Cover Letter Introduction

The Situation: We’re running KUSB—a new TV station—and we are looking for production assistant for our 6 o’clock news show. For five minutes, we’re going to read a cover letter and resume from an applicant, making a decision about whether or not to bring her in for an interview. To help us focus, here are questions to guide us:

❖ What does the writer do well?
❖ What experience do we like?
❖ What abilities and traits come through that we would like to have on staff?
❖ Key Question: Would we hire her and why?

The Goal: To be able to articulate to each other whether we would, or wouldn’t, bring this person in for an interview---getting at why we would or wouldn’t.

BE READY TO VOTE AND TALK IN TEN MINUTES.