# Online Tools for the job hunt

### tinyurl.com/BJD-JTools



### How to find a job Online resources for your job hunt



Today --

## Researching a market Making connections Finding job postings

# Researching a market

### **DMA** Designated Market Area



### Advertisers' Database

## Standard Rate & Data Service, SRD



#### HELLO SYRACUSE UNIVERSITY KANTAR MEDIA | SRDS Resources | Contact Us Smart *reads* more. League Magazine 90% have read the last 4 issues cover to cover. Network IPSOS Affluent Survey 2013. Tablet Media | Local Market Info 👻 | Reports 🃚 All Media 🕓 Search by Keyword(s) Search Tips Search by Media Type **Digital Websites Digital Networks & Tech** Smart *reads* more. Consumer Magazine Media **Business Publication Media** 90% have read the last A Direct Marketing 4 issues cover to cover. Corr Local Media by DMA Dar IPSOS Affluent Survey 2013. Newspaper Media Radio Media Ivy League Magazine Network TV & Cable Media Out-of-Home Media Discover Digital Networks & Tech in SRDS.com < 0 **Other SRDS Services** Ad Tech Interviews ..... Local Market Audiences KANTAR MEDIA | SRDS MOST ESSENTIAL Exclusive Q&A sessions with ad tech Print Media Production A leaders to help you understand the U.S. network/tech ecosystem. ALL OF A Ģ International Media Clicking a profile's name or logo

launches that

vendor's detailed

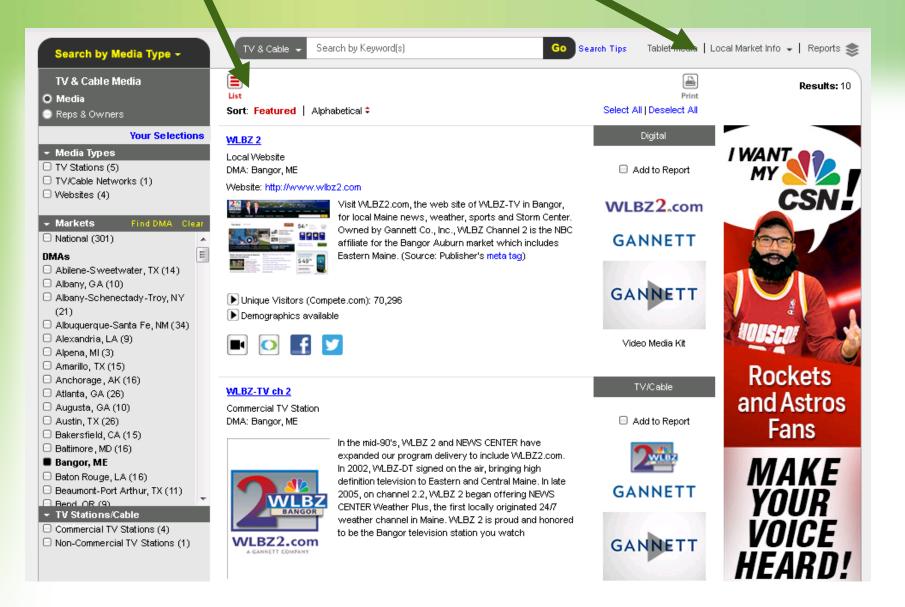
- <u>Denise Zaraya, Bazaarvoice Media</u> (Part 1) (Part 2)
- Dobio Cimbino, Zopus

Search by Media Typ	<mark>e -</mark>
TV & Cable Media	
O Media	
🔵 Reps & Owners	
	lections
- Media Types	
TV Stations (1724)	
Cable Systems (428)	
□ TV/Cable Networks (404)	
Uvebsites (1104)	
- Markets F	ind DMA
National (301)	
DMAs	
Abilene-Sweetwater, TX (	14)
Albany, GA (10)	. ND7
Albany-Schenectady-Troy (24)	( NY
(21)	47245
Albuquerque-Santa Fe, NN Albuquerque-Santa Fe, NN	Л(34)
Alexandria, LA (9)	
Alpena, MI (3)	
Amarillo, TX (15)	
Anchorage, AK (16)	
Atlanta, GA (26)	
Augusta, GA (10)	
Austin, TX (26)	
Bakersfield, CA (15)	
Baltimore, MD (16)	
Bangor, ME (10)	
Baton Rouge, LA (16)	
Beaumont-Port Arthur, TX	(m) +
<ul> <li>Bend_OR (9)</li> <li>TV Stations/Cable</li> </ul>	
Commercial TV Stations (1	475)
□ Non-Commercial TV Station	
(249)	
Interconnects (94)	

