

Career Exploration & Planning

Perform a self-assessment

Consider the following questions:

- What are one's interests: What do you like to do?
- What are one's skills: What do you do well?
- What are one's strengths: What can you offer to an employer?
- What are one's values: What is important to you?
- What are your personality traits: How do they translate into an occupation?
- What are one's job preferences or criteria: What do you want your job "to look like"?

Know the types of skills/strengths you have to offer from the following categories

- *Skills you have learned through your major and degree*
Examples: physical therapist, accountant, engineer, teacher, social worker, business manager
*In these professions you tend to be trained in specifics
- *Transferable Skills*: Skills that are acquired through one's quest in higher education and the study of the arts and sciences. These skills are needed in all fields.
Examples: written and oral communication skills; the ability to research, analyze, critique, problem-solve
- *Personal Characteristics*
Example: adaptability, leadership, concern for people, reliability, enthusiasm, energy, flexibility

Know Yourself and Know Your Career Goals

Interests: What do you like to do?

- What activities were involved in growing up? How do you spend your free time? What are your hobbies? If there are activities you enjoy, then consider these your interests.
Skills: What are you good at doing?

- Sit down and start by making a list of your strengths. What have former supervisors or coworkers complimented you on? When do you feel proud of yourself for a job well-done? What do your friends and family tell you they appreciate about you?

Work Values: What is important to you?

- Think about your next job. Whether it is an internship or full-time position. What will you need in that experience for it to be satisfying?

Some examples may be...

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|------------------------------------|--------------------------|-----------------------|
| - Fit with career goals | - Distance from home | - Training program |
| - Room to grow with company | - Pay vs. cost of living | - Size of city |
| - Opportunity to go back to school | - Fit with co-workers | - Setting/environment |

Develop effective interview skills

If an interviewer were to ask one question, would you be ready? "Why Should I Hire You?"

Know what you have to offer and be ready to articulate your strengths, abilities and experience

Be prepared for “behavioral interviewing” questions like:

Tell me about a time when...

- you had a problem and how you dealt with it
- you went above and beyond what was necessary
- you had a problem with a co-worker or a supervisor

Different types of interviews:

- Telephone screening
- Second interview or organization interview (company visit)
- Panel interviews

The best way to be prepared is to anticipate the questions

At the interviews make a good impression verbally and non-verbally

Follow up within five working days

- Call to see if the organization has received your resume
- Ask when you can expect to hear from them
- In two weeks, if you have not heard, make another call; ask when you might anticipate hearing from them
- Keep your name in front of the employer without being pushy—be interested, friendly, enthusiastic and competent

Start Out on the right foot by “doing the right thing” with your new boss

Send thank you letters.

- Express genuine appreciation for employee trust in you
- Reaffirm your commitment to the organization
- Express enthusiasm for the job and that you are more convinced that you are an excellent match for both the position and the organization

“Communications: A Degree with No Boundaries”

In her book, *Great Jobs for Communication Majors*, Blythe Camenson refers to the *information industry* of which all communications majors will be a part of. Whether students have studied general communications, have a specific major or two, or a specific minor or two, where one ultimately will end up working and in what industry or career field has everything to do with an individual’s interests at the time. Ms. Camenson cites how the Speech Communication Association has identified the following areas of specializations in the communication field:

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|---------------------------------------|---|--|
| • Advertising | • Media and Communication | • Group Interaction |
| • Education | • Technologies and Policy | • Rhetorical and Comm. Theory |
| • Family Communication | • Public Relations | • Speech and Lang. Sciences |
| • Mass Communication | • Radio, television and film | • Interpretation and Performance Studies |
| • Forensics, Argumentation and Debate | • Info Sciences and Human Info. Systems | • Journalism |
| • Political Communication | • Instructional Development | • Legal Communication |
| • Organizational Communication | • Int’l & Inter-Cultural Comm. | • Health Communication |
| | • Interpersonal & Small | • Theatre |

Communication Websites

GENERAL RESOURCES

Big Shoes Network: Excellent resource for ALL communication fields. They do a number of internships and entry-level positions throughout the year. See "Find a Job" in the main navigation bar for a listing of 50-plus job opportunities.
<http://www.bigshoesnetwork.com/>

Communications Jobs: Site contains links to postings and job openings in various communications fields across the nation.
www.csuchico.edu/plc/communjobs.html

