

Important Points to Note:

- 1) The theme of the podcast depends on the interviewee's career and the interview should stick to that field only. The guest should be experienced and he/she must have in-depth knowledge about the subject.
- 2) We must remember to target the field rather than the person, but introduce and give some emphasis to him/her in the beginning. Ask him/her questions basic questions about why they are in that particular field etc.
- 3) The podcast has to be informative and valuable to you and other groups.
- 4) A game segment like a rapid-fire round at the end can be done.
- 5) We need to have backup questions just in case.
- 6) Do a trial run to figure everything out and practice everything before we start the final interview.
- 7) We can use any platform which has a video recording feature.
- 8) The letter must include the type of event(video podcast), place and date it's taking place(online, date pending) and the podcast schedule (a brief overview prepared for the interviewee informing him/her what's gonna happen)
- 9) Mention who will conduct the interview.

Additional notes:

- **Media stories:** The guest shares insights into his job which includes the good and bad experiences he/she has had while working.
- **Insider Insights:** The guest gives the audience tips on stepping into the field he is working in like PR, Marketing or Journalism.
- **Specificity:** The media is considered as a huge database and students like us get confused with choosing a job we are passionate about so through this podcast we are trying to focus on a specific field and give students some clarity on this.
- **Sharing:** The guest shares everything from his/her job because as a high ranking official in a company, people will criticise and judge

him/her. It will be beneficial for people to listen to stories of retired high ranking officials.

Guest: Cyrus Odishar <https://www.linkedin.com/in/cyrus-oshidar-6b25b85>

Voted by his peers as one of the ten most influential people in Indian advertising and among its top 5 Creative Directors, Cyrus is best known for his work at MTV Networks, India where he headed the Creative and Content departments of MTV, VH1 and Nickelodeon.

Under Cyrus' stewardship MTV became one of India's most powerful and iconic youth brands. His work here has been credited with changing the tone and manner in which young people were communicated to in India. Cyrus was personally responsible for creating all of MTV India's most successful image campaigns for over a decade including The Liftman, One Tight Slap, Gaseous Clay, The Chai Boy and The Maalishwallah as well as launching the MTV Style Awards, MTV Immies, MTV Roadies and many others.

Cyrus has won numerous accolades and awards locally and internationally; over 75 Promax awards, various Asian Media Awards, Youth marketer of the Year, Advertiser of the Year, Music Channel Of The Year , TV campaign Of The Year, Outstanding Brand Of the Year (MTV), two New York Festival Awards etc. His work for the Comedy Central Launch in India just won 5 Golds at the 2013 PromaxBDA awards for Global Excellence in L.A.

Cyrus has been a consultant to the BBC World Service Trust, the Government of India's National Aids Control Organization (NACO), Procter and Gamble, A judge at the Emmy's (India), Guest Speaker at Promax, participated in Lille 2006 as well as The Edge Of Desire; a global retrospective of Indian art as well as had his work featured at the Hanover Film and Video Festival.

Cyrus is a founder member of the Contests2win group of companies which includes Games2win- a top 20 online games company (as ranked by comScore) .

Cyrus was a Judge at the last Cannes Advertising Lions (2012) for the inaugural category of Branded Content.

He is currently Creative Head at Bawa Broadcasting, a Creative Agency he runs , providing Branded Content and advertising solutions to clients.

Founder of BAWA, MD of 101 India

1. <https://www.behance.net/gallery/2691895/Bawa-Broadcasting-Website-in-Flash>
2. <https://ivmpodcasts.com/cyrus-says-episode-list/tag/bawa+broadcasting>
3. <https://economictimes.indiatimes.com/magazines/brand-equity/101Indias-Cyrus-Oshidar-questions-the-survival-of-genuinely-engaging-content/articleshow/50452711.cms>
4. <https://www.mansworldindia.com/uncategorized/cyrus-oshidar-redefining-gonzo-journalism/>
5. <https://www.indiatoday.in/magazine/your-week/story/19990628-cyrus-broacha-honestly-is-the-most-versatile-vj-says-cyrus-oshidar-781215-1999-06-28>
6. <https://www.vexplode.com/en/tedx/real-people-real-stories-cyrus-oshidar-tedxsiescasc/?t=00:00:15>
7. <https://m.youtube.com/watch?v=MclM8JQyHqk>
8. <https://www.google.co.in/amp/s/nitawriter.wordpress.com/2006/11/01/cyrus-oshidar-talks-about-india-and-about-his-work-about-how-and-why-his-ideas-came-to-him/amp/>

