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| [Graphic: Job Advice from College Grads] |  |
| [Graphic:Michelle Pierson  College Student] | I want this. So I’ll work as hard as I can for it. |
| (Michelle kick boxing) | I love that it’s challenging and then when you meet that challenge. I mean you feel great. You feel like “Oh okay, I’m doing the right thing.” |
| (Michelle) | My name is Michelle Pierson. I graduated from the University of Missouri, St. Louis, and now I work in advertising and public relations. |
| (Michelle on the phone at work) | “Do you know when he’ll be in?” |
| (Michelle) | Well actually, I wish someone would have told me you should start looking for a job before you graduate. I didn’t look that hard before I graduated. I don’t know why. I guess I was just having too much fun. |
| (Michelle) | The senior year was kind of crazy because I was still thinking I was a student, when really I should have been thinking, Oh, I’m about to not be a student anymore.  It took 9 months.  My biggest advice would probably just to talk to everybody. Tell everybody that you are looking for a job. |
| (Michelle on the phone at work ) | “Yeah, could you just tell her that Michelle Pierson called?” |
| (Michelle) | It just came down to who you knew and networking. |
| [Graphic:  Bill Brennan  Public Relations Acct. Exec] | Networking is definitely key. |
| (Bill) | Who you know. The networking aspect of it gets you through the door, but then once you get in the door, you got to sell yourself. |
| (Monica) | In order to stand out from the rest, you pretty much have to use your contacts that you’ve met through the years. |
| [Graphic:  Beth Grindstaff  Lobbyist] | I would agree with both of you. It’s absolutely all about networking. You have to be qualified for your job. But it’s more about who you know, than what you know. |
| [Graphic:  Monica Durrwachter  Government & Legislative Administrator] | At first, as Beth knows, I would look in the help wanted ads and all the Internet search engines and career search sites. I wasn’t finding much luck with that. And that’s when I decided to stop being shy, and pick up the phone and call my contacts and people I had established relationships with and say, ‘Hey, I’m looking for a job.’ |
| (Bill) | I think what got me through the door was having several internships, so having the experience, plus the education. |
| (Monica) | You know you said you had 4 internships. A lot of people they might do 1. I did two. And I think that was crucial to my success. |
| (Michelle on the phone)  (Michelle) | “I’m good”  Actually my advice for the future graduates would be start looking for a job beginning their second semester. |
| (Michelle) | Yeah I’m happy. It’s been here about a year now. The fact that I’m still here and that I am still challenged every day, my boss is trusting me with more responsibilities, it’ great. |
| (Michelle) | I love that it’s challenging and then when you meet that challenge. You feel great. Okay, I’m doing the right thing. I’m in the right field. |