

December 1, 2007

Dr. Marcia W. DiStaso
Associate Professor and Chair
Department of Public Relations
College of Journalism and Communications
University of Florida
POBox 118400
Gainesville, FL 32611-8400

Dear Dr. DiStaso:

I want to report on the successful completion of the Institute for Public Relations. Fall 2007 internship at

During the semester, handled a wide variety of professional assignments, giving her hands-on experience with many responsibilities found in entry-level public relations positions - and I hope a new appreciation for *the science beneath the art of public relations*.

The largest area of her assignments involved the Institute's website, our primary channel for distributing research-based knowledge to public relations practitioners, researchers, educators and students. Her duties included editing and formatting new research papers for publication on the site (with titles like "Mapping the Consequences of Technology on Public Relations" and "Baseline Study on Diversity Segments: The U.S. Hispanic/Latino Market"). She drafted columns for the Institute blog about such papers. She wrote headlines and text for many new web pages. While it would be impossible to isolate the impact of her activities on traffic to the website, I should also note that during her internship the number of visitors grew from 5,700 to 8,700 per month.

also helped us complete a massive website offering of some of the most important speeches about the public relations profession over 45 years — the Institute's Distinguished Lecture series. She dug through historical files to identify the material, converted hard copy to electronic form, carefully proofed and edited scanned material, and drafted speaker bios where necessary. In the process, I think it's fair to say she gained exposure to an incredible living history of public relations practice.

She wrote press releases with regard to the speaker and principal honorees for the 2007 Annual Distinguished Lecture & Awards Dinner. She wrote summaries of award-winning research cases (including the Big Apple Best Use of Research, Measurement & Evaluation Award that the Institute presents with PRSA New York, and our own Golden Ruler Award). She helped with planning and logistics for Institute events including our

Summit on Measurement, the Annual Distinguished Lecture & Awards Dinner, and two Board of Trustee meetings.

Finally, and perhaps most important to the strategic purpose of the Institute, worked on a new section of the Institute's Web site, the Essential Knowledge Project. She was responsible for the final preparation of important scholarly essays on topics connecting research to the practice, finding links to sources referenced in the essays, and posting this material on the site to get ready for a soft launch.

In my assessment, came well prepared for the internship, in terms of classroom knowledge of public relations, basic job skills, work ethic and intelligence. She has fully completed the requirements of her three-credit internship. The requested evaluation form is attached.

Thank you for making such excellent, hard-working talent available to the Institute.

Best regards,

Frank Ovaitt
President and CEO