

Finding, Landing and Making The Perfect Internship

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Where to look:

Under your nose [i.e., professors, advisors, family, friends]

Rowan resources [CAP Center, departmental bulletin boards, PRSSA internship binder]

Visit agency websites. Contact THEM first

Call professional associations like PRSA and IABC

Remember your interviewee from your *Introduction to PR* paper?

Talk with your classmates

Don't wait. Start early. Be persistent

How to land:

Build your portfolio by treating class assignments as real work

Show a strong attempt at gaining experience

- Write for the school paper
- Join PRSSA and other organizations
- Read PR trades
- Volunteer to help promote local walks, charity events, etc.

Research company, its clients, its clients' business

Sound smart: Know your current events and prepare yourself for a writing test

Realize the interview starts before you sit down [Make the most of small talk.]

Have a plan for what you'd like to do and learn

Use these words to describe yourself: "Hungry," "Detail freak," "Dependable" and "Happy"

Personality and professionalism count as much as experience

What to do once you get there:

Before everything else: Be on time. Meet deadlines. Be enthusiastic.

Make your boss feel important by asking him or her about "their story."

Pay attention to detail [This will lead to increased responsibility]

Use mid-semester evaluations to improve YOUR experience

If you intern with an agency, ask to spend a day(s) in another department

Ask questions

Remember to keep copies of everything for your portfolio

If you have Prof. Litwin, go to www.larrylitwin.com to check out the syllabus and requirements for *his* internship course.