CAREER FAIR HANDBOOK

National Association of Black Journalists, UC Berkeley chapter

UC Berkeley Graduate School of Journalism

Established 2019

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I. First career fair

Saturday, November 2, 2019
Noon to 5 p.m.
Anna Head Alumnae Hall
Berkeley, Calif.

By Bo Tefu and Carla Williams

Sponsored by
Student Chapter NABJ with support from LEAD Center, ASUC
Student Union
CalMatters

Hashtags
#NABJUCB
#MediaMayhem

By the numbers
217 registered attendees*
24 outlets/recruiting organizations + NABJ

The first career fair consisted of booths for 24 media organizations (four of which shared two tables) to talk to attendees about their organizations and job opportunities. There was a mentoring area where professionals could critique resumes, portfolios, etc. and give career advice. Attendees, recruiters, and mentors checked in on arrival, and sandwiches, cookies, and assorted beverages

were available, especially for recruiters and mentors. Terry Collins, freelance journalist and NABJ leader, was a sort of MC, making announcements as needed. J-School staff and students registered attendees, took photos and video, and posted on social media. Recruiters' feedback consistently included being impressed with not just how many people attended but how qualified those people were when they visited their booths.

number to be updated

1. San Francisco Chronicle / SFGATE
2. KTVU
3. The Press Democrat
4. CalMatters
5. Berkeleyside
6. The Sacramento Bee
7. NBC Bay Area (KNTV)
8. California Magazine
9. The New York Times
10. Center for Investigative Reporting
11. KQED
12. Wired

13. Chronicle Books
14. Insider Inc.
15. The Associated Press
16. WarnerMedia / CNN
17. Politico
18. PSAV
19. The Wall Street Journal
20. FleishmanHillard
21. The Information
22. KXTV

Anna Head Alumnae Hall, 2019: EdSource and KCBS shared tables with CalMatters and California Magazine.

II.   Determining a date and venue

Saturday is a logical choice for a fair since folks tend to be freest that day. November feels like as good a month as any, too, since first-year J-School students are looking for internships and second-year students are considering their post-graduation careers.

Hosting the fair anywhere near California Memorial Coliseum on a fall Saturday means contending with Cal's football schedule. The fair should land on a day when the Golden Bears are either playing away or have a bye-week. CalBears.com will have the team's schedule. For 2020, a likely insane Election Day should also be taken into consideration, given how 2016 affected folks—a buffer of a few days before and after could be worthwhile. Prominent November J-School events should also be taken into consideration.

Any date should be chosen several months in advance in order to secure a space, give plenty of time to work out a space's unique logistical needs, and give recruiters plenty of time to plan.

Overall, Anna Head Alumnae Hall worked well for the number of attendees in 2019: It was big enough to accommodate everyone yet small enough for an intimate atmosphere, had adequate lighting, plenty of tables and chairs, and was equipped for slideshows and audio. Berkeley's Events Services did a great job setting up its own furniture beforehand, and the space was free to rent if the order was placed by a registered student group. On the other hand, the preferred entryway was set back from the street, making it harder to find, and parking required a (relatively) complicated drive around several blocks as well as the prior retrieval of a permit.

North Gate Hall would, logistically, be a much easier location, but is likely too small given the number of recruiters and attendees we'd like to have. **One recommendation, though, is to consider opening up the Logan Multimedia Center (formerly the Library) to the courtyard and exploring whether that**

combined space is big enough to accommodate a fair. A venue should also have an area next to it where recruiters can unload equipment and materials before the fair.

Any space should be secured several months in advance in order to address its unique logistical needs.

III.   Desired recruiters

The 2019 fair had representatives from the following organizations (listed here with their primary media and topics):
- NABJ
- EdSource (digital, writing, education)
- KCBS (radio, news)
- San Francisco Chronicle / SFGATE (print, digital, multimedia, news)
- KTVU (TV, news)
- The Press Democrat (print, North Bay news)
- CalMatters (digital, writing, policy news)
- Berkeleyside (digital, writing, local news)
- The Sacramento Bee (print, writing, regional/state news)
- NBC Bay Area (TV, news)
- California Magazine (print, UC Berkeley)
- The New York Times (print, national news)
- Reveal, from the Center for Investigative Reporting (investigative/radio)
- KQED (radio, news)
- Wired (print, tech/science)
- Chronicle Books (publishing, children)
- Insider Inc. (digital, writing, news)
- The Associated Press (writing, news)
- WarnerMedia / CNN (TV, national news)
- Politico (digital, writing, politics)

