Making It a Reality

Strategies & Resources for an Effective Job Hunt in the Communications Industry
Congratulations! You’re finished!

Whether you’re back at home with family or on your own, looking for may seem overwhelming... and the farther away you are from campus, the lonelier you may begin to feel. Don’t fret! The Newhouse Career Development Center (CDC) has created this guide to assist and encourage you as you pursue that first job (and to serve as a refresher when you’re ready to move on to job #2)!

Use this booklet to keep yourself focused and organized and remember that the CDC is here to help along the way (see chapter 10 for full details). Following this advice will help you stay on track and make sure you’re spending your time on the most effective job hunt methods.

Good luck!

Look for the orange for quick job-hunting hints and reminders.
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CHAPTER 1- How People Find Jobs

The communications industry has some unique characteristics that will likely have significant influence on your job search:

The industry hires on an “as needed” basis.
Positions are usually filled within a short time frame. This means companies DO NOT recruit months in advance or hire large numbers of people at a time. Communications companies may anticipate openings but they will hire only when they know there are definite openings.

Outside experience is a REQUIREMENT.
The single most important factor to communications employers is hands-on, professional experience. “Real world” experience in the field is critical to set you apart from other college graduates.

People hire people who they know.
As stated above, companies try to fill positions quickly, and they’ll often hire through word of mouth. The more people who know who you are and what you’re looking for, the greater your chances of finding it.

A job search is NOT simply applying online to job leads or sending out unsolicited résumés.
How Newhouse Graduates Find Jobs

Newhouse graduates find work in their fields, though the communications industry has clearly felt the pinch of the recession. Our recent graduates’ statistics reflect the current state of the economy. The amount of time needed to find work increased (average time is six to nine months), while starting salaries dropped due to greater competition for fewer available positions. The number of graduates hired as post-graduate interns also increased, with the majority of these post-graduate opportunities turning into full-time employment.

About 25% of ‘13 bachelor’s graduates had jobs or were in the process of final interviews upon graduation in May of 2013, and six months later the number jumped to 77%. The following statistics were gathered from graduates between December ’12 and August ‘13.

Newhouse Class of ‘13

<table>
<thead>
<tr>
<th>Employed full-time</th>
<th>77%</th>
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</thead>
<tbody>
<tr>
<td>Employed part-time</td>
<td>5%</td>
</tr>
<tr>
<td>Still seeking employment</td>
<td>5%</td>
</tr>
<tr>
<td>Attending graduate school</td>
<td>4%</td>
</tr>
<tr>
<td>Post-graduate internship</td>
<td>9%</td>
</tr>
<tr>
<td>Position related to career goals</td>
<td>97%</td>
</tr>
<tr>
<td>Average salary (ALL majors combined)</td>
<td>$35,830</td>
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*Reflects entry-level jobs

The Class of ‘13 found jobs through the following methods:

- Personal Contact/Networking: 48%
- Previous Internship: 19%
- Classified Ads/Job Boards: 16%
- Applied Directly to Company: 10%
- On-Campus Recruiting: 4%
- Career Fair: 2%
- Employment Agency: <1%

Don’t put all of your eggs in one basket! Successful job searches use a combination of job hunting methods.
Tips for Job-Hunting in Times of Economic Uncertainty

1. **Research and assess the trends and landscape of the current job market.**
   Focus on the industry. Do your research. Which industries are laying off or have hiring freezes? Which are hiring? Some useful web sites include Journalism.org and the Association for Education in Journalism and Mass Communication (http://www.aejmc.org).

2. **Assess your transferable skill sets.**
   Communications professionals, in particular, have skills that can be put to work in many different industries. Review your talents and understand how they can help you in your job—no matter what kind of job it might be.

3. **Network/build relationships/get connected with people who work in or know about the industry/follow up.**
   Even in a good economy, networking accounts for some 85% of successful job-finding. In times of economic downturn, fewer jobs are advertised and job leads tend to “go underground.” It’s important to stay connected: Let your family, friends and professional contacts know you’re looking for a job; inform them of what you’re interested in; and keep these people updated! A good job lead might come from anyone.

4. **Practice your 30-second pitch/do mock interviews.**
   You never know who you might meet—including potential employers. Be ready with a 30-second pitch describing yourself, your skills, your interests, and why you’re interested in a particular job/career. Practice interviewing as well. After all, getting the interview is half the battle; doing well in the interview is the other half.

5. **Have your resume and business cards ready to go.**
   You don’t have to be employed to have a business card! List your career focus (public relations, new media, radio, etc.); add your top skills or area of interest; and, of course, include your contact information (including links to portfolios or personal web sites). At the same time, keep several copies of your resume nearby (in your car, or in a folder you carry) to give to someone who might help with your job search. (Just make sure you know what the person intends to do with your resume.)

6. **Be persistent and have patience.**
   In a good economy, it takes an average of six to nine months to find a job; it may take longer in times of recession. Finding a job is itself a job! Carve out some time on a weekly basis to assess your skills, research the job market, create a target list, network and follow up with contacts. If you stay prepared, that hidden job will appear when you least expect it.
Devising Your Game Plan

Now that you see no one is going to find you, let’s introduce you to how you can find them. Strategically seeking out employers is especially crucial in the current job market.

The four key steps are:

1. **FOCUS** on skills, interests and environmental factors you’d like to use or have on the job.

2. **TARGET** places that need those skills and/or offer those factors and target a geographic market(s). Build a target list of 15 to 25 specific companies you’d like to look into.

3. **RESEARCH** those organizations through trade magazines, industry web sites, professionals, Internet searches and other resources.

4. **NETWORK** with people who do what you want to do in the companies and industries that interest you.

The following chapters will walk you through these steps.

Companies only have to post a small percentage of their job openings to the public. Networking is key if you want to find out about job leads BEFORE they are advertised!
Job Search = House

Like a house, your job search needs structure. Too many job hunters fail to build their “house” completely and, therefore, go about their job search in a disorganized fashion. Unstructured job searches rarely yield results, so use

FOUNDATION = FOCUS
Take the time to identify skills that you want to use on the job, the types of places that provide those opportunities and particular geographic locations (one or two) you are most interested in. Narrowing down options by using your interests, skills and strengths is ESSENTIAL to your job search. If you don’t build your foundation, your job search has no base and will collapse.

WALLS/FRAME = TARGET LIST
Using your focus and geographic market, create a list of 20 to 30 SPECIFIC places (specific company names) that fit your criteria. This gives the job search purpose and direction. If you don’t build your target list and give yourself structure, you will resort to passive methods like answering classified ads or sending out unsolicited résumés (both ineffective job hunting methods).

ROOF = RESEARCH
Find out everything you can about the companies on your target list. Read, watch, listen, search. This research will “cover” you when you begin talking with contacts: Knowing your stuff will give you something to discuss with networking contacts (as well as impress them), AND it will set you apart from other job hunters by demonstrating your seriousness and focus.

WINDOWS = NETWORKING CONTACTS
Contacts open up “windows” in your job search. They share information, get to know you and can let others know you exist. Once you develop a rapport with a contact, s/he may offer job leads or offer to pass along your resume. However, it’s YOUR JOB to seek out contacts and develop the relationship. Always ask a contact to suggest new contacts to reach out to. You MUST make sure the other elements of your house are in order before starting this step. The best networking attempts come from those who’ve done their homework.
CHAPTER 2 – Focus/ID Targets

Think about the types of skills you’d like to use on the job, the types of environmental factors that affect the workplace and any special interests or causes you may have or feel strongly about. Ask yourself questions about what YOU want in a job.

For example...

Do I like working under tight deadlines?

Is the east coast the only area I want to work in?

Do I want my company to specialize in sports?

Do you need to live at home for the first year after graduation to save money?

Does wearing a suit every day sound terrible?

Critically examining what you are looking for in a position can help focus your attention on those companies/employers that will best suit your needs and wants.

Complete the focus and target worksheets on the following pages. This step is the most important part of your job search and will provide structure and direction. This is ESSENTIAL in a proactive job search.

Targeting is the foundation of your job search. Until you know what you’re looking for, you can’t move forward.
Finding Your FOCUS Worksheet

Think about the following skill areas and write down how you like to work in them. Two or three areas will likely dominate. There may be a couple of skill areas that you don’t enjoy or consider necessary to consider in your search. That’s ok. Give examples from your experience to demonstrate each skill. Thinking of things you don’t like can help you narrow your focus, too.

1. PEOPLE How do you like to interact with those around you? Some examples: Teach, inform, educate, help, motivate, persuade, direct, interview, team-up. Give some examples of situations you’ve enjoyed (or NOT enjoyed) when working with others.


3. WRITING All jobs require some form of writing. It may or may not be a main focus. What do you like to write? Information pieces? Opinion? News? Persuasive or marketing copy? Correspondence? Do you like to create characters? Situations? Do you like to write short, creative descriptions? Compile Information gleaned from interviews?

4. RESEARCH Do you like digging for information or figuring out where to look for it? Internet research? Analyzing numbers or data to draw conclusions? Do you like using information or data to solve problems? Reviewing archives for pictures or video?

5. TECHNOLOGY Do you like to work with equipment like lighting, cameras, editing systems, audio? Do you enjoy using computers to create posters, newsletters or websites? Or are computers simply a means to get the job done (word processing, email)?
6. **CREATIVITY** In what ways do you like to be creative? Visually? With words? In problem solving? In events planning or marketing?

Skills are just one aspect of a job. While you’ll rarely find a job that meets all your criteria, you can do some additional narrowing down by filling out the last two sections.

7. **ENVIRONMENTAL FACTORS** How do you feel about deadlines? What types do you work best with? Daily, weekly, deadlines you set? Corporate vs. a more casual work atmosphere? Do you prefer a structured office with clearly defined roles, or a looser set-up where everyone pitches in? Do you prefer to know what each day will bring, or have constant change and unpredictability? Something in between the two? How much control do you need over your day and responsibilities? Do you like to travel? Locally? Domestically? Internationally? Do you like to get out of the office frequently, or do you prefer going to the same place every day? Other criteria that would affect your daily job?

