

dis
rup
tive
media
training

MEDIA TRAINING



EBOOK

Introduction

Communication, being a vast field, has, as a basis for us, as creative students, freelancers and entrepreneurs, or professionals in so many different areas, the power of allowing us to evolve.

The several stages of our lives are defined by the communication that we have towards the most different audiences. As students, our communication in our assignment presentations, final projects, were absolutely relevant for our teachers to evaluate us.

How many of us do not remember that colleague whose work content that was presented in a school or university project was not the best, but which impact, with an effective communication, helped him for the final evaluation?

Through this support, strategic communication, the student may have been able to highlight himself, and consequently, this tool helped him to get closer to his goals.

Similarly, a freelancer or an entrepreneur who presents a solid speech to a potential partner or investor of his projects, sees in his own communication, one of the basic solutions to obtain his goals.

Let's think for example on TV shows such as Shark Tank. Many of the presented projects can be fantastic, however if the speaker's communication is not adjusted, persuasive and impactful, the chances of closing a deal are much reduced. In contrast, we can remember other presented projects that, even if they were very embryonic, they had as basis the passion and motivation of the project's leader, who was able to conquer one or several investors, because he could, through his communication, show his work capacity and passion, which led to him becoming more credible and selling himself better.

And finally, thinking of professionals who are already integrated within companies or actively looking for jobs, the strategic communication of their professional profiles can highly contribute for them to obtain jobs that are in tune with what they are looking for. Or, in the case of employees and businessmen, a solid and confident communication can support in achieving promotions or guaranteeing the continuous success of the institutions in which they are integrated.

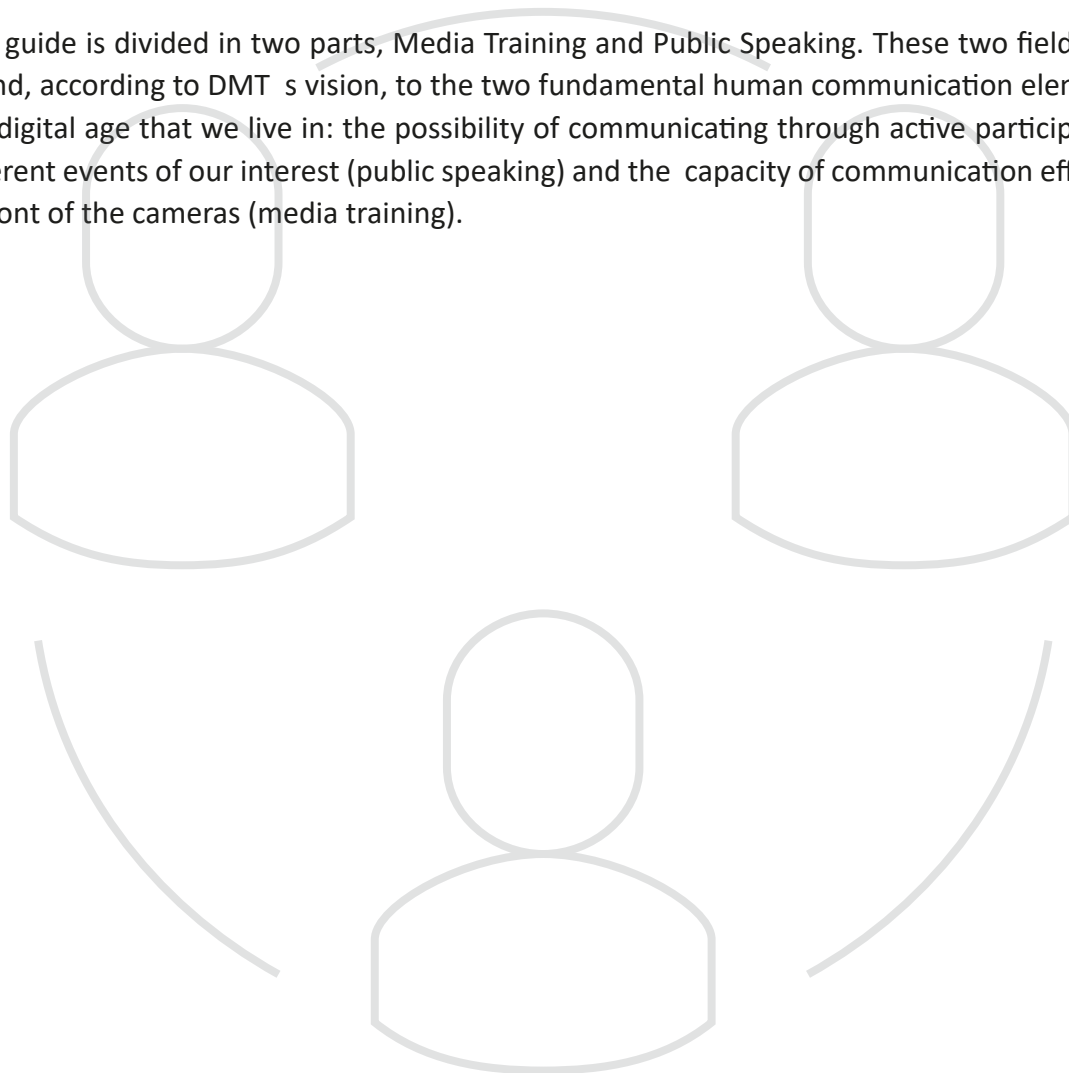
Here, we can find as an example leaders whose active voice has led them to becoming true timeless ambassadors of their brands. We will never forget to connect Steve Jobs to Apple or Richard Branson to Virgin Media. Because their communication, more than just their successful companies at a global scale, allowed these leaders to immortalize themselves by the immediate connection that we do of their profiles to both companies.