- PSAV (event development/management)
- The Wall Street Journal (print, national news)
- FleishmanHillard (PR)
- The Information (digital, writing, tech)
- KXTV (TV, news)

The ideal career fair will feature a diverse array of organizations representing:
- Local, regional, and national outlets
- Hard news, specialized coverage, feature content
- Print/writing, audio, visual (photo, video, documentary, etc.)
- Non-journalism media

The number of recruiters will necessarily be constrained by the size of the event space, though a space that can accommodate at least 30 booths is ideal.

A recommendation for 2020 is to reach out to all the above organizations, plus others who will help round those four points for having a diverse array of participants.

Having multiple representatives from each outlet seemed helpful because they could both mentor and recruit, reach more attendees, and relieve each other in shifts during the long event.

IV. Desired attendees

Most attendees in 2019 came from UC Berkeley, including the Graduate School of Journalism. Local community colleges had a very healthy turnout, too, many folks came from San Francisco universities, and the geographic range of attendees seemed to run from Napa to Santa Clara. While having people from even farther away would be good, this Bay Area-wide scope feels ideal.

The 2019 fair catered to community college students, undergraduate students, grad students, and early-career professionals—all studying/practicing journalism or with an interest in journalism or journalism-adjacent work. High schoolers weren't precluded, per se, but were not a target demographic. Journalism and media-related departments in Bay Area colleges were an important target.

While the event was put on by Berkeley's NABJ chapter, with an emphasis on Black students/young professionals and those of color, the event was open to everyone.

The 2019 goal was around 300 attendees, with the expectation that not all registrants would come but that some walk-ins would. With a longer, more organized outreach campaign, it should be expected that well over 300 people could be brought in next year.

For 2020, this same, diverse group of students and young professionals should remain the target demographics.

V.   Desired sponsors

CalMatters was an eager and enthusiastic sponsor in 2019, has authentic journalism cred, and would be wonderful to bring back. Berkeley's LEAD Center is a logical sponsor choice, too, as they have experience in student events.

Any sponsor should understand and appreciate the importance of media and journalism to a well-functioning society. More sponsors presumably means more money that can be spent on a nice venue or comprehensive catering.

VI.   Budget

See ██████████ for more details.

2019's budget centered on catering and landed around $██████. Parking passes were north of $██████ total. ████████████ also gave a $██████ grant, which was spent on advertising.

VII.   Outreach

Recruiters

Recruiters should be contacted early so that they have time to prepare, and should be made aware of how successful 2019's fair was. Outlets often have budgets and/or strategies dedicated to diversity, and that the fair is being put on by NABJ students should also be highlighted.

Especially with a long period of time between first contact and the actual event, semi-frequent reminders are important. More specific information can be included as the fair approaches:
- How to register
  - first couple of communications
- Who's expected to attend and sponsor
  - first couple of communications
- Which reps should come and how many
  - a couple of months out
- Certificates of insurance are needed for non–J-School, UC Berkeley venues
  - a month out
- What food and drinks will be provided
  - a month out
- Area map, directions, venue floor plan, parking information, relevant wildfire/power-outage forecasts, when to arrive, what to bring
  - a couple of weeks out, a week out, final reminder

Attendees

With enough time, all Bay Area community colleges and universities can be contacted—with special emphasis on undergrad and grad departments in journalism and media studies. Those departments' coordinators should have career-fair info sent out to their students a few times during the lead-up.

If feasible, in-person tabling on campuses would reach more people, and flyering and tabling around UC Berkeley should be done perhaps a few weeks out and then a couple of days out. Getting in touch with universities' dorm leaders—especially at Cal—is important for getting the career fair in front of thousands of students.

At first, descriptions of the fair can be based on 2019 recruiters and turnout but with the selected venue and date and instructions on how to register. Later communication can be more specific about who will be there and continue to include the where, when, and how.

