

Job hunters can land jobs via the Internet

BY SUE ANNA JOE

An online service aims to make job hunting for graduating seniors as easy as picking up a telephone book.

Big Yellow, accessed at www.bigyellow.com, is a yellow pages directory listing every business in the country on the Internet. Big Yellow also features a worldwide residential and e-mail directory provided by Four 11.

"It's one huge phone book for the country," Diane Athanson, customer service representative for Big Yellow, said.

The directory provides addresses and phone numbers of businesses, and students can do a search looking for companies in their job interests. Students must type the kind of employment they are looking for in the category box and highlight the region they want to work in.

Big Yellow also lists resume services, employment agencies and career counseling firms. The JobBank website, a Big Yellow advertiser, lets anyone submit a resume into its resume database as well as search the JobBank USA database for a job. Job search is a busy topic on Big Yellow; employment agencies rank 12th in the top 100 topics.

Athanson said the e-mail and residential directories appeal to students because students have a chance to get in touch with old classmates. Big Yellow features 75 million listings and 7.5 million e-mail addresses.

Big Yellow services are only accessible through the World Wide Web and are not available on print.

Students are not the only ones who take advantage of Big Yellow. Anyone accessing the service can use Big Topics, a service providing information about popular topics. The topics include automotive, health, dining, entertainment and travel. After a user chooses a topic, another page will

provide more options to lead the user to the desired information. For example, in the entertainment topic, users can access a movie link to find out which movies are playing at their local theaters.

Consumers can also save wear and tear on their feet by using the shopping guide. The business service sells items such as directories and mailing lists on CD Rom. These items are also available on regular paper. Some of the businesses sell directly from the site, but some do not, Athanson said.

Big Yellow has links to all kinds of websites in the country. A yellow start marking each listing indicates

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that the listing's website is in the Big Yellow directory. A website can be accessed directly through Big Yellow by clicking the star. "You don't have to go all over the Net," Athanson said. "It's for people who don't have time to waste."

In addition to linking company websites to its service, Big Yellow creates websites for customers.

According to Athanson, Big Yellow has more visits than its nearest competitor and over 8,000 advertisers. Big Yellow also runs almost 15,000 advertisements and provides over 16.5 million business listings.

"It's a good reference. It's like going to a library," Athanson said.

"We are the largest and most robust because we have more available from our homepage and advertisers to support us."

Big Yellow was created by NYNEX Information Technologies, a branch of NYNEX Information Resources Company which provides shopping and marketing information services. NYNEX has been developing electronic directory services for over 10 years and offers services in the northeastern United States and worldwide.

Big Yellow began its service two and a half years ago as NYNEX Interactive Yellow Pages. Users could only access the service through Prodigy for the first six months. Big Yellow has been on the World Wide Web for a year now.