EXPANDING OUR WORLD VIEW

Graduates and current students span the globe for careers & personal interests

This was a particularly active summer for School of J&B folks pursuing careers and personal interests outside the US.

PUBLIC RELATIONS
Canada
Heather Huff • summer internship program
Costa Rica
Jim White • personal development

PHOTOJOURNALISM
Hong Kong
Craig Allen • works as a picture editor for Agence France Press wire service
Taiwan
Dave Smith • is director of photography for a newspaper in Taipei

PRINT
England
Pleas Carter and Sharyl Magarian • spent a month in London studying British media.

School of J&B Faculty travel abroad
England Linda Lumaden • taught a class in London on British media.
Spain Carolyn Stringer • vacationed in Morocco.
China James Kenney • traveled with a group from WKU.
Caribbean Bart White & James Highland • both took pleasure cruises.

NEWS
for and about
Western Kentucky University's
School of Journalism & Broadcasting
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Acclades

James Kenney, Photojournalist
Made in China.

Until May 10, 1999, the closest I had ever been to China was a 1987 official guidebook and a dream. A trip sponsored by Western Kentucky University and China's People's Education Press changed all that. After being selected as one of six faculty members to represent Western in China, I found myself on a direct Northwest flight from Detroit bound for Peking.

Not that these were the best of times to be toiling around the People's Republic. The bombing of the Chinese embassy in Yugoslavia prompted a travel warning the day we left Bowling Green. Academic groups from other universities heading for China were sent home. It is still somewhat of a mystery why we were spared this disappointment, but I am glad we were. The experience was well worth the mild discomfort stirred by political tensions between the U.S. and China.

My primary motivation for wanting to go to China was simple — I just couldn't pass up an almost-free trip to a place where I've always wanted to go. It would also enable me to take pictures, something I've had less time to do since becoming a teacher six years ago. I decided to extend my trip to Hong Kong to see my former picture editing student, Craig Allen, who is a picture editor for Agence France Press wire service. Another former student, Dave Smith, who is now director of photography for a newspaper in Taipei, Taiwan, came for a visit while I was in Hong Kong — a sort of mini Western reunion. It was good to see my students going beyond American shores to pursue their careers. They, along with others from our journalism department who are working abroad, provide an example to our current students that their journalism skills can be practiced worldwide with a little nerve and determination.

I was also able to visit the China Daily, an English-language newspaper in Beijing. I spoke with Yi Zhi Wu, a photographer who holds somewhat of a celebrity status in Chinese journalism circles because of his unusual access to high-ranking government officials. Through an interpreter we talked about the usual photojournalism stuff. We talked about pictures, his staff, equipment and how digital photography has changed the way photojournalists work. He took me over to his laptop and showed some pictures he had made of the recent demonstrations in front of the United States embassy in Beijing. At one point he laughed nervously while translating some of the rather harsh anti-American sentiments that were being banted about. We gave each other parting gifts. Mine was a book of photographs and stories produced at the Mountain Workshops held in Russellville, Ky. His was a book of photographs of America he had made during his several trips here.

My China Daily host, Mr. Fan, graciously brought me back to my hotel after my visit to his paper. Mr. Fan was concerned about me taking pictures in my upcoming trip to the city of Xian. He gave me a bag with the newspaper's name prominently displayed in English and Chinese on the front. He told me to hold it while taking pictures of people. It would make me look like an official photographer and I wouldn't get hassled by angry citizens.

But the angry citizens were few and far between, at least from my perspective. Perhaps I was just naive. Or oblivious. Anyway, it didn't matter.

My visit was for only a precious few days and I wanted to make the most of it.

I felt welcome, and grateful for the opportunity to live my dream.

Editor's note:
We pray for everyone's safety in light of the Sept. 20 earthquake in Tairanaz.

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Kori Morrison
Co-Editor
Wilma King-Jones
Faculty Advisor
Program Coordinator
John Barrum PR
Carolyn Stringer Advertising
Steve White Broadcasting
Jim Highland Print
Mike Morse Photojournalism

ASNE job fairs

Job fairs offer newspaper editors and newsroom recruiters a practical way to interview dozens of journalists of color at regional sites. For aspiring journalists, the conferences are a wonderful opportunity to meet potential employers, get valuable feedback on your resume and practice interviewing techniques and job preparation.