Minorities' Job Bank: Careers for Professionals of Color
www.minorities-jb.com/

Milwaukee Interactive Marketing Association: New group in the fastest growing sector within marketing.
http://milwaukeeima.org/index.php?option=com_frontpage&Itemid=1

American Society of Journalists and Authors: Professional society for nonfiction writers. This page includes information on publishing and protecting your work, but the association offers a lot of support and resources for anyone in this field. Highly recommended.
<http://www.asja.org/>

JournalismJobs.com: The job board for media professionals." You can quickly view all the jobs or just browse those for newspapers/wires, TV/radio, magazines/publishing, or other varieties of listings. Looks very good!
<http://www.journalismjobs.com/>

National Writers Union: The NWU is a labor union that represents "freelance writers in all genres, formats, and media." All working writers are eligible to join the union. Part of their service is the Job Hotline, a list of writing, authoring, and multimedia jobs in the United States. While anyone can view the list of jobs, the contact information for each employer is available only to members. If you win a job with the help of a Hotline listing, you must agree to pay the Hotline a nominal finder's fee, which goes to help continue the service. Freelance writers will appreciate the many resources on the site, including the Alerts from the Grievance and Contracts Division.
<http://www.nwu.org/nwu/>

StaffWriters.com: Online unit of StaffWriters Plus, Inc., a premier provider of highly specialized writers and editors providing editorial and content support for a wide array of businesses, from news organizations to technology firms. Interested writers and editors should read the information under About Us plus their Terms and Conditions before submitting a resume to their database. All resumes submitted to their database will be reviewed by Staff Writers to be sure the candidates meet this organization's qualifications. All jobs are also reviewed by Staff Writers before they are posted to the database, and no outside recruiters are permitted to post jobs here. You can search the database without registering to see the kinds of jobs they work to fill.
<http://www.staffwriters.com/>

Sun Oasis Jobs: Lists jobs and freelance opportunities for writers, editors, and copywriters. There are also links to additional sources and job sites. Be sure to check out the Writers Guide to Finding Jobs Online, a nice tutorial on how to use the Internet to help you find work.
<http://www.sun oasis.com/>

Writers Guild of America: Represents writers in the motion picture, broadcast, cable and new technologies industries.
<http://www.wga.org/>

https://www.wgaeast.org/script_registration/

Write Jobs from The Writers Write: Listings for all kinds of writing work, including technical writing. Many are openings for electronic journals. Check the posting dates on the listings (bottom of ad). Lots of good resources on this site.

<http://www.writejobs.com/>

Communication Students Career Resources: Affiliated with the University of Toledo, this site contains a number of links to various communications organizations, job and career information, and communication industry resources.

<http://communication.utoledo.edu/NewFiles/career%20resources.html>

International Association of Business Communicators: Represents writers, editors, public relations directors, and other advertising and communications specialists. The job bank is open to all visitors.

www.iabc.com/homepage.htm

Jobs for Communications Professionals at NetCarrots.net: Based in India, this company lists profiles for openings in communications.

www.netcarrots.net

Executive Search Online: The nation's largest free source for professional executive openings in advertising.

<http://www.jobsinadvertising.com>

MarketingPower: From the American Marketing Association...includes classified ads in many areas from academics to general marketing. Filling out the free registration gets you many benefits.

www.marketingpower.com/

MarketingJobs.com: Posting professional marketing, sales and advertising employment opportunities. They offer some location subcategories so you can target major regions faster and you can also search for jobs by employer. You can store your resume in their database for employers to search and for you to use when applying to jobs found here. Huge list of links to marketing associations expands your search very nicely.

www.nationjob.com/media

Nation Job Network: Nation Job owns and operates Nation Job Network™. This integrated network of Internet sites and services is consistently ranked among the top employment sites on the web.

Yahoo! Classifieds: <http://classifieds.yahoo.com/>

Wisconsin State Job Bank: <http://www.dwd.state.wi.us/ui/>

Minnesota State Job Service: <http://www.des.state.mn.us/>

CareerBuilder-Search newspapers Job Ads by Position Area: <http://careerpath.com>

ADVERTISING / PR / COMMUNICATIONS

AdWeek: Industry news and employment listings from the premiere trade journal. Paying subscribers gain access to the most recent job listings. Those who do not want to pay can see listings over 7 days old.

www.adweek.com

The Eisner Museum: The Eisner offers a number of career-oriented workshops throughout the year. Plus, rub shoulders with key ad agency personnel.

www.eisnermuseum.org

Ad 2 Club: Great club for newbies to get connected to one another.