8. **OTHER FACTORS** Do you have any additional interests or skills that would further narrow down your list of possibilities? For example, an interest in music, entertainment or sports? A cause or belief that you hold in high regard, like women’s issues, healthcare, animals or the environment? A language or cultural knowledge you wish to utilize?

*The purpose of this exercise is to NARROW down your options. With so many possibilities out there, use your interests, strengths and preferences to hone in on what you want to do and where you want to be.*
Create a TARGET List

PURPOSE: To create a TARGET LIST of potential employers. If you do not take the time to focus your job search, you will rely on passive methods (classified ads, job leads, etc.) to provide focus for you. This is YOUR job search—take control!

A. SKILLS/ENVIRONMENTAL FACTORS
   Choose five to six of the most important things on your focus sheet.

   1. ____________________________     2. ____________________________
   3. ____________________________     4. ____________________________
   5. ____________________________     6. ____________________________

B. EMPLOYERS
   Identify 10 types of employers who need these skills or provide those work environments. Think in general terms. Ex: Not-for-profits, sports teams, etc.

   1. ____________________________     2. ____________________________
   3. ____________________________     4. ____________________________
   5. ____________________________     6. ____________________________
   7. ____________________________     8. ____________________________
   9. ____________________________     10. ____________________________

C. GEOGRAPHY
   Identify one to three markets where you most want to be.
   Ex: Boston. Broadcast people may need to use regions. Ex: Northwest

   1. __________________________________
   2. __________________________________
   3. __________________________________
D. **TARGET SPECIFIC COMPANIES (combines B & C)** Write down SPECIFIC names of 20-30 places that need your skills and are in your geographic market(s.) Examples: WABC-TV, Hill and Knowlton, The Democrat & Chronicle, Showtime Networks.

1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________
6. ____________________________
7. ____________________________
8. ____________________________
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10. ____________________________
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16. ____________________________
17. ____________________________
18. ____________________________
19. ____________________________
20. ____________________________

**RESOURCES AVAILABLE TO ASSIST YOU IN COMPILING YOUR TARGET LIST:**

CDC:
- Industry directories
- The Newhouse Network (alumni database)
- Trade magazines
- JobOps (alumni listserv)

OTHER:
- Yellow pages
- Internet searches
- Professors, friends, relatives
- Past internship contacts

**TARGETING gives your job search structure.**
You can’t move forward until you give yourself direction.
CHAPTER 3 – Do Your Research

Know the basics....
Collect secondary information about target companies using:

- The Internet
- Trade Magazines
- Reading or watching their product

You must know and organize the following:
- ADDRESS & PHONE NUMBERS— including headquarters, other office locations
- DEPARTMENTS—how the company is arranged or set up
- NAMES OF INDIVIDUALS
- CLIENTS/CURRENT PROJECTS/RECENT STORIES COVERED
- ANYTHING ELSE YOU WANT TO KNOW

When you need PRIMARY information or info that only employees can give you, it’s time for networking (see chapter 4).

What do your target companies do?
Today it’s easier than ever to go online and find out about communications businesses you are interested in. The company or organization may have its own website, which you may easily find through a web search. If not, you might search field-specific job banks to locate potential employers. The bottom line is, no matter if you investigate electronically or with paper and pencil, you need to know what the companies on your target list do.

Examples of what’s important to know:
- Is the television news operation number one in the ratings? How many and what types of newscasts does it air?
- Does the public relations firm specialize in health clients?
- Does the advertising agency handle international accounts?
- What geographic and demographic areas does the newspaper serve? What publications, if any, does it compete with it?

Finding the right job is a combination of luck, timing and organization. Be prepared—Do your homework first!
Researching an Out-of-Town Move

Savvy career consultants suggest that you begin researching an out-of-town job move six months before you plan to be employed. You can start as early as possible looking into relocation and potential markets where you’d like to work.

Be familiar with costs of living in your target areas.

Obviously, larger cities and highly populated areas will offer more job options, but they may be more expensive places to live. Libraries and most colleges and universities have comparative cost of living information.

Chambers of Commerce can be helpful resources.

Other useful resources for researching new cities are www.bestplaces.net and www.findyourspot.com

Consider temporarily using a reliable friend’s or a relative’s address.

Some people who are relocating may also use a friend or relative’s address in your target market to put on your résumé. There is definite bias against people who don’t live in the market that a job is located in, especially with so many qualified locals around.

Realize that if you’re an “out-of-towner,” you’re competing with locals.

People who are already in your desired market can start right away and will not need to relocate or familiarize themselves with the area. This is why it’s best to move to the area where you’d like to work while you’re still searching. This way, it’s easier to develop contacts and assure your future employer that you know the local scene.
CHAPTER 4 – Networking

1. **Gather contacts from...**
   - past jobs & co-workers
   - LinkedIn (see page 58)
   - trade magazines
   - joining a professional organization
   - family, friends & professors
   - CDC’s Newhouse Network database
   - industry directories
   - see page 26 for additional info

2. **Set SPECIFIC networking goals.**
   - Why are you contacting this person?
   - What type of information can this person provide you?

3. **Write specific goals & questions down on paper.**
   - e.g. Find out how economy is affecting this person’s company
   - Get name of someone working on the ______ account

4. **Determine your method of contact.**
   - Email, phone, letter, in person

   Email and phone are the most frequently used methods of contact. If emailing a Newhouse Network contact, be sure to put “Newhouse grad” in the subject line. Otherwise, use “Job search question.” If you have a quirky e-mail address, like “cutiepie@info.com,” consider setting up another account (cutesy is not professional!).

   **BE PATIENT!** Contacts have fulltime jobs. It is not their responsibility to talk to you on your schedule. It’s YOUR responsibility to continue to try to reach them – be pleasantly persistent and accommodating. i.e. “Would e-mailing my questions be easier for you?” or, “Is there a better time I can try you again by phone?”

5. **Make your contact**
   - Be specific as to HOW he/she can help you; be professional and brief
   - Ask permission to keep in touch, if necessary
   - Say THANK YOU—Send a typed thank you letter or handwritten note. Only email a thank you as a last resort!

6. **Follow up and stay in touch**
   - Stay fresh in your contact’s mind by sending a quick e-mail, or leaving a message updating him/her on your status.
   - Send contacts who are SU alumni updates about what’s going on in Syracuse and don’t always have an ulterior motive for emailing (i.e. you want a contact/info/help): people feel appreciated when they don’t always have to respond!
Networking Preparation

Be ready to make “small talk” that may turn into big opportunities.
Mentally preparing yourself for meeting new people and exploring employment options will help your job search.

1. What does she/he do? What type of information can he/she give me?
2. **BE SPECIFIC** as to what you want and how she/he can help you.
   i.e. “Are there any things I should avoid in my job search?” (specific) versus, “Can you give me any advice?” (too vague)
3. Ask only what s/he can painlessly give. **NEVER ask if there’s a job available.**
   The person you’re networking with knows you’re looking for work and will likely tell you if there is an opening if she/he is comfortable with you.
4. Only send a résumé if and when it’s asked for. **NEVER** send it in your first effort to contact someone!
5. Ask permission to keep in touch if the contact doesn’t offer.
6. Get the name of another contact or organization that may be helpful to you.
7. **BE GENUINE.** Don’t network just to network. If your efforts are forced, you likely will not develop the type of networking relationships that can lead to results.

Keeping in touch or staying top of mind.

Don’t call or e-mail only when you need something. Contact should be **every three to four weeks**—enough to remind contacts you’re still out there. Some suggestions:

1. A voice or email message updating the contact on your search or what you’ve been finding out - perhaps something he/she told you was validated or contradicted. Be upbeat, not doom and gloom!
2. SU postcard (if SU alumni) — again, include an update of your search
3. An article of interest from a trade magazine
4. A call to get more contact names or opinion

Example of “in touch” message left on voice mail or sent via email.

Notice that NO RESPONSE is necessary from the contact:

“This is John Smith. We spoke last week about Miramax’s marketing department and you gave me Ann Smith’s name. I spoke with her and she was very helpful. Thanks so much. I’ll keep you in the loop on how things develop. Have a great day.”

**VOLUME is KEY.** You must talk to as many people as possible.
The more “money” (contacts) you put down on the roulette wheel, the greater your chances of winning (hearing of a job lead)!
The job hunt is like dating.
People know you want a job, just as you may assume people you date want to eventually get married. However, you would NEVER approach a first date with an engagement ring or marriage proposal.

The equivalent is giving a networking contact your résumé. S/he MAY want to hire you or help you in the future but will ask for it if and when s/he is comfortable doing so.

Do not rush contacts.
You may feel desperate, but you need to play it cool.
You must first get to know “the family” (the company/industry) and see if and where you fit in. This is accomplished through networking and it takes time.

PATIENCE IS ESSENTIAL.
Just because you want a job doesn’t mean one will materialize at the time that it’s convenient for you.

Networking Misconceptions
• One call is all it takes. Don’t let yourself be fooled into thinking that you’ll make a call and that contact will instantly say, “You sound great over the phone. When can you start?”
• Make four calls; the fifth will yield a job. THERE IS NO FORMULA.
• Make a call and the contact will take it from there, i.e., “I’ll shop your résumé around...” It sounds too good to be true—and it is.
• Calling the same five people repeatedly will result in something. VOLUME is key. You must tell as many people as possible what you are looking for.
So When Do I Ask for a Job?
(or if there are any openings?)

ANSWER:
You don’t. EVER.

People know you are looking for work and will volunteer if they know of anything and if you have proven you’re focused.