Possible Interview Questions (we should include sub-questions wherever possible, if we can):

Pratyusha- Hey guys this is Pratyusha. Thank you for tuning into spectrum media. Good _____

On today's segment in Careers in Media, we have a very special guest joining us from Mumbai who is very influential in the advertising field in India. Hi Cyrus, thanks for joining us. We know this is a tough time, so thank you for making the time to come on our show.

Rahul- My name is Rahul. It's a pleasure to have you here.

Zoe-Hi Cyrus. It's nice to meet you. I'm Zoe. We are so glad to have you on our show and learn from you.

So Cyrus, how was your college experience at the London School of Economics? How was it like to live and study in London at that time?

1. What was your experience studying at the London School of Economics? And then ask- how did you arrive at the decision to move to India and start your career? -P. How did you get into this career?
2. Could you tell us a bit about your first job? What were the challenges you faced in the beginning? -Z
3. Could you give us an insight into the field of advertising? How does somebody get into this field? -R
4. What do you define creativity as? Or what do you think creativity is?-R
5. What insights spark the most creative ideas in advertising? -Z
6. What makes a successful campaign? What resonates a brand's target audience? How do you reach out to consumers in an impactful way? What tools should you be equipped with to create the best campaigns? -P
7. What was your experience like as a Creative Director? -R
8. How did it feel to be a part of the BBC World Service Trust? -Z
9. What were some experiences you had in your field which enabled you to be in the position you're in now? -R
10. What was the turning point in your career? -Z

11. What skills must one who aspires to work in the media possess?
Can you provide any tips on how to build your skills and resumé for a freshly graduated student who is entering the workforce? -Z
12. What was your experience as the MD of 101 India? -P
13. Could you elaborate on how you achieved (those) results in (those) circumstances?- R
14. What made you feel that bringing MTV and Nickelodeon into India was the right move? Could you tell us how that happened? -P
15. One year ago, in 2019, we read an article that you quit as the Senior Vice President of the Creativity and Content Department in MTV India. Can you tell us a little bit about this? -Z
16. Can you give our listeners tips on entering your field? How was it like finding a job right after graduation with little to no experience? We will soon be entering the workforce so would you please give us advice and tips on entering this profession?
17. How important is networking? Would you say it is more important to expand your contacts and have great communication skills than where you studied and your GPA determines your standing in the job market? - is it more important to work or network? Is “hard-work” and talent really what matters now or does how you build a network matter more? -P

Fun Questions:

1. What are your top 3 shows on MTV and Nickelodeon?
2. 3 things you do in your spare time
3. 3 goals you want to achieve

18. We really admire that you quit your job and put everything on the line. There aren't many people who would quit such a high position in order to pursue something else. Money is used to judge how talented people are and the younger generation face a lot of competition as everyone nowadays has access to resources. But they can't take risks and switch careers as swiftly for various reasons-not many jobs out there, the older gen has more wealth than we can ever imagine to earn in our lifetime so it's not a good idea for many to switch careers/professions even if they're unhappy. But still, many of them are experimental and are more willing to try new things and risks. So what are your thoughts and what advice would you give the younger generation?

If anything, our generation is the first to stand up for what is right and walk away from things that make us unhappy, despite being disrespected by our elders for it. -P

Types of Questions: (must include everything)

- 1) Open- Tell us about yourself. [Allows candidates to match their skills or experiences with the job]
- 2) Closed- How many offices have you opened? [Secures a brief, specific answer]
- 3) Hypothetical- What would you do if....? [Assesses how the interviewee thinks on their feet and gives insight into their priorities and judgement]

