
SOJC Student Resume Header

555 West Duck Drive | Eugene, Oregon 55555
(541) 555-5555 | journalismstudent@uoregon.edu

Date

Contact name
Title
Company name
Address
City, State

Dear Mr. or Ms. (or other appropriate title) Last Name (avoid “To Whom It May Concern”):

Intro paragraph: This paragraph tells the reader why you are writing, including the specific position for which you are applying, and expresses your enthusiasm for the position. If you have a connection at the organization, you should mention him/her here and clarify your relationship. Include a thesis statement that tells the reader what you plan to discuss in the body paragraph(s) of your letter. You can also choose to address your fit with the organization and position.

Body paragraph(s): The body of your letter should focus on two to three specific skills, strengths or experiences that qualify you for the position. These should connect to requirements in the job description, organizational culture etc. In other words, do your research before determining which skills, strengths or experiences to discuss. With each skill, strength or experience you choose to discuss, you should do the following: describe or state it, provide detailed, supporting evidence to back up your claim (an example of when you have used a skill or strength successfully) and relate it back to the position for which you are applying. The reader should walk away knowing what you can do, why he/she should believe it and how you plan to contribute to the organization.

There are several common pitfalls people encounter when writing a cover letter. First, avoid simply regurgitating your resume. This happens when you speak generally about your experiences or simply rehash your resume bullets. Instead, focus on a specific portion of an experience so you can provide detailed evidence. When possible, your supporting evidence should include quantifiable results. The second major pitfall occurs when you do not adequately connect your experience to the targeted position or organization. Be sure to demonstrate that you have researched what the organization is looking for and can deliver it. Finally, avoid vague and passive language.

Concluding paragraph: Your last paragraph should reiterate your interest and summarize your key points. Be sure to emphasize fit with the organization by demonstrating that you have done research. If appropriate, you can also include next steps for further contact. Be sure that you follow through on any steps that you establish. Thank the reader for his/her time.

Sincerely,



SOJC Student



UNIVERSITY OF OREGON
School of Journalism and Communication

John L. Hulteng Student Services Center