

College of Journalism and Communications  
 Department of Public Relations

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Department of Public Relations  
*Intern Evaluation Form*

Name of Intern: \_\_\_\_\_  
 Semester/Term: \_\_\_\_\_  
 Name of Supervisor: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Organization: \_\_\_\_\_ Email: \_\_\_\_\_

Description of duties performed by the intern this semester:

1. Please rate how well the intern demonstrated an **understanding of:**  
 (Please circle or mark an “X” on your response.)

4= Clearly demonstrated, 3= Generally demonstrated,  
 2= Partially demonstrated, 1= Demonstrated lack, or **Not able to judge**

a.	The principles and laws of freedom of speech and press including the laws regulating public relations?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
b.	The history and role of professionals and institutions in shaping public relations?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
c.	The diversity of groups in a global society in relationship to public relations?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
d.	Concepts and theories relevant to the creation and delivery of public relations messages?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
e.	Professional ethical principles in pursuit of truth, honesty, accuracy, fairness and diversity?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge

2. Please rate how well the intern demonstrated an **ability to:**  
(Please circle or mark an “X” on your response.)

4= Clearly demonstrated, 3= Generally demonstrated,  
2= Partially demonstrated, 1= Demonstrated lack, or **Not able to judge**

a.	Apply the principles and laws of freedom of speech and press including the laws regulating public relations?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
b.	Utilize concepts and theories in the creation and delivery of public relations messages?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
c.	Work ethically in pursuit of truth, accuracy, fairness, diversity leading to ethical, honest public relations?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
d.	Apply standards that lead to messages sensitive to a culturally diverse society?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
e.	Think critically, creatively and independently?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
f.	Conduct research and evaluate information by appropriate methods?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
g.	Write correctly and clearly in forms and styles appropriate for the public relations profession?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
h.	Critically evaluate his/her work for accuracy and fairness, clarity, appropriate style and grammatical correctness?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
i.	Apply basic numerical and statistical concepts?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge
j.	Apply tools and technologies relevant to the development and delivery of public relations messages?	4 Clearly	3 Generally	2 Partially	1 Lacked	Not able to judge

3. Please evaluate the intern based on his/her performance rather than one or two isolated instances of good or bad situations. **Please circle your choice.**

<b>EXCELLENT</b>	Went beyond expectations; did really extraordinary effort.
<b>GOOD</b>	Did whatever was required on time with a good attitude. Overcame normal obstacles encountered on any job. Needed average supervision.
<b>FAIR</b>	Did average work. Average interest in motivation. Missed some deadlines or failed in a few detail areas. Occasionally late to work.
<b>POOR</b>	Did not really exert any unusual effort; did minimal work. Little respect for the time or deadlines. Constantly late to work. Made excuses that nothing was his/her fault.
<b>FAIL</b>	Totally unreliable about deadlines and/or quality of work. Needs serious counseling to be successful after graduation.

Comments/Suggestions:

Supervisor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Please email a scanned copy of this signed evaluation form, along with a signed copy of the evaluation letter, to [purintern@jou.ufl.edu](mailto:purintern@jou.ufl.edu). The evaluation form and evaluation letter must have original ink signatures. We do not accept digital signatures on either of these documents. Furthermore, please note that we do not accept faxed or mailed copies of the evaluation form and letter.

Thank you for your supporting efforts to help the Department of Public Relations achieve our educational mission and serve the profession.