

## Bill Johnson

123 Fake Street  
Vancouver, BC V5L 4K9

(604) 555-1234  
bill.johnson@fakemail.com

---

May 5, 20xx

The Hiring Manager  
CBC Radio-Canada  
Full Mailing address with a postal code

Dear Hiring Manager,

Thank you for considering this application for the Internship position that CBC Radio-Canada posted through COOL, the UBC Sauder School of Business Job Portal.

In the next five years, approximately 25% of CBC's employees will be eligible for retirement. As an organization that is looking to the future, you will need to ensure that a comprehensive and actionable succession plan is in place by this time. During my MBA Program at UBC's Sauder School of Business, I have conducted extensive research on the topic of Canada's ageing population, which included the dynamic delivery of a 15-minute PowerPoint presentation to an audience of local, provincial and federal government policy makers. My professional background in market research with Ipsos Reid will also allow me to develop specific knowledge retention needs of the CBC as well as determine a variety of best practices for potential successors and/or staffing strategies to address this issue. I am confident that my plan will enable CBC Radio-Canada to work through this demographic transformation.

More than just a place to work, CBC/Radio-Canada offers a creative and engaging atmosphere that will allow you to grow and develop, while working for a leader in Canadian broadcasting. I grew upon the Early Edition, Vinyl Café and Cross-Country Checkup with Rex Murphy. Being a part of the CBC-Radio Canada team would be a dream come true. Moreover, working in a company that represents the true intersection of my talent and passion would see the *best version of me* come to work every day. No one will work harder to deliver exceptional results for your unit.

Thank you for your time and consideration. By 2012 the net economic growth of Canada's economy will be dependent on immigration – this trend will impact CBC-Radio Canada in myriad ways, and I would like to arrange an interview to discuss my ideas to collaborate with your Human Resources team to create a sustainable strategic plan that will address employee retirement as well as getting the best out of new Canadians. Joining CBC will give me the chance to apply my knowledge in a practical forum. It would also allow me to contribute to an organization that is a Canadian cultural icon and who prides itself on bringing diverse regional and cultural perspectives into the lives of Canadians every day. I look forward to hearing from you.

Sincerely,

Bill Johnson

Enclosure: Resume

