## Job market bleak for most seekers

## Applications for Daily Nebraskan Editor - In - Chief are now being accepted.

DEADLINE FOR APPLICATIONS Friday, March 19, 12:00 Noon

Applicants should be familiar with the Guidelines for the Student Press, adopted by the NU Board of Regents (copies available upon request.
Submit application and resume to the Daily Nebraskan Business Office, Room 34 Nebraska Union.

UNL does not discriminate in its academic admissions or pertaining to same.

By Tom Shelton
It doesn't require an extensive survey or computer data to determine that jobs are difficult to get these days. College graduates and those with master's and Ph.J.s are even finding it difficult to get a job.
But although the outlook may be bleak some people ven call it a depression - there are still jobs available, according to three UNL placement directors.

Diversification, a willingness to relocate and compromise, are some of the major characteristics the directors said students should have to improve their chances of getting ahead in dreary economic times.
"There's darn little demand for anybody right now," said Jim Neal, director of carcer placement for joumalism surmalise ser but thase lowing for any position.
"Outstanding students may still get four or five offers," he said, bu't other students may have trouble. Even good students may have to wait awhile to get jobs."

The closing of schools and the effects of the postbaby boom make for a surplus of teachers, said Fred Wendel, professor of educational administration. But Wendel said the situation in Nebraska is better than in most states.
Wendel said the demand for teachers in Nebraska has decreased only slightly, in some areas

The director of UNLs enter, Frank Hallgren, said he has seen the job market fluctuate a lot during his career. R
economic picture is on the "downs."
"The job market is much tighter than it has been, he aid. "Because of the difficulties employers can be more selective and those entering the employment market may have to sacrifice a little.
One of those sacrifices, Hallgren said, may require students to compromise in their job selections.

Many students have been unrealistic in some aspects, expecting to get just the kind of job they want in precise ly the location they want it. They ve got to compromise."
Hallgren said he has seen difficult economic times beree, but while conceding that the current situation is hleak, he said it isn't a complete collapse by any means.
"This is not a disaster year, but it is one of the tighter ears in the 20 sine I've worked bere Ber ways eo in cycles from good to bad to good again?
Neither Neal, Wendel or Hallgren predicted depression, and Neal predicted economic recovery
Neal's advice to prospective journalists is to be proficient in both print and broadcast media.
"It's an advantage for students to be able to go both ways, he said, adding that questions about the newspaper industry and the influence of cablevision on broadcasting complicate matters further.
II don't know what the outlook is for newspaper jobs," he said. "Many are going out of existence

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Lincoln professionals are quickly discovering that the Daily Nebraskan is "the best advertising buy in Lincoln."


In the glut of media options for the 18-34 age bracket, there Nebraskan.

Says Sandi Wight, "The ads I get with the Daily Nebraskan are much more creative than the Lincoln Journal. As a matter of fact, I've been using ads that come out of the Daily Nebraskan in York and in the Journal.

I can run the same ad on the same day in the same size in both the Daily 50 askan and in the Lincoln Journar, and I Daily Nebraskan.

Although some people think we're just a college paper, LinAlthough some people think we re just a college paper, Lin-
coln advertisers like Sandi Wight will tell you their advertising gleans a variety of respondents.

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"The money I spend on advertising is spent better with the Daily Nebraskan than with any other paper.

## Nebräskan <br> University of Nebraska-Lincoln

Shorts
A public forum on the prevention of alcohol and Irug problems will he March 3201 Pioneers. Reservation should he made by March 25 by calling $475.2\left(6^{2}\right) 4$

The Rape/Spouse Abuse Crisis Center is offering a sexual assault. The gromp will meet March 25 it 7 p.m. at 11.33 II St. Fol
more information more information, call 476 .
3327 .

The Recreation Depart ment has set the following Coliseum swimming pool
hours: $10: 30 \mathrm{am}$. to
$12: 30$ p.m. Monday, Wednesday and Friday and 12:30 to Thursday. Tuesday Thurs
This schedule will remain in effect for the rest
of the semester.

The Wick Alumni Center Building Committee has recognized the Harold G. Wright Co. of Blair, Neb., as the apparent low bidder for the new alumni center and has dirceted the Gwathmey/Siegel \& Associates architectural firm to begin ne gotiations with the Harold G. Wright Co

The Christian Science organization will meet Thursday at $6 \mathrm{p.m}$. in the Nebraska Union. Room will be posted and everyone is welcome.

The 47th Annual AllState summer residential program in art, theater. dance and music has been scheduled for June 6 through 18 at UNL Contact Raymond Miller or Becky Hanson, 472-2490, for more information