On the other hand, the confidence in transmitting the personal and professional profile in job interviews allows recruiters to have a more solid base when choosing a certain individual for a role at a company.

For all these reasons, Disruptive Media Training knows that human communication has - and always will have - a fundamental role throughout our lives. We have, therefore, created an essential guide for those who want to communicate with impact, in order to have a fundamental support to achieve their goals.

This guide is divided in two parts, Media Training and Public Speaking. These two fields correspond, according to DMT's vision, to the two fundamental human communication elements in the digital age that we live in: the possibility of communicating through active participation in different events of our interest (public speaking) and the capacity of communication effectively in front of the cameras (media training).



Media Training

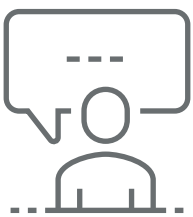
What is Media Training exactly?

By Media Training we can understand, according to the traditional view, the training for strategic communication with journalists in interviews or press conferences. This vision of media training has become, however, a bit narrow, as we see today a huge variety of media that go beyond traditional journalists that do us an interview. Today, we have evolved to a society of new media, in which journalists are all of those who want to be.

What does it mean that journalists are all of those who want to be ?

In television, traditional journalists and presenters (we can say traditional as they are integrated in what we call traditional media - television, radio and press) present news and shows with a diverse variety of topics, allowing people, through those channels, to present themselves and their projects/companies. We talk here about a restricted group of people that, at a certain point of time, have the chance to be interviewed. They can, at that stage, prepare themselves adequately for their moment in front of the cameras with media training. The same happens with big leaders in companies that, because of the relevance these companies have as institutions, have to be spokesperson for that company in press conferences with journalists. These leaders are also a target audience for media training.

But when we talk online, we have to refer to new media. These online communication media, disconnected from any TV channel that selects contents, serve as an open door for creativity. This creativity can and should be used in our favour, may it be to find whoever promotes us as professionals in blogs, podcasts or webinars, or just for us to do our self-branding as professionals, or even as students. Thus, there is the need for media training adapted to the reality of a wider market.