Stay “top of mind.”
Networking will yield verbal job leads and other contacts. If you are talking to enough people, you will begin to hear of leads or be asked to send your résumé. It is up to the job hunter, however, to stay top of mind by keeping in touch with these people.

Timing is EVERYTHING in the job search.
You assist timing by being focused, talking to as many people who do what you want to do as possible and by keeping in touch.

Use job leads as networking leads.
Rather than whipping off a résumé to the HR department, call the company and ask to speak to someone in the department where the opening is. DO NOT say you know there’s an opening. Talk about your interest in that company or field. We guarantee they’ll mention the opening and NOW you have someone to send your résumé to AND an opening line to start your letter with.
How a Networking Relationship Evolves

A networking relationship will start with a chance meeting at an event, a referral or you finding someone’s name in a database, masthead or online. From there you will follow up/initiate conversation. An email is usually the best way to start this conversation, as it gives you time to craft your message and make sure you’re putting your best foot forward (a phone call puts both you and the person you’re calling on the spot!).

Following the formula for a successful networking email on the page 23, you’ll send out your initial email. If all goes according to plan, the person will respond and you’ll then be able to ask some questions via email or set up a time to talk on the phone. Once your initial “back and forth” is out of the way, you’ll have a better idea of just who that person is and what s/he does. Your contact’s responses will often lead to other questions on your part, and you’ll end up in a cycle of questions and answers.

At some point, you will feel as though you have (for the time being) asked all of your questions. You’ve reached a plateau! Your goal is to thank the contact for all of his/her good advice, state that you would like to keep in touch, and then ask (oh so tactfully) if there is anyone who the contact would recommend you speak with. This is VERY important question. It helps you to grow your network of contacts! It is an even more useful question when your initial contact is someone who is at a company of interest, but not quite doing the job you’re interested in (“Is there anyone you would recommend I speak with on the advertising side of the agency?”) or the wrong branch (“… in the New York office?”), and so on.
Writing a Successful Networking Email

1. Establish a connection.

Start with an introduction: What is your connection to this person?
- Fellow Newhouse alum?
- Family friend?
- Referral from a mutual contact?

How did you get this person’s name?
- The Newhouse Network?
- Referral?
- “Cold networking”: be sure to make yourself stand out!
  - This is where your research pays off! You must CREATE a connection by using your familiarity with the person’s work. Cold networking is always less fruitful but can pay off!

2. Be straightforward about what you want.

State your purpose.
- What are you looking for?
- Ask for advice (and advice ONLY!)
  - A “few minutes” of his/her time
  - Answers to a few questions

3. State the “next steps.”

Is this ok? / Questions
- “Please let me know if this is something you would be willing to do…”
- “I’ll follow up with you later this week.”
- OR ask one or two specific questions to give an idea of what your “purpose” (above) is.

ALWAYS EXPRESS GRATITUDE!
Extra points for acknowledging a contact’s busy schedule!
Sample Networking Email

To: johndoe@aol.com
From: LSmith@syr.edu
Subject: QUICK Newhouse Question

Dear Mr. Doe:

It’s not pretty out there in NYC’s production world but I’m going to try to break in nonetheless. I just graduated from Newhouse two weeks ago and am organizing my targeted job search.

I’ll be relocating to the City in early June and am hoping you could spare 15 minutes to give my company target list a once-over when I get to town.

Let me know if that’s something you’d be willing to do.

Appreciatively,
Lee

Lee R. Smith
S.I. Newhouse School of Public Communications
B.S. Television-Radio-Film 2012
LSmith@syr.edu | @LSMITH | 315-555-1212

COMMENTS:
• Subject heading establishes the connection between the two parties and alludes that this won’t take much of the contact’s time.
• The salutation shows respect by addressing him as “Mr. Doe”. Use a title until given permission to use the first name (unless the contact is a recent grad you know or someone you have an established relationship with).
• Writer suggests she is going about her job search in an organized fashion. Gives reader sense that he/she is will not be wasting time with this one and that the writer has focus and purpose. She’ll be easier to help.
• Writer asks one short, SPECIFIC question (to give her target list a once-over when she gets to town). Reader knows exactly how he can help her.
• Writer gives contact an out by asking if this is something John would be able to do. People appreciate that courtesy.
• Great signature at the end— Keeps writer’s info organized and easy to find.
Keeping in Touch

You may have noticed under “PLATEAU” on page 22 there is a note that says “a.k.a. keeping in touch.” Keeping in touch is the final step in establishing a networking relationship! The biggest pet peeve of alumni is helping a student/fellow alum out and then never hearing from that person again!

**If the person has gone to the trouble of responding to you, that means that s/he wants to KEEP hearing from you!**

Think about the flip side: You’ve gone to all this trouble to MAKE a contact... wouldn’t that all be going to waste if you didn’t keep in touch? The good news is that keeping in touch is easy.

- **Email**
  Send a quick note or leave a quick message to check in, update your contact on your progress, and say you’ll be in touch again soon.

- **Voicemail**
  Everyone loves real mail! Jot a quick note (pretty much the same as you’d write in an email) to keep your contacts up to date on what you’re doing. A handwritten thank you note is always appreciated when a contact puts in a good word for you or spends a long time chatting with you.

- **SU Postcard**

- **An article of interest from a newspaper or trade magazine**
  Sucking up? No! Sending a link to info you know would be of interest to a contact or to an article about positive news about his/her company shows that you’re paying attention!

- **A call to get more contact names or opinion**

We discussed why getting referrals is so important on the previous page. You can also get an opinion: Notice how the arrows go in both directions from the plateau on the diagram on the previous page? That’s because at any time, you can jump from updating/maintenance mode back into having a “back and forth” with your contacts! Have a question you’d love to get his/her take on for a project? Perfect! Ask away! Always just have a REASON to be in touch.
Finding Contacts & Staying Organized

Where do I find contacts?

- Talk to family and friends.
- Consider past internship supervisors.
- Utilize LinkedIn (see page 58 for more information).
- Join the Newhouse Network (see page 52 for details).
- Get involved with the nearest Syracuse University alumni club (visit www.syr.edu/alumni/whereyoulive/clubs/).
- Use Twitter to make connections and explore hashtags (e.g. #EntryPR) to connect with people who are searching for candidates like you.

How do I manage my contacts?

Since keeping contacts is just as important as making them, having a system to keep your network up-to-date is vital.

Consider using a spreadsheet in Excel or, better yet, a spreadsheet on Google Drive (that way you can access it from any device). Sort your “follow up” column by date to see which contacts need attention more urgently.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
<th>Mailing Address</th>
<th>Last Contacted</th>
<th>Talked about</th>
<th>Follow up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jim Jones</td>
<td><a href="mailto:jjones@network.com">jjones@network.com</a></td>
<td>(212) 555-5555</td>
<td>123 Main Street</td>
<td>September 1</td>
<td>His first job out of school, What XYZ Network looks for in candidates</td>
<td>September 30</td>
</tr>
<tr>
<td>Sherri Smith</td>
<td>sherri.smith@agency</td>
<td>(212) 555-1212</td>
<td>125 Road Lane</td>
<td>September 15</td>
<td>Current job market, Her transition from ABC Agency to XYZ Agency</td>
<td>October 15</td>
</tr>
</tbody>
</table>

A system like this allows you to keep contacts’ information all in one place, make notes about your conversation, and then assign yourself a date on which to follow up. No one will be slipping through the cracks on your watch!
CHAPTER 5—Control & Your Job Search

There are many aspects of the job search you can and must control.

- Focus of your job search (it’s all about YOU and what you want/like to do)
- Quality and amount of industry research conducted/industry knowledge
- Networking contacts—the quantity of contacts and ability to acquire more; your ability to get helpful information from them; your ability to stay in touch.
- Amount of weekly time dedicated to your job search.

TIMING: The ONE thing you cannot control.

While it would be nice to get a job when it’s convenient for you, the communications industry doesn’t work that way (with VERY few exceptions.) The Focus-Target-Research-Network process puts you in the best position so that when a job does open up, you’re the first person that comes to mind.

Helpful hints

- Continually re-evaluate your approach and what you’re doing.
- Read trade magazines regularly.
- Get organized. An organized job hunter is a successful job hunter.
- Use every opportunity to meet new people. You never know who may be in a position to help you on day.
- Stay positive. YOU WILL FIND A JOB!
- Be like an arrow—have direction. If you’re not precise in your focus and action, you’re letting other things or people control your search – and ultimately, your success.

Things to avoid

- Using classified ads and sites like Monster.com to get “focus.” Focus has to come 100% from YOU!
- Sending out mass mailings to companies asking for “anything” they have available. Employers want focused candidates and this looks desperate, the exact opposite of being focused.
- DOING NOTHING. Nobody is going to find you. YOU must find opportunity.
Home job hunt resources:

- Public and local college/university libraries, where you can find professional directories and trade magazines to reference for companies to include on your target list
- Internet—for professional organization websites, as well as job banks and sites for those businesses where you might like to work
- Local professional organizations
- Chambers of Commerce – City and town organizations where you might find information and make contacts; especially useful in smaller markets

Job hunting mistakes:

- Not putting in the time (minimum 8 hours per week); there is a direct correlation between time spent weekly and length of job hunt—Realistically assess how much time you’re really spending conducting proactive job hunting methods
- Using only passive methods (e.g. classified ads, mass mailings to human resources departments, job fairs and employment bureaus)
- Putting off the process because of vacation, summer commitments
- You can never start the FOCUS-TARGET-RESEARCH-NETWORK process too early
- Setting a specific start date for employment (e.g. “I must have a job by July 1...”)
- Expecting a job offer in another market BEFORE you move there. You’ll have to visit or even move before you receive offers.

YOU’RE IN TROUBLE IF...

- Everything sounds interesting (you’ve lost focus).
- Contacts are sending you to human resources departments or not asking you to “stay in touch” (you’re asking for a job).
- You’re getting interviews but not job offers (interview skills may need a brush up.)

