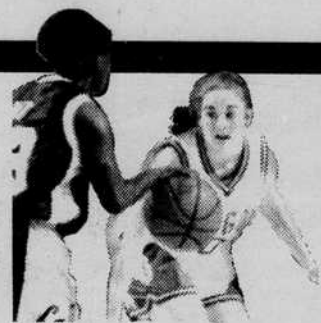


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TODAY

It's Valentine's Day. Sure, it's sappy. Sure, it's overblown sometimes. But kiss someone you love anyway.



INSIDE

The Ducks crushed California last night, 71-42, with Cal only scoring 14 points in the first half

The Asian Celebration will give people a chance to learn about Asian cultures

9A
5A



WEATHER

Mostly cloudy.
High 50. Low 40.

University of Oregon
Eugene, Oregon

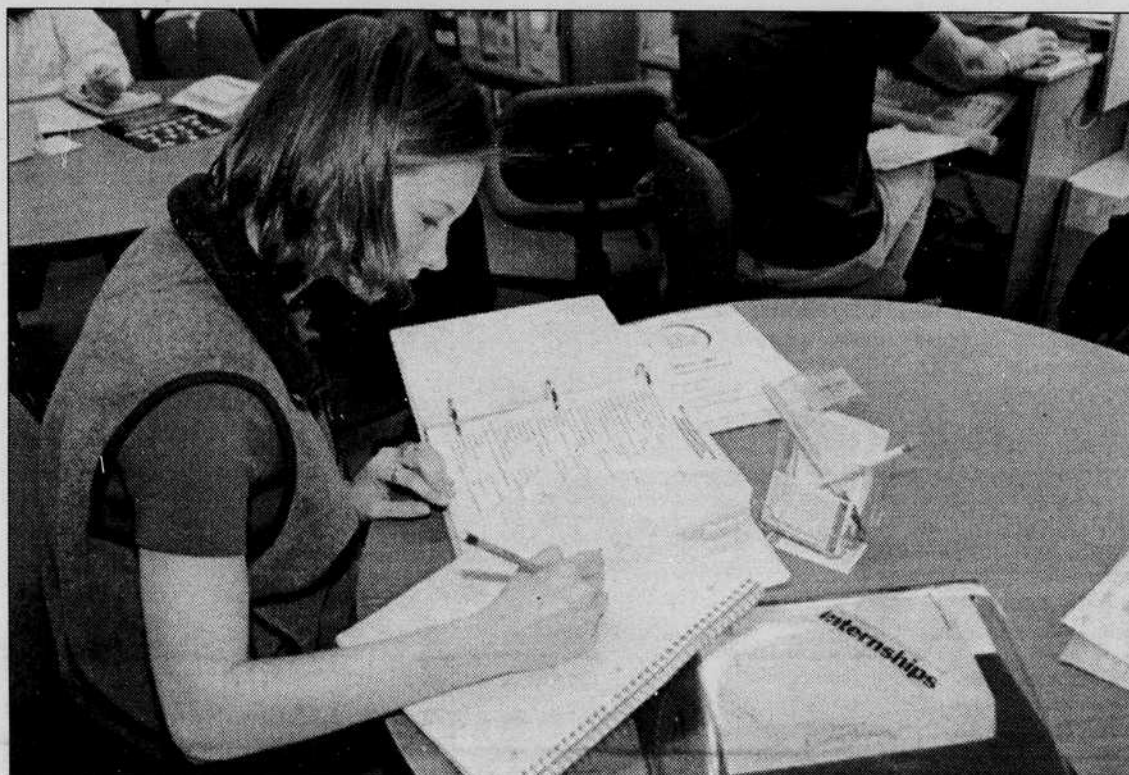
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IN FOCUS: JOB HUNTING

“Not all employers even read cover letters, but most use them to find out more about the person or discover the talents the person has that might fit into the company.”

Looking for a summer internship, Jennifer Koss, a junior majoring in exercise and movement science, flips through a note book in the career center.



MATHEW STIFFLER/Emerald

Résumés big part of job search



Job Hunting

Third in a three-part series

■ **WEDNESDAY:** Job searching and the Internet

■ **THURSDAY:** The traditional job search

■ **TODAY:** Businesses and the job search

■ **EMPLOYERS:** Companies often look to cover letters for extra information, but some ignore or simply skim them

By Ben Kwasney
Higher Education Reporter

Have you ever had a nervous feeling when an employer looks up and down your résumé?

