

**2009 Silver Spur Intern Scholarship Program
EVALUATION FORM**

Students selected as TPRA Silver Spur Interns will be in final competition for the **James W. Hart Jr. Intern of the Year Award**. A team of public relations professionals will make the decision based on an independent evaluation from the intern's supervisor, along with the assessments below.

Possible Points	Score	Assessment
25		Quality of writing skills displayed during internship throughout various written communication pieces (i.e., news releases, speeches, promotional material, articles, etc.). Provide samples.
20		Variety of skills applied. Provide summary.
10		Initiative, organizational skills, follow-through, attention to detail. Offer examples.
10		Leadership abilities displayed. Provide summary.
10		Opportunities to work with internal and external clients/contacts (including media). Offer examples.
25		<p>Quality of final report. Provide:</p> <ul style="list-style-type: none"> • Background information about host organization/company. • Initial goals and expectations of internship. • Summary of actual work completed. • Reason why this internship will prove a valuable experience. <p><i>Note: Report must display excellent writing and organizational skills and be presented in a professional manner. This report and the evaluation of the intern's supervisor, to be mailed/faxed separately, serve as the only two evaluation criteria.</i></p>