If any of the above sounds familiar, please consider contacting the Newhouse CDC. We are here to help! Our number is (315) 443-3270.
There are alternatives to landing a full-time job, too!

Here are a couple of suggestions if you’re about to give up:

1. **Take a post-grad internship.**
   These give additional work experience, can help you develop networking contacts and can give you more “exploration time.” They often lead to permanent jobs as well. Internships are especially helpful if you’ve changed your interests and don’t have any related practical experience. Some will even pay.

2. **Consider temporary work.**
   It usually leads to full-time employment. This may be a good option if relocating to another market or if you’re truly unfocused and not ready to commit to a full-time job search. Large agencies, publishers, networks, etc. often have in-house temporary work or floater programs. This is the one time we recommend contacting human resource departments to find out how to sign up for these programs. It’s important to call HR departments weekly once you’ve applied for a temp position there—they usually hire the ones that are top of mind. Small and medium sized companies may employ a temporary agency to find part-time or temp workers. Inquire with the company HR department to find out which temp agency they actually use. Get a contact name from the HR department.

**WARNING!**

There are some unscrupulous temp/placement agencies out there. Deal only with those that company human resource departments or networking contacts “endorse.” Avoid ANY placement or temp agency that charges you a fee!
CHAPTER 6 – Emails, Letters & Résumés

The letter’s purpose is to...

Demonstrate clearly HOW your skills and experiences relate to the company and/or position.

Avoid laundry listing adjectives and experiences. It should NOT be your résumé written in paragraph form. Make it EASY for the reader to see s/he can help you.

Be short and sweet.

There are two types of letters/e-mail messages in a job search:

1. Networking – Used 90% of the time in a job search
2. Cover – Used the remaining time and ONLY when there’s a job available

General email/letter rules:

- **NEVER** begin with “my name is” or “just graduated from SU.” Those are boring and trite openers.

- **Get to your point quickly.** State your purpose for contacting the person in the first or second sentence.

- **Spare readers** “how I got interested in _____ field” or “what inspires me.”

- **Avoid over-flowery language** and words. If you don’t normally speak like that, don’t start now. Say what you mean simply and clearly. For example, avoid “I’ve had a plethora of experiences through a medley of internships.”
Cover Letters

This letter is used ONLY when you know there is a specific job opening. If you’re just writing a letter to make a connection at a company, you should NOT write a cover letter. In that situation, you should be writing a NETWORKING letter. Rewind a few pages and review how to/why we network!

The purpose of a cover letter is to express interest in the position and give three to four reasons why you should be considered. At all other times a networking letter is sent. Cover letters are grossly overused. Ask yourself, “Do I that know there’s an opening?” If the answer is no, it calls for a networking letter.

- Opening Line – Reference or accomplishment statement
- Purpose – Give purpose for writing
- Transition – Prepare reader for next paragraph (only if needed and feels organic)

Ex. As lifestyle editor of The Daily Orange, I’m familiar with the frenetic pace of the newspaper business (Accomplishment). I truly enjoy this high pressure environment and am interested in applying for the reporter position at the New Times (Purpose). My familiarity with the daily operations of a newspaper combined with my writing skills makes me an excellent candidate (Transition).

- 3 good statements (a couple sentences apiece) that cite your experience to demonstrate that you possess a specific quality that the company is seeking in a candidate — be straightforward about what quality you’re illustrating.
- Always ask yourself “How will this benefit the company?

Ex. As a public relations intern at XYZ Agency, I regularly tracked mentions of the agency’s clients and campaigns to compile a media clips binder. This responsibility, along with acting as the company’s sole distributor of press releases to local media outlets, refined my media relations skills.

- The Ask – What do you want to happen
- The Action – What will happen (It’s always the same line – “I will contact you.”)

Ex. I’d like to speak with you about my qualifications (Ask) and will call you in the next few days to see when an interview can be arranged (Action).
March 27, 2011

Denise Rudith  
Account Director, XYZ Ad Agency  
456 Madison Avenue, Fl. 2  
New York, NY 10019

Dear Ms. Rudith:

I recently spoke with James Smith in your media department about opportunities at XYZ. After learning more about the entry-level planner position at your organization, I am excited to throw my hat into the ring as an applicant. My experiences as a planning intern for a local agency and the advertising coordinator for my campus’s student newspaper have prepared me well to be an active and savvy contributor to your organization.

I am familiar with the fast-paced environment that your business lives in day in and day out. While at Eric Mower & Associates, I not only contributed ideas to daily meetings with the planning team but handled client queries and administrative duties, such as scheduling, simultaneously. Multitasking was an everyday task, and I excelled having earned top honors from my managers upon completion of my internship. As advertising coordinator at The Daily Orange, I head up all advertising outreach for the publication and single-handedly increased revenue for 2005 by 25 percent. I am familiar with MRI data and am an Excel expert; creating mock media plans for clients such as Butterfinger and Exxon has sharpened my research and data-crunching skills.

I am prepared to hit the ground running if selected for this position. I look forward to speaking with you about my qualifications and will be in touch in the next few weeks to set up a time. Thank you for your consideration.

Sincerely,
Shaun Pedderton

Though it may be tempting, DO NOT copy phrases from cover letter samples. The CDC has gotten complaints about such offenders, and recruiters can sense it a mile away. Copying samples says three things: 1) You’re lazy. 2) You’re NOT creative. 3) You take the easy way out!
Why this Letter Is Strong

1) CONTACT INFO IS HIGH AND EASY TO FIND  Burying your email address or phone number in the body of the letter will make it difficult for the reader to find it if he/she is looking for it.

2) ADDRESSES READER BY NAME  Letters addressed to “Whom it May Concern” can seem less personal. In addition, they hint to the reader that a) you didn’t break a sweat to find out whom you are writing to and b) you might be firing out the same letter to tons of other companies. Do your best to find out the hirer’s name.

3) LISTS A REFERENCE IN LINE 1  Including a mention of a reference (someone at the company you spoke with/know, or who referred you) gives the employer more of a reason to want to read your letter. You immediately establish that though he/she may not know you personally, someone he/she knows does. List a reference if possible.

4) SHORT AND SWEET, BUT PACKED WITH DETAIL  The reader leaves with a clear sense of why this candidate is viable for his/her internship without having to wade through lots of text. If you detail those things that relate to what the employer is looking for most in a clear and concise way, you will demonstrate why you are qualified and that you are savvy about what the position entails. Your cover letter should highlight the things you bring to the table that relate to the position you’re going for the most; it should not be a list of everything that’s on your resume.

5) SHOWS INSTEAD OF TELLS  If Shaun had just written that he was great at researching, multi-tasking and working in a fast-paced environment, the reader would have no proof that this was true. By giving examples from your experiences that allow the reader to see you exhibiting these skills in his/her head, you will be convincing in your claims.

6) KEEPS THE FOCUS ON THE EMPLOYER  Employers want to hear why you would be of value to THEM—not why an internship/job at their companies would help your career, fulfill your lifelong dream, etc. Frame ALL of your phrasing around this.

7) DOESN’T GIVE THE EMPLOYER HOMEWORK  If you want the job so badly, YOU should be the one who puts effort into the follow-up. Including a closing graph similar to the one in this letter will show the employer how interested you are in the position and will keep the ball in your court so you have reason to be back in touch. Better for you to call him/her to follow up than to sit in your room crossing your fingers and wondering if the employer will get in touch with you!
Writing Your Résumé

Be sure to...

- Demonstrate clearly to the reader you have the skills and experience to perform the job.

- Give examples of specific skills you have using action verbs (ex: Handled busy phone line for five talent agents.)

- Keep it to ONE page and be sure that it’s easy-to-read (10 years of experience or less should surely fit on one page!)

Note that...

- Unless you’ve done your focusing, targeting, researching and networking, résumés are difficult to write. Unfocused “everything” résumés are nearly impossible to read and do not help readers discern WHY you would be good for them.

- Relevant experience is the number one type of criteria a recruiter looks for in a communications resume. A good résumé will clearly outline what you’ve done.

- Remember to tweak your email as you gain new experience. The order of your experiences, and perhaps even their details, may change depending on what is important to a particular employer.

- Resumes are only sent to networking contacts when they are solicited. See the previous section on how your résumé is like an engagement ring.
How to Organize a Résumé

DETERMINE YOUR AUDIENCE
Who’s going to be reading this résumé? What are you applying for? An internship? A specific job? In order to make your résumé work effectively for you, you MUST know your audience. Avoid “generic,” unfocused resumes that list everything you’ve ever done. Don’t assume your audience will pull out the relevant information. Networking helps immensely in determining what to include in your résumé.

CREATE A WORD BANK
The word bank is a compilation of all your experiences: paid, unpaid, volunteer, extracurricular, class projects, etc. Write down a brief description of all your duties during this experience. You will not be including everything on your résumé – only relevant information.

SELECT A FORMAT
a. CHRONOLOGICAL – Most recent experience first
b. FUNCTIONAL - Experiences grouped by skills
c. COMBINATION OF a. and b. – Most students choose this method.

WHAT TO INCLUDE
EXPERIENCE – The most important part of the résumé. Use shorthand rather than full sentences. Extracurriculars, relevant course projects and unpaid work is still experience. List your most relevant experiences first regardless of chronology. Begin each sentence with an action word. QUALIFY and QUANTIFY experiences: How often? How many feature articles did you write? How many people did you supervise?

SKILLS – List computer programs, technical equipment, research skills (LexisNexis) and any language skills you have.

EDUCATION – Include Newhouse degree, year and major(s) – keep it simple as it won’t be your most compelling selling point. If you’re a job hunter and have some experience, education is best listed at the bottom of the resume.

OPTIONAL ITEMS
SUMMARY – At the top of your resume. MUCH more effective than a vague objective. Summaries or highlights specific skills, experiences or qualities you have for the reader. A very effective tool for those with little experience.