The fall and winter, ASNE will sponsor nine regional job fairs across the country. All of the job fairs except Nashville and Wichita are co-sponsored with the Newspaper Association of America and will be open to candidates and interviewers for all newspaper departments, business side as well as newsroom.

Job seekers: Most job fairs charge a modest student registration fee to help defray housing and travel costs. Hotel lodging (double occupancy) is provided for out-of-town students, who pay for incidentals on their own. There are a number of group meals at each job fair, but students pay for the costs of other meals and transportation. Bring 15 copies of your resume and clips. Business attire is suggested for the interviews.

1999-2000 job fairs and events of particular interest to School of J&B Students include:


Nashville, Tenn., Feb. 12, The HBCU Newspaper Conference at Tennessee State University. Contact Teresa Wason, 8642 Popular Creek Road, Nashville TN 37221; 615/975-4756; e-mail: teresa@mail. hermitage.com.

Washington, D.C., April 14, at the conclusion of the ASNE convention.

Contact Bobbi Bowman, 11690 Breezeway Valley Dr., Adelphi MA 20783-1716; e-mail: renee@asne.org; Web site: www.asne.org

Phoenix, Aug. 16-20, National Association of Black Journalists. Contact Renee Tress, 6701-A Adelphi Rd., Adelphi MD 20783-1716; e-mail: renee@nabj.org; Web site: www.nabj.org

New York, Aug. 23-26, Asian American Journalists Association. Contact Samantha Jang, 1765 Sutter St., San Francisco CA 94115; e-mail: samantha@aaaja.org; Web site: www.aaaja.org
The Well-Written Resume

Writing a resume is one of the most difficult - and important - aspects of looking for a job.
Experts agree that the most effective resume emphasize accomplishments rather than duties and responsibilities.
Always use action verbs to describe your achievements and quantify your accomplishments whenever possible - dollars saved, items produced, clients served, number of employees supervised.
Tailor your resume for that particular job. It's one way to appeal your prospective employer a compliment, which means you are more apt to get a response.

GETTING STARTED

Basically, there are three resume styles:
1. Chronological - begins with your most current job and works backward;
2. Functional - Lists your accomplishments under functional headings, such as sales or finance;
3. Hybrid - a functional resume with a job history.

GETTING STARTED

Generally, human resource personnel prefer the chronological format, but you may find a different format is better suited for your particular job experience and objectives.
Once you have a draft of your resume ask at least two people to look over it. Spottiness and misspellings are the quickest way to ensure that your resume ends up in the trash.

If you're lucky, your resume will receive a 30-second scan from a prospective employer, which means it has to grab someone's attention right away. Tell prospective employers what you can do for them, being as specific as possible.

While some may suggest turning to a professional resume-writing service, it's actually in your best interest to write your own resume. After all, you know yourself better than anyone and are more apt to write a powerful resume with impact.

If you decide that you do need help writing your resume, find someone who has been certified by the Professional Association of Resume Writers. For a referral in your area, call (800) 677-9900.

COVER LETTERS

Resumes should always be accompanied by a cover letter, even when it's not requested.

Compose a succinct, one-page letter stating your interest in the job and the value you would bring to the company.

Some experts suggest sending a second copy of your cover letter and resume two weeks after your initial response.

THANK-YOU LETTERS

The importance of a thank-you letter cannot be stressed enough. Many employers readily admit that they only consider candidates who follow up an interview with a thank-you letter.

A good thank-you letter should be concise and sincere, thanking the interviewer for the opportunity to interview and reiterating your interest and enthusiasm for the position and the company.

Remember, anything you can do to be remembered by an employer will go a long way in helping you land the job you want.

—From Write Reports

The Interview

Just as an athlete performs best by visualizing the course ahead, well-prepared job applicant will perform better by understanding and anticipating each stage of the interview.

THE GREETING

This 10-second event sets the stage. The greeting is where you extend your hand to the interviewer, smile, make eye contact, say his or her name and say your name.

You've been greeting people all your life, so this seems silly to discuss. But remember the times you've been "underwhelmed" by a first impression. That's why you need to practice. Be especially conscious of your physical posture (straight but relaxed), your eye contact (direct, but not staring), your smile (friendly, but not grinning) and your handshake (firm, but not crushing).

