

1. Your Contact information

If you have personal letterhead, use it.

SALLY J. BATES

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November 1, 2016

2. Today's Date

Lance Michaels
Associate Editor
Commercial Appeal
360 Union Ave.
Memphis, TN 38103

3. Their Contact information

Find out who will receive the letter.

Dear Mr. Michaels:

4. Greeting Dear Person: (Note the colon).

I am writing to apply for the open police reporter position at the Commercial Appeal. I learned about this opening through your posting on JournalismJobs.com. I am excited for the opportunity to cover the people and events in Tennessee's largest city.

I am currently a student at the University of Memphis and am majoring in journalism. I am on track to graduate in December 2015. During my time at UM, I have worked for The Daily Helmsman as a reporter and as managing editor. I reported on the presidency of David Rudd at the university, and served as a general assignment reporter and photographer. During my reporting years, I worked to include visuals and multimedia in my stories. When I advanced into the managing editor position, I stressed the importance of multimedia with my staff, in addition to truth, accuracy and the ideals of journalism. I also completed an internship at The Tennessean in Nashville in the summer of 2015, where I served as a general assignment reporter and covered special events.

My experience as both a reporter and an editor provides me with a unique perspective on news operations. As a reporter I turned to my editors for guidance in shaping a news story, and developing ongoing coverage of my beat at the president's office. As an editor, I worked to provide that kind of guidance to my staffers. This split helped me think like an editor, and showed me how to spot holes in my writing. As a young journalist, I have learned the value of listening to my editors for tips about reporting and writing, and I look forward to learning from my editors at the Commercial Appeal. The skills I learned about cohesive storytelling with text, photographs and videos during my time as an editor will serve me well as I begin work as a reporter in the professional media.

I think I am an excellent candidate for your open position and would enjoy the opportunity to work in my hometown. Please review my attached résumé and take a look at my portfolio at sallyjbates.com to see some of my work from the Helmsman and the Tennessean. I would like to request an interview with you to tell you more about my skills and desire to work at the Commercial Appeal.

5. Intent Specify the job applied for and how you found out about it.

6. Relevant skills. List your relevant job skills for the position.

7. Other skills. Convince the reader you have special skills by including items not in your résumé.

8. Closing. Restate your interest in the position and ask for an interview.

9. Exit greeting. Use Sincerely, and skip four lines and type your name. Print the letter and sign with a blue pen.

Sincerely,



Sally J. Bates

10. EDIT. Be sure the letter is error free. Do not write longer than one page, and be sure to mention specific skills sought from the job ad. Remember, many cover letters are first read by computer and search for key words from job ads. If you send your letter digitally, send all your files in one package. Your cover letter might be an email. Or it might be a PDF. If you are sending a PDF, be sure to include a digital signature where you normally would sign your name by taking a photo of your signature, removing it from the background, and placing it on the page.