

Work on internships provides experience

by Lezlee Hinson
Battalion reporter

Are you looking for a way to gain practical experience in your field to decide if it's really for you? Perhaps you just want experience on your resume to set you apart from the rest of the crowd. An internship might be just what you are looking for.

Students studying subjects from journalism to architecture to political science become in-

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terns. The main attraction of an internship is the practical experience it provides. And in today's competitive job market, this practical experience may be the one thing that sets you apart from all the other job applicants.

However, internships can be hard to find. Now *Writer's Digest* has made available an annual directory of internships called *1983 Internships*, said Colleen Cannon, editor of the directory.

Cannon said that few universities provide organized assistance to students seeking internships, unless the internship is required by a certain class or for a particular degree.

Most departments report that various companies send them announcements of internships available. This material is usually posted on department bulletin boards and sometimes announced in class.

But if you are interested in an internship, don't wait for such announcements, Cannon said. Instead, take the initiative.

The first thing you should do is check the bulletin boards and talk to the professors in your major.

If you don't find anything that appeals to you, you might consult *1983 Internships*, she said. To obtain a copy send \$10.95 plus \$1.50 for postage and handling to: *Writer's Digest Books*, 9933 Alliance Road, Cincinnati, Ohio 45242.

1983 Internships includes 16,000 listings of opportunities in many different fields, Cannon said. They are listed by profession and are indexed geographically to help locate jobs in specific areas.

Cannon said each listing in the book includes information such as the duties of the position, the training offered, the qualifications, the availability of college credit, the length of the internship, the pay and the application process.

If you still haven't found an internship that's right for you, consider creating your own, Cannon said.

Suppose you are interested in an internship in the field of advertising. Cannon said the first step is to choose four or five advertising agencies in your area that you'd like to work for.

The next step is to research those agencies thoroughly. Find out everything you can about the company, Cannon suggested. Try to determine where you might fit in.

Cannon advised paying particular attention to company politics. This will help you determine who you should approach with your proposal for an internship.

Once you have completed your research and feel you can talk about the company with some degree of intelligence, make an appointment for an interview.

She warns against going through the personnel department. Usually they don't have any real authority. You want to talk to someone that has the power to hire you. Cannon recommends the president or a vice president of the company.

The interview is your opportunity to sell yourself, Cannon said. It is very important that you are prepared. Consider beforehand questions you might be asked and be ready.

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Discuss your ideas with the interviewer and tell him where in the company you think you'd fit. Point out ways in which both you and the company will benefit from your internship. If your first interview produces no results, don't get discouraged, Cannon said, just keep trying.

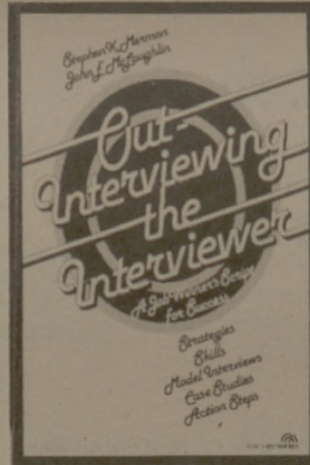
Although internships are still new to most professions and occupations, they are catching on quickly. Cannon says that in the future they may become an essential step in career preparation.

Out-Interviewing the Interviewer

by Jan Werner
Battalion Staff

In *Out-Interviewing the Interviewer*, a book designed to help anyone, anywhere get a job, the authors Stephen K. Merman and John E. McLaughlin provide helpful hints for the confused graduate. Merman and McLaughlin are officers in PMG Incorporated, a management consulting firm, so they know whereof they speak.

The authors treat the interviewing process as a "screen test" — certainly a novel approach. They begin with a discussion of the process from the interviewer's point of view, describing the way interview "scripts" are designed and the different styles and techniques common



among interviewers.

The rest of the book takes you through the entire procedure, covering strategies for getting interviews, preparing for and getting through the

actual interview, and following-up on the interview afterwards.

And, in the happy event the interview is successful, the authors include tips for evaluating job offers and fitting in on the new job.

Besides these standard tactics, *Out-Interviewing the Interviewer* also includes practical exercises and suggestions to help you develop the proper attitudes and non-verbal communication skills to "beat the interviewers at their own game."

This book would be very useful for any senior in the uncomfortable position of having to leave the haven of the Placement Center and dredge up interviews on their own.

— \$7.95 Prentice-Hall, Inc.

The Texas Job Bank

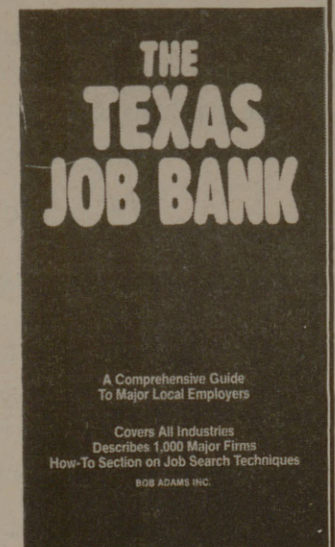
This is the bottom line. No interviewing tips, no hints for developing a positive mental attitude, no suggestions for planning the rest of your life. All this book tells you is where the jobs are and who to write to ask if you can have one.

Actually, it does include a little more. It begins with a listing of hundreds of potential employers in Texas — the name and address of the firm, a description of their principal business, and the contact person's name. It includes various positions, from account to underwriter.

Finally, the book closes with a cross-listing of all the employers who might be hiring people for a particular position.

The Texas Job Bank is part of a series, edited by Robert Lang Adams, that covers the major metropolitan areas of the country. Other volumes include issues for Boston, Greater Chicago, southern and northern California, and New York. This book could provide a good starting point for the bewildered, and jobless, graduate.

— \$9.95, Bob Adams, Inc.



To Work: A Guide for Women College Graduates

Patricia W. Lunneborg and Vicki M. Wilson, identified in the cover blurb as "career-planning experts," direct their book at women college graduates who "have decided on the goal of meaningful work throughout their lifetime." If you fit, or will fit, that description, this book might be a worthwhile purchase.

Most of the book concerns problems unique to women entering the work force, and methods of overcoming those problems. The authors emphasize self-awareness in dealing with personal and so-

cial barriers, and include several tests and checklists to help readers assess job skills and decide what kind of job to seek.

Other chapters describe tactics for planning careers before graduation, re-entering the work force, and handling racism and/or sexism on the job.

The prose can be a little hard to follow, but there's some valuable information buried in the jargon. And all the "self-awareness" quizzes are entertaining, at the very least.

— \$6.95, Prentice-Hall, Inc.