Students applying for jobs and internships usually have to send a résumé and cover letter to employers.

Résumés

Employers learn more about an applicant before the interviewing of the person by looking at their resume. What stands out in a quality résumé?

"It's more a matter of leadership experience and involvement," said Vlasta Duffy, director of recruitment for Northwestern Mutual Life.

Duffy said leadership qualities could be demonstrated by someone

being president of their fraternity or captain of the football team, for example.

Another quality Duffy looks for is focus. She said it's advantageous for a student to know what his or her specific career goals are.

"We're looking for prior experience and education," said Lee Wood, director of human resources for the Papé Group.

Wood said she looks for additional training and job stability as well.

Cover letters

Not all employers even read cover letters, but most use them to find out more about the person or discover the talents the person has that might fit into the company.

"Often times it gives information that doesn't appear on the résumé," Wood said.

Duffy admits she doesn't read the cover letter because they're usually all the same with a standard formula. She compares them to form let-

THE KEYS TO SUCCESS

■ RESUME:

Highlight leadership experience and communication skills in a professionally printed form.

■ COVER LETTER:

Keep it short while still presenting information that doesn't appear on your résumé.

ters because students typically change only who they are addressing the letter to.

Johnson said to keep cover letters short.

"If they're too long, that's a deterrent," he said.

"We ask for a cover letter that highlights expertise or talent in the job we're trying to fill," said Maradee Girt of Weyerhaeuser's human resources department.

She said if the résumé and cover letter are not sent to Weyerhaeuser in response to an advertisement, they usually get tossed.

Conference to honor women, law

■ **FORUM:** The annual event will showcase women in law and host a variety of activities

By Laura Baker
Student Activities Reporter

The annual Women's Law Forum Conference, sponsored by the University School of Law and the Women's Law Forum, begins tonight and will continue through Saturday.

A variety of entertainment, including a professional storyteller, a poetry reading and a movie will begin the conference, which is entitled "Weaving Our Future: Vision Into Reality." The kickoff will be at 7 p.m. in the Law Center's student lounge. The conference is open to the public and free of charge.

According to promotional material, the conference is taking place in order to honor the role of women in the law profession and to bring more attention to the ongoing struggle of women in society and in the profession.

Virginia Linder, Oregon's Solicitor General, is the keynote speaker at a noon luncheon in the Knight Library Browsing Room. Linder has been the Solicitor General for about 10 years and has argued cases in front of the U.S. Supreme Court. Advanced registration for the luncheon is required.

Linder believes more conferences like this one need to happen in light of a long-running debate. "It's kind of a push-pull situation," Linder said. "As women gain more respect, people begin to think these conferences aren't necessary."

Linder, whose speech is entitled "Casual

Turn to **FORUM**, Page 4A

One sunk shot could earn term's tuition at women's basketball game

■ **PROMOTION:** Students attending Saturday's game against Stanford can enter to shoot from half-court

By Laura Cadiz
Higher Education Editor

One chance. One shot. One term's tuition. It's that easy.

Saturday at the women's basketball game against Stanford, one student will have the opportunity to take a half-court shot for one term of undergraduate tuition.

"I hope that the student makes it," said Kristine Den, student intern at the University Athletic Department. "I want to see a student walk away very happy."

Before the game, all students will be able to enter their name in a drawing, and at half time, one student's name will be drawn to receive the chance to take the shot.

Den came up with the promotional activity, along with Dana Lomsky, marketing promotions assistant for the University Athletic Department. The event is sponsored by the

University Athletic Department.

"We're basically just starting to figure out how to get students to a game at noon the day after Valentine's Day," Den said.

Such student promotions are done to increase student attendance at games, Lomsky said.

"We feel students are the support behind our program. We want them to be involved," she said.

The Athletic Department is allotted a certain amount of money each year for student

promotions, and each intern is given the responsibility of coming up with one promotional activity for one women's and one men's basketball game, Den said.

"It's neat that the student interns are the ones who are orchestrating it," Lomsky said.

In the past, the interns had helped put on promotions such as Disco Night at the Pit, Musical Chairs and Dash for Cash.

Lomsky said the same half court shot promotion will probably be done next basketball season.