### Select market

## See stations

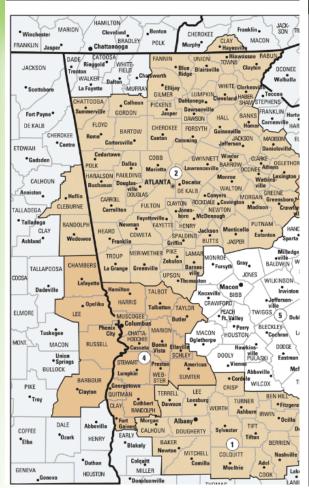
### Get map & demographics



## **DMA** map

## **Market Demographics**

#### GEORGIA



#### DEMOGRAPHIC PROFILE

Current Total HH:	155,000	Tota	i Adult Pop:	313,000
5-Yr. Projected:	157,200		Projected:	319,039
Arres of United				
Age of Head of Household	Households	Dee	- This is it .	Dami dati am
Under 18	Housenoids 100	Kac Whi	e/Ethnicity	Population
18-24	7,600	Blac	-	177,100 116,900
25-34	23,900	Othe		15,600
20-34 35-44				19,000
30-44 45-54	25,900		anic n/Pacific	
40-04 55-64	29,200	PSId	IVPacific	3,400
	30,100			
65 and Older	38,200			
	Male		Fe	male
Age by Sex	Current	5 Yr.	Current	5 Yr.
< 18	54,700	54,2.49	52,200	51,733
18-24	22,700	23,281	21,000	20,948
25-34	28,200	29,358	26,900	26,675
35-44	25,900	25,465	25,800	25,282
45-54	26,900	25,162	27,300	25,517
55-64	23,800	24,005	26,300	26,709
65 +	24,700	28,676	33,500	37,961
Household Income	Har	seholds		
\$10,000-\$19,999	noa	25.833		
\$20,000-\$34,999		31,745		
\$35,000-\$49,999		21,798		
\$50,000-\$74,999		24,864		
\$75,000-\$99,999		13,226		
\$100,000-\$124,999		6,875		
\$125,000-\$149,999		3,589		
\$150,000 and Over		4,920		
4.00p00 and 8401		1000		

	Total	Total
Top 15 Industries	Employment	Establishments
Retail Trade	25,918	3,251
Health Care and Social Assistance	24,135	2,530
Manufacturing	21,986	524
Public Administration	18,543	1,357
Educational Services	16,575	397
Accommodation and Food Services	14,024	1,018
Wholesale Trade	13,079	809
Other Svcs (Exc Public Administration)	10,099	2,907
Finance and Insurance	8,266	1,132
Construction	8,080	1,126
Professional, Scientific, and Tech Svcs 👘	5,759	1,123
Transportation and Warehousing	5,131	510
Agricultural, Forestry, Fishing and Hunting		419
Administrative, Support and Waste Mingt -	3,272	604
Real Estate and Rental and Leasing	3,254	831
Unemployment Rate: 10.7 %		
Occupational Categories		
White Collar Total:		99,477
Blue Collar Total:		39,457
Service Occupations		38,085
Clerical Workers		25,591
Marketing and Sales		543
Engineers		1,131
Lawyers		498
Computer Specialists		765
Management/Administrative Occupations		15,967
Physicians		749
Teachers, Librarians, Counselors		13,055
Communication Equipment Operators		169
Food Preparation and Service Occupation		13,820

