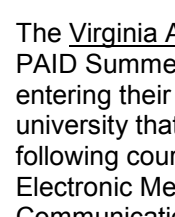




CSW—Career Services Weekly



Virginia Association of Broadcasters Summer Internship Opportunity

Friday, December 4, 2009
Issue No. 67

The Virginia Association of Broadcasters (VAB) offers PAID Summer Internship Programs available to students entering their Junior or Senior year ONLY at a college or university that offers undergraduate classes in the following courses of study: Computer Science, Business, Electronic Media, Engineering, Graphic Design and Mass Communications including Advertising, Journalism (print or broadcast), Marketing and Public Relations. The Summer Internship Program is an 8-week program beginning Monday, June 7, 2010 and ending Friday, July 30, 2010. All interns should plan to work 40-hours per week at \$7.25/hour. A total of 32 students statewide will be selected for the program and all interns will be placed at a radio or television station in the state of Virginia. Every effort is made to place a student in their geographical area of preference; however, this cannot be guaranteed.

Only students who are Virginia residents OR a non-resident student currently attending an accredited college or University in the state of Virginia are eligible for the Summer Internship Program.

Applications are available on the VAB website at <http://www.vabonline.com/education/intern.aspx>.

Do not send a resume; it will not be used. Only the application will be sent to the judging committee.

All applicant forms must be **postmarked by February 12, 2010** (please mail; faxes will not be accepted).

For more information, please contact Amy Shaw at the VAB at (434) 977-3716 or email amy.shaw@easterassociates.com.

Calendar of Events

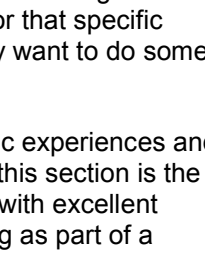
- Kings Dominion On-Campus Auditions**
Friday, February 5
7—10 pm
Ruebush 128
- C2C—College to Career Fair**
Tuesday, February 23
7 am—5 pm
Richmond Convention Center
- Undergraduate Etiquette Dinner**
Tuesday, March 23
6 pm
Clement Board Room
- Graduate Etiquette Dinner**
Wednesday, March 24
6 pm
Clement Board Room
- Spring Career Fair**
Tuesday, March 30
10 am—1 pm Fair
1—2 pm Panel Discussion
Halpin—Harrison Hall

For more upcoming events [click here](#).

Cover Letter 101

What is a cover letter?

A cover letter is a way of introducing yourself to a potential employer. By using the position description, you can connect your skills and experience to what they are looking for in a potential candidate. The cover letter should be concise and catchy—if a potential employer reads your cover letter and is intrigued, they will then read your resume. The cover letter and resume land you an interview.



When do I need one?

Always. A potential employer cannot tell why you are interested in a position with just your resume. Sometimes employers will not specifically ask for one but it is better to provide more information than less. It shows enthusiasm, organization, and, most importantly, sincere interest in the positions.

Structure of a Cover Letter

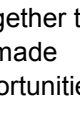
The First Paragraph—is a basic introduction. Keep it 2-3 sentences outlining the position, where you found it, and why you are interested in working for that specific organization. (If you don't know the answer to this question, you may want to do some research). Also, briefly introduce your background and experience.

The Body—can be 1-2 paragraphs long. It should expand on specific experiences and involvement that are relevant to the position. Excellent guidance for this section is the position description. If the potential employer is asking for someone with excellent communication skills, expanding on your previous experience working as part of a committee to plan an event will directly connect your experience and background to the skill set the employer is looking for. The cover letter is the place to expand on experiences such as study abroad or coursework that you may not have had the opportunity to do on the resume. Also, write in a direct manner. For example: I think I would be a valuable addition to your organization. Instead write: I know I will be a valuable addition to your organization.

The Closing—should be brief. Keep it at 2-3 sentences outlining a specific action for follow-up (e.g. via e-mail in two weeks). Also, you want to reiterate your interest and contact information. Always thank them for their time as well.

To learn more about cover letters visit:
http://www.su.edu/student_life/EAB82DAED63242A08DA788F751C5B913.asp

VOLUNTEER ALERT—Give Thanks All Year!



The holiday season is a time of giving thanks, but it's also about giving back. As we reflect on all the things we have, we must also recognize that others have much less. Fortunately, giving back is a great way to express gratitude and make a difference.

During this holiday season, make it a priority to find a way to serve in your community. Whether through a holiday gift drive or serving dinner at a homeless shelter, there are many ways you can make an impact this year.

If you need ideas of how to take action on giving back, visit the Volunteer Services Resource Center online at www.volunteernsv.com, or contact Stacey Iden, Volunteer Coordinator at (540) 536-1605 or siden@valleyhealthlink.com.

College Central Network:

SU's online Job Posting Website



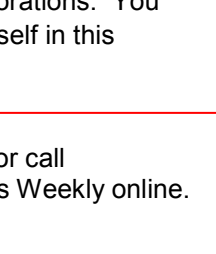
Career Services at Shenandoah University uses an on-line job posting system to alert students to part- and full-time jobs and internships. To join College Central Network, follow the instructions below.

Login information

1. Go to www.collegecentral.com/su
2. Click on the Student icon.
3. Choose the link for Register Now.
4. Enter registration information.
5. You can now search job postings online, and post your résumé for employers to see!

Be sure to check out the new jobs that have been posted exclusive for Shenandoah University students!

CAREER 15

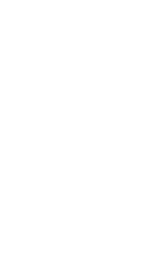


The Virginia Private College Network

If you're looking for an internship or a job with career possibilities, how do you get noticed by the bigger corporations? The great news is that Shenandoah University is a member of the Virginia Foundation for Independent Colleges. Together the 15 colleges of the VFIC have made expanding your career opportunities a top priority.

Register with CAREER15 at www.career15.com. You'll file your resume online where participating companies can then review it. While they're learning about you, you can be learning about them and discovering specific opportunities they have posted.

In addition to the online networking, CAREER 15 sponsors interview days and job fairs in conjunction with VFIC member colleges and partner corporations. You definitely want to put yourself in this unique spotlight.



Questions or comments? Email us at career@su.edu or call (540) 665-5412. [Click here](#) to view the Career Services Weekly online.