CAREERS IN FOCUS
Editorial & Publishing Panel

Wednesday, March 13, 2013
12:15pm-2:00pm

Pace University Career Services
41 Park Row, 14th Floor • 212.346.1950 • www.pace.edu/careers
Careers in Editorial & Publishing

Welcome - 12:15pm

Kara Becker, Career Counselor – Pace University Career Services

Panel Presentation w/ Speakers - 12:20pm

(Moderator) Becca Worthington is the Project Coordinator for the Association of American Publishers (www.publishers.org), for which she facilitates college and university outreach on behalf of over 300 publishing companies via www.bookjobs.com. She moonlights as Literary Manager for the off-Broadway theatre company The Barrow Group (www.barrowgroup.org) and is a reader for Zachary Shuster Harmsworth Literary Agency and Maria B. Campbell Associates book scouting company. After graduating with a degree in English and playwriting from James Madison University in 2002, she worked as a staff reader and assistant for Creative Artists Agency in the film industry for three years. Following her fling with Hollywood, she served as a Peace Corps volunteer in Eastern Europe for two years, where she started the first library in her village and was Theatre Specialist for the Republic of Moldova, writing and directing social interactive theatre to tour the country and perform at local orphanages. Upon moving to New York, she worked as Editorial Director of a PR/marketing company for two years before migrating to the book publishing industry, which she continues to believe is the kindest and most generous environment imaginable for people in the creative arts.

Carolyn Zimatore, Talent Acquisition Manager, HarperCollins Publishers. As Talent Acquisition Manager, Carolyn is responsible for recruiting for all departments and levels across HarperCollins, managing university relationships and the internship program, developing talent acquisition best practices from the very first interaction with a candidate throughout the onboarding process, as well as researching and implementing innovative recruitment tools. Prior to HarperCollins Publishers, Carolyn worked in human resources at Penguin Group (USA). Carolyn graduated from Drew University with a major in English and a minor in Psychology, and is a bit of a book nerd.

Joy Bertan, Director of Staffing, Human Resources, Simon and Schuster. As a graduate of Syracuse University, Joy spent her whole career within the media world and the bulk of those 25 years within the Time Warner family. The first half of her career was spent within marketing and then she made the switch into recruitment where she was trained as a retained recruiter on the agency side before moving back into Time Warner as an in-house recruiter working on, what was at the time, all 135 of the magazines plus the centralized offices. About two years ago she made the switch from magazines to books and is currently the Head of Recruitment for Simon and Schuster. She’s responsible for all the full time hires as well as the internship and associates programs.
Michael Mejias, Director of Internship Program, Writers House. Michael has worked at Writers House since 1999 and founded the Writers House Intern Program in 2001. The program has graduated over 150 people currently working in publishing. Writers House was founded in 1973 with a vision for a new kind of literary agency, one that would combine a passion for managing a writer's career with an integrated understanding of how storytelling works. With this two-pronged philosophy, Writers House has played a critical role in developing the careers of hundreds of novelists and non-fiction authors.

Kristy Zoshak, Integrated Marketing Director, O Magazine. Kristy has worked for O Magazine for two years, supervising the development and execution of standard and custom merchandising programs for the magazine. She oversees marketing concepts from idea generation and proposal writing through project execution. She develops sales, marketing and promotional strategies to increase advertiser revenue for O Magazine. Previously, Kristy worked for Rodale Inc., where she managed promotions for Runner’s World, Running Times, and Bicycling Magazines. Back when she was in college, she interned for Seventeen Magazine as well.

Pace University’s MS in Publishing – 1:00pm

Professor Jane Kinney-Demming, Director of Internships and Corporate Outreach

Q & A – 1:10pm

Individual Questions/Networking – 1:30pm
Resources from Pace Career Services Homepage

**Dyson College of Arts & Sciences** - Various internship and job opportunities categorized by the field of Media and Communications. Please make sure you speak with your advisor for further information and applying for internships or jobs.

**Publishing Internships and Jobs posted at Dyson College of Arts and Sciences** - This password protected site lists jobs and internships for students majoring in Publishing. Additional internships can be found at: /page.cfm?doc_id=22472

**AAAAgencysearch.com** - A list of ad agencies and links to their websites. Search by location, specialty, brand, billing range, or client.

**About.com** - Learn what writers and editors do on a day to day basis.

**The American Society of Magazine Editors** – Sponsors an editorial internship program each summer for college juniors who are journalism majors or deeply involved in campus journalism.

**Association of American Publishers, Inc.** - The principal trade association of the book publishing industry. Information on a wide variety of issues in the publishing field.

**Bertelsmann - Job and Careers** - The world’s most international media company. Search internships, entry level and more.

**BookJobs.com** - Listings for all kinds of jobs and internships in publishing.

**Bulldog Reporter** - A repository of insight into media relations best practices, techniques and technologies

**Center for Communications** - A non-profit organization created by former CBS president to bridge the gap between the communications industry and school. Fee online seminars & job tips.

**Corporation For Public Broadcasting** - Search for jobs in public broadcasting.

**Council for PR Firms** - Browse current jobs available in the Public Relations field.

**Crew Net** - Online entertainment resume database and Film Production Directory, Crew Net gives you all the tools to be successful.