G.P.A. – It is extremely rare for the communications industry to hire based on G.P.A.. If over 3.5 include it. It’s even less important at the graduate level.

ACTIVITIES/INTERESTS – Non-career related activities can be a helpful résumé addition IF you have the room. Remember – some activities may qualify as relevant experience!

OBJECTIVE – Usually trite and vague such as “a position in TV/film that will allow me to use my skills.” Gives the reader NO idea what you want to do. A SUMMARY is better.

Don’t waste your space with...

“REFERENCES AVAILABLE UPON REQUEST” – Ted Bundy had references, which goes to show that ANYONE can get a reference. Don’t bother with this tired, overused line. Besides, it is assumed that you have references. To note this is redundant.
Résumé Dos & Don’ts

DO...

Keep it ONE PAGE. The rule is one page equals 10 years or less experience; two pages equals 10+ years experience; etc. Multiple page résumés indicate a lack of understanding of the position – the “here’s everything I’ve done, YOU figure out what’s important” approach. Ninety percent of multiple-page résumés are a result of graphic problems – don’t skip unnecessary spaces or lines; don’t under-utilize margins; don’t put ONE item per line.

Keep information RELEVANT to what you’re applying for. If you want to write news, put writing experience front and center. If you want to convey reliability or responsibility, make sure you include that part-time job you’ve had since high school. The reader should view your résumé and say to him/herself, “This makes sense – s/he can do this work.” If the experience is old or does not use skills necessary for the position, relegate it to the bottom or to a sentence or eliminate it all together.

Use bold, capitals and bullet points for emphasis. Underlining is too busy, italics fade away and indenting is downright confusing. Keep graphics simple.

Start each descriptive phrase with a verb to emphasize skill.

Use activities and/or class projects to support experience. Sometimes these are your most relevant experiences.

Keep the space ratio in mind. Dedicate the most space to relevant information, least space to least relevant. In other words, if your name, address and education take up half your résumé, you need to rethink the space ratio.

Remember that a positive attitude and willingness to learn are almost as important as relevant experience to most employers.

DON’T...

Expect the reader to hunt for relevant information in your résumé. It’s your job to pull it out and make it easy to find and read.

Expect the reader to know what you actually did when you use vague terms such as “assisted” or “worked with.” Be as descriptive as possible to represent the skills you have or have used.

Use narrative to describe your experience. Stick to short phrases. It keeps the readers attention better.

Hang on to the past. By the time you’re a senior, the high school information should be LONG gone (unless you won a Pulitzer in junior high or did something truly shocking).

Include information such as health or marital status, country of birth, etc. It’s illegal for companies to inquire about that so best not to offer it!

Overestimate the value of a college degree. Most people today have a bachelor’s degree. It’s your experience that discerns you from others. This goes for master’s degrees as well. Sell experience first, education second. This is best done with your education at the bottom of your resume, experience at the top.
Experience

WEB DESIGNER  
Boys & Girls Club – Syracuse, NY  
2009-2012  
Created site from ground up for local not for profit with team of three others • Interviewed staff, board and participants to determine content • Collaborated with writer on copy • Selected pictures to be used on site • Designed online survey form

PAGE DESIGNER  
The Daily Orange - Syracuse, NY  
2013-2014  
Responsible for laying out three sections five days/week • Worked with editor and photo editor • Wrote captions and sidebars • Consulted with sales staff and clients on ads

FREELANCE PHOTOGRAPHER  
2007-Present  
Shoot weddings, stills and other commissioned work • Responsible for marketing and landing new jobs • Created website to display work (www.photosbyjane.com)

COPY EDITOR/DESIGNER  
Wolf Newspapers – Titusville, PA  
2007-2009  
Solely responsible for layout of 20,000 circulation weekly • Attended weekly meetings with editors and publisher to determine issue content • Supervised photographer and assistant • Edited captions, advertisements and other content • Met with advertising clients to ensure satisfaction with ads

VOLUNTEER TEACHER  
Titusville School District – Titusville, PA  
2009-2010  
Advised photography club for local school • Oversaw activities of 12 high school students • Created monthly assignments • Organized end of year photography show

Skills

• Adobe Photoshop, Flash, QuarkXPress, Adobe InDesign, LexisNexis, FileMaker Pro, PowerPoint
• Digital photography
• Conversational French

Education

M.S. New Media – June 2014  
S.I. Newhouse School of Public Communications, Syracuse University - Syracuse, NY

B.A. Communications cum laude – May 2007  
Monroe State College – Monroe, PA

Affiliations/Awards

Member, American Association of Newspaper Designers  
Honorable Mention, Page Design for Newspapers under 30,000 circulation (2002)
Why Jane Smith’s Résumé Works

1. **CONSISTENT LAYOUT AND PRESENTATION** Jane uses caps and bolds to delineate her titles and places she worked. Avoids indenting, underlines and italics – all “eye confusers.” Caps, bolding and ONE additional font for section headers help reader quickly get a synopsis of her experience – the “10 second glance.”

2. **WISE USE OF SPACE** Puts address horizontally to save space. Uses bullets within the paragraph of each description to save space. Running bullets down on the left margin takes up a lot of space which is fine if you need to stretch things out. However, if you have a lot to squeeze on, the bullets within layout is must more space efficient. Jane also employs two typefaces: One very readable for most content and another with a little “personality” that still reads as being “professional.” Not only does this help Jane highlight her section headings, it also makes her resume more her own.

3. **ONE PAGE** 99% of two page resumes use space and/or graphics poorly. The rule is one page = 10 years experience. So if you have less than ten years professional experience and are drifting onto two (or even three!) pages, take an honest look at your use of space and relevance of the experiences included. You don’t have to include everything. Demonstrate your knowledge of the field by eliminating irrelevant or extraneous information.

4. **ORDER OF INFORMATION – MOST RELEVANT TO LEAST RELEVANT** First and foremost, the reader is looking for indications that you can perform the job or internship. Don’t make the reader search for the info. Pick relevance over chronology if you must choose. Follow up with related skills, your professional training (education) and then, if room, interests or activities. EXPERIENCE AND SKILLS SELL, NOT EDUCATION (especially for graduate students).

5. **INCLUDES A CLASS PROJECT** The web designer position was a class project but is very relevant and current—Just because you weren’t paid doesn’t make the experience less important. Same goes for relevant extracurricular activities (for some, this may be some of the most relevant content!).

6. **DESCRIBES EXPERIENCES EFFECTIVELY** Jane assigns a descriptive title and begins her sentences with action words that convey skill. She does not merely list tasks/nouns that provide no context for the reader.

7. **LISTS SPECIFIC SKILLS** Jane avoids generalized skills that aren’t specific to her field or areas of interest. This “speaks” to the employer’s needs by listing those skills that are relevant to the job.

8. **EDUCATION DISPLAYED SIMPLY AND CONSISTENTLY** Education and/or degree(s) aren’t what get you hired. Relevant experience and skills do. Don’t inundate the reader with educational awards, honors, etc. which mean little in the real world. NOTE: Jane doesn’t include any honors, GPA from her undergrad...it’s old news.

9. **INCLUDES RELEVANT MEMBERSHIPS/AWARDS** If you belong to a professional organization or two, include to show you are in touch with the industry—even better if you have received recognition!

10. **NO “REFERENCES AVAILABLE” LINE** Ted Bundy had references. It means nothing!
You must devote specific time each day or week to your job search. We recommend a **minimum of eight to ten hours per week** dedicated to **proactive** job hunt activities. Here are some suggestions for how you can get started and set your goals:

1. **Contact one person a day**; get at least one other contact from him/her.

2. **Stay organized** – keep files, phone numbers, email addresses.

3. **Research companies and professional organizations.** Join groups appropriate for your field. Go to luncheons, panels, etc. & network.

4. **Read trade magazines** weekly.

5. **Review skills** you want to use on the job – stay focused.

6. **Talk to at least one person who doesn’t do what interests you.** This will help eliminate doubts about what you want to or “should be” doing.

7. **Maintain regular contact** with your networking contacts (the old “keep in touch”).
   Every three to four weeks is recommended. A voice or email update is fine – you must remain “top of mind.”

8. **Use job leads as networking leads.** It’s MUCH more effective and separates you from the nameless, faceless sea of job hunters. (See “hint” under “So When So I Ask For a Job?” —Chapter 4)

9. **Volunteer somewhere you can use your skills** to keep them fresh (if financially possible).

10. **Join an appropriate professional organization** (SPJ, PRSA, AAAA, Women in Film & Video, etc.). Many not only have regular meetings and events (great places to network) but they often provide membership directories to members.
“You’re going to hear this from everybody once you graduate but be patient. I applied to countless jobs and only heard back from four. It’s tough out there, but if you’ve done your networking well and you’ve got experience under you’re belt, good things will happen.”

“Don’t burn any bridges! You never know who the one to open a door for you will be!”

“Do not settle—even in today’s hard economic times, there are opportunities to learn and network. Do not accept a job you don’t think you will be happy at just because it’s a job. You worked too hard to settle, so instead accept an internship or volunteer opportunity in a company/area you are interested in joining.”

“Treat all contacts like PEOPLE, not stepping stones. Relate to them as friends and they will treat you as a friend, not as someone asking for a job.”

“Just breathe. You WILL land on your feet. You may not fall into your ‘perfect’ job when you graduate, but somewhere down the road, you will be able to make it happen. It’s only a matter of time. Keep the faith. And as every Newhouse grad echoes, ‘NETWORK! NETWORK! NETWORK!’”

“Be enthusiastic! People gravitate toward energy and passion. Even if you are timid and shy, try really hard to be outgoing. Your résumé may get you in the door, but you have to sell yourself.”

