

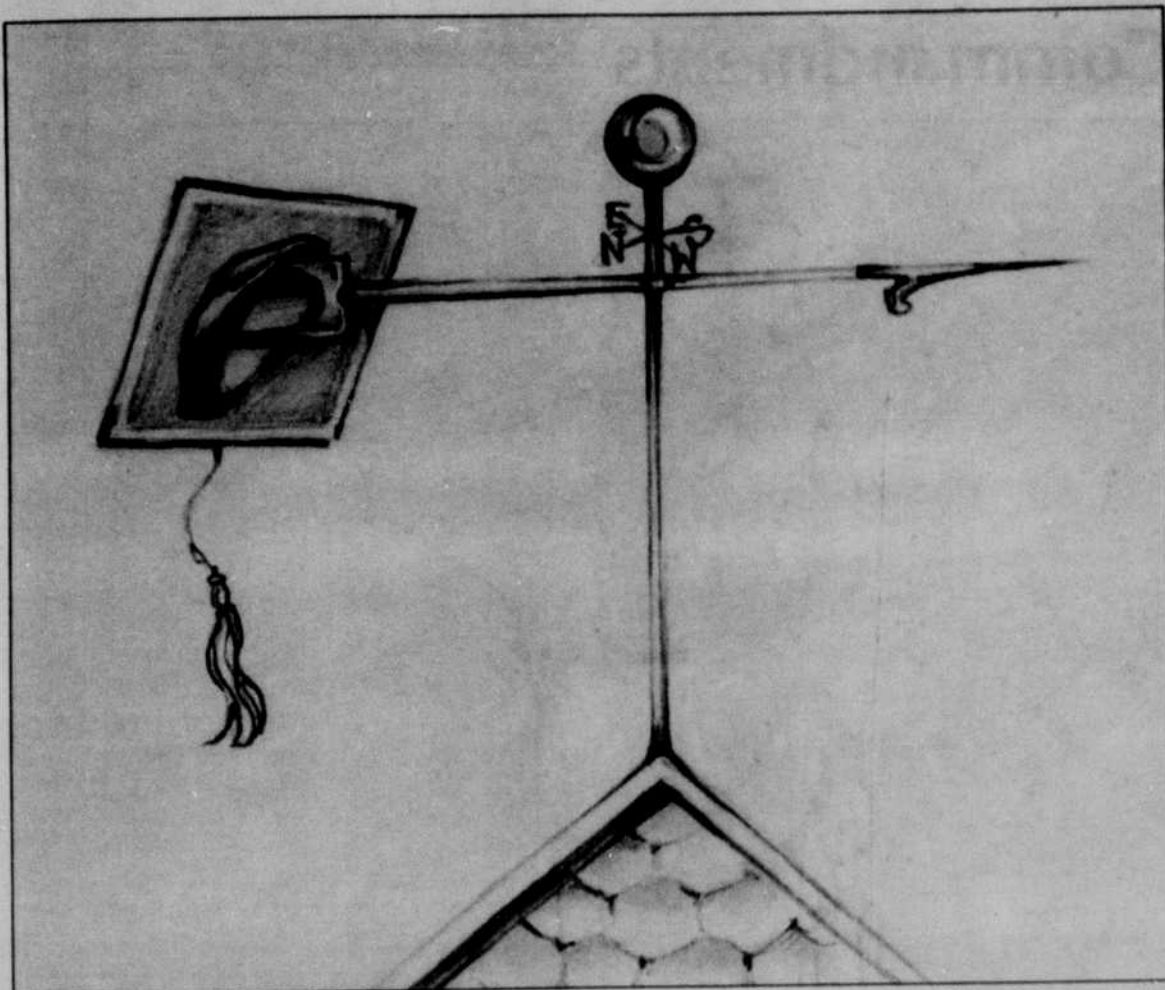


Illustration by Lorraine Rath

The country's hot spots for work

By Dennis Fernandes
Of the Emerald

For all of you aggressive types who are willing to go just about anywhere to start a career, here's a geographic summary to help you along the way, by major.

Various experts in the fields give the following general geographical guidelines. The once-booming Southwest, mainly because of problems in the oil industry, has fallen on hard times. Phoenix, Ariz., however, is an exception to the rule.

The Pacific Northwest is unpredictable for every industry, but because of the desirability of the environment, competition is very stiff. California and the Northeast appear to be the best bets in the country.

Computer Science:

Development for new software programs is down compared to previous years, according to Larry Smith, director of the University's Career Planning and Placement Office.

"There is still some growth in the 'Silicon Forest' in the Portland area, and Seattle's not bad," he said.

According to Chris Mayhall, a

computer science graduate student, the traditional markets of California, Massachusetts, Virginia and North Carolina are still stable, but "it is nothing like it was two years ago," he added.

"The big problem right now with hardware-chip industries in this country is that they were being beaten by the overseas markets," Mayhall said.

Architecture:

The Denver and Southwest areas are "dead," said Professor George Hodge. Seattle and California are still good markets, but the best bet is the East Coast.

"I just had three alumni come back from the East Coast and they say it's as busy as the dickens back there," Hodge stated.

He said architecture majors may have to search a little harder in Seattle.

Journalism:

Advertising and public relations majors should concentrate their search to the larger media markets — Chicago, New York and San Francisco.

For those seeking news/editorial jobs with magazines and newspapers, an

adventure awaits. "Their industry is such that you typically work your way up in medium markets," Smith said. "Start in small towns."

The Sciences and Psychology:
Graduate School.

Business:

The overriding idea here is to go wherever the economy is fairly stable, which in modern times means the Northeast and California.

Smith said accounting people tend still to do well in the Portland area. "The demand for CPAs is still predominantly good in the Portland area," he said. He added that students with a marketing and sales emphasis have good opportunities right here in the Northwest.

Del Hawkins, director of the University's marketing department, says "business is booming" in the Northeast, particularly Boston. And he said Los Angeles and San Francisco are still doing well.

"Portland has improved," he says. "But it's still really hard to find a job there. Seattle's a little better."

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