Registered attendees should receive sporadic reminder emails with descriptions of the event and how to prepare. With a week or two to go, including a couple of days before, registered attendees should receive an area map, directions, venue floor plan, and relevant wildfire/power-outage forecasts.

Current J-Schoolers and the previous two classes should also be encouraged to attend.

Sponsors

Sponsors should be contacted no later than recruiters and told how successful the 2019 fair was, reminded that 2020 is a great opportunity to get their name in front of hundreds of promising students and professionals, and told that they

should have an understanding of and appreciation for the role of journalism in society.

Sponsors should be given an idea of how their brand will be presented at the event based on what support they provide and be updated with which recruiters and how many attendees are expected.

VIII. Catering

Berkeley's Tivoli Caffe, which handles the catering of many UC events, especially athletics, served coffee, tea, water, lemonade, turkey sandwiches, veggies sandwiches, and cookies in 2019. They did a quick, clean, and efficient set-up and clean-up that included napkins and tea/coffee accoutrements (sans, for some reason, stir sticks and plates). They were eager to help the J-School and NABJ again in the future.

Recommendation: Depending on the budget, several beverage types and a nice lunch (sandwiches, wraps, etc.) should be available for all recruiters, mentors, and volunteers, and a light snack (cookies, fruit, etc.) along with beverages should be available for all attendees.

IX. Logistics

Having one person handle all of these logistical issues (except, perhaps social media and promotion) will make things much easier. A Career Services staff member is probably ideal, so NABJ leaders can focus on their studies and on participating in the fair.

Registration

███████ seemed to work really well as a registration tool, which was accessed on the J-School website. ████████████ was essential and extremely helpful to maintaining and organizing ███████; the one downside is he was the only person with the access to make changes to the lists, changes to the registration forms, putting the info into usable spreadsheets, and scheduling automated emails. If that remains the case in 2020, we should make sure to give him plenty of time to make the tweaks and changes we need.

All the basic, important information for attendees and recruiters was listed on a clean, clear event page on the J-School website, which included the registration link. **Information to collect from attendees should include:**
- **First and last name**
- **Email**
- **School or media organization**

Information to collect from recruiters and mentors:
- **First and last name of all reps who are coming**
- **Their email(s)**
- **Media outlet**
- **Will you have someone there willing to mentor, too?**

If possible, recruiters and mentors should be able to go back and change their answers. (For example, they might want to add another person to their booth.)

An important change for next year will be to clarify the registration categories. For 2019, they were simply "Professional" and "Student," and clicking a small link next to each gave a short, vague description of the categories that didn't present the full scope of who should register in each category and that many registrants likely missed. A number of folks had to be manually re-registered from one category to another. **For 2020, the categories could be called "Recruiter/Mentor" and "Attendee," accompanied by short descriptions that don't require an extra click to see—something like…**
- **"Representatives from media outlets who will talk to attendees about their organization and its opportunities; any media professional who can**

offer advice to and mentor attendees about resumes, portfolios, the industry, etc.; folks who can do both of the above."
- **"Students and early-career professionals looking to learn about media outlets, find opportunities, network, and receive mentoring and advice."**

All recruiters, mentors, and attendees should be strongly encouraged to register so that they receive all the proper information, reminder emails, and follow-up emails. Incorporating last-minute recruiters—getting them up to speed, finding them a table, etc.—required a fair amount of extra work, and **registration for recruiters should be closed several days before the fair.** (Recruiter-facing outreach can note such a deadline, but registration should remain open to attendees through the end of the fair.)

Social media and promotion

As soon as registration is live and outreach starts, the J-School, Career Services, Berkeley NABJ, and even NABJ Region IV and BABJA should promote the fair every so often on the social media each uses. J-School students should be made aware of it in advance, and it can be included in the J-Digest. Outlets that will be represented at the fair should also be encouraged to promote it.

UCB Event Services

Any UC Berkeley venue outside North Gate Hall will require the help of campus' Event Services, who determine a venue's reservation and how much it'll cost, work with a caterer, coordinate parking passes, set up furniture, and require certificates of insurance. In 2019, our contact was ████████████, who was very organized, helpful, and responsive. Event Services should be kept in the loop about logistical matters throughout the process.

