

Gaining experience

Students' often ask, "Where can I find a job with this degree?" and "What can I do to increase my chances of getting hired?" The beginning of your program is a good time to start thinking about these questions, and the table below begins to answer them for you. It suggests possible employers and strategies that others have used to make themselves more employable. Experience gained outside the classroom can give you the winning edge in the job search. The information below was compiled by the Career Planning staff, Career Services, University of Tennessee, Knoxville, and is used here with permission.

AREAS	EMPLOYERS	STRATEGIES
<p>ADVERTISING</p> <p>Creative Services Media Research Account Services Administration Print Production Marketing Publishing</p>	<p>Advertising agencies Corporate advertising departments Media (sales, research, marketing) Specialty advertising firms</p>	<ul style="list-style-type: none"> - Work in sales at campus newspaper, TV or radio station. - Obtain student-run business experience. - Find internship at market research firm. - Demonstrate talent, persistence, assertiveness, competitive spirit, and enthusiasm. - Compile portfolio of writing, graphics and ideas for creative department. - Get computer knowledge/experience for media. - Need statistics, data interpretation, and writing experience for research.
<p>BOOK PUBLISHING</p> <p>Editorial Sales/Marketing/Promotion/ Advertising Publicity Production Subsidiary Rights Textbooks Electronic Publishing</p>	<p>Publishers: Tradebooks Paperbacks Educational materials Religious University presses Technical, scientific and medical Mail-order Book clubs</p>	<ul style="list-style-type: none"> - Attend summer publishing institute to sharpen skills and contacts. - Become familiar with word processing. - Gain knowledge of printing and production. - Work with college or regional magazines and campus publications. - Work as sales clerk or book buyer in campus or local bookstore. - Find internships in area of interest. - Take technical writing courses for technical, scientific and medical publications.
<p>NEWSPAPER PUBLISHING</p> <p>Reporting Editing Advertising Sales Circulation Art & Design Marketing/Promotion News Graphics & Photography Production</p>	<p>Large circulation newspapers Local newspapers Wire services Trade newspapers Online publishers</p>	<ul style="list-style-type: none"> - Get summer job or internship with newspaper. - Work with college newspaper, yearbook, or alumni publication. - Be active in professional journalism organizations. - Shows curiosity, high level energy, ability to work under pressure and to withstand criticism. - Develop excellent grammar and writing skills. - Create a portfolio of writing samples. - Develop computer skills and learn to design webpages.
<p>MAGAZINE PUBLISHING</p> <p>Editorial Advertising Sales Promotion & Public Relations Circulation Design, Art & Production Photography</p>	<p>Major publishers: Consumer magazines Specialized magazines Technical & industrial publications Professional publications Merchandising & trade Labor unions Educational journals In-house publications News magazines Professional associations Religious organizations</p>	<ul style="list-style-type: none"> - Secure internship with publisher. - Work on campus publications. - Find part-time or summer job with newspaper, magazine or print shop. - Get sales experience. - Join a professional journalism organization. - Demonstrate creative spirit, writing skills, verbal skills, and proofreading ability. - Create a portfolio of writing samples.

AREAS	EMPLOYERS	STRATEGIES
<p>RADIO</p> <p>News Sales Programming Production Promotion Administration</p>	<p>National networks National public radio State or regional networks Major, medium or small market stations Independent syndications</p>	<ul style="list-style-type: none"> - Gain campus or local radio experience. - Secure internships. - Announce sports events. - Host music programming for parties and social events. - Coordinate, program and promote musical events. - Demonstrate imagination, writing and verbal skills, sense of humor, and showmanship.
<p>TELEVISION</p> <p>Programming/Production News Advertising Sales Promotion Administration</p>	<p>Major networks Commercial broadcast stations Public television stations Cable television Private television production Government Business Corporations</p>	<ul style="list-style-type: none"> - Secure internships. - Gain experience in campus or local stations or independent production companies. - Join campus newspaper or publications staff. - Participate in drama club—directing, acting or technical crew. - Become a debate club participant. - Develop good writing, reporting and editing skills. - Gain knowledge of community and its needs. - Show curiosity, confidence, assertiveness, creativity, initiative, outgoing personality, tact and diplomacy.
<p>PUBLIC RELATIONS</p> <p>Research Health Communication Writing & Editing Special Events Media Relations Risk & Crisis Communication Fundraising Marketing Communication Management/Administration</p>	<p>Public relations firms Advertising agency-related PR firms Corporate in-house public relations departments Trade associations Government agencies Colleges & universities Nonprofit organizations Labor unions Hospitals</p>	<ul style="list-style-type: none"> - Secure internships. - Get practical experience. - Develop strong research and writing skills. - Perfect public speaking ability. - Demonstrate enthusiasm, interpersonal skills, persuasion, team work, integrity, good judgement, and intelligence.
<p>TECHNICAL WRITING</p> <p>Writing & Editing Technical Promotion News Releases Technical Advertising Technical Films & Videotapes</p>	<p>Hardware manufacturers Software companies Industry Automotive Aerospace Precision instrument Engineering Technical publications: journals & magazines Research laboratories Colleges & universities Government agencies Self-employed</p>	<ul style="list-style-type: none"> - Work on college newspaper and campus publications. - Join professional journalism and communication organizations. - Develop word processing skills. - Perfect clear and concise writing abilities. - Demonstrate patience, flexibility, and strong interpersonal skills.
<p>GOVERNMENT</p> <p>Publishing Public Relations Broadcasting</p>	<p>Federal agencies including the Departments of Labor, Commerce, Agriculture, Defence, Treasury and Interior; Federal Trade Commission; National Archives and Records Administration; Small Business Administration.</p>	<ul style="list-style-type: none"> - Become familiar with government hiring practices. - Gain experience with campus newspaper, television or radio. - Find internships or practical experience. - Develop strong research, writing and speaking skills. - Demonstrate enthusiasm, interpersonal skills, persuasion, team work, integrity, good judgment and intelligence. - Develop creativity and initiative.