<http://www.ad2milwaukee.org/>

AdAge.com's Career Center: Jobs posted at this site by advertisers. You can also execute a "super search" and connect to Monster.com.

<http://adage.com/talentworks/index.php?>

AdWeek: Industry news and employment listings from the premiere trade journal. Paying subscribers gain access to the most recent job listings in the Career Network.

<http://www.adweek.com/aw/index.jsp>

Public Relations Society of America Career Resources: Includes information on starting your own PR firm, a reading room with information on this career area, a salary survey, a resume database, and a job lead bank. The job leads are updated every Friday and postings are retained online for about a month. Check the list of local chapters found on the main web site, since many also maintain job lists on their individual websites.

<http://prsa.org/career/>

Business Marketing Association of New Jersey CareerLink: Assists the New Jersey community in recruitment for marketing, advertising and public relations positions. The job announcements are open for all to view, and your application is submitted directly to the organization who posted the announcement.

<http://www.bma-nj.org/careerlink.asp>

Communication Arts: Information for the folks who work in graphics, marketing, artwork, and other visual methods for communicating with others. Impressive collection of resources for the industry and the individual, and the [CreativeHotlist](#) job bank featuring lots of openings for graphic designers, web project managers, and writers. Just one warning. This site is graphic and Java intensive, so it takes time and memory to download and navigate.

<http://www.commarts.com/>

Fristoe & Carleton, Inc.: An executive search and recruiting firm specializing in placement of advertising and public relations executives in the Midwest and South. A sample list of current searches is available and updated frequently.

<http://www.adjob.com/>

International Association of Business Communicators: Represents writers, editors, public relations directors, and other advertising and communications specialists. The job bank is open for all to review and may include jobs for public relations specialists, technical writers, editorial staff, and directors of corporate communications. Many chapters also maintain individual job banks.

<http://www.iabc.com/>

Public Relations Society of America: Includes information on starting your own PR firm, a reading room with information on this career area, loads of good Resources, and an open job lead bank. Check the list of local chapters found on the main web site, since many also maintain job lists on their individual websites.

<http://www.prsa.org/>

TalentZoo.com: Jobs in the advertising industry. Registration is not required to search jobs and apply for same, but it is encouraged so your professional resume portfolio can be stored here for easy review by employers. They have 2 levels of "resume" posting, experienced and entry-level. Looks like entry-level gets charged a fee, but I see no mention of same for the experienced folks. However, the experienced folks also get to post their resume and career preferences confidentially. "Only you and Talent Zoo will have access to your account information. When jobs match your experience and career desires, Talent Zoo will notify you." Check out the Salary Monitor, Ad Musings (career and industry advice), and the Rookie Scene.

<http://www.talentzoo.com/>

workinpr.com: Jobs in PR at all levels from internships up. You do not need to register to search the database, but you may find it useful. However, registration means adding your resume to the database, but it also allows you to customize some features on this site. Freelancers are welcome too. Articles on job searching, the PR industry, a nice list of Resources, and much more make this a good site for those in this field.

<http://www.workinpr.com/>

advertising-jobs.net: In affiliation with **BrassRing.com**, this site includes more than 45,000 tech job listings, career events that allow you to meet face-to-face with employers, in-depth career tools and resources, the ability to search a whole region, not just a location, for jobs, different resume options that give you more flexibility.

<http://www.advertising-jobs.net/>

BROADCASTING

The Wisconsin Broadcasters Association: Provides resources for industry jobs available in Wisconsin.

<http://www.wi-broadcasters.org/>

National Public Radio: Serves 16 million listeners weekly via more than 640 NPR member stations. At npr.org you may view the job listings to find out about current openings. You can also get the latest on our next generation radio training programs for budding journalists.

<http://www.npr.org>

Broadcast Employment Services: Fantastic site with jobs and information for the entire broadcast industry. Unfortunately you can only view the job listings under TV Jobs for a fee. You can, however, put the call letters of your target stations in the search box and find their websites (and locally posted job listings) for free.

www.tvjobs.com

CareerPage: The Source for Broadcast Radio and Television Jobs: A service of the National Alliance of State Broadcasters Associations, this site offers a free job bank for persons interested in working in broadcasting along with descriptions of jobs in the industry and advice on getting your first job. They also link to the many state broadcast association websites (many of which have their own job banks) and other related industry and association websites.

