteria. It's a good idea to take the PR Internship Verification Form with you, as it clarifies the requirements for the organization. You don't need to share your GPA and grades - you can leave those blank until you are ready to turn it in to Dr. Casper.

6. **Submit the Public Relations Internship Verification Form** a minimum of one week before the internship deadline.

7. **Once PR Internship Verification form is approved, apply for the internship.**

8. **Watch your email.** Your application goes from the coordinator, to the internship provider, and then back to you. You must acknowledge the approval in a timely manner in order to add the internship to your schedule before the semester deadline.

9. **Do good work.** Be sure you are representing your best self through your performance. These are the people who will be your references when you enter the field. Be helpful, reliable, and open to suggestions for improvement. Follow the dress code. Don't get defensive if you're criticized. Instead, ask thoughtful questions and incorporate the feedback into your work. This is a rare opportunity for training and mentorship from within the field. Take full advantage.

10. **Evaluations.** Both you and the internship provider will be asked to evaluate the experience near the end of the semester.