

RESUMES

Adman's Advice

Homework still counts

If you want to land a beginning job in advertising, it's best to look like an expert. So says Charles R. Guariglia, a senior vice president at Ogilvy & Mather Direct, the marketing arm of New York's O&M World Wide, a leading agency. Guariglia—who interviews dozens of college graduates every year and hires about five in such positions as assistant account executive—says too many students neglect to do their homework on companies before they appear for an interview. "You have to stand out," counsels the 1964 Seton Hall grad. "The kids who were hired had the edge. They knew about our business; they knew about our company."

Guariglia, who enthusiastically offers job advice whenever it's requested, has compiled some guidelines for developing that competitive edge. Among his tips: start exploring career options as early as freshman year; write lots of letters, but expect only a 2 percent response rate;

practice answering interview questions.

Guariglia prefers liberal-arts majors, because "they are not as rigid and they know how to take directions." Aspiring admen and adwomen might focus on the trade by joining the marketing club, reading trade journals such as *Advertising Age* and reviewing annual reports of leading agencies. "You have to prove [to the interviewer] that you are a student of the craft," he says.

Once hired, a new graduate in an entry-level slot can expect a 12-week training course, 10-hour workdays and lots of thankless tasks. "[Trainees] work behind the scenes on budgets, checking to see if work is done on time," Guariglia says. The larger New York agencies pay beginners \$21,000, he says, and a promotion is likely within two years.

Hire Hopes

According to two authoritative national surveys, this year's college graduates will face a tighter job market. The two studies, conducted annually by the placement offices of Michigan State and Northwestern, report that employers expect to hire 2.4 percent fewer graduates; recruiters expect to offer 14 jobs per 100 interviews. Merger mania, corporate downsizing and increased global competition are to blame for the reductions, the studies say.

There are, however, some gleams of good news. MSU's 16th survey underlines that 10,000 fewer students will graduate this year, helping compensate for the hiring drop. And Northwestern's report noted that while opportunities for engineers are down 8 percent, demand for nonengineers is up 5 percent. "It's not gloom and doom," says MSU placement director John Shingleton. "Students who work at getting a job will find one."

Among the other findings:

- Average starting salary for a 1987 graduate: \$21,815, up 2.9 percent, according to MSU.
- Biggest jump in demand: majors in hotel/restaurant management, marketing, education and chemical or electrical engineering.
- Hiring prospects for women: up 2.5 percent; for minorities: up 4 percent.
- Best locations: Southwest and Northeast.

NAME: Tim Peek

AGE: 26

OCCUPATION: Editor of the Addison County Independent, a weekly newspaper in Middlebury, Vt.

EDUCATION: B.A., Colorado College, 1983; Master of Science in Journalism, Northwestern, 1985

PREVIOUS EXPERIENCE: Reporter in Barre, Vt., 1984; business reporter, Pittsburgh, Pa., 1985-86



Q. What is it like to work for a small-town newspaper?

A. I had always lived in a big city, and grad school certainly orients you toward the big dailies. When I first arrived here I thought, "This is terrible. There's no news." But you have to readjust your thinking. The gravel pit in Starksboro is big news, the town plan in Middlebury is big news. Those issues have a potentially big impact on the towns. In Chicago or Pittsburgh you never get the sense that people read what you write. Here, for good or for bad, people do read what you write.

What exactly do you do as an editor?

Our week begins on Thursday when I sit down with the editorial staff—three reporters and a publisher—to decide exactly what we want to cover. The nice thing is that we all have a sense of being in this together. I write news stories and editorials. I edit press releases, write headlines and captions. We are all expected to shoot pictures. I also lay out most of the front section. After all that I answer complaints. There's a network of old ladies who start calling in before I even get a chance to read the paper on Wednesday.

What advice do you have for prospective journalists?

Don't major in journalism as an undergraduate. The most important thing you need to learn is how the world works, and they don't teach you that in journalism school.



ROBERT R. MCELROY - NEWSWEEK

Guariglia and college grad: Better get smart