

PUBLIC RELATIONS INTERNSHIP OVERVIEW **FRY | HAMMOND | BARR – ORLANDO, FL AND TAMPA, FL**

Fry Hammond Barr, best known for its results oriented communications programs, represents many retail and consumer brands including McDonald's, St. John's River Water Management District, Bright House Networks, Nemours and H. Lee Moffitt Cancer Center & Research Institute. As a full-service agency with offices in Orlando and Tampa Bay, Fry Hammond Barr offers a wide range of services including advertising, public relations, interactive and marketing communications consulting. The agency was founded in 1957 and currently employs a team of more than 65 professionals. In 2006, the agency's billings were more than \$85 million. In 2002 the public relations division was established.

POSITION DESCRIPTION

As a public relations intern, he or she will be a part of the daily operations of the PR department. This internship will also provide an excellent opportunity to develop work samples for a portfolio. Overall, the intern will see first-hand how public relations plans are developed and implemented. This internship is a semester-long internship.

COMPENSATION

A \$250 stipend is awarded upon satisfactory completion of the internship. Applicable expenses are reimbursed.

RESPONSIBILITIES

- Dedicate the equivalent of 12-18 hours per week for 12-14 weeks.
- Develop a portfolio of all work completed during the period of internship.
- Periodically support with general office administration-related duties as assigned.
- Support in the preparation and distribution of media releases
- Assist in conducting research for clients
- Aid in planning client events and seminars
- Assist in preparing general client correspondence
- Attend at least one luncheon meeting sponsored by the Florida Public Relations Association/Public Relations Society of America with an FHB staff member.
- Write at least three press releases and proceed through the editing process, with guidance from an account executive.

APPLICATION DEADLINES

Applicants are encouraged to apply as early as possible for consideration.

QUALIFICATIONS

- 3.0 GPA or higher and be a Junior, Senior or graduate student
- Journalism, communications or public relations major
- Excellent writing, editing, organizational and personal skills
- Working knowledge of Microsoft Word and Windows
- Good communication skills, both verbally and written
- Ability to multi-task and well organized
- Proficient in Microsoft and internet applications
- Responsible for timely completion of work
- Enthusiasm for the field of public relations and marketing
- Professional appearance and conduct

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