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GETTING YOU READY FOR THE REAL WORLD

PROFESSIONAL Advice

Fall 1999 Editorial Calendar

Mon., August 23 First Day of Classes
Mon., September 6 Labor Day (no classes)
Wed., September 7 Welcome back
Wed., September 22 Expanding Our World View
Wed., October 6 Spotlight on our Broadcasting Program

Thurs., October 7 Beginning Fall Break
Wed., October 20 Spotlight on our Print Program
Wed., November 3 Spotlight on our Advertising Program
Wed., November 17 Spotlight on our Photojournalism Program

Wed., November 23 Thanksgiving Break Begins
Wed., December 8 Spotlight on our Public Relations Program

Mon., December 13 Final Exams Begin
The Well-Written Resume

PROFESSIONAL Advice

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THE WARM-UP

A good warm-up is any nonpersonal but optimistic comment. This is a nice building that fits the criteria, while that's a nice dress is too personal. The weather has been great also will work, but "The traffic was miserable" is a poor choice.

THE Q & A

Before you answer a question, ask yourself, "What's the real question?" For example, if the interviewer asks why you left the last job, he or she doesn't want a long story about office politics. The real questions are: Will this person be loyal and reliable? Will this person cause us trouble? Will this person be a job-hopper? Concentrate on putting the interviewer's mind at ease and moving the conversation back to your skills and selling points.

Answer questions fully. For example, if the interviewer asks whether the interviewee would like to use Microsoft Word, don't just say yes or no. Instead, say, "No, but I've used Word Perfect and I understand the classes in Word at the technical college. I'd be able to learn it quickly." Or say, "Yes, and I've become quite skilled with it. In my last job, I created reports and e-mail marketing pieces using Word.

Treat every question as an opportunity. Before the interview, identify three main things the manager needs to know in order to hire you. Then take every opportunity to highlight that information.

THE CLOSING

As the candidate, you need to tell the interviewer that you want the job. The information you need back is about the hiring process.

A sample closing sentence: "I've enjoyed our interview, and I'm very interested in this job. I'd like to make myself available for the next step. Can I contact you next week?" If that seems too forward for your style, say, "I'm interested in this job. What's the next step in the hiring process?"

Without this assertive follow-up, you're reduced to waiting by the phone and wondering if you made the cut.

Make it part of your job-search strategy to get as many interviews as possible and prepare fully for each one. When the offers begin to pour in, remember to take your time to negotiate the best package for your situation.

—From Wire Reports

"So now you have to find a job"

Kathryn A. Kelly, Advertising Major

If you are graduating any time soon, this article has probably crossed your mind more than once. When many of us get ready to end our lives as students and begin work in the "real world," we really have no clue where to begin.

That's where I was last semester. I am a senior now; graduating in May, and I now have a fairly good plan for finding a job.

In our fields of Journalism, Advertising, Communications, Marketing, and the like, you will find many places will not hire directly out of college. So where does this leave you after four years of college? Well, my first important piece of advice is to do internships. It doesn't matter whether or not you get paid, get the experience, that's what employers want.

Probably of equal importance is learning more than what you do in class. Research your job on your own. Check out the books, read the Internet sources, and get involved in your major. Find out exactly what you want to specialize in, and then learn about it. Then know that area like you know your name.

Another important thing that came to me was networking. Contact those smaller places, got to the meetings for your major, go to the job fairs, and get to know professionals already in your field. Advice and connections could truly make or break a job opportunity. You must take the initiative to become aware of people that could be information sources, and then for lack of a better term, pick their brains.

What about your resume? This is extremely important because it is usually the first contact you have with the employer. Make sure to include education, honors, extra research you have done, and work experience. Remember you have to make yourself stand out from the other 50 applicants. Play Continued on page 8
"So now you have to find a job"

Continued from page 6

up your personal strengths, and practice interview questions with yourself or a friend.

And last, but certainly not least, do not expect to walk into a job making $150,000 a year. Look at all jobs, and consider all opportunities. It may be in your best interests to even take on an internship right out of school to gain some experience if you don't have it yet. Here are some good sources to check out for career advice. Remember everyone has to start somewhere!

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