



# The Situation Report

## