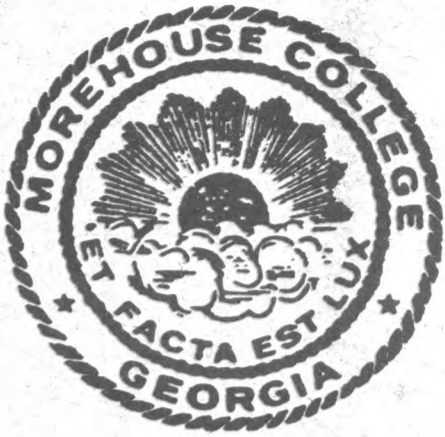


Celebrating Our 60th Year



The Maroon Tiger

Vol. 60, No. 8

Morehouse College, Atlanta

March 22, 1985

Career Opportunities Coast To Coast

Job Outlook

Career Reference
Library

Market Letters

Summer Internship

Graduate Fellowship

What Happens If Your
Resume Is 1 Of 500

Job Growth To Continue, Survey Shows

The melting snows of winter should herald an improved job outlook for the months of April, May and June, according to the quarterly Employment Outlook Survey of Manpower, Inc. This is the world's largest temporary service firm, annually providing employment to more than 700,000 people through its 1,065 offices in 32 countries. Office services account for more than half of the assignments at which its temporary workforce is engaged. Its parent company is The Parker Pen Company. The national survey for the second quarter indicates that hiring will continue at a quickened pace over the first quarter of 1985, but slightly behind the aggressive rate of last spring. First quarter hiring levels are traditionally the lowest of the year.

Over 27% of more than 12,000 firms polled said they intend to increase their workforce, while only 6% plan staff reductions. A total of 64% will remain at present levels, while 3% weren't sure of second quarter plans. Three months ago, 20% planned additional hiring and 12% expected cutbacks. For the second quarter last year, 30% forecasted employment increases and 5% planned reductions.

Manpower President Mitchell S. Fromstein said that the second quarter of last year was the strongest outlook in five years. "Anything close to that level can be considered optimistic," he said, noting that the pace of hiring growth is expected to slow down somewhat since the economy had supported eight consecutive quarters of year-to-year employment increases.

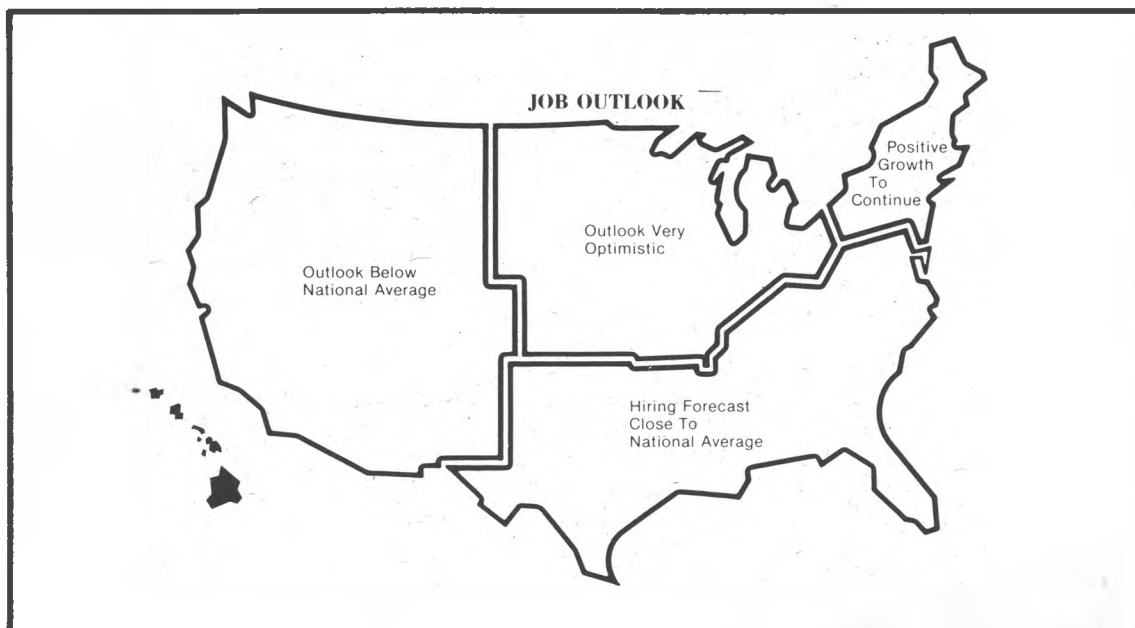
Fromstein said 3.5 million new jobs were generated in 1984, creating considerable optimism among job seekers. As a result, many of those not actively looking for work reinstated their search for a job. "The labor force will continue to grow in the months ahead," Fromstein commented, "and increased hiring will be necessary to prevent increases in unemployment."

On a geographic basis, all regions of the U.S. show similar hiring plans with a slightly more favorable outlook in the Midwest, where hiring has advanced at a slower pace in recent quarters.

Within various Industry sectors, seasonal advances are expected in the Construction field and improvement over last quarter will come in the Manufacturing, Finance and Wholesale-Retail industries, with the strongest outlook present in the Services sector. All sectors show intended hiring levels below last year, with the sharpest year-to-year drop predicted by Durable Goods Manufacturers, who showed very sharp increases last year.

WHOLESALE-RETAIL

Wholesale and Retail employers will once again be hiring, following the post-Christmas layoffs that occurred in the first quarter, but the 29% planning new hiring and 6% expecting declines in April, May and June is well behind last year's pace of 32% planning additions with only 4% expecting to cut staff. Prospects in the upcoming quarter will be best in the



Northeast, while hiring by the Southern and Western firms will be below average.

FINANCE, INSURANCE AND REAL ESTATE

For the second straight quarter, the outlook in the Finance, Insurance and Real Estate sector continues to be bright. Only in the Midwestern area are there signs of employment stagnation in the industry. Expectations in all other areas exceed the national average, where 25% of the companies interviewed anticipate employment additions, while only 4% foresee declines. Financial firms are facing their most optimistic period since 1977.

PUBLIC ADMINISTRATION

Government jobs are about as plentiful as last year at this time and slightly ahead of early 1985, despite the highly publicized

threat of budget cuts at the federal, state and local levels. As in the private sector, many government jobs are seasonal and this brightens the present picture. Hiring intentions are at or near the highest levels of the 1980s, while the propensity to cut back appears highly limited at this time. A total of 23% of government departments contacted said they would increase employment and only 6% plan to decrease. The forecast is slightly ahead of the brisk pace of a year ago.

EDUCATION—PUBLIC AND PRIVATE

Job prospects in the Education field, a bit stagnant three months ago, should remain at the same slow growth level in the quarter ahead. Among schools contacted, 14% will be hiring during April, May, and June. Only 6% will be decreasing the number of

employees, but the willingness to hire lags behind other industries and remains close to the low levels of a year ago. Prospects are a bit more favorable in the Northeast and West, but Midwest schools indicate that no growth in the employment level is expected. Education jobs will remain stable there this quarter.

SERVICES

The growth in service jobs will continue unabated. This sector, which added the largest number of jobs in 1984, will continue the trend of recent years. A total of 28% of the firms interviewed intend to hire additional workers, while only 6% will be decreasing. Expectations in the Northeast lag somewhat behind those of other areas. Southern companies are the most optimistic.

What Happens When Your Resume Is 1 Of 500

By Robert Bolton
Staff Writer

It takes two to five minutes to read a resume thoroughly. Therefore, the first glance of your resume must not bore or dismay its reader.

According to Douglas Richardson, senior vice president of W.K. Gray & Associates, a Philadelphia based human resources consulting and executive search firm "resumes should avoid using huge dark blocks of verbiage and quarter-inch margins." In addition, Richardson emphasizes the need for resume writers to: remember that the resume serves as a self-

marketing tool that should not exceed two pages. Many, however take this limit as an excuse to load up two pages, using the first person, trying to cram in a detailed personal history, replete with pronouns, adjectives and dependent clauses. Please refrain from this. Use wide margins, bold headings, indentations or bullets, anything to guide the reader's eye to the points that should grab his attention.

Show him a clear cut sense of direction. This can be achieved by stating your objectives. It is important to be brief and tell how your skills can be applied.

Here, for example, are three objectives with a reaction to each:

●Objective: Responsible, challenging position that will allow me to grow, realize my potential, and make a meaningful contribution to the achievement of corporate goals.

1. Does anyone want an irresponsible position with no challenge or room for growth?

2. What do you mean by "meaningful contribution?" Give me facts, so I can really test our goal congruence.

3. Do you know specifically what my corporate goals are, or do you say that to all the rest?

Impression: No data; no concrete direction; no way, Jose'.

●Objective: Technical Product Sales Support

1. Where the person wants to work is defined, but what role does the person want or what responsibility.

Impression: You're in the running, but you're forcing the reader to search for your level of experience and competence.

●Target Position: Managing a manufacturing operation with full profit and loss responsibility. Business should be rapidly growing and/or implementing new technologies.

1. Good goal clarity

2. Clear statement of level of authority sought

3. Good, confident "voice." Impression: This will be a good interview, and it won't be hard to get to the point.

Since the reader cannot tell where the person is going, he assumes that the writer does not know either. Therefore, it is essential to show how your skills will be applied and not simply what skills you possess.

Thus, show the reader how he can use you. Sell him only what you are prepared to deliver. Go ahead, make him an offer he cannot refuse.

North Carolina Mutual. We Make It A Policy To Provide Great Careers.

Because North Carolina Mutual is the largest black life insurance company in the country, we enjoy some important advantages.

Like knowing our company is solid, and our future secure. Being able to give our customers the finest protection. Feeling proud of our reputation. And being able to offer excellent careers to the very best people.

We keep our jobs challenging with new opportunities and financial rewards. And we're committed to bringing young men and women into our management. Both for the benefit of your career—and of our company. Because as much as you need to plan your future, we need to plan ours, too.

So if you'd like to be with a company as interested in you

as you are in it, get in touch with North Carolina Mutual. Ask about our management trainee program. And find out more about how our career opportunities can benefit you.

Please write or call:

Harold R. Davis, Vice-President
North Carolina Mutual Life Insurance Company
Mutual Plaza, Durham, N.C. 27701 (919) 682-9201



Durham, North Carolina 27701. An equal opportunity employer.



With offices in Alabama, California, Georgia, Illinois, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Virginia, District of Columbia

Are You Ready For The Interview?

By Lori Boyer
Staff Writer

Anticipation is the key to success. Being one step ahead of the competition betters your chances to get the job you want. Most interviews follow a standard procedure for finding the person they want. Your goal is to know and to be what the interviewer seeks.

First impressions are the most important. Whether or not you arrive promptly for the interview signals whether or not you will be prompt for work every day. Don't start on the wrong foot. If something unavoidable threatens to delay you, call your potential employer or his secretary to let one or both of them know you will be a few minutes late. If you have the slightest inkling of a doubt that you will be more than a few minutes late, try to reschedule your appointment for a later date.

Be aware of the fact that an interview is the opportunity to talk yourself into a job. Your

communication skills are being put to the test. What you say and how you say it will determine your future with that company.

The manner in which you dress is an indicator of your seriousness. A coordinated business suit with a suitable attached case shows you care how you present yourself. A t-shirt and blue jeans means you're wasting your time.

Act normally during the interview. Project a positive self-image and try to relax.

The interviewer will give you an opportunity to ask questions. Use this time to clarify a point that you may have misunderstood. This is not the time to ask about vacation time or fringe benefits. Examples of good questions are "How does your company feel about employees returning to school?" or "In the department I'd be in, are there many people who have moved up?"

Anticipation is the key to success. Contemplate the

questions you will be asked and have a good response waiting. Here is a sample list of general questions asked by interviewers.

*What are some of your most significant accomplishments or achievements?

*What do you think is the main force behind your success?

*What did you particularly like about the last job you had?

*What did you dislike about the last job you had?

*In what respects do you feel you have improved in your decision-making?

*What are your strongest points?

*What are your weakest points?

*In what respects do you feel you have made the most improvements in the last years?

*Describe your relationship with your last three supervisors.

*How do you feel about your career progress to date?

*What are your hopes for the future?

SHOULD COMPANIES GUARANTEE EMPLOYMENT?

By Rudolph Small
Staff Writer

According to a report released by the Work in America Institute, Inc., a non-profit research organization in Scarsdale, N.Y., a company can maximize productivity by guaranteeing its employees job security. Companies that offer this kind of employment protection usually find they are in a better position to be more competitive, without sacrificing productivity or profits. Jerome M. Rosow, Work in America's president notes, "Corporations that have engaged in these practices - among the strongest and most productive in America - have found that job security releases the creative energies and ideas of employees." International Business Machines Corp., Control Data Corp., and Hewlett-Packard Co. are some of the companies that have long standing no lay-off policies.

The report however, refrained from using the term job security because the implication is a blanket promise; employment security they feel emphasizes the degree by which employees can

continue in employment as long as they live up to employment conditions. The following is a list of reasons why companies are successful when job security is guaranteed:

*Job security induces workers to support continued change, making for a more competitive company.

*It helps managers, supervisors and workers concentrate on a common goal: the organization's success.

*It enables a company to move more rapidly when a business slump ends.

*It encourages employers to invest in training and developing people.

*It preserves skills and maintains productivity.

*It avoids the cost of replacing people who leave in a lay-off.

*It reduces turn-over cost.

*It enhances the employer's community image.

In order to maintain job security agreements with workers, the companies would have to keep their work force lean and treat hirings with the utmost care.

New York State Department of Environmental Conservation



SPECIAL MINORITY RECRUITMENT

New York State Department of Environmental Conservation is accepting applications continuously. We are in the business of safe-guarding the environmental resources valued by all our citizens — not only for this generation, but for those to come. One of our greatest program priorities is to improve our record on hiring minorities.

POSITIONS - The following titles are periodically available:

Assistant and Senior Sanitary Engineers
Assistant and Senior Chemical Engineers
Junior Engineers
Senior Computer Programmer
Assistant and Senior Accountant
Attorneys

SALARIES - Range from \$19,000 to \$38,000

QUALIFICATIONS - Formal academic training in the above mentioned disciplines is required in addition to a Civil Service Examination.

APPLICATIONS - Can be obtained by writing to:
New York State Department of Environmental Conservation
Office of Affirmative Action
50 Wolf Road, Albany, N.Y. 12233
ATTENTION: Mr. H. Mallory, Assistant Commissioner for Affirmative Action

Can Telephone Get You A Job?

By Robert Bolton
Staff Writer

The telephone can be considered as one of the most important tools one may utilize when seeking a job. It is very likely that it will be the key that opens the door to interviews, therefore, it is essential to learn how to use it well.

For the most part, people usually experience the terrible phenomenon of telephone fright — where the mind goes blank, palms get sweaty and the caller is suddenly at a loss for words. There are two ways to combat this fright — preparation and practice.

One way of eliminating a crippling attack of phone fright is to write a script. Do not take anything for granted. It is wise to include everything especially names, since it is common to stumble over the simplest things.

Preparing a script also keeps the caller from omitting important data and allows him to carefully consider what he wants to say.

The script should include the following:

- Who you are calling (Don't forget to address the person by name)?

- Who referred you?

- Why you are calling — to determine the status of the letter you sent?

- Why your qualifications match what you perceive to be the company's needs (restating the contents of your letter)?

- What your specific job skills are?

- Why a personal meeting behooves both of you?

- If you succeed in establishing an appointment, confirmation of the name, time, exact address (including floor), etc.

- Most importantly, when these things have been accomplished, get off the phone. (Observe the two-minute rule; anything that belabors the point

and wastes your contact's valuable time.)

Once the script is prepared, review it. Has any information been omitted? Are the selling points effective? It is important to read it. Continuous familiarization of the script is essential in order to eliminate reading it over the phone. Instead, one should be so familiar with it that conversation flows naturally.

In practicing the script, one should try role-playing with another person asking them to skillfully test you by asking questions. Also, by providing one with circumstances that probably will not happen. This is important because some ideas will be formulated about unlikely situations which will create a calmness when they do occur.

Then, try recording these role-playing situations. This is important to eliminate your hesitating and fillers. Also, it will allow one to become more confident which will lead to being successful in your follow-up process.

It is amazing how people insist on keeping the information from a follow-up campaign in their heads. **DO NOT DO IT** — not if the follow-up consists of a number of companies. Also, it is not good if one wants to maintain a definite agenda. Generally, the best system for follow-up is a card file. It is important to be thorough in recording the follow-up responses since one is unlikely to remember exact details seven to ten days later. Also, record what feelings are generated concerning the call. How positive was it? Could one sense an opening soon?

Many people prefer filing cards according to the date of next contact so they can simply pull out the cards for any given day to see what calls need to be made.

In making the telephone calls

it is important to remember:

- Be prepared for the unexpected! You may be put through when you had planned to speak only with the secretary, or you may be screened for a potential position when you had simply been making a networking call.

- Keep your phone calls short and simple. Observe the two-minute limit. Stick to the objective of the call, and avoid being interviewed over the phone.

- If you are having a problem getting past the secretary, try calling before nine, after five or during lunch.

- Don't forget that a secretary or administrative assistant can be your best ally. Get their names and establish a friendly relationship.

- In general, avoid Monday mornings (too busy) and Friday afternoon (people are hard to reach).

- Try to make what you say sound professional and powerful. Be interesting and enthusiastic to the person with whom you are speaking.

- Learn people's names and use them. Nothing establishes rapport faster.

- Practice with low-priority companies before calling your major targets.

- Memorize your script so that you don't have to read it on the phone.

- Maintain control of the follow-up process. Say you will call back, rather than waiting for them to contact you.

Adhering to these tips, having a good script and maintaining careful records should make telephone follow-up calls work. It not only helps speed up the job search, but it is the fastest way to get immediate feedback. Also, it allows one to discover what jobs are available by tapping in on the hidden job market which enables one to pre-sell himself for unadvertised jobs.

The Summer Internship

By Johnny Crawford
Associate Editor

Need a jump on the thousands of students who are graduating with a similar degree? Need a summer job? Need time off from school to gain valuable work experience?

If so, an internship is the solution to these problems.

Years ago, people viewed interns only in medical terms because they were the most well known. However, today internships are seen as the most logical way for a student to gain both a close look at professionals and gather valuable work experience in most careers.

Fair or not, a great number of employers want evidence not only of a student's potential as an employee, as shown by his academic, social, and leadership behavior in college, but also at least minimal evidence that his qualifications allow him to function comparably in the "real world." That's one good reason for an internship. An internship says to a potential employer, "this person demonstrated his ability not only in the classroom but in a similar business environment as well."

Other reasons for seeking an internship include the opportunity to develop or improve specific skills and to fulfill graduation requirements.

While college enrollment is not a prerequisite for many internships, interning during a student's college years is a plus. Not only will he gain on-the-job training experience that can be tailored to coincide with his academic interests, but he also has access to the supervision and experience of college advisors, counselors, and other students who can help make an internship successful.

Finding internships can be both an easy and difficult task. One way to find internships is to check with academic advisors. Other ways include checking published directories such as **The 1985 Internships, 1985 Summer Employment Directory of the U.S., Work Your Way Around the World, and The 1985 Summer Jobs in Britain Directory**. Most of these directories are found in the public libraries of major cities.

Also students must keep in mind that many potential on-the-job training opportunities are never written down, and have no formal construction. Therefore, a student may be able to create a potential internship by talking to an employer who has not considered creating an

internship position.

Lastly, it is important for students to remember that a college degree does not guarantee a job, therefore anything that can give a student the edge in a job placement is a plus.

List of Internships

American Association of Advertising Agencies, 666 Third Street, New York, NY 10017. Contact: John Debrecceni, Staff Executive. Salary is \$250 or more a week.

Anderson Automation Inc., 4165 Saprtan Industrial Drive, Grandville, MI 49418. (616) 538-5970. Contact: Ted Tafelsky, Engineering manager.

Xerox Corporation, Xerox Square 020, Rochester, NY 14644. Contact: Eleanor Krieger, College Relations Specialist.

Assistant Directors Training Program, 14144 Ventura Boulevard, Sherman Oaks, CA 91423. (818) 995-3600. Contact: Dina Bachelor. Salary ranges from \$354-435 per week.

Michael Reese Hospital and Medical Center, 29th Street and Ellis Avenue, Chicago, IL 60616. (312) 791-4170. Contact: Deborah Blackwell. Stipend is \$1100.

Western Psychiatric Institute and Clinic, Department of Psychiatry, School of Medicine, University of Pittsburgh, PA 15261. Contact: Dr. David J. Kupfer. Stipend is \$1000 plus travel expenses.

National Institute For Music Theatre, John F. Kennedy Center, Washington, D.C. 20566. Contact: Marianne Harding. Stipend is \$1000 a month.

Association for Education in Journalism/New York University Summer Internship Program For Minorities, Institute of Afro-American Affairs, New York University, 269 Mercer Street, New York, NY 10003. (212) 598-7095. Contact: AJE Coordinator. Salary is \$200 per week.

National Aeronautics and Space Administration (NASA), Washington, D.C. 20546 Contact: Christine Rodgers.

Governor's Intern Program, State of Georgia, 245 State Capitol, Atlanta, GA 30334. (404) 656-1794. Contact: Director. Stipend is \$500 for undergraduates and \$1000 for graduates.

CAREER REFERENCE LIBRARY

The Career Reference Library at Georgia State University, located on the 4th floor of the Counseling Center (658-2211) is open to students. The Library information is grouped according to four stages in the career exploration process.

1. Self Assessment - this stage is useful in helping students identify their interests, skills, needs, values and goals. The resources in this stage include self help books, handouts, written assessment tools and exercises.

2. Career Exploration - this stage involves specific information about occupations. The resources included in this area are general career information reference books, books and

organizational information about specific occupations, and information specifically for the handicapped, ethnic minorities and women.

There is also the GCIS, a computerized query, which allows the student to filter down to appropriate job choices by asking questions that pertain to interests, skills, limitations geographical preference and salary range.

3. High Tech - this section is designed to help students identify their place in a technological society. Resources available include an extensive collection of current articles dealing with future trends in high technology industries.

4. Training Opportunities - the resources included in this stage are Southeastern regional college and university catalogues, junior college catalogues, vocational and technical training opportunities and other post-secondary training. There is also information on alternative educational opportunities such as Armed Services, ACTION, non-traditional program and apprenticeships.

5. Job Search - The stages look at the process of looking for a job. There is information on resume writing and interviewing. The Federal Jobs Newsletter is also available for student perusal.



State of New York
Office of Mental Retardation
and Developmental Disabilities

THOMAS J. LILLIS, JR., ACSW
DIRECTOR

WEST SENECA DEVELOPMENTAL CENTER and DEVELOPMENTAL DISABILITIES SERVICES OFFICES

1200 East and West Road
West Seneca, New York 14224
(Area Code 716) 674-6300

West Seneca Developmental Center and Developmental Disabilities Services Office is a training and residential facility for developmentally disabled persons who are in need of habilitation or residential care. Programs include children, youth, adult, physical rehabilitation, and comprehensive community services. West Seneca Developmental Center is 15 miles south of Buffalo, New York, and has affiliations with medical schools, colleges, and university centers.

Interested - Occupational Therapists
Speech Pathologists
Physical Therapists
Physicians
Registered Nurses

Submit resumes to Deborah Abram, EEO, West Seneca Developmental Center, 1200 East & West Road, West Seneca, NY 14224 AA/EOE

**Being retarded never stopped anyone
from being a good neighbor.**



Using The Market Letter

Here are six dos and don'ts for market letters:

1) Don't include personal information such as marital status or hobbies. "That kind of information is superfluous in any situation except for a young person seeking a first job," says Aaron Glazier, vice president and manager of professional development at Hill and Knowlton, one of the nation's largest public relations firms. "Personal data dilutes the effectiveness of the letter."

2) Limit the length of your sentences and paragraphs. Advertising research has shown that long columns of print are uninviting to the eye.

Allow for plenty of white space around your paragraphs by triple spacing.

3) Don't worry about copying accomplishments word for word from your resume. When the employer eventually sees the resume, the duplicated words will only reinforce their impor-

tance in the employer's mind.

4) Don't talk about goals and objectives, or appraise the quality of your work. Your quantified accomplishments will speak for themselves.

5) Expect a majority of responses to be rejections. The name of the game in job hunting is not to take things personally — even the world's finest letter will reach many employers who simply aren't hiring.

6) Never include a resume with your market letter. It would defeat the purpose of your letter, and invites the all too familiar "file it and forget it" routine.

The market letter works because it is a personal letter, the ideal format for presenting your accomplishments in a bold, arresting fashion, compelling the interest of your prospective employer. Properly constructed, the market letter will get you the interviews you need to get the job you want.

A Whole New Outlook For Journalism Graduates

PRINCETON, N.J. - More than half of the nation's journalism and mass communications college graduates in 1984 found media-related work, according to a Dow Jones Newspaper Fund/Journalism Resources Institute report.

The annual employment survey of journalism graduates, compiled for the Newspaper Fund by the Journalism Resources Institute of Rutgers University, showed a 6 percent increase in the number of media jobs offered the Class of 1984.

Approximately 9,600 of the nation's 17,200 bachelors degree-recipients last year had been hired by media companies when the survey was conducted four months after the journalism/mass communications majors graduated.

The Fund attributes the increase in job placements to a significant change in the hiring pattern of minority journalism graduates.

More than 54 percent of the minorities who received journalism and mass communications degrees in 1984 were hired in entry-level media jobs, compared with 41 percent the year before. Daily and weekly newspapers hired 16.5 percent of the minority grads, while 13.9 percent of the minorities took jobs in broadcasting.

Looking at the class as a whole, the report shows that daily newspapers continue to hire more college journalism majors than any other media-related field, including radio, television, magazines, wire services, advertising agencies and public relations firms.

Weekly and daily newspapers and news services hired more than 17 percent of the graduates, compared with 14 percent of the 1983 graduates. There continued to be one news job for every 2 1/2 graduates who made an

(Continued, pg. 8)

If you're getting a degree in _____ Then you could qualify for _____

Any area and will have at least 4 courses in biology **Fisheries Extension**

Any area and have 6 months of experience in carpentry, welding, mechanics, plumbing or electricity **Vocational Training**

Any area and will have at least 6 courses in biology, chemistry, physics or math **Science or Math Teaching**

Any area and have 2 years of farming experience **Agriculture Extension**

Any area and will have at least 2 years of college-level Spanish . . . **Spanish Literacy Extension**

If you're getting a degree this spring or summer, then you could qualify for a world of professional opportunities in one of 60 countries overseas with the U.S. Peace Corps. **Applications are now being accepted.**

Note: Many programs ask for specific degrees and backgrounds not listed here. Check with a Peace Corps representative for a complete description of openings, opportunities and benefits.

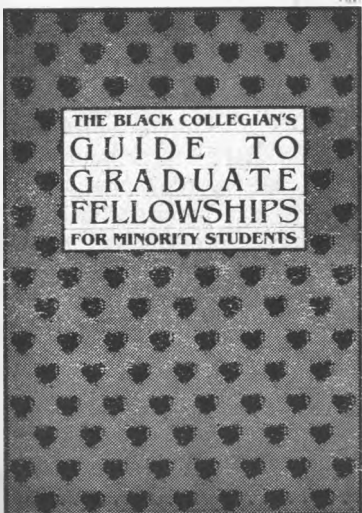
FOR MORE INFORMATION CALL: 221-2932 OR WRITE,
PEACE CORPS RECRUITING OFFICE
101 MARIETTA STREET, N.W.-ROOM 2207
ATLANTA, GEORGIA 30323

U.S. Peace Corps
"The toughest job you'll ever love"

DET 1



Money For You: The Guide To Graduate Fellowships



If you are completing your undergraduate studies and are contemplating additional academic goals, graduate fellowships may be the answer to your financial needs.

THE BLACK COLLEGIAN Magazine has compiled a descriptive, university-by-university Guide to Graduate Fellowships for minority students. This special guide was developed in cooperation with 100 top graduate schools across the country. The fellowships range from an EOP Fellowship for \$1000 at several universities to the General Foods Intern-

Fellowship for \$35,000. Average profile of the fellowships is \$6000, requiring 2.75 GPA with a February deadline for application.

Copies of THE BLACK COLLEGIAN's Guide to Graduate Fellowships may be ordered from THE BLACK COLLEGIAN by sending a check or money order for \$5.00 to THE BLACK COLLEGIAN, 1240 South Broad Street, New Orleans, Louisiana 70125. Telephone Bill Bowers, (504) 821-5694 for further details.

DRESS FOR SUCCESS.

You're the man in charge. And you can handle it. Because the Navy has given you the management and technical training to get the job done.

Thirty men report to you. And what you do includes the care and responsibility for millions of dollars worth of sophisticated equipment.

At age 22 you can be a leader in the Navy. With all the decision-making authority you need to help you match up to your responsibility.

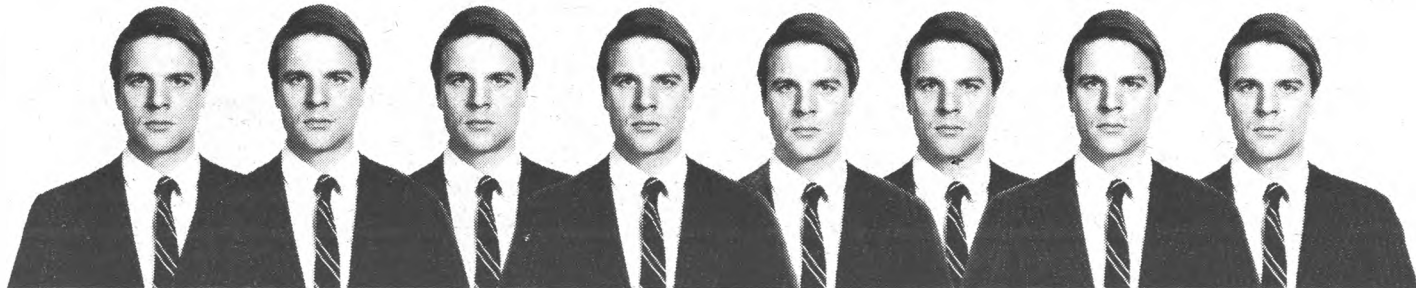
The rewards match up, too.

A solid starting salary of \$17,700, and up to as much as \$31,000 in four years with regular promotions and increases.

Responsibility and reward. It's the way you measure success in the Navy. See your Navy Recruiter or CALL 800-327-NAVY.

NAVY OFFICERS GET RESPONSIBILITY FAST.

IF YOU WANT A CAREER THAT LOOKS LIKE THIS... GOOD LUCK!



IF YOU WANT A CAREER THAT LOOKS LIKE THIS... YOU BELONG AT BURROUGHS.

At some companies you're just another face in the crowd. At Burroughs, you're the face of the future. Best of all, we have the experience, the resources, the technical sophistication and career diversity to challenge your individual interests and talents.

Knowing all this, we hope it will prompt you to consider a career at Burroughs.

Burroughs invites individuals with BS/MS or PhD level degrees in Engineering or Computer Science, a BS in Marketing or an MBA in Finance to investigate outstanding career opportunities. For more information, please contact Ken Clark, Burroughs Corporation, 2888 Woodcock Boulevard, Atlanta, GA 30341. We are an affirmative action employer.

Burroughs

THE QUESTION ISN'T WHO'S BIGGER.
IT'S WHO'S BETTER.

Journalism, from pg. 7

attempt to locate work at a newspaper or news service.

Advertising agencies were the second most popular employers for the 1984 graduates, public relations was third and television stations fourth.

Ad agencies hired 8.6 percent of the media grads, while public relations agencies and corporate PR departments hired an additional 8.5 percent of the class.

Radio and television stations evenly divided slightly more than 10 percent of the journalism graduates. Magazines hired almost 3 percent of the grads, while about 7 percent took other media-related jobs.

The unemployment rate for the May/June graduates four months after graduation was nearly 12 percent, a 1 percent drop since 1983.

"The field of journalism higher education is at a critical point of evaluation and design to meet future needs," said Jerome Aumente, director of the Journalism Resources Institute of Rutgers University. "The results of this study will help point us in the right directions. The Journalism Resources Institute was delighted to participate with the Newspaper Fund in this study."

The Dow Jones Newspaper Fund is a foundation that encourages young people to consider careers in journalism. The foundation's programs include scholarships and internships for college students, workshops for high school newspaper advisers and minority students, and a career information program that includes the annual "Journalism Career and Scholarship Guide" and a slide show about newspaper careers.

Editor's note: For further information about this survey, contact Thomas Engleman, executive director of the Dow Jones Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540. Phone: (609) 452-2820. Computer preparations were done by Jane Wageman, research assistant at the Journalism Resources Institute. Analysis of the results was done by Sherry Haklik and Tom Engleman at the Dow Jones Newspaper Fund.



Transition

Mrs. Genevieve S. Mitchell, the aunt of Mrs. Janet Crawl Shortt, Administrative Assistant to the Vice President for Business Affairs, passed on Tuesday, March 20. Funeral services for Mrs. Mitchell were held at 1:00 p.m. on Saturday, March 23, at Friendship Baptist Church, 437 Mitchell Street, S.W., Atlanta, Georgia 30314.

Messages of condolence may be sent to 3400 Spreading Oak Drive, S.W. Atlanta, Georgia 30311

