

## **Tim Lyons**

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**From:**

**Steve Barra**

**Karen Franz and Steve Barra participated in the following:**

**TASTE: Take A Student To Eat**

**Sponsored by: Fresno Ad Federation and CSU-Fresno Mass Communications/Journalism Department**

**Thursday, November 14, 2018**

**TASTE: Take A Student To Eat, sponsored by CSU-Fresno and the Fresno Ad Federation, this event gives students studying Mass Communications/Journalism at Fresno State the opportunity to learn more in depth about the inner-workings of various media. In the morning, the students come to the radio station to learn about our business. At noon, we met the students at a formal luncheon.**

**Karen Franz hosted one student, where she educated them on Sales Management in radio, plus how Cumulus Media-Fresno conducts radio sales.**

**Steve Barra hosted two students, where he gave them a tour of Cumulus Media-Fresno and a brief oral history of how our group of stations became under one roof and shared with them the day in the life of a radio account executive, including the cultivating, selling and service processes to radio.**

# How to Impress Your Employer: A TASTE-y Guide

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*By Kiku Gross, Media, Communications and Journalism student*



Whether it's your first job

interview or your thousandth, we all get those pre-interview jitters.

Especially for college students, interviews are important. These interviews aren't your standard part-time mall job. They're the first interviews of your career. And for those of us in an Arts and Humanities major, there's more to an interview than a crisp manila resume.

These days, interviews aren't the traditional "sit-across-a-desk" suit-and-tie situation.

A lot of times, young professionals aren't even aware that they're in an interview until it's too late.

### 1. *SHOW UP ON TIME*

We can't stress this one enough.

Being five or 10 minutes late to class is annoying to your professors, but you get to see them weekly. Being five or 10 minutes late to an interview or meeting could ruin the entire situation. Most people who work professional jobs have tight schedules and can't afford to have any of their meetings run behind or run late.

Not only do you want to ensure that you're going to be able to make the most of your time with whomever you're meeting, but you also want to show that you understand their busy schedules and respect their time.

### 2. *DRESS APPROPRIATELY*

It's better to be overdressed than underdressed, always. Even if you find yourself in one of those hip, new-wave offices that have "casual Friday" every day, you want to show whomever you're meeting with that you're a professional. A professional who owns a suit. And a nice pair of shoes.

More than that, if you're overdressed, it just makes you look like you're earnest to impress. But if you show up *underdressed* (lord forbid!), you'll look like you don't care, or you'll look like a kid who isn't ready for a job. Neither are impressions you want to leave.

### 3. *BRING YOUR RESUME AND/OR PORTFOLIO*

All right. You made it on time, and you're dressed for success. Naturally, you're going to impress — but what are you going to leave behind?

Just because they *like* you, doesn't mean they have a reason to hire you. Yet.

Be sure to leave your resume and/or your portfolio with whom you met, so when you're gone, they have something to remember you by. Oh, and now they know your accomplishments and qualifications, too.

#### 4. TREAT YOUR FIRST MEETING LIKE A JOB INTERVIEW – EVEN IF IT ACTUALLY ISN'T.

This one is a big one.

No matter how friendly the person you're meeting with is, there's no reason to bring up your partying habits or your ex-boyfriend or... you know, whatever. Keep it professional. Understand that employers are always on the hunt for new talent, and you don't want to ruin your chances. Even if the person you're meeting with "isn't hiring at the moment," he or she will likely be hiring at some point.

... and since you followed our handy guide, your resume is already on file.

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*This post was brought to you by the 2018 TASTE (Take a Student to Eat) team, a [Media, Communications and Journalism Department](http://www.fresnostate.edu/artshum/mcj/) (<http://www.fresnostate.edu/artshum/mcj/>), PR focus project.*



*MCJ Department Chair, Professor Betsy Hays and TASTE 2016 CEO, Carissa Schwabenland*

*If you bought a ticket to our event, we look forward to seeing you on Wednesday, Nov. 14!*



*A group of TASTE students and faculty gather to take a photo during the 2016 TASTE*



## Posted by Arts & Humanities at Fresno State

The College of Arts and Humanities provides a diverse student population with the communication skills, humanistic values and cultural awareness that form the foundation of scholarship. The college offers intellectual and artistic programs that engage students and faculty and the community in collaboration, dialog and discovery. These programs help preserve, illuminate and nourish the arts and humanities for the campus and for the wider community.

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Institute for Media and Public Trust  
Media, Communications and  
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# Ethics in Journalism Panel

*Moderated by Jim Boren,  
Executive Director of the Fresno State  
Institute for Media & Public Trust*



Blake Taylor  
Program Director, at  
KMJ News Talk Radio



Brianna Calix  
Reporter,  
The Fresno Bee



Megan Rupe,  
Reporter,  
KSEE 24/CBS 47

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