PROMOTIONAL VIDEOS

Even if we are integrated within a company and bound to a professional role, there is a huge possibility of that work not being exactly what we had as vision for ourselves. Having, however, a passion for a topic of our interest, we can start to explore the specific topic and, in a self-taught way, become authorities within the sector that corresponds to our interest. To achieve this, in tune with the motivation to read, write and reflect about that area, we can create awareness of our profile through video, where, beyond sharing knowledge that allows us to become more credible sources within the field, we can use our strategic communication to [allow our message to be transmitted to our audience in a more effective way](#).

In contrast with video CV production, these videos can be done in a more informal way, allowing us, with basic resources such as a ring light with phone support, to produce and post these videos in different digital platforms. The important here is to be consistent, because if we want to be authorities within our sector, the persistence and consistency in producing and posting contents is a basic need to obtain that same goal.

Particular promotional videos that should be more highlighted can be more structured, which means a more complex production and edition of the video, for which [media training resources](#) can be very convenient. The most important aspect to consider is that we are able to boost our talent, our passions at a professional level, in order to open doors that allow us, one day, to work for ourselves or for others in fields in which we are passionate about!

MEDIA 2.0 INTERVIEWS

There is, for many years, clear information about how to communicate with traditional media, the classic interview with a journalist. The strategic approach begins with a [set of resources](#) which goal is, in summary, one: to get our message across effectively to our audience. However, we should remember that, thinking about new media, and as explained previously, journalists are, in digital, all of those who wish to be so. What this creates is both an opportunity and a risk.

From one side, we have the opportunity to self promote ourselves much more easily: if a friend / acquaintance has a blog, or a group of followers to whom he can make a live show with us on Instagram or Facebook to allow his followers to know our talent / project / company, then this interviewer is having a role as journalist, even if the audience may - or not - be more reduced than in an interview for a television channel. In any case, there is always a risk associated with this format: we are often more relaxed, and we become more informal. Informality, from a naturalism point of view, is a positive aspect: if we are in a more comfortable environment, at home, being interviewed by friends or acquaintances, we will probably be more calm, and that will contribute to a more fluid speech. However, informality can also mean that we consider our impromptu speech as sufficient, as we feel more relaxed for the moment. And as the iconic writer Mark Twain explains, a good impromptu speech can last more than three weeks to be prepared. This sentence seems to be contradictory, however what it means, here applied, is that a good message, prepared for a digital format and with amateur journalists, needs to be equally prepared.



Media Training should be reflected today for digital, and [even if standard elements of journalistic interviews](#) for traditional media can be used, they won't work in the same way on digital, especially with amateur journalists. This does not mean that we should not have the same consideration for the interviewer, but there are certain extra elements that we should consider:

THE AUDIENCE

In an interview with traditional media, we do not know exactly who is the audience assisting to the programme for which we are being interviewed. And, even when doing a speech according to the format with which that specific programme is related, we are limited according to the precise knowledge of the audience.

The same does not happen with new communication channels such as Facebook and Instagram. Interviews that happen live through these social media platforms are made between two profiles. Each one of these profiles has a X number of followers, what means that, from the moment that we are challenged to do an interview (or that we suggest the format and are able to establish that partnership), we have at our disposal a study that we can do according to who follows the page or profile of our interviewer. This basis is fundamental for being able to adjust our message according to the audience that will assist us.

Working the audience is, within strategic communication, key for success, as we will be able to structure our speech in a more customized way. If the friend / acquaintance who interviews us has an audience, in their majority, made up of students, the communication that we will prepare from the script preparation part will have in account a more informal use of language. The same does not happen with an interviewer profile whose followers may be integrated within companies. And even within the corporate sector, it is necessary to analyze the fields in which the followers of that profile are integrated and adapt the language accordingly.

THE ENVIRONMENT AND THE CONDITIONS

Doing a promotional interview in digital requires us to take into account the environment in which we are integrated to produce that same interview. In contrast with a studio interview, where the space itself is already prepared for the moment (with a production team that guarantees the perfect execution of the interview in the best conditions), the interviews within new media require a self-taught preparation, in which we need, independently, to guarantee the best conditions to develop our presentation successfully.

