

How to Advance Your Career in Public Broadcasting

- I. Embrace Change: Be a go-getter:
- II. Follow Through: Increase Your Stock Value
- III. Enlarge Your Vision: Be Creative
- IV. The All Important Resume
- V. Choose the Right References

I. Embrace Change: Be a Go-getter

1. Search for Best Practices
Keep your eyes and ears open for the successful things your counterparts are doing. After a conference like this, pick up the phone, pick the brains of people you admire. Adopt the best practices that will work for you.
2. Think big
Embrace opportunities to get involved in grant writing or donor cultivation which begins by matching the grantor or donor's interests with community needs that the station can address. E.G. brainstorming with your corporate buddy could open the door to that corporate foundation.

II. Follow Through: Increase your stock value

1. Do a first-rate job where you are: Have Fun! Smile!
Dick Munro—on his advancement from a writer for *Sports Illustrated* to CEO of Time, Inc. "I just did my job to the best of my ability and someone above me always noticed."
2. Show your resource management skills
 - i. People—use tools like performance evaluation to help your people grow, use your management skills to create effective teams. Be an effective mentor.
 - ii. Budgets—be known as a good budget planner—stay within it and, these days, prepare to make mid-year budget cuts.
3. Be low maintenance: choose your battles, don't whine, bring problems and solutions to your boss. Be the kind of employee you would want to supervise.
4. Avoid the "us vs. them" net. Conspiracy theorists are high maintenance employees. Be a high quality, low maintenance team player.

III. Enlarge your vision—develop a track record

1. Find a way around barriers to your advancement e.g. pursue responsible positions and professional growth as a volunteer. Serving on a non-profit board or heading a board committee or chairing a board gives you a new perspective on the role of staff. Be sure to detail your responsibilities on your resume. Sometimes your volunteer activities reflect your leadership and management potential better than your salaried position.
2. Think partnerships: develop relationships outside the station with Volunteers, donors, members, independent producers, underwriters, educators, public administrators, community leaders who are in your sphere of influence. Staying in touch with the community your stations serves gives you a credible voice in the station decision making process.
3. Improve your written and oral skills. Say yes to opportunities for Public speaking—the more you do, the more comfortable you'll become: as a guest lecturer or station tour master, through station volunteer activities or the civic club circuit. Make yourself write out your ideas even before anyone else wants to see them. It is amazing how much stronger ideas become once you have gone through the struggle to write them down with clarity and brevity.

IV. The All Important Resume

1. Prepare your cover letter and resume in advance. Keep it updated. Target your resume to the specific job you are seeking. Don't wait until the last minute.
2. Be accurate. Make yourself sound good, but don't exaggerate. Your real qualifications will come out during reference checks.
3. Account for all the time, beginning to end, in your resume. Employers will question gaps in time.
4. Check and recheck for typos and misspellings.
5. See attached list for additional helpful tips.

V. Choose the Right References

1. Use references who really know the professional side of you, people who can truly speak to how you motivate others, your track record in your field (i.e. programming, production, engineering, development), financial management experience, your negotiation skills, conflict and resolution skills, how you work under stress etc.
2. Use references that really know you and know your skills. Big name references that think you're a great person but have not seen you in the trenches offer little in the way of a compelling reference.
3. Brief your references. Give them an updated resume and a copy of your application materials.
4. Call your references when submitting an application. Let them know how interested you are in the job. This may help them be more prepared to be your advocate in the reference interview.
5. If you submit a resume with the statement "References available upon request" have the list ready to submit. A delay could cost you further consideration.

5 Key Concepts for Powerful, Effective Resumes

1. Your resume is **YOUR** marketing tool, not a personnel document.
2. It is about **YOU** the job hunter, not just about the jobs you've held.
3. It focuses on your **future**, not your past.
4. It emphasizes your **accomplishments**, not your past job duties or job descriptions.
5. It documents **skills you enjoy using**, not skills you used just because you *had* to.

10 Steps in Creating a Damn Good Resume

1. **Choose a target job** (also called a "job objective"). An actual **job title** works best.
2. **Find out what skills, knowledge, and experience** are needed to do that target job.
3. **Make a list of your 2, 3, or 4 strongest skills or abilities or knowledge** that make you a good candidate for the target job.
4. **For each key skill, think of several accomplishments** from your past work history that illustrate that skill.
5. **Describe each accomplishment** in a simple, powerful, action statement that emphasizes the results that benefited your employer.
6. **Make a list of the primary jobs you've held, in chronological order.** Include any unpaid work that fills a gap or that shows you have the skills for the job.
7. **Make a list of your training and education** that's related to the new job you want.
8. **Choose a resume format that fits your situation**-either chronological or functional. [Functional works best if you're changing fields; Chronological works well if you're moving up in the same field.]
9. **Arrange your action statements** according to the format you choose.
10. **Summarize your key points** at the top of your resume.

Source: Yana Parker, <http://jobsmart.org/tools/resume/yana.cfm>

Additional helpful sites

<http://www.damngood.com/jobseekers/tips.html>

<http://www.rockportinstitute.com/resumes.html>

<http://www.jobhuntersbible.com/resumes/resumes.shtml>

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