

Calypso Communications

A PR Intern's Perspective: 3 Things I Learned in 3 Weeks

Posted by [Caitlin Evvard](#) on January 20, 2012 ·

At Calypso Communications we offer internships to local students who are interested in gaining real-world experience in PR and marketing. At the culmination of the internship, we ask our interns to share what they've learned, and how the experience will help them in the future. With that, I'll turn it over to Susan Bradford, our January intern from Endicott College...

A three-week internship does not give you a lot of time to learn the ins-and-outs of a business. It's rushed, and if you aren't making the most out of the experience every day, then you're just wasting your time. Endicott College, where I attend school, requires a three week, 120-hour internship during the winter intersession of freshman and sophomore year.

The freshman year internship is the hardest one, because you only get a semester's worth of schooling before you're thrown out into the real world. The sophomore year internship is a little easier, because it's the second time around, but it's still hard to do only three weeks of internship. As soon as you're getting into the swing of things, it's time to pack up and leave! There are of course some places that make you feel welcome and settled right away, so you are able to make the most out of the experience. If you are seeking an internship with hands-on experience in the field of public relations, marketing and advertising, an internship at Calypso Communications could be a great fit (it was for me!)

Here are a few things I've learned during my time at Calypso:

- 1. I've found that the more enthusiasm you show for the smaller tasks, the more likely a company is to hand you more responsibility.** I was given a lot of tasks to complete while working at Calypso. There was never a dull moment; I always had something I could work on if I finished my assignments for the day. I completed a multitude of different projects, from simple filing tasks to actually writing a press release. I also had the benefit of having a car nearby, so I could run client errands. The more enthusiasm I showed, the more responsibility I was given.
- 2. Research skills are important.** You'll most likely be asked to do some research for your company, and it's important that you know how to research effectively. For example, I had the pleasure of working with a new client, My Breast Cancer Support. It is a local non-profit organization that provides support and resources to local patients with breast cancer. I got to sit in on the launch meeting for their new 2012 campaign and it was a great learning experience for me. I had to research information about other local non-profits in the area, to prepare for the meeting as well as find statistics to further our knowledge about the company and surrounding areas.
- 3. Ask questions! Ask them often, and ask them to everyone.** When you are working in a professional setting, it is intimidating. However, you must never let that get to you. Being shy won't get you anywhere in the real world. If you are given a project, it becomes your responsibility to complete the assignment. You have to give it your all, to show the company that you're dedicated – and you **MUST** ask questions. Ask about everything and anything you're unsure about. It's better to ask a hundred questions and do it perfectly, than to stay quiet and have to do it over again. Trust me – I learned that lesson the hard way!

My time at Calypso is now complete, and I am thankful for the knowledge I have gained. I have gotten to know the people working here, and I enjoyed my time with them. It was a wonderful experience, and I recommend an internship here to anyone interested in the public relations, marketing or advertising fields.

Susan Bradford [@suelizabrad](mailto:suelizabrad)
Endicott College