

RESUMES



Name: Rich Allen
Age: 29
Occupation: Copywriter, Venet Advertising, New York.
Education: B.A. in history and English, Columbia, 1978
Activities: Class president (two years), president of campus

television station

Honors: Named one of the "100 best and brightest" in his field by Advertising Age magazine

Q. What parts of college best prepared you for professional success?

A. The combination of the writing and the experience I got in campus politics. College is important in terms of learning how to write. You have to learn to put your thoughts together, and good history classes teach you to write papers under pressure.

Discover Your Goals

A former guidance counselor has developed software that helps make hard choices. Called "Discover," the program attempts to guide students in choosing a career. First comes an "interest inventory," in which students are asked about personality traits, ambitions, experience and values. A second stage links those interests to specific possibilities; "Discover" lists 1,000 jobs, with comprehensive descriptions for 425. The third section answers common questions about what a job is *really* like, including: what do employees most enjoy or resent about their work? In some versions, "Discover" even takes the user into the workplace with video vignettes of a typical day on the job.

Finally, "Discover" tries to show the best route to the career. It informs the user about college programs that lead into the chosen field, along with each school's entrance requirements and application deadlines. The program also gives interview and résumé advice and keeps each student's record for update sessions. And it's all free for users, although their schools pay up to \$2,000 to the distributor, American College Testing.

"Discover" appears to be a hit at both colleges and high schools, claiming more than 1,000 "user sites" since it was intro-

duced nearly three years ago. Ohio State reports waiting lists for its seven terminals. "We are so booked up—weeks and weeks ahead," says OSU adviser Virginia Gordon. Students don't seem to mind consulting an automated oracle. "Our students said it was a very personal experience, and they felt very much in control," Gordon says. But however helpful the computer might be, she stresses, students do better when they also interface with user-friendly liveware—a human counselor.

Entertaining Offer

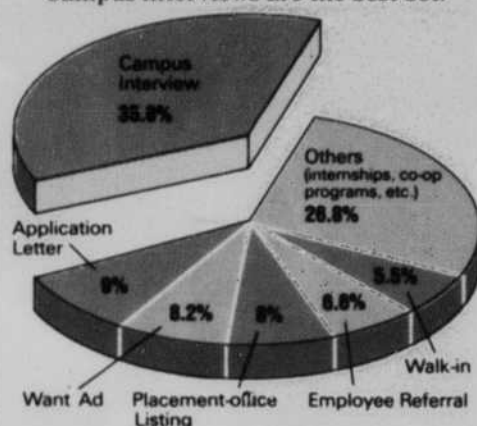
For many students interested in television production, moving from a college video lab to a real control room is just a dream. But Hollywood is, after all, the dream factory, and these days it's coming up with TV internships for a fortunate few. "Entertainment Tonight," the nationally syndicated show-business digest, picks about 20 students per semester for a college-credit program. Since students must be available to work 16 hours a week for one or more semesters, most of those chosen so far have been from the southern California area, but any collegian is theoretically eligible.

Even in Hollywood, of course, "intern" is often a glamorous word for gofer, and the ET interns spend a lot of time making photocopies and coffee. But they also work regularly in two main areas of production. Of the 25 students now with ET, about half work in the tape vault, where they log in, catalog and file the tape segments the show receives each day, and the rest serve as researchers, double-checking spellings and facts. In addition, students are encouraged to watch editing and taping sessions and sometimes get to assist directors and reporters on field shoots.

And what happens when the internship ends? Don't consult the real-estate ads in L.A. just yet—only eight interns have so far been hired by the show. Still, the résumé pizzazz and insider's perspective that come from the job can be invaluable. Says John Williams, a speech major at Cal State, Los Angeles, who aspires to be a television reporter: "I see what tapes are being sent in by people who want reporters' jobs. I see what gets accepted and what gets ignored. Without a doubt, knowing that is going to help me."

How Hiring Works

Campus interviews are the best bet.



SOURCE: MICHIGAN STATE SURVEY, "RECRUITING TRENDS 1985-86" CHRISTOPH BLUMRICH-NEWSWEEK

June's Job Outlook

In recent years graduates in engineering and technology have developed a clear lead on the career fast track. They still hold an edge—more job offers and an average annual starting salary of \$28,512 for engineers and \$26,172 for computer scientists, according to Northwestern's Endicott Report. But the advantage seems to be narrowing. Both Northwestern and the College Placement Council predict, for the first time since 1983, a diminished demand for technologists—about 5 percent in most areas. Liberal-arts grads, by contrast, should find 12 percent more offers this spring, Northwestern says.

Another annual survey, conducted at Michigan State, should muffle student grumbling about university placement offices. Employers told MSU researchers that the largest number of their hires are made through campus interviews (chart).



FRED A. SABINE

Resume pizzazz: Interns with ET's Leesa Gibbons