

## **Landing a public relations internship: an intimidating process**

Landing an internship can be a stressful process for many college students, but may determine the fate of a career. There is a lot to think about: finding businesses in which to apply, making a standout resume and getting credit for the internship. Here are some tips on how to land a public relations (PR) internship.

One word: resume. A student's resume can make or break an opportunity to achieve an internship. How do students make their resume the best it can be? Easy, go to SIUE's Career Development Center. There, students can learn how to create a resume or simply get their resume critiqued.

Students should have an understanding of what specific type of PR they want to go into such as nonprofit, corporate agency or internal PR for a business. From that point, the student should search companies that contain that type of work. However, a company may not post internships. A motivated student should e-mail every company that looks appealing and ask if they are taking interns.

A second option is to rummage through the internship binder that is conveniently located in the speech communication department. It contains many companies that accept interns on an annual basis.

Carly Wildenrad, a senior speech communication major, received an internship for spring 2010 at the St. Louis Art Museum. Wildenrad discovered the opportunity through Public Relations Student Society of America (PRSSA) chapter on campus. "Although I'm not an expert on art, I'm slowly becoming one as I perform research, write releases and generate FAQ sheets

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for the media,” Wildenradt said. “The experience and knowledge I'm gaining from the Art Museum is unlike any other.”

A student not only gains real world experience, but also receives credit from the speech communication department as well. Dr. Joanne Cattefesta is the internship director for the department. Students can receive one to nine credit hours depending upon how many hours they interned for the semester. Students can pick up a blue internship packet from the department, fill out the needed information and add the internship class to their schedule.

Finding an internship can be easy. Students need to be educated on the process, know what they want and be highly motivated. There are not many things that come easy in the business world. Everyone has to fight for everything they desire.

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