We should remember that these interviews, being done live, do not allow post production, as in a studio interview for a TV channel. As such, choosing an adequate background needs to be taken well in consideration, in order to guarantee that we can project the idea of professionalism to the audience assisting us with our interview.

Producing this interview in an office environment - when possible - will guarantee a higher credibility of the interviewee. When this is not possible (such as in the case of having a house in which the divisions are not adapted to this) we should guarantee that the background is sober, and that the audience can focus their attention on us as communicators, avoiding possible distractions.



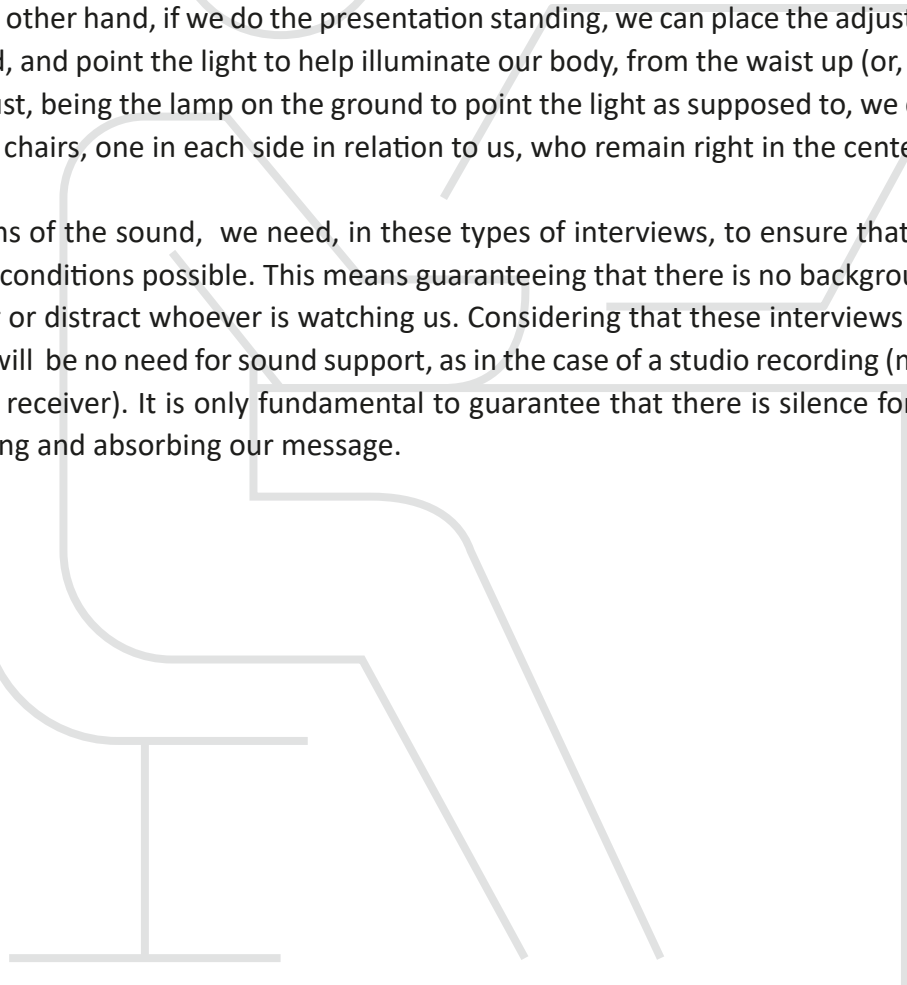
On the other hand, the equipments for the recording of these interviews also need to be strategically reflected: if we are using a phone to record ourselves during the interview (more and more often used for platforms such as Instagram or Facebook), we should have a support for the phone, so that the phone is at our chest's height, with some distance - at least 1 meter. This allows that, while we are communicating verbally, we can also use gestures to bring more dynamism to our presentation.

Lighting and sound are also fundamental: we need to guarantee that, in that specific moment of the digital interview, we have the appropriate light. Ideally, we would have at our disposal a 3 point lighting equipment (with a key light, a fill light and a backlight).