TV HH Rank: 151; Cable HH Rank: 168

Source : Nielsen, 2013

### **Census Quick Facts Reporter job in Albany, Ga. Producer job in Spokane**



#### Albany (city), Georgia

Further information	Want more? Browse	data sets for Albany (city)
People QuickFacts	Albany	Georgia
Ø Population, 2011 estimate	NA	9,815,210
Ø Population, 2010	77,434	9,687,653
Population, percent change, 2000 to 2010	0.6%	18.3%
Ø Population, 2000	76,939	8,186,453
Ø Persons under 5 years, percent, 2010	7.9%	7.1%
Ø Persons under 18 years, percent, 2010	26.4%	25.7%
Persons 65 years and over, percent, 2010	11.3%	10.7%
Ø Female persons, percent, 2010	53.9%	51.2%
White persons, percent, 2010 (a)	25.2%	59.7%
Ø Black persons, percent, 2010 (a)	71.6%	30.5%
Ø American Indian and Alaska Native persons, percent, 2010 (a)	0.2%	0.3%
Ø Asian persons, percent, 2010 (a)	0.8%	3.2%
Ø Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	0.1%	0.1%
Ø Persons reporting two or more races, percent, 2010	1.1%	2.1%
Persons of Hispanic or Latino origin, percent, 2010 (b)	2.1%	8.8%
White persons not Hispanic, percent, 2010	24.6%	55.9%

#### Dougherty County, Georgia

Further information	Want more? Browse data	sets for Dougherty County
People QuickFacts	Dougherty County	Georgia
Population, 2011 estimate	NA	9,815,210
Ø Population, 2010	94,565	9,687,653
Ø Population, percent change, 2000 to 2010	-1.6%	18.3%
Ø Population, 2000	96,065	8,186,453
Persons under 5 years, percent, 2010	7.6%	7.1%
Ø Persons under 18 years, percent, 2010	25.7%	25.7%
Persons 65 years and over, percent, 2010	12.1%	10.7%
Ø Female persons, percent, 2010	53.5%	51.2%
Ø White persons, percent, 2010 (a)	29.6%	59.7%
Ø Black persons, percent, 2010 (a)	67.1%	30.5%
Ø American Indian and Alaska Native persons, percent, 2010 (a)	0.2%	0.3%
Ø Asian persons, percent, 2010 (a)	0.8%	3.2%
Ø Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	Z	0.1%
Persons reporting two or more races, percent, 2010	1.2%	2.1%
Persons of Hispanic or Latino origin, percent, 2010 (b)	2.2%	8.8%
White persons not Hispanic, percent, 2010	28.9%	55.9%
Uiving in same house 1 year & over, 2006-2010	75.9%	82.3%
Ø Foreign born persons, percent, 2006-2010	2.2%	9.6%
I Language other than English spoken at home, pct age 5+, 2006-2010	3.6%	12.7%
Ø High school graduates, percent of persons age 25+, 2006-2010	80.7%	83.5%
Bachelor's degree or higher, pct of persons age 25+, 2006-2010	19.6%	27.2%
0 Veterans, 2006-2010	7,477	708,862
Ø Mean travel time to work (minutes), workers age 16+, 2006-2010	18.0	27.0
Ø Housing units, 2010	40,801	4,088,801
Ø Homeownership rate, 2006-2010	48.5%	67.2%

## Other tips Read up on the station/news org website

Watch That Page station bio page

facebook

### **TV on Twitter**

### Read in other media about that news org Newslink

Newspaper databases

Syr Library subject guide

## **Inside trick**

### Formula: keywords site:domain WSYR site:mediabistro.com

# Making connections

SU Resources | LinkedIn

## **Newhouse Network at CDC**

#### SYRACUSE UNIVERSITY



### **S.I.** Newhouse School of Public Communications

#### > CAREER DEVELOPMENT



#### THE NETWORK

#### Alumni | Photo Gallery | News



#### Alumni

Learn more about your classmates. Keep up with what they're doing. Post your own profile. <u>Check it out!</u>



#### Photo Gallery

Photos of you and your classmates. View now!

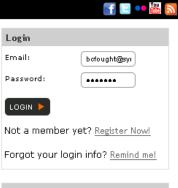


#### News

 SU's Newhouse School to host Audio Industry Summit Sept. 27 in New York City

 Victors & Spoils chief marketing officer Andrew Nathan kicks of Eric Mower Advertising Forum Septemb