<http://www.careerpage.org/>

Filcro Media Staffing: A retained search firm specializing in the broadcast industry. Qualified persons can learn more about the firm, review sample searches, and submit a resume through their website.

<http://www.filcro.com/page9.htm>

MediaWeek (UK): Jobs for those in Media, including radio and television broadcasting, hosted in partnership with PeopleBank. This also has great industry info, including programming and manufacturing directories. Most of the jobs are UK-based, but the industry info covers all of Europe and in some cases the world.

<http://www.brandrepublic.com/login/News/547608/>

National Association of Broadcasters: The National Association of Broadcasters is "a full-service trade association that promotes and protects free, over-the-air local radio and television stations' interests in Washington and around the world." The Career Center includes information on educational seminars, current jobs posted here, a resume database, links to additional broadcast job banks, and information for folks just starting out as well as others wanting to further develop their careers.

<http://www.nab.org/AM/Template.cfm?Section=Home>

RadioandRecords.com: The Radio and Record Industries Information Leader." Daily industry headlines, job announcements for station managers, on-air personalities, and media specialist, and loads of additional resources under the Directory.

<http://www.radioandrecords.com/>

Media Professionals: The Young Media Professionals Committee brings (YMPC) together members of the advertising, ad agency and publishing communities. Its mission is to educate media buyers and sellers about the print medium, media trends, advertiser needs and ABC services. It sponsors free special events, develops guides and publishes Media Professional, a newsletter that provides publishers, marketers, advertisers and ad agencies with news, tips, resources, job opportunities, and information about ABC.

<http://www.accessabc.com/ympc/ympmedia.html>

CARTOONING

National Cartoonists Society: So you wanna be a cartoonist? Gonna be the next Scott Adams, huh? Check out how to go from doodler to professional doodler from the folks who really know what it's like and see how they got to where they are now.

<http://www.reuben.org/>

JOURNALISM

journalismjobs.com: The largest and most-visited resource for media job with a variety of jobs, and the largest database of resumes for journalists.

<http://journalismjobs.com/>

NewsLink JobLink: Searchable database with positions for all kinds of positions in journalism, including research and communication. Includes entry to senior-level and crosses academic/traditional/online media lines.

<http://newslink.org/joblink/>

Editor & Publisher Classifieds: All areas of newspaper production include administration and marketing. The Career Center includes employment listings for academic, administrative, editorial, advertising, production/technology, and other facets of this industry. Paying subscribers have access to today's listings, but anyone can view the older listings (24 hours old) for free. A separate database with listings for entry-level and internship opportunities is available.

<http://www.editorandpublisher.com/eandp/index.jsp>

High School Journalism: Nice source of information for young journalists, especially those who want to pursue journalism as a career. The site is divided into areas titled Students, Teachers, Guidance, and Editors, and includes information on journalism careers, scholarships and awards, links to schools and organizations, and more. A service of the American Society of Newspaper Editors.

<http://www.highschooljournalism.org/>

Investigative Reporters and Editors, Inc.: The mission of Investigative Reporters and Editors is to foster excellence in investigative journalism, which is essential to a free society." This grassroots nonprofit organization was founded in 1975 to improve the quality of investigative reporting. Among the many resources and training opportunities provided by IRE, the Job Center is a great list of openings for reporters, editors, and others in both print and broadcast journalism. IRE also hosts listings of fellowships, scholarships, and other awards.

<http://www.ire.org/>

J-Jobs, Journalism-Related Job Openings: J-Jobs is a service to the journalism community provided by the University of California at Berkeley Graduate School of Journalism. Jobs are posted once a week and are removed after about thirty days. These listings are also available in a weekly list format hosted by [Louisiana Tech's Journalism Department](#). J-Jobs includes links to additional job-search support and career resources for journalists.

<http://journalism.berkeley.edu/jobs/>

JobsPage: Your Link to Newspaper Careers: Courtesy of the Detroit Free Press (who prominently lists a link to their own openings at the top.) This must be a Knight-Ridder paper, based on the number of references and links to KR sources.

Not everything here seems to be real up-to-date, but the info on this career field plus the ins and outs of connecting with a job or internship is great.

<http://www.freep.com/legacy/jobspage/index.htm>

National Diversity Newspaper Job Bank: The nation's most comprehensive Internet listings of business-side and newsroom openings dedicated to increasing diversity in the newspaper industry. You must submit a resume in order to get a login/password to view the job listings. It is free, but this first step is required.