However, this equipment has costs and, as such, there is the need to adapt, especially for those who do not wish to invest in more professional material. Thus, we can consider using adjustable lamps close to us as the video subjects. If we do the interview sitting, we can place two adjustable lamps in a table, one at each side pointing to us (at the middle). We will have, in this case, to consider not being overshadowed by a light that is too strong, and as such it becomes necessary to consider the lamp wattage, as well as a minimum distance of 1 meter from the light towards ourselves as subjects within the video.

On the other hand, if we do the presentation standing, we can place the adjustable lamps on the ground, and point the light to help illuminate our body, from the waist up (or, if it is not possible to adjust, being the lamp on the ground to point the light as supposed to, we can place it on top of two chairs, one in each side in relation to us, who remain right in the center).

In terms of the sound, we need, in these types of interviews, to ensure that we have the best sound conditions possible. This means guaranteeing that there is no background noise that can bother or distract whoever is watching us. Considering that these interviews on digital are live, there will be no need for sound support, as in the case of a studio recording (microphone, transmitter, receiver). It is only fundamental to guarantee that there is silence for whoever may be receiving and absorbing our message.



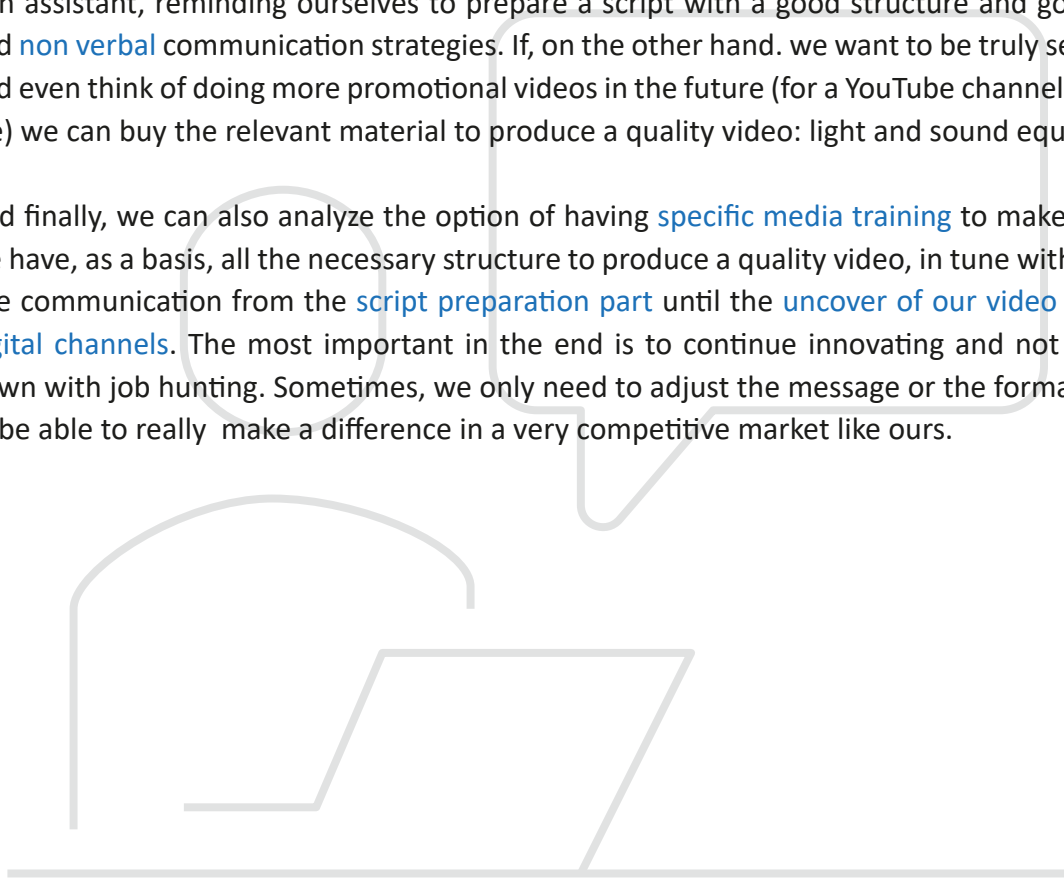
VIDEO CV

Have you ever left a CV in a store, company, or other institution, because you wanted to find a job? Probably, yes. And if you have done it, friends and family may have told you back then that eventually your CV would end up in the trash moments after you left your CV. And probably that has happened several times that you have tried, and your friends and family were therefore not being pessimistic, but realistic.

