



May 1, 2020

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

Dear Dr. DiStaso:

I want to report on (student name)'s successful completion of (his or her) spring 2020 internship at the Institute for Public Relations.

During the semester, (student name) 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*.

During the semester, (student name) handled a wide-variety of responsibilities from media relations to social media management and event coordination. She was a huge help at IPR's biggest event of the year, the Distinguished Lecture and Awards Dinner. She coordinated all of the media outreach for the event securing a full table of media guests from the top PR trade publications.

I have been proud to watch (student name) grow over this past semester. She has helped increase IPR's social media presence to be more consistent and exciting. She has also grown a lot in terms of graphic design. She created many of the graphics for IPR's Distinguished Lecture & Awards Dinner.

In my assessment, (student name) 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,

Tina

Tina McCorkindale
President and CEO