 W. David Stephenson, MA 70 is now a consultant and writer dealing with the Internet of Things.





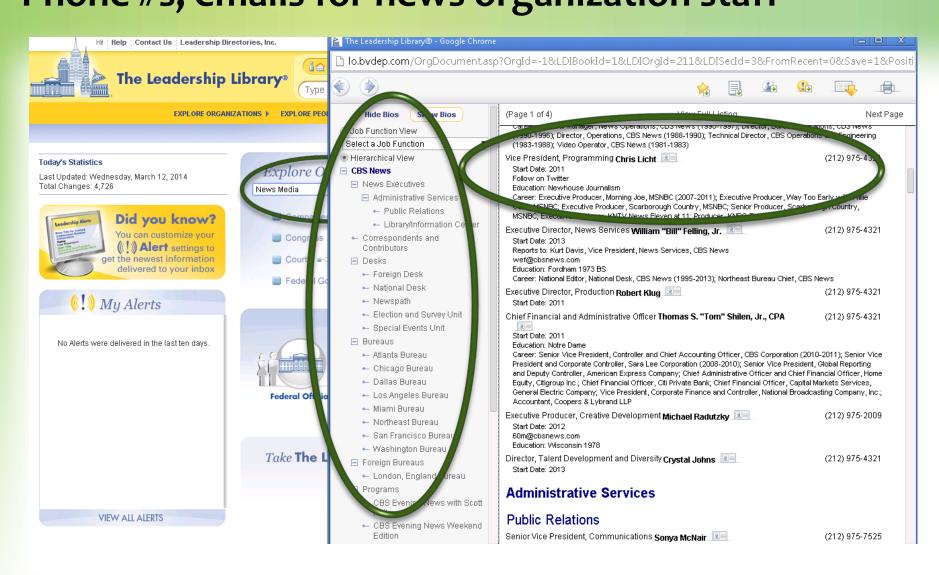
#### Photo Gallery



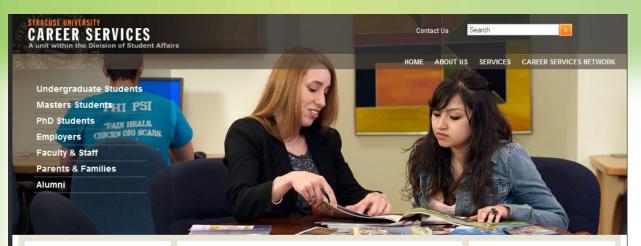
Newhouse Career Development Student Staff

Alumni | Photo Gallery | News | Contact Newhouse

### Library Leadership via SU Libraries Phone #s, emails for news organization staff



### **SU Career Services**





Visit our online job/internship database for SU students and alumni.

Employers please click here for more info.

#### **Employer Partners**

Career Services would like to thank our 2010- 2011 Employer Partners for their continued support of SU students.

#### Syracuse University Career Services

We assist students and alumni with exploring careers and finding fulfilling work experiences. Our motto is personalized attention. If you come into our office, you'll meet with someone one-on-one and receive customized guidance for your needs.

Here are some highlights of how you can utilize Career Services:

Connect with an alumni mentor for career exploration and advice. Meet with a career counselor to discuss job/internship search strategies. Explore graduate programs and receive guidance on applying to grad school. Experience a practice interview and hear feedback on your performance. Attend career fairs with employers from a variety of industries.

To get started, just stop by Suite 235 of the Schine Student Center or call (315) 443-3616.



\*NEW BLOG POST!\* The Alumni Speaker Series continues with exhibits, ESPN, and engineering! http://t.co/wijV/Mqj8

about 3 hours ago

How Can I Become an Entrepreneur? Check out this video from an event we hosted: http://t.co/wmDrol2E

about 6 hours ago

@syrbrs Thanks for the RT!

about 6 hours ago

.@Forbes ranked Syracuse one of the 10



#### Kim Brown



### Facebook Google + and others Linked in.

It works both ways -News Directors do check

## By the way --

### Clean up <u>all your social media</u> Peter Shankman, Vocus:

"Every single day, someone directs me to their LinkedIn profile to learn more about them. You know what I do when they do that? I go right to Facebook and search on their name there. Why? Because I know they're on their best behavior on LinkedIn, but on Facebook, they're going to be 'real.' Guess what? I'm not the only person who thinks this way."

## One news director:

### Facebook

I look for shared connections

Suggest keep pictures private

### Google

I put in their names and like to see their twitter, facebook and LinkedIn profiles come near top