Fortunately, nowadays, most of the CVs that we send are through digital, and directly sent out to recruiters. Even so, those CVs still end up in the email trash of many recruiters. We are today competing with more professionals for one single role, and as such, we need to be innovative to call out the attention of whoever is hiring us. For many professions, there was a generalization to the idea of creating differentiated CVs. However these creative CVs are still sent in a PDF file, which is nothing more than a piece of paper worked on the computer.

However, today we have the video. And through it, we can add something unique to our CV: our communication. If the communication can be so relevant in the different stages of our life - as explained in the introduction - why not use the communication in our favour to enrich our CV with our presentation, if there can be so many benefits if we know how to communicate our video CV (link)? If we want to do it ourselves, we can rent a studio for half a day with a production assistant, reminding ourselves to prepare a script with a good structure and good [verbal](#) and [non verbal](#) communication strategies. If, on the other hand, we want to be truly self-taught, and even think of doing more promotional videos in the future (for a YouTube channel for example) we can buy the relevant material to produce a quality video: light and sound equipment.

And finally, we can also analyze the option of having [specific media training](#) to make sure that we have, as a basis, all the necessary structure to produce a quality video, in tune with an effective communication from the [script preparation part](#) until the [uncover of our video CV within digital channels](#). The most important in the end is to continue innovating and not letting us down with job hunting. Sometimes, we only need to adjust the message or the format in order to be able to really make a difference in a very competitive market like ours.



Conclusion

Communication is constantly evolving. Today, we cannot see human communication only offline, even if face-to-face events will, with time, have its place again. As such, we need to orientate our communication strategies effectively according to the challenges that may come. Creating opportunities on digital is a requirement that the market asks from us - more and more - while our continuous adaptation to face to face communication is also part of a life-long learning process.

In this e-book we presented several formats in which each of the key areas of human to human communication. We have seen that, within the field of Media Training, we need to adapt our communication in video CVs, promotional videos and digital media interviews. On the other hand, in the Public Speaking field, we should adapt our communication in job interviews, conferences and lectures, and finally also in personal ceremonies. In each of these formats, the final goal is one, which is also at the very basis of what we do at DMT: work, in a persuasive way, the message, in order to reach our target audience effectively and with impact.

ABOUT DISRUPTIVE MEDIA TRAINING

In a world more connected than ever before, where the media grow exponentially with the new digital reality, it becomes fundamental to know how to communicate holistically. Competition between companies leads to the necessity of a differentiation point for success. More than communicating what the company does, what are the services done by it, it matters to deeply understand who the company is.

Who makes the business possible, turning their professional dream into a reality? Who supports the project and works to achieve the business vision as if it was his/her own company?

In parallel, entrepreneurs or all of those who seek new professional challenges understand the current necessity of spreading their personal and professional message to position themselves in the market. Whether on stage, next to journalists or in social media, it has never been so important to know how to work the pitch by creating impact next to investors, employers, employees, the media and the public. Disruptive Media Training exists in order to answer the needs of human-to-human communication in an increasingly demanding and competitive market, where personal branding and storytelling become fundamental tools for success.

As a communication consultancy with an international vision, our team specializes in supporting clients from all over the world through a service of online and offline communication. We specialize in video as a key element in the market to increase engagement next to stakeholders. Prepared for the current challenges of new generations such as Millennials and Generation Z, the DMT team works transversally with its clients to turn the objectives into a reality for the new tough communicational demands from companies and the market.



Disruptive Media Training



@disruptivemediatraining



Disruptive Media Training



disruptivemediatraining