

Recipient's name - if possible.  
Telephone/ email to ask?

Otherwise,  
• "Dear Sir/Madam"  
• "To Whom It May Concern"  
and job title, if appropriate

Your Address

Weir Building  
King's Buildings  
West Mains Road  
Edinburgh  
EH9 3JY

Mr J. O. Bloggs  
Graduate Recruitment Manager  
Any Co.  
Any Street  
London  
NW1 1YZ

Recipient's Address

Date (whichever  
format you prefer)

30 October 2014

Say what the letter is about. If  
there is a reference, include it.

Dear Mr Bloggs

**Re: Summer Internship (Ref. 123 456)**

I am...

Explain who you are (e.g. penultimate year history student at Edinburgh) and why you are writing. If in response to an advert, say where you saw it.

My interest in your organisation...

Why does the organisation interest you? Show that you have researched them and are genuinely interested!  
e.g. Their training, corporate social responsibility, reputation, awards, key staff, profit, market share, product, teaching, research facilities...  
Link it to your own values, interests and knowledge.

The job role (course) particularly appeals because...

Why do you want to do this. Again, link it back to you and your previous experience, study, extra-curricular activities, your interests and skills.

You will see from my attached CV...

What else? Your chance to mention anything else of importance, not yet covered. This could include, if you wish:  
e.g. previous experience, study, extra-curricular activities and skills not yet covered; explaining poor grades; work permit/visa situation; dates when you are available to work over summer; any adjustments needed due to a disability.

I am available for interview anytime over the next X weeks and would be delighted to have the opportunity to discuss the internship further.

I look forward to hearing from you.

Yours sincerely,

Use the correct ending!  
• "Dear Mr Bloggs" ends "Yours sincerely".  
• "Dear Sir/Madam" or, "To Whom It May Concern" ends "Yours faithfully".

Matt Vickers

If posting it, sign it!

Weir Building  
King's Buildings  
West Mains Road  
Edinburgh EH9 3JY

Mr Joe Bloggs  
Human Resources Manager  
ITN  
200 Gray's Inn Road  
London WC1X 8XZ

30 October 2014

Dear Mr Bloggs,

**Re: Application for "Runner" (Ref: ABC-123-XYZ)**

I am writing to apply for the position of runner on the ITN "Channel 4 News" programme, as advertised in *The Guardian* Media Supplement on 26<sup>th</sup> October.

I am nearing the end of my MA (Hons) Politics & Modern History at the University of Edinburgh and it is this passion for understand the world and how we have come to be where we are that draws me to a career in journalism. I wish to be able to report the facts of a situation to allow individuals to make up their own minds. In particular, the political focus of my degree naturally lends itself to many of the decisions taken by our leaders and reported in-depth on Channel 4 News. It is this in-depth analysis offered by journalists on the programme that draws me to ITN and Channel 4 news in particular. I am a daily reader of the Snowblog and that of Gary Gibbon, the Political Editor. I am also attracted by the quality of your reporting, as evidenced by your RTE awards, for example.

This dual interest in politics and media inspired me to research my dissertation on "The effect of world media coverage on the political process in South Africa", for which I received a distinction. As part of my research I arranged interviews with South African journalists based in London as well as the High Commissioner. Additionally I applied successfully for a university grant to travel to Cape Town to use the Universities library facilities and to meet with politics professors and a South African MP. This helped improve my interpersonal skills and in particular helped me to remain calm when interviewing eminent and busy people.

I already have some media experience through my temporary post of Production Assistant at Live TV in Edinburgh. As I was often given tasks without any help or introduction, I learned to think on my feet and use my initiative. I also drew on the administrative skills I had developed through temping jobs to quickly produce paperwork for TV schedules. The experience made me appreciate the large amount of paperwork needed behind the scenes and this is something I feel I excel at.

I have attached my CV for your consideration and hope you will consider my application. I am available for interview at your convenience and would be happy to further explain my passion for journalism, interest in Channel 4 News and how the skills I have built up in my course and outside interests are relevant.

Yours sincerely,

Anna Nonymous