“Networking is the key to it all. I heard about my current job through a contact I made through networking. I kept in touch with her and was ultimately asked to come in for an interview! Start early, put in your time and eventually you WILL get a job. Newhouse and the CDC give you all the tools you need!”

“Don’t worry if you don’t have a job when you graduate. I didn’t— most people don’t. You can work anywhere you want to if you’re flexible and PATIENT.”

“Jobs will not come to you; you must seek them out. Make sure you keep up with all your networking contacts, even if not much has happened, drop them a note to say hi. Most importantly, never give up! If you put in the effort, something good WILL happen!”

“Just stay positive and don’t get down on yourself. Even if it takes a little longer than you may like, it will work itself out in the end. Stick with it.”

“Be nice to everyone you speak to, even if they’re not always nice to you. Hopefully it’ll pay off in the end. Some people may NEVER respond to you no matter how many times you contact them, but hey, that’s that person being unprofessional. Someone else will snag you. Stick with it!”

“Make connections wherever you can but keep your search focused- it’s easy to get overwhelmed. Also, the number one thing I heard as a response to, ‘what do you look for in an entry level applicant?’ (great interview question, by the way) was, ‘Someone who is nice.’ Be yourself in the interview! Newhouse has already prepared you to get in the door, and your personality will help you stay there.”
Three Themes: Job Hunter Success Stories

From “What Color is Your Parachute?” by Richard Bolles

1. NO ONE OWES YOU A JOB
This may sound obvious, but studies show one-third of job hunters give up during the first few months of a job search. They give up because they thought it was going to be simple, quick and easy. And somehow they expected rescue, awaited rescue, and it did not come. Hard truth: If you want a job, it is you who is going to have to go out and work hard to find it.

2. JOB HUNTING SUCCESS IS IN DIRECT PROPORTION TO EFFORT
The more you try, the more hours you put into the job hunt, the more likely it is that you will land the job you are looking for. If, that is, your effort is intelligently directed.

3. YOU MUST BE WILLING TO CHANGE YOUR TACTICS
If you try something and it doesn’t work, move on to another strategy.

And, if you don’t know how to find a job...
TALK to successful job hunters.

THIS is what networking is about!
A TALE OF TWO JOB HUNTERS

SUZY SUCCESSFUL

Suzy Successful leaves SU on May 14th. Before leaving, she stops by the Newhouse CDC and registers to receive the Newhouse alumni electronic newsletter, JobOps. Every two weeks she’ll get a list of job leads called into Newhouse as well as tips on job hunting. Suzy attended the Job Hunt Marathon and pulls another ten contacts from the Newhouse Network alumni database at the CDC before she leaves campus. She decides to take a couple weeks off to travel and visit friends but maintains reading her trade magazines during this time and leaves quick voicemail messages to her contacts letting them know she’s home. She also zips off some quick networking e-mails to the ten new contacts she got at the CDC before she leaves.

Back home in early June, Suzy sets up a job hunt schedule—five hours of research/reading trade magazines, three hours of networking, two hours surfing the Internet/classified ads each week.

Suzy visits some companies in her hometown that do what she’s interested in doing. She makes a good contact who’s worked in the city she wants to be in. This contact gives her a few more names there and suggests a professional organization that might be helpful to her. She joins it and still gets the student rate. She also makes follow up phone calls to the ten new contacts (whom she emailed) and sends in two resumes to classified ads—one from the Newhouse JobOps newsletter and one from hotjobs.com.

Suzy plans a trip to her targeted market (about two hours from her home) for the second week of July. Suzy lines up eight to ten appointments with contacts there (some from Newhouse, a couple from the hometown contact and one from the professional organization she joined). She prepares a list of specific questions for her contacts, researches their companies and has a list of five skills she’d like to use on the job and the department she’d most likely fit in at these companies. Through her trade magazines she has learned of a new company that sounds interesting. She plans on getting a contact at this place when she’s in the city and will hopefully be able to visit when she’s there.

Suzy makes her trip. While she’s not told of any openings, she gets some good feedback on her job hunt strategy, some more contact names and all of her contacts ask her to ‘keep in touch.’ She also filled out applications for temp work at three of the companies. She’s told she really needs to be living there before she’ll be considered but they’ll keep her information on file. Suzy DOES get a contact at that new company but isn’t able to set up an appointment. She returns home and writes thank yous to the contacts she met with as well as a networking letter to the contact at this interesting, new company.

Suzy checks in with her local contacts. One asks if she’d like to pick up some temporary, part-time work.
She accepts and begins working about 20 hours a week. She’s been sticking to her job hunt schedule and lets her contacts know that she’s working part-time and keeping her skills fresh.

In mid-July, Suzy gets an email from Ellen, the alumna who called in the job lead she applied to in JobOps several weeks ago. While Suzy’s not qualified for the position, Ellen says she’ll keep Suzy’s resume around. Suzy thanks her and promises to stay in touch.

The first week of August, Suzy calls Jim, a contact in the city, with a question about updating her resume with her part-time work. Jim tells her there may be an opening coming up and asks Suzy to send a letter and resume he’ll get it to the manager. She gets a call for an interview later in the week and makes appointments to visit four contacts when she’s back in town, including Ellen. Suzy interviews with Jim’s company and makes her four visits to her new contacts. Ellen, in particular, is impressed with Suzy’s organization and focus and brings her into the CEO who says he’ll try to find something for Suzy.

Suzy goes home and a week later, gets a job offer from Jim. Suzy calls Ellen to let her know and Ellen, though disappointed, advises her to take it. She asks Suzy to contact her when she gets settled in the city. Suzy starts her job September 1st and dislikes it immediately. She sticks it out for six months—all the while keeping in touch with her contacts, including Ellen. An opportunity pops up at Ellen’s company in the spring and Suzy naturally gets an interview and offer (the job wasn’t even advertised outside the company.) She leaves her first job for this position, and this continues.

**Suzy was successful because she:**
- Took advantage of resources while she was at still at SU
- Was focused and organized
- Set a weekly schedule of activities and stuck to it
- Made the effort to meet with people and made the most of her visits
- Continued to grow her network of contacts
- Looked at the local market for contacts and part-time work
- Thanked her contacts and kept in touch with them
- Asked specific questions and/or had a valid reason other than, “Do you have openings?” when keeping in touch with contacts

**Bottom line:**
Suzy devoted the necessary time and used a combination of approaches to better her chances of finding work. Despite some minor setbacks, she prevails and her persistence pays off.
EDDIE UNEMPLOYED

Eddie doesn’t know what he wants to do. His lease in Syracuse isn’t up until June 30th so he decides to stick around here until then. Eddie stops by the CDC and signs up for the alumni listserv, JobOps. Eddie didn’t attend the CDC’s Job Hunt Seminar Series but is told that if he sets up a series of appointments with the CDC before he leaves to get a “crash course,” he’ll get to the Newhouse Network alumni database. He sets up an appointment for the week of May 20th.

Eddie goes to his CDC appointment but finds out that he’s going to have to do some work focusing on skills he wants to use on the job and coming up with questions to ask contacts. He doesn’t set up a follow up appointment at the CDC as he doesn’t feel ready to look for a job.

For the rest of May, Eddie spends an hour or two a day checking his email and surfing the Internet for job leads. He sends a few resumes out in response—one in Los Angeles, one in NYC. He waits, but doesn’t hear anything. He also sends a couple of e-mails out to past internship supervisors asking if they “know of anything.”

In mid-June, he goes to NYC to visit some friends. While there, he makes a couple of phone calls to contacts he knows through his father. They agree to see him. At the appointments, the contacts ask Eddie what he’d like to do. Eddie says he’s not sure but he knows wherever he’s placed, he’ll do very well. The contacts ask him to leave a resume. He does so and goes back to Syracuse.

Meanwhile, the CDC gets a job lead in an industry Eddie indicated an interest in. A CDC staff member remembers her meeting with Eddie and realizes this could be a fit for him. But since Eddie hasn’t followed up with the office for his other job hunt consultations, the counselors have a hard time connecting him to the information. Eddie has also applied to a number of job leads in the JobOps alumni listserv: everything from sales positions to TV production to a sports reporting job. He gets no responses from the resumes he’s sent. Eddie’s very frustrated. No one is calling or emailing him back. If he’s “only given a chance,” he’ll “do well.” “No one’s willing to give him a shot.”

His lease in Syracuse is up at the end of June and Eddie returns home. Eddie resumes surfing job sites on the Internet. He supplements it by answering classified ads in the local paper. His father suggests he start sending out resumes to companies. Eddie spends an entire week looking through the phone book and sends over 50 resumes to various human resources offices in the area. Since he’s not really sure what he wants, he keeps his accompanying letter vague. He doesn’t want to hurt his changes by pigeonholing himself. He waits to hear from the companies. He receives one postcard saying his resume was received and is now on file.

Eddie’s getting angry at his contacts. They aren’t “doing anything for him” and he zips off a few emails,
asking again, if they “know of anything.” He still gets no response. His voicemail messages aren’t getting any response either and the few contacts he does get on the phone tell him they have no openings or refer him to their job hotline.

In late July, Eddie calls the CDC and explains that he’s not getting anywhere. He’d like some alumni contacts. Since he didn’t attend the Job Hunt Seminar Series or follow up with his individual appointment in May, he’s told he needs to complete a few steps FIRST before he gets contacts. Eddie is mailed a job hunt target form where he must identify five to six skills he wants to use on the job, the types of places that need those skills, the market he wants to work in and create a target list of 20-30 specific companies. Eddie does this and talks with a CDC advisor on the phone about the next steps. He’s asked to come up with a series of questions that would be helpful to ask industry contacts—the first step in networking. The only thing he needs to know is if they have any openings so he doesn’t bother to contact the CDC again.