<http://www.newsjobs.com/>

Religion Newswriters Association: An organization of full and part-time writers dedicated to supporting for journalists writing about any topic related to religion. Persons interested in entering this field will appreciate the FAQs, the scholarship information, and the newsroom training resources. Any writer who happens to be covering a story that includes references to religion will also appreciate the FAQs and other resources available to assist with their work. The resources under [Broadcasting](#) may contain additional listings.

<http://www.rna.org/>

PUBLISHING

Magazine Publishers of America (MPA): Information on available internships in all areas of the magazine industry including editorial, advertising sales, marketing, promotion, public relations, consumer marketing, production and others.

<http://www.magazine.org/home/>

bookjobs.com: Bookjobs.com was created to aid in the recruiting of the best and the brightest college graduates around the country—graduates from all ethnic and social backgrounds and all areas of study. The site serves two purposes: to provide a centralized place for job seekers to research available positions throughout the publishing industry, and to provide basic information about the book publishing industry as a whole." This is a marvelous site for anyone interested in the publishing industry. Experienced job seekers will like the lists of Company Profiles and Publishing Organizations (with links to websites). Young job seekers will appreciate the job listings and industry information. Current college students will appreciate the internship listings and industry / job information. Anyone uncertain on the whole thing will enjoy perusing the entire site, including the Major / Department guide, a short list of where you might best fit based on your college education, and the list of institutions offering various Publishing Programs. A truly great offering from the Association of American Publishers.

<http://www.bookjobs.com/>

Publisher's Weekly: The "international news source of book publishing and bookselling." In the online companion to their print publication, you'll find weekly updates on news affecting this industry along with other services and resources you can use. Select "Industry Resources" to access the PWJobZone and review all the jobs or just those in your particular field. <http://www.publishersweekly.com/>

Semper International: A staffing agency specializing in the print, copy, and digital industries. To review job listings, select a regional office and then select a job area that interests you. At the time of review, they listed jobs in bindery, duplicating, large press, pre-press digital, silkscreen, and other areas.

[http://americanprinter.com/news/syndicate/Semper Intl_062006/](http://americanprinter.com/news/syndicate/Semper_Intl_062006/)

Bookbuilders of Boston : A "nonprofit organization dedicated to bringing together people involved in book publishing and manufacturing throughout New England." Their website is an excellent resource for interested users, featuring information on education and training opportunities, resources for the industry, and a job bank.

<http://www.bbboston.org/pageJobs.cfm>

BookWire: The bible of the publishing industry is online with industry news and directories of publishers, booksellers, and others related to this industry. <http://www.bookwire.com/>

SCREENWRITING

Organization of Black Screenwriters: The Organization of Black Screenwriters, Inc. (OBS) began in 1988 to address the lack of black writers represented within the entertainment industry. Our primary function is to assist screenwriters in the creation of works for film and television and to help them present their work to the industry." Their site includes information on screenwriting competitions, workshops, seminars, and upcoming meetings. There are also resources on scriptwriting resources, job opportunities, and an online forum where you can ask about screenwriting, offer advice to others, or post announcements.

You may also want to review our information under [Film](#).

<http://www.obswriter.com/>

TECHNICAL WRITING AND COMMUNICATION

Society for Technical Communications: An individual membership organization dedicated to advancing the arts and sciences of technical communication. Its 23,000 members include technical writers, editors, graphic designers, multimedia artists, Web and Intranet page information designers, translators and others whose work involves making technical information understandable and available to those who need it. Members have access to a job database, but any visitor can download and view their free guide to A Career in Technical Communication.

<http://www.stc.org/>

MARQUETTE CAREER SERVICES CENTER'S JOB SEARCH WEBSITES

The CSC Website (www.marquette.edu/csc)

Start here to gain access to information for your career planning and job search needs. Highlights include:

MU Career Manager

- Internships and full-time positions
- Online resume submission for on campus interviews; searchable by employers
- Calendar to track positions and upcoming career events

Golden Eagle Search

- Comprehensive web-crawler job search engine
- Search internships and jobs by skill area from over 5 million [national](#) job postings

Going Global

- Country Career Guides packed with country-specific information
- Job Postings and Internship Listings for any country in the world
- Global Key Employer Directory contains 25,000 country-specific company profiles

Vault

- Online career library including company and career field information
- Research employers, industries, and career subjects

Reference USA

- Identify employers to actively pursue for positions
- Research industries/companies; executives, corporations, company description