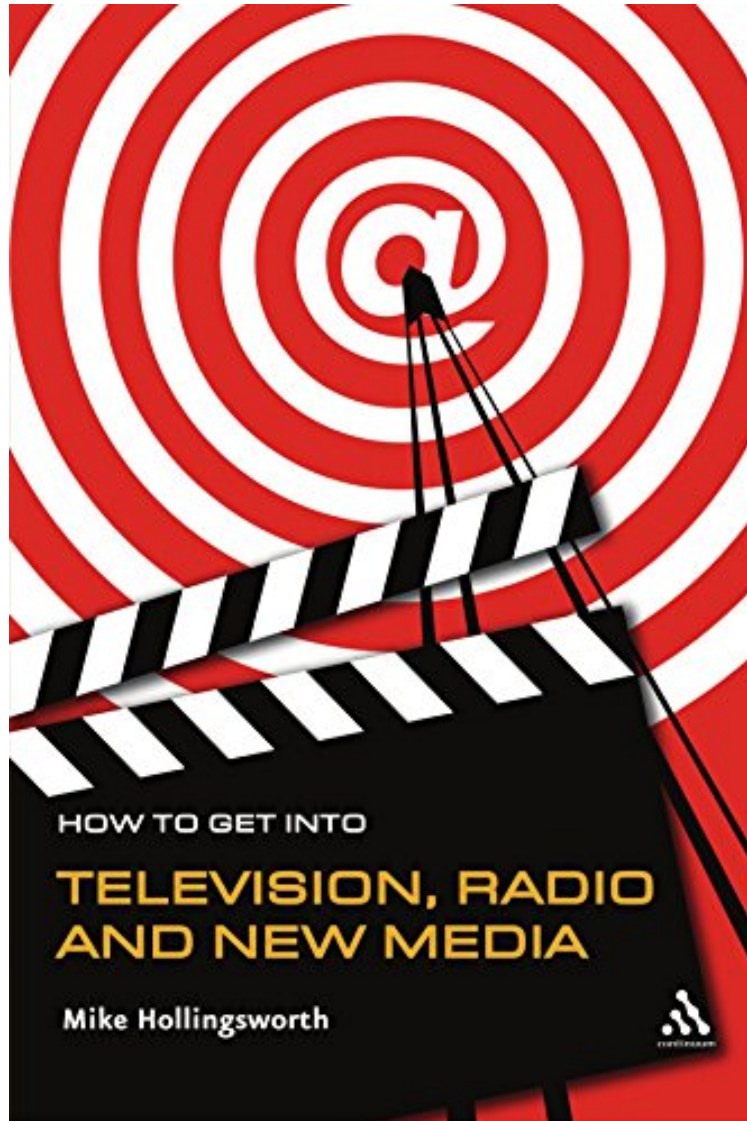


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prospective employee needs to know: how the media industries work, what range of jobs is available and what each job entails, and what one needs to do to land the job of your choice. *Also available: How to Get Into Marketing and PR

About the Author Mike Hollingsworth is a senior television executive, who has worked in the industry for over forty years. At the BBC he helped launch breakfast television and at TV-am he was Director of Programs. Mike also manages the media agency Venture Artistes.