Parking

Once the venue is settled, a nearby parking structure (or other type of place) should be identified for *recruiters and mentors*. Event Services will handle parking passes and charge us for them. In 2019, we ordered ███████ spots in the Underhill lot, but used only ███████ passes (the other ███████ were non-refundable). Those who used them stopped by a "loading dock" area adjacent to Anna Head Alumnae Hall in the hour or two before the fair, picked them up from fair staff, drove to the lot, and parked in a designated spot with the pass face-up on the dash.

Many recruiters will bring large or heavy equipment and materials and will need a place next to the venue where they can temporarily park and unload before properly parking in the designated area.

Maps and floor plans

Having a map of the fair's neighborhood is extremely helpful given Berkeley's hectic roads and one-way streets. A map should identify the venue, parking, highlight relevant roads, and explicitly point out where to drive in any confusing neighborhoods or where to walk if the venue entrance isn't easy to find. The 2019 map is below.
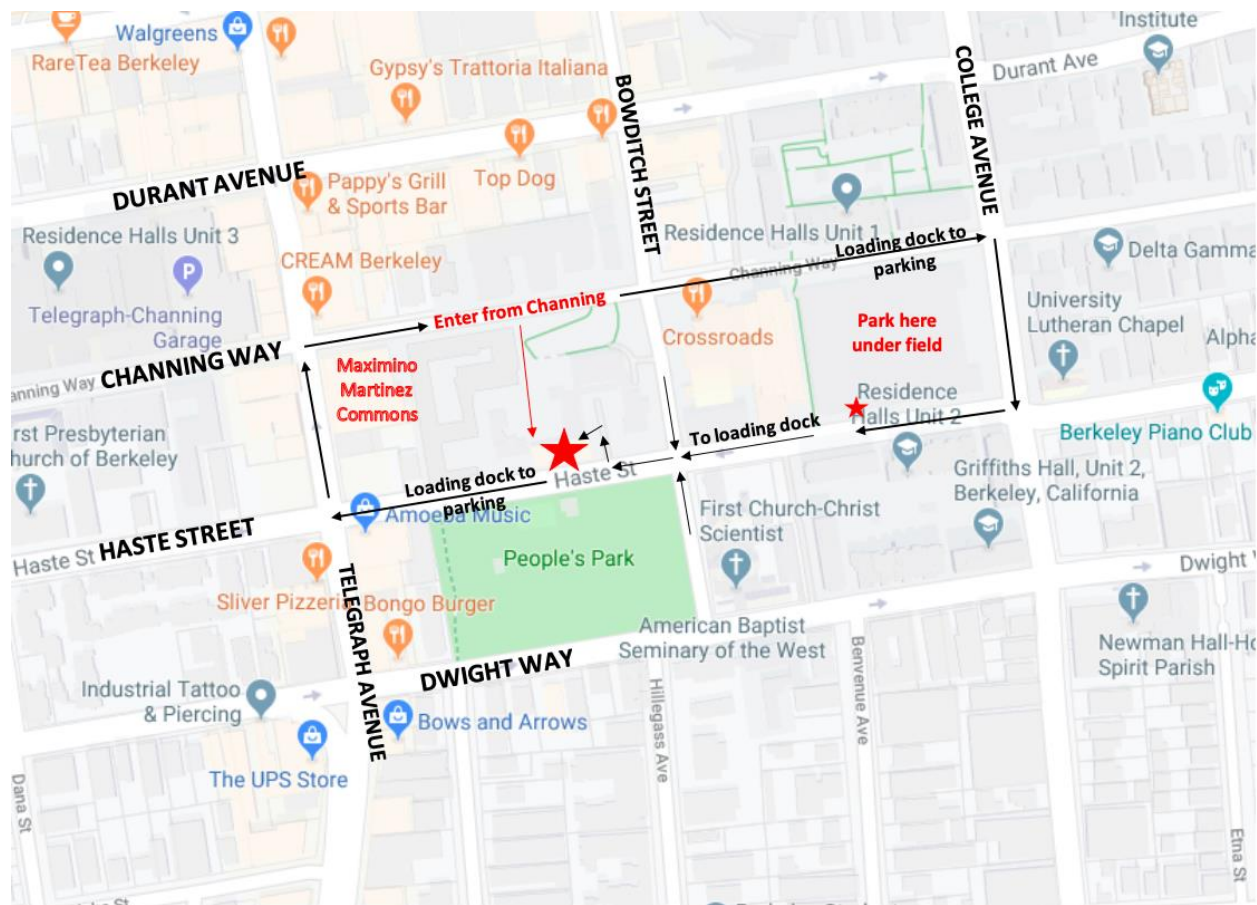
A floor plan is also essential for organizing the venue, understanding how much room we'll have for recruiters, and knowing how much furniture is needed. If working with Events Services, this may have to be drawn up with their input. (See last year's in section I.) It should include all the necessary tables (including registration, refreshments, and mentoring), have each organization assigned to a booth, and be oriented in some way (i.e., "Channing Way ↑"). It might have to be finalized only in the days before the event, when the number of recruiters has been set.