Eddie starts calling his contacts again to see if they have any suggestions for him. He’s referred to a few industry websites but given nothing specific. He continues to answer classified ads from the Internet, the newspaper and JobOps but hasn’t yet gotten an interview. He’s doing “everything he can,” but there are no jobs out there and “no one is willing to help him.” As of September 1st, Eddie is still unemployed.

**Eddie is unsuccessful because he:**
- Didn’t take advantage of the resources at SU while he’s here. The CDC is open the entire summer and he spent two months surfing the Internet at home.
- Is unfocused and disorganized (“Give me a job” is his mantra).
- Had no plan or schedule to follow. His job-hunting activities were passive and sporadic answering classified ads and doing a mass mailing.
- Did no research or made any attempt to learn what was happening in his industry
- Didn’t seek out temporary or part-time work in the industry
- Relied too much on contacts doing the work for him
- Only asked contacts if they knew of openings never took the time to develop relationships with them and have them get to know him and what he wanted to do
- Was unwilling to put in the time and effort necessary for a true job hunt
- Found others to blame for his lack of success

**Bottom Line:**
When you are unfocused, your job search is in trouble. Focus is the foundation of a job search. No amount of research or contacts will help you. Take the time to find it and THEN follow with the research and networking steps. NO ONE will find you a job except YOU.
You’ve applied to leads from networking contacts, or you’ve applied to a job you saw advertised in the Newhouse School’s electronic newsletter, JobOps, and now you have an interview...

**Be CONFIDENT.** They already think you can do the job. Now they want to interview you to find out the following:

1. Will you fit in with the office, group, etc.?

2. Do you offer any additional skills and/or qualities that set you apart from other candidates?

**Preparation is KEY.**
Those who know themselves interview better. Really examine your résumé and be prepared to explain how your experiences have showcased your talents. What makes you a cut above the rest? Know the company and what the position entails, and prepare questions for the interviewer. This DOES get easier with time. Use the following worksheet to prepare for EACH interview!

**Send a thank you letter.**
A thank you letter signifies to the employer that you are respectful and serious. Now’s your chance to tell them you appreciate their time, as well as sneak in reminders about your enthusiasm and qualifications. Send it within 24 hours of your interview.

**Average prep time per interview should be about three hours!**
The Interview

Anticipate employer needs and list necessary skills. It’s helpful to have a job description of idea of what job entails &/or what company values in employees – this is where networking comes in handy! Interviewing gets easier the more it’s done; those who interview best, know themselves best (this comes with age and experience!).

OBJECTIONS/The “Question Behind the Question” (Richard Bolles)

Objections are assumptions employers make about you based on your age, gender, background that might affect your job performance – usually not legal to ask. We all have objections; your job as the job hunter is to identify your objections and work “antidotes” into your answers/dialogue with the employer; ask yourself, “Why are they asking me this question?”

Example 1: International student  
**Objection:** Doesn’t speak English language well  
**Antidote:** Address concern openly and assure them you understand English – give some proof of knowledge (writing samples or test scores like TOEFL); best antidote is to speak well in the interview.

Example 2: 21-year-old, recent grad 
**Objection:** Inexperienced, possibly unfocused  
**Antidote:** Do homework on industry; have good questions; know what skills you have and would be able to contribute to the company; eliminate the “likes” and “ums” in your dialogue. The “Question behind the Question” refers to an employer fear behind a question. If you know why the interviewer is asking the question you can give a better answer.

ILLEGAL QUESTIONS

You will sometimes get asked illegal questions such as age, health, marital status, what parents do. Employers usually ask them out of ignorance, not malice (HR people will never ask these!) The best way to answer those is to qualify first and then answer the question.

TOUGH or “LEFT FIELD” QUESTIONS

It’s ok to have interviewer repeat a question or count to three silently before answering to buy time. Answer the question and end it: don’t ramble; less said is better. Remember to turn negative questions into positives. Usually, with left field questions, they’re looking for the “middle person.” For example, “At a party are you the first to leave, do you leave in the middle, or do you shut the party down? Answer: “I’m not a party pooper, but not a party animal.”

FOLLOW UP

Find out timeline before you leave; how many are they interviewing; when will they make a decision? Get correct spelling and title of person(s) you interviewed with; ask for business cards. Send thank you in timely fashion – include any themes you may have left out or answer objections. If they’re making a decision quickly – okay to email or FedEx the thank you. If you haven’t heard within timeframe, do one short, friendly follow-up call.
Sample Interview Questions

Typically, a wide variety of questions can be used to help gain information about a candidate’s job skills. The questions on the next page may be used as guidelines to help you develop questions which would target a specific job’s skill requirements.

SCHOOL QUESTIONS

1. How did your college experience prepare you for a business career?
2. What led you to choose your major?
3. Do you think your grades are a good indication of your academic achievement? Of your potential?
4. What have you learned from participation in extracurricular activities?
5. On what committees have you served? What did you contribute?
6. Describe the toughest course you took. Describe the easiest.
7. Which courses did you find most beneficial? Least beneficial?
8. Describe your favorite (or best) instructor.
9. If you could go back to school, would you take the same major?
10. How do you feel about the amount of time spent in extracurricular activities?
11. I see you worked while in school. Tell me about a typical day for you.

JOB-RELATED QUESTIONS

1. What interests you about this particular position?
2. For what reasons should we hire you?
3. In what ways do you think you can make a contribution to our company?
4. Describe your most rewarding professional experience?
5. If you were hiring for this position, what qualities would you look for?
6. What were your highest priorities in your last job?
7. Tell me about a project or procedure you developed and initiated.
8. How large was the last organization you worked for?
9. If you were to get this job, in what areas could you contribute immediately? After some orientation and training?
10. Give me an example of a time where your supervisor complimented you. Criticized you?
11. Tell me about the toughest sale you ever had and how you handled it.
12. Describe a time when you were faced with problems on the job that tested your coping skills.
13. What led you to seek a position with us?
14. Do you have a geographic preference?
15. Are you willing to relocate?
16. Are you willing to travel?
17. How would you evaluate the company you were with last?
18. What do you think the job entails?
19. What are you seeking in a new position that you are not getting in your present one?
20. Tell me what you know about us.
21. Describe the most significant document or report which you have had to complete.
Interview Prep Worksheet

Position you’re interviewing for:

Interviewer name/title

Company name:

Interview date & time:

Address:

RESEARCH. It’s time to anticipate the employer’s needs.
• What does the company do? (if you can’t answer this, better get researching!)

• Identify three skills necessary for this position (w/ examples from your resume that demonstrate them).

1. 

2. 

3. 

• Name one industry “trend” or hot topic that might affect this company (read those trade magazines!):

PERSONAL THEMES. Knowing what you do about the company, how will you market yourself? Why should they choose YOU over all other candidates? What makes you different from other applicants?

1. 

2. 

3. 

QUESTIONS FOR THE EMPLOYER. Identify at least eight different questions you’d like to ask the interviewer. Why so many? At least six will be answered during the interview. Some questions may come to you as you are interviewing, but don’t count on that. Salary and benefits questions are no-no’s.

1. 

2. 

3. 

4. 

5. 

6. 

7. 

8.
Thank You Note Template

Date  (within 24 hours of your interview)

Interviewer’s Name
Interviewer’s Title
Company
Address

Dear Ms. Interviewer’s Last Name:

FIRST PARAGRAPH
· Refer to interview date and thank him/her for time.
· Note something that was interesting or enjoyable that you learned during the interview.

SECOND PARAGRAPH
· Reiterate your themes or selling points and make connection as to how that would help the company.
· If you feel there was something unresolved or an issue/question you didn’t address, here’s your chance.

THIRD PARAGRAPH
· Restate your interest in working at the company.
· Tell him/her you either look forward to hearing back or will follow up with him/her if instructed to do so.

Sincerely,

Your Name
(don’t forget to sign if sending in hard copy, one blank line after closing followed by your name is fine if sending electronically)

BOTTOM LINE: Thank you letters should be short (no more than six to ten sentences), to the point and timely. A hand-written note is preferred (it takes a little more effort than an email), unless you found out that the company will be making its decision quickly (in that situation, send the email!). You want to remain professional, though, so if your handwriting is difficult to decipher, consider typing a note (still sending it by snail mail) and then writing a brief note in pen at the end to personalize it.
Salary Negotiation

People usually mishandle salary “negotiation” by saying “I need to make more” or worse, they bring in personal issues such as “I have student loans” or “I just bought a car.” That may be true but those were your decisions, not the employers. Personal justifications for a higher salary are NOT salary negotiation techniques.

Proper and effective salary negotiation puts value to the increase you are requesting. Negotiation is not a demand for more money simply because you feel you deserve or need it. Identify some skill or experience you have that the company may benefit from and then assign that a monetary value. For example, if someone offers $28k and you want $30k, you need to give him/her value for that $2k. Some examples of what may be worth that additional $2k:

• **Working knowledge of the company** or department and/or proof of your value as a worker to employers. For instance, if you interned there before, you have inside knowledge and perhaps relationships with clients/employees... AND they’ve seen you work. This is a possible negotiation point and worth $2k.

• **Computer or technical skills** are also valued. HTML or basic web updating and computer troubleshooting, though not a main job description, might be worth something to a company.

• **Fluency in a second language** such as Spanish might also be a negotiating point.

• **Intangibles like personality, work ethic** are also possible negotiation points. You need to give employers hard examples of those and how that intangible will help the employer or make you worth the extra money.

**NOTE**: Having two internships and a Newhouse degree are NOT negotiating points. They are **NOT** things that separate you from other candidates!

The most effective way to present a case is to say to an employer, “I’m very happy you offered me a position with XYZ Company. However, I feel my prior knowledge of your department and the fact that you know me, and that I’m an above average worker is worth an additional $2,500 to the offered salary.” At worst they’ll say no. Sometimes they may offer to evaluate you sooner—at the six month mark instead of 12 months. Best case scenario: They agree that your value is worth additional money. Small- to medium-sized companies may be more willing to negotiate. Large agencies and companies do not, as a rule, negotiate entry-level salaries.

