**Informational Interviews**

**Making meaningful connections for the future of your professional career**

**Background & Purpose**

With 80% of jobs never being posted on job boards, the most efficient and successful way of gaining employment is through networking – in both the traditional sense at events and panels, but also within friend groups, industry organizations, and cold outreach through websites like LinkedIn.

**The Assignment and format requirements – READ Carefully**

1. Secure a 1:1 conversation with a person in the communications field in the industry of your choice. There is no requirement who this person is, they can be a recent graduate or a c-level individual. The choice of person is completely up to you.
2. Prior to the 1:1 conversation, develop a list of **AT LEAST** 10 questions you want to ask the individual.
3. Following the interview, submit a (1) page brief summary of the interview including the 10 questions and a summary of their response.
   1. the top left hand corner of the summary should read:

Interviewee name:

Title:

Company:

College Attended/major:

How you connected:

1. Attach a cover page to this summary with the below header:

**Student Name  
Instructor Name  
Writing Assignment: Cover Letter**