

### **3. Jackie CHENG – Media and Publishing – Senior Media Person**

The working time in media industry is unstable

You need to work when it is necessary

Depends on whether you are responsible for morning or evening work

It was just like working in a radio station according to the air time

It would be better to do backstage work, but that is also based on the operational needs

The basis is to complete the work and there is no fixed working time

Sometimes we also work from nine to five during the weekdays

The scope of media industry is very broad

New media is emerging now

The requirements of traditional media and new media are different

However, there is one common point

It is the requirement for character and ability

Firstly, you should be curious

You need to know how to do research when you have questions

You always want to know more

This type of person is suitable to work in media industry

Secondly, you should be creative and like to jump out of your comfort zone

And do not like working from nine to five

This type of people usually like working in the media industry

The characteristics of people in media industry is to be proactive

You should be curious about the world and be enthusiastic

The biggest pressure in media industry comes from time

Since we need to finish the work in a limited time

It is the same no matter you work for a radio station, television station or newspaper office

So all media work has to be done with a deadline

Secondly, the pressure comes from striving for perfection

Since every work has to reach perfection within the time constraint

When a big project has to be perfect, the pressure is huge  
I do not think that facing challenge is a big problem  
Challenge is the special feature and fun of this industry  
The more challenging it is, the more fun it is  
I would describe my work as playing  
Because my work is my interest, passion and vision  
I think that the more difficult it is, the more fun it is  
This industry is glamorous  
If you use it wisely, you will be able to help a lot of people and achieve many goals  
However, you must ask yourself whether you are suitable when you make the choice  
This industry takes up a lot of your time  
If you like to travel, you will use much time to do this  
Your interest becomes your job  
In this generation, jobs and interests become inseparable  
The media industry gives everyone a lot of space  
It's different from working as an accountant  
Or an executive  
To sit in the office working on the same things from nine to five  
No matter working in a radio station or television station  
You need contents and they come from life  
You need to discover them before you spread them