**CTAM** - Jobs and other information from The Cable & Telecommunications Association for Marketing.

**Dow Jones Careers** - Search for jobs and internships with the world’s most vital publisher of business and financial news and information.

**Ed2010** - This is a great place to network and search for jobs and internships in the magazine and publishing industries.

**Editor & Publisher Interactive** - An electronic publication with news briefs, classifieds for all types of jobs within publishing and links to online newspapers.

**EntertainmentCareers.net** - This site includes job listings, internships and career information in the entertainment industry, films, TV, studios, networks, etc. Also included are links to other employment resources.

**FabJobs.com** - World’s leading publisher of information about dream careers.

**Film, TV & Commercial Employment Network** - Provides important information and resources for individuals interested in pursuing a career in the entertainment industry.

**FlipDog.com** - With more jobs from more employers in Media and Communications, FlipDog.com is the single largest employment search engine on the Web.

**HireSkills.com** - Find jobs in publishing, printing and packaging.

**International Association of Business Communicators** - A professional network of more than 15,000 business communication professionals in over 70 countries

**IRTS Foundation** - Offers three internship/job programs for Students.

**JournalismJobs.com** (in partnership with Columbia Journalism Review) - Post resumes and search for jobs in newspapers, TV, radio, magazines and other media..

**Magazine Publishers of America** - A comprehensive online career site for the consumer magazine publishing community.

**Mandy’s.com** - Filled with information in the communications field throughout the world.

**Massachusetts Broadcasters Association.** - A list of available jobs now open in Massachusetts, as well as career descriptions, job fairs & more.

**Mayor’s Office of Film, Theater, and Broadcasting** - Information about career panels, internships with the department, as well as jobs and internships with films shooting in NYC, theatre productions.
MediaBistro.com - A web site for creative/content people or anyone in creative, content, media, or marketing industries. Allows you to search for jobs by keyword, state, or industry.

MeetingsNet - Search job openings in the Event Planning field.

National Association of Hispanic Journalists - Numerous links to journalism associations, organizations, publications, career resources, and a job bank.

New Jersey Broadcasters Association - The trade association for the radio & TV stations in NJ.

The National Diversity Newspaper Job Bank - Comprehensive newspaper media job listings.

NY 411.com - Listings for jobs in the Production field

NYSBA - New York State Broadcasting Association, Inc. - Jobs in broadcasting throughout New York State.

NYWICI - New York Women In Communications, Inc. - NYWICI's Job Bulletin functions as a resource for job opportunities and situations desired within the communications industry.

One Stop English - Looking for a career as an ESL teacher, but don't know where to start?

Planet Media - Broadcast and Print Media Jobs.

Production Hub - The Community search site for film, television, video, live event and digital media production.

Public Relations Society of America - The world's largest professional organization for public relations professionals.

Publishers Weekly - The international news source for the book publishing and bookselling

Publishing Central - Publishing employment listings and articles.

Recruiting Agencies:

- www.aquent.com - Talent agency for marketers and designers.
- www.cynopsis.com - Media industry portal.
- www.mandy.com - International TV and film production resources.
- www.mediabistro.com - Career and community for media professionals.

ShowBizJobs.com - A membership of recruitment managers from leading companies in the film, TV, recording and attractions industries.

The Write Jobs - Journalism, media, publishing, technical writing and more.

TVJobs.com - Employment service dedicated to helping you find employment in the highly competitive broadcast marketplace.

Variety Careers.com - The Media and Entertainment job site.
QUESTIONS TO ASK AT A NETWORKING EVENT

What is the Work Like?

- Describe your typical workday?
- What are the skills required in your position? Technical, Interpersonal and Administrative.
- What are the most challenging parts of your position
- What are the overtime requirements?
- What do you enjoy most about your job? Least?
- Would it be possible for me to spend some time observing you work?

State of the Industry

- Is there enough growth in the industry so there is room for someone with my kind of background and interests?
- What is happening in the near future in this field or industry which may impact future prospects for a position?
- How do the recent economic and business trends impact on layoffs, hiring freezes or needs for hiring?
- Why do people leave this industry or field?
- Who are the most important people in this industry today?

Advancement Opportunities

- How did you break in to this field?
- Describe your career path?
- Is the career path the same or different today?
- What is the background of senior level executives in this firm?
- How long does it generally take to rise on the top in this profession?

Skills and Experience

- What educational preparation would you recommend for someone who wants to advance in this field?
- What are the qualifications for a new hire?
- How did you enter this field?
- How do I stack up against the people who seek to enter this field?
- What types of positions would I be qualified for given my education and experience?
- What do you think of my resume? Any suggested changes?
- Do I require any further education or training prior to proceeding on my job search?
- What companies typically hire people with my kind of background and skills?
- Do you know anybody at any of the companies that typically hire people like me? Can I contact them and use your name as a referral? (I would be contacting them for information, not with the expectation that they knew of a position for me)
- Can you suggest any professional organizations I should join or publications I should read to broaden my knowledge?
- What are the networking opportunities in this community that would expand my contacts in this profession?

Fit in Company or Profession

- Considering my background and interests how would I fit in this company or profession? What would be duties and responsibility? Salary?
- What lifestyle issues would I confront, such as late nights, weekends and travel?
- What personal attributes are necessary for success in this company? Profession?
- Given my background and skill are there any other professions or career paths that I should investigate before making a career decision?