Both the map and the floor plan should be sent to recruiters, mentors, and attendees as the fair nears.

Signage

Signage depends on how easy it is to find the venue. Anna Head Alumnae Hall was difficult to find, so we had plenty of directional arrows (labeled "Career Fair") taped around the vicinity and 11x17 promotional posters on sandwich boards around the vicinity (sometimes combined with directional arrows), including in the "loading dock" area. Signs should be clear from the street and from all directions folks might come from.

Any entrance to the building that looks intuitive but *shouldn't* be used should feature a sign saying "no entry" and a note on where to actually enter. Bathrooms that aren't gender-neutral that should have their own signs noting that. Blown-up floor plans can also be posted around the venue, but aren't necessary, and **a good idea for 2020 is a large sign in the mentoring area pointing it out as such**.

Each recruiter's booth should also have a "table tent" sign that has the name of the organization on it. Those can be made in InDesign, based on an existing J-School template.

The general promo poster is below.

Certificates of insurance

Event Services, if they're involved, will require "certificates of insurance" from any outside organization that represents itself on campus. Apparently, media outlets have someone who knows what this is and can provide it. The logistics person should collect them and **provide them to their Event Services rep at least a week before the fair**—so jump on this early.

Per UCB's Risk Services:

> *A Certificate of Insurance is a document from an insurer confirming that you have insurance coverage. The Certificate lists what kinds of insurance you have, how much insurance you have, and the date your insurance coverage expires.*
>
> *In accordance with Regents' Business & Finance Bulletin BUS-63, Certificates of Insurance are required from all contractors and external users of University space.*
>
> *If you are a campus department and need a Certificate of Insurance to conduct a University activity, please send a copy of the executed contract requiring the Certificate to our office at risk@berkeley.edu.*

The COI should additionally insure UC Regents (located at 2465 Bancroft Way, Berkeley CA 94720) and is also required of the registered student org putting on the event—in this case, Berkeley NABJ.

It's likely that an event at North Gate Hall that doesn't require Event Services' help will still require COIs, but accountability in this case probably doesn't exist unless some disaster befalls either North Gate or a recruiter during the event.

Name tags

In 2019, all the names of registered attendees, registered recruiters/mentors (along with their outlet name), and all J-School volunteers (along with "UC Berkeley Graduate School of Journalism") were printed onto adhesive name tags that folks picked up when they checked-in on arrival. That means all attendees who registered after the tags were printed (or who registered on arrival) had to write their own names on blank name tags when they arrived.

A more expensive but more professional option is to print these same name tags onto sturdy, non-adhesive paper that are slipped into fitted plastic coverings that can be clipped or pinned onto folks' clothing.

