

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: _____

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

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.)

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.**

EXCEEDED	Went beyond expectations; did really extraordinary effort.
MET	Did whatever was required on time with a good attitude. Overcame normal obstacles encountered on any job. Needed average supervision.
DID NOT MEET	Did average work. Average interest in motivation. Missed some deadlines or failed in a few detail areas. Occasionally late to work.

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.

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