The key is to show/provide value and put a price on skill, experience, etc. for the company. Demanding “more money” because you “deserve it” is NOT negotiation. Keep in mind: Salary negotiation implies that you have or offer something additional that the employer values. At entry level, negotiating isn’t always an option.
The **Newhouse Career Development Center** is open all year, including the summer and most breaks. We can:

- Help you refocus skills and assist you in the targeting process
- Give advice on handling specific situations over the phone
- Review résumés and letters
- Send alumni contacts (see instructions below)
- Provide job hunting tips and leads through our biweekly, alumni electronic newsletter, JobOps (you must sign up to receive this—visit the CDC’s website at newhouse.syr.edu/cdc and look under “Alumni”).

**Visiting the CDC during the summer...**

If you’d like to use CDC resources, we are open all summer Monday through Friday (hours vary). Avoid disappointment and call ahead, especially if you want to speak with a career advisor during your visit. You must schedule an appointment if you want to speak with someone one-on-one.

**CDC MAIN NUMBER: 315-443-3270**

**Join the Newhouse Network!**

The Newhouse Network (formerly NACAN) is now an online community and is available to all recent graduates who attended the CDC’s Job Hunt Marathon while a student at Newhouse. Access the network at http://newhouse.syr.edu/network and see page 54 for FAQs about the Newhouse Network.

**Newhouse Network DOs and DON’Ts**

**DO...**

- Ask contacts for career advice
- Follow up!
- Allow one to two weeks for contacts to respond: They have a life, job, family!

**DON’T...**

- Use the Network for anything other than career advice
- Expect the contact to do the work
- Forget to say thank you!
CHAPTER 11—Give Back!

Keep your Newhouse Network profile up to date!
As you move through your career, you can network with fellow alumni for career guidance and opportunities, and tap into our student population to find your next intern, new hire or fresh idea, all by using the Newhouse Network. You can reconnect with the school through news and events, and give back by providing students with mentoring and professional advice. Being a part of the Newhouse Network brings access to an invaluable resource—and bragging rights!

Once you sign up at newhouse.syr.edu/network you can return to the site any time to search for contacts or update your profile. Your contact information will not be shared outside Syracuse University.

Be sure you also email Kelly (kjbrow01@syr.edu), Bridget (belichti@syr.edu) or Judith (jsfajard@syr.edu) to let us know of your new position. We love to hear from alumni and would like to applaud your success by including your first job in the announcements at the top of JobOps!

POST A JOB OR INTERNSHIP WITH THE CDC
If the company/organization you join has staffing needs, consider listing job or internship leads with the CDC! As you know, we can quickly get the word about any openings out to our undergraduates, graduate students and alumni.

Send a brief description of the position to nhcdc@syr.edu (it should include the duties, required qualifications, location of the position, information on how to apply, deadline) or use the online form available at newhouse.syr.edu/cdc. Click “Employers,” then “Post a Job or Internship.”

Thank you in advance for your help!
What is the Newhouse Network?
The Newhouse Network is a database of Newhouse alumni who have agreed to serve as contacts for students and alumni interested in the communications industry. It is the single most valuable career resource we offer our students.

What does being a member involve?
Once you join the Network, your information will be available to students who have taken the Career Development’s Job Hunt seminar, as well as to your fellow alumni. These students and alumni may contact you with career and industry-related questions. Most alumni find that they are contacted a few times a year and the time commitment is very manageable.

How do students use the Newhouse Network?
Students MUST complete the CDC’s Job Hunt seminar that teaches how to organize a job search, how to network, and how to write networking emails effectively. The seminar tries to ensure that the students are organized and well informed when they contact alumni they find in the Network.

How do alumni use the Network?
As a Network contact, you will be given access to alumni in a variety of fields and geographic markets (quid pro quo). Joining is easy: Follow the quick, secure process to sign up at http://newhouse.syr.edu/network. If you graduated within the last several years and are not yet a member, we will require that you either attended the Job Hunt Marathon seminar as a student or that you set up a phone appointment with the CDC to make sure that you understand what is expected of you as a member of the site.

When you become a Newhouse Network veteran...
Chances are good that you will change jobs or positions at some point after joining the Network. Please take a minute to update your network bio and contact information. You update or change your profile at any time at http://newhouse.syr.edu/network.
CHAPTER 12—Online Resources

Remember to check some sites outside of the category that coincides with your major/field of interest. Some may have crossover. For example, you might find ad sales or publicist positions on Mediabistro.com if the jobs are with a magazine or publication. Remember that these sites are meant to be SUPPLEMENTS to your search. Some may list jobs or career resources, while others may provide industry news and event information.

**General:**

- Craig’s List (public posting site, so use discretion) [www.craigslist.org/](http://www.craigslist.org/)
- Glassdoor [www.glassdoor.com](http://www.glassdoor.com)
- Indeed [www.indeed.com/](http://www.indeed.com/)
- Vault [www.vault.com](http://www.vault.com)
- Weddles [weddles.com](http://weddles.com)
- WetFeet [www.wetfeet.com/](http://www.wetfeet.com/)

**All Communications Fields:**

- Association for Women In Communications [www.womcom.org/](http://www.womcom.org/)
- IWantMedia [www.iwantmedia.com/](http://www.iwantmedia.com/)

**Advertising:**

- Advertising Age [adage.com/careers/](http://adage.com/careers/)
- AdWeek [www.adweek.com/aw/classifieds/index.jsp](http://www.adweek.com/aw/classifieds/index.jsp)
- Talent Zoo [www.talentzoo.com/](http://www.talentzoo.com/)

**Broadcast Journalism:**

- Broadcasting and Cable [www.broadcastingcable.com](http://www.broadcastingcable.com)
- Journalism Jobs [www.journalismjobs.com](http://www.journalismjobs.com)
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<td>Mr. Magazine</td>
<td><a href="http://www.mrmagazine.com">www.mrmagazine.com</a></td>
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<tr>
<td><strong>Newspaper/Print Journalism:</strong></td>
<td></td>
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<tr>
<td>American Journalism Review</td>
<td><a href="http://www.ajr.org/">www.ajr.org/</a></td>
</tr>
<tr>
<td>American Society of Newspaper Editors</td>
<td><a href="http://www.asne.org/">www.asne.org/</a></td>
</tr>
<tr>
<td>Columbia Journalism Review</td>
<td><a href="http://www.cjr.org/">www.cjr.org/</a></td>
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<tr>
<td>Journalism Jobs</td>
<td><a href="http://www.journalismjobs.com">www.journalismjobs.com</a></td>
</tr>
<tr>
<td>Society for Professional Journalists</td>
<td><a href="http://www.spj.org/">www.spj.org/</a></td>
</tr>
</tbody>
</table>
**Photography:**

Advertising Photographers of America [www.apanational.com](http://www.apanational.com)
Prof. Photographers of America (listservs) [www.ppa.com/i4a/pages/index.cfm?pageid=59](http://www.ppa.com/i4a/pages/index.cfm?pageid=59)

**Post-Grad Internships:**

Intern Sushi [www.internsushi.com](http://www.internsushi.com)
Idealist [www.idealist.com](http://www.idealist.com)
College Recruiter [www.collegerecruiter.com](http://www.collegerecruiter.com)
Internships.com [www.internships.com](http://www.internships.com)
Internship Programs [www.internshipprograms.com](http://www.internshipprograms.com)

**Public Relations:**

PR Week [www.prweekjobs.com/](http://www.prweekjobs.com/)
Public Relations Society of America [www.prsa.org/jobcenter/main/](http://www.prsa.org/jobcenter/main/)

**Television/Radio/Film:**

American Women In Radio and Television [www.awrt.org/](http://www.awrt.org/)
Assistant Directors [www.assistantdirectors.com/](http://www.assistantdirectors.com/)
B-Roll (TV photography) [www.b-roll.net/](http://www.b-roll.net/)
Cynthia Turner's Cynopsis [www.cynopsis.com](http://www.cynopsis.com)
Directors Guild of America [www.dga.org](http://www.dga.org)
Entertainment Careers [www.entertainmentcareers.net](http://www.entertainmentcareers.net)
Mandy's Film and TV Production Directory [www.mandy.com](http://www.mandy.com)
ShowBizJobs [www.showbizjobs.com/dsp_jobsearch.cfm](http://www.showbizjobs.com/dsp_jobsearch.cfm)
Women in Film [www.wif.org/](http://www.wif.org/)
Writers Guild of America, West [www.wga.org](http://www.wga.org)
Additional Campus Resources

SU subscribes to NACElink, the largest alumni recruiting network, and you can log into its site Orangelink at any time to search for jobs or post-grad internships.

This is a great SUPPLEMENT to your Focus-Target-Research-Network job hunt!

To activate your account:

1. Go to https://syr-csm.symplicity.com/students/

2. You will need to scroll down and select Syracuse University.

3. Enter your email and your password, which is the first or last four digits of your SUID number – you can and should change this password to something you’ll remember!

4. Activate your account by filling out the information. They ask about your interests, your major, etc.

5. Once you’ve activated your account, you must upload your résumé by going to “My Documents” and following the instructions for uploading a document.

QUESTIONS or PROBLEMS with OrangeLink?
Contact the Center for Career services: 315-443-3616.
Keep in Touch!

As you’ve read in the past chapter, the Newhouse Career Development Center is here to help you stay on track in your job search, even after graduation.

We’re here to celebrate your success, as well! Kelly, Bridget and Judith love to hear your success stories and we would love to announce your first job in JobOps.

We hope you’ll keep in touch and we wish you all the best.

Kelly Barnett, Director
kbarnett@syr.edu

Bridget Lichtinger, Assistant Director
belichti@syr.edu

Brittany Wallace, Office Manager
bwallace@syr.edu