Technical capabilities

The venue should be equipped with some form of projector and screen for a simple, repeating slide show (if that's desired) as well as a microphone for announcements. A J-School laptop was used for the slide show, and last year's slides are below.
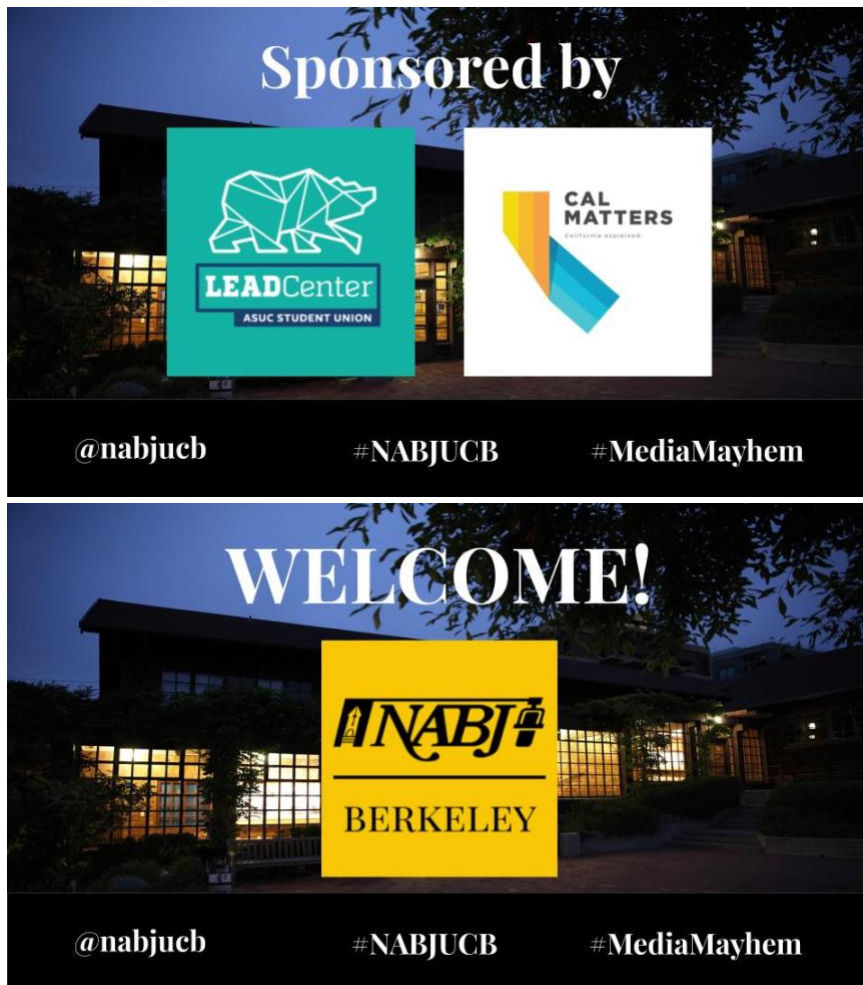
All recruiters should have at least one electrical outlet just for them, which may necessitate extension cords. All technical systems should be tested in the hours before the fair starts.

Volunteers and check-in

For the 2019 fair, we needed folks to check-in/register people as they arrive, live-promote the event, take video and photos, touch base with recruiters every so often, guide attendees and mentors to the mentoring area, and be on the lookout for problems (i.e., running out of water, the projector goes off, etc.) Last year's staff included Joanne, Marlena, Terry, Sam, an undergrad assistant, and a number

of J-Schoolers, many of whom worked in shifts while also attending the fair. It'd probably be ideal to replicate this in the future.

Pre-event set-up time should run two to three hours to set up any remaining furniture (or all the furniture if Event Services isn't involved), put up signs, help caterers, and test equipment. Prior to the event, a schedule of tasks and a list of items to bring should be drawn up, checked the night before, and checked again during set up.

A J-School laptop can be used for attendees, recruiters, and mentors to check in when they arrive (or register for attendees who are walk-ins), and paper registration sheets can be used as a backup to capture both registered and unregistered attendees. (**These names should all be kept for the following year's outreach.**) Folks can grab (or write) their name tags here, too. Everyone who walks in the door should stop here, so the registration table should be located next to the entry.

There are many talented photographers and videographers at the J-School, and one of each should be tapped to produce photos and a video that can be used later as promotional or celebratory material. Marlena (or someone she designates) can handle social media during the event.

Another good idea from 2019 was to have the dean stop by for a short time and personally thank each recruiter for coming.

X. Follow up

All recruiters and mentors should receive a follow-up email from the dean and/or Career Services thanking them for coming, celebrating the event's success, acknowledging the leadership of NABJ students, noting the number of attendees,

and expressing hope that the organizations return the following year. This can be based on the final registration list.

Attendees can receive a similar email, also based on final registration lists.

NABJ and sponsors, too, should be acknowledged with their own emails in a similar way.

Finally, any lessons learned and new ideas should be incorporated into this handbook for future career fairs.