

Dated and mailed
Prior to Graduation¹

Dear Prospective Employer: (to a specific individual)

I am writing to ask your advice in relation to a career in broadcasting (whatever your field). I have talked with John Doe on several occasions (this can be a professor or anyone who knows the name of this individual you're writing) and he suggested I seek your input . . . (The name dropping of a mutual acquaintance should be honest and sincere or otherwise omitted.)

I am not looking for a job. I would, however, like to talk with you about what you feel would be most beneficial for my last year of study at the Walter Cronkite School of Journalism and Telecommunication.² (You must be sincere in this paragraph.)

I have examined your operation and am encouraged by your station's commitment to the community and its employees (pay sincere complements . . . that you have honestly observed.)³

I will be in (start with the small market) over Christmas break (use your holidays and travels to visit people and markets that interest you). Can we get together (date and time)?⁴

I want to make my last semesters at the Cronkite School my most productive and would sincerely appreciate your advice.⁵

Cordially,

Your name

P.S. I have enclosed a brief (one page) resume for your information.

¹Start before graduate to network for internships and post graduation jobs.

²This line helps eliminate barriers and assists you in the initial stages of developing a relationship with a prospective employer. Don't use this line if your intention is to hit them up for a job when you walk through the door. The school's name will also be recognized, use it in full.

³If you're unfamiliar with the operation you can at least go to the Internet.

⁴Ask for a specific date and time. Likely you'll have to call and set an appointment when you arrive, but this gives you additional positive contact with the individual.

⁵Yes you do want their advice. Listen. Take notes. If you have a portfolio or an audition tape ask them to critique it. You can later ignore the advice or act upon it, but listen attentively.

VITA

George Smith
Somewhere Street
University, Town ZIP

Home: Phone
Other Numbers
E-mail

Career Objective

If you indicate a career objective on your resume, it should be a short statement of your long term goals. Be specific enough to provide direction and general enough to indicate a willingness to pay your dues in order to achieve that goal.

Experience⁶

1999 - Present KASU-TV, Phoenix, Arizona. **News**writer. General newsroom assignments. News/sports writing and editing. (Bullet your responsibilities and successes. This is part time commercial experience while attending University.)

1998-1997 KAET-TV. Arizona State University. **Production Assistant**. Camera and general production assignments. Resigned to accept commercial position at KASU-TV.

1997-1996 **SDTV** (SunDevil Television). Produced campus news program. **KASR-AM**, Student Radio station **News Director**. Arizona News Watch, **Anchor**. (This is extracurricular experience while attending University.)

Indicate **Awards** and **Internships**. These items will help separate you from the millions.

Education⁷

Bachelor of Arts Walter Cronkite School of Journalism and
2001 Telecommunication. Strong minor/double major in area relevant to career objective.

References

They are not essential at this point, but you could include a few (three) as a separate listing.

⁶Provide a reverse chronology of your experience. Be sure dates are correct. Place experience before education.

⁷If you've got a GPA you're proud of then list it. Anything above a 3.0 w/4.0=A.