### LinkedIn

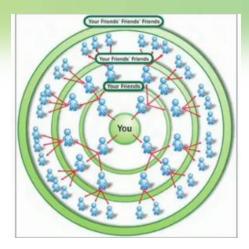
Make it different from resume

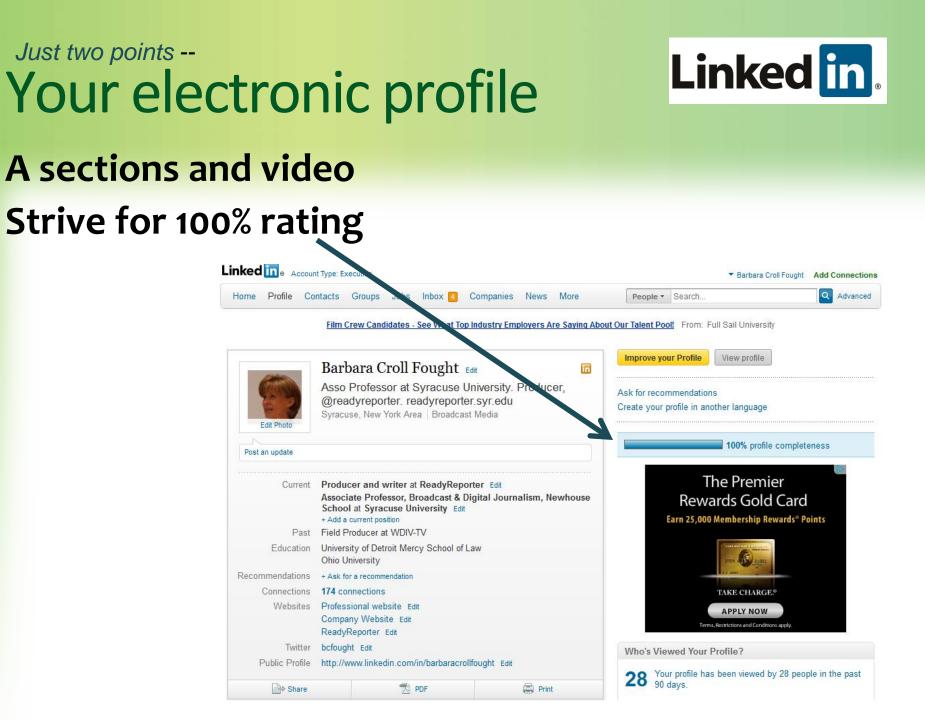
### Twitter

- I like a good picture
- I look for tweet that supports who they say they are



Today = using it Basics SU Career Services Newhouse CDC





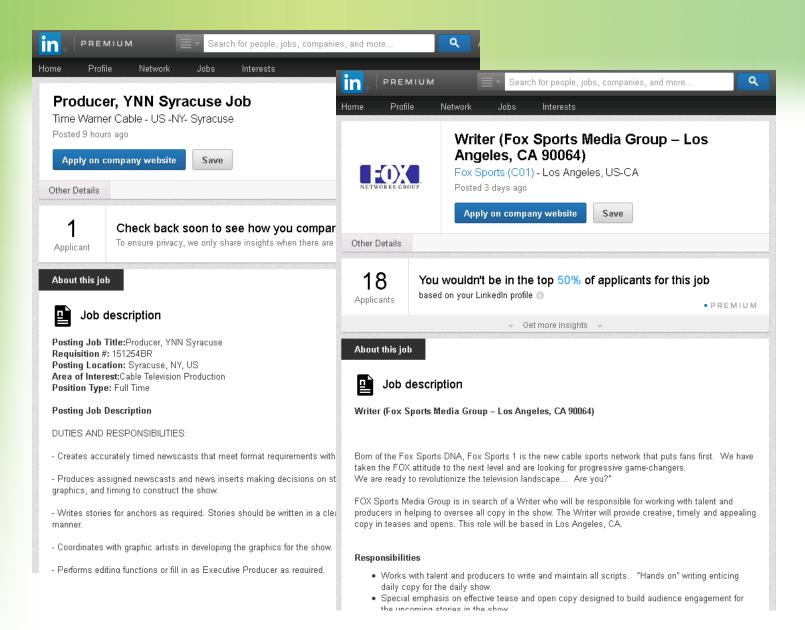
## 3 quix trix w/ LinkedIn

Use advanced search Connect through groups Tie in Simplyhired.com

# Finding connections Use Advanced Search



### Jobs search



## **Connecting with people**

### Ask your contact for an introduction Make sure you write well – potential employer will see what you write your contact

Always rewrite the message (don't use standard language that appears)

Best tip -- Connect through a group for free messaging

## **Connect through groups**

## Linked in

### Find groups under The INTERESTS tab



#### See what's new in your groups



#### Syracuse University Alumni Network 🔒

Newhouse

Newhouse Alumni Network 🔒 3 Discussions



Communication

RTND

1 Discussion

Sports

Sports Media

Professionals 🔒

Newhouse

Radio & Television News

Directors Network 🔒

1 Discussion



Society of Professional Journalists 3 Discussions

SOCIETY OF PROFESSIONAL



LinkedIn for Journalists OFFICIAL 6 Discussions 1 Job



Sunshine Week



Goldring Arts Journalism 🔒



'CuseConnect - Syracuse University Students/Alumni 🔒 4 Discussions 2 Jobs



Journalist and Journalism 🔒 1 Discussion

S.I. Newhouse School of Public Communications Group 🔒 2 Discussions

Innovation In

INNOVATION

## Cuse Connect SU Career Services

## Linked in

### **Request to join Cuse Connect** Wait for email **Read it carefully!** ٠

#### LinkedIn Groups

- Group: 'CuseConnect
- Subject: \*PLEASE READ\* 'CuseConnect: What's Next?

Thank you for requesting to join 'CuseConnect!

Alumni, you'll be admitted to the group as soon as I see your request. The 'CuseConnect community gives you a place to offer career advice to students and new grads, as well as to network yourselves!

Students, you MUST attend a 'CuseConnect Orientation before your request is approved.

You can easily sign up for a group orientation (they're offered twice a week at Career Services in 235 Schine) through OrangeLink, which you access through MySlice.

Please e-mail me at <u>kmbrow04@syr.edu</u> if the orientation times don't work with your class schedule or if you have any questions about the group.

#### Go to My Groups to reply »

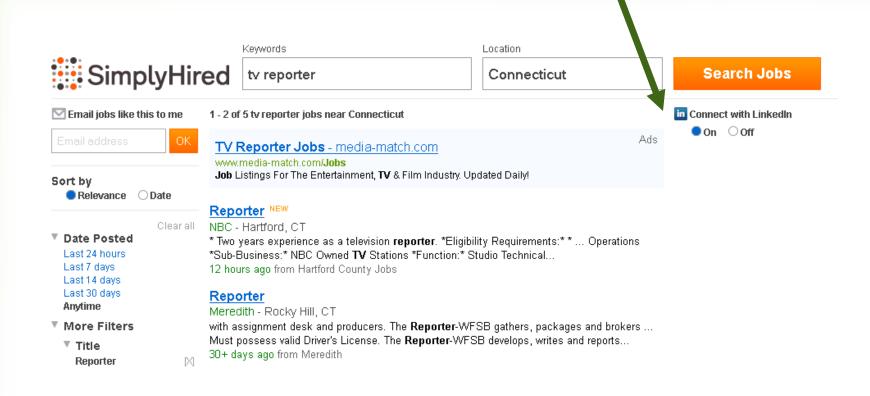
LinkedIn values your privacy. At no time has LinkedIn made your email address available to any other LinkedIn user without your permission. ©2012, LinkedIn Corporation.

## When you get 1<sup>st</sup> job

Journalists get FREE premium account Take 30 min conference call Sign up via Groups – LinkedIn for Journalists

## SimplyHired.com

### **Bring in your LinkedIn connections**



# Finding job postings

## See list on J-Tools

### 3. Finding job postings

- <u>All Access</u> for radio jobs; free registration required for ratings info
- Broadcast Image Group
- <u>B&C</u>, Broadcasting and Cable few entry level jobs posted
- JournalismJobs.com click on find jobs tab to see various positions by type
- Lost Remote
- Magid no online job bank but see this flyer, <u>Fresh Faces 2014</u> on how to get your resume reel out to its client stations
- Mashable digital jobs
- MediaBistro TV and cable jobs Or see online jobs
- Media Line fee-based ranging from \$10 for 5 days, to \$68 for 90 days
- NewsBlues fee-based ranging from \$10/month to \$35 for 6 months
- Online News Association, ONA must be a member
- RTDNA
- <u>Smart Recruit</u> (Dolan Media Management) you send them info as they work to secure talent for stations. It deals more with producers and web staff but does do some placement of reporters. No charge to you.
- Society of Professional Journalists, SPJ must be a member
- <u>Sportscasters Talent Agency of America</u>, STAA offers various levels of membership from \$10 to \$25 per month but also shows several jobs listings free
- <u>Talent Dynamics</u> You send it your info/reel and it will market you to clients, who pay Talent Dynamics. Offers job listings, as well.
- TVJobs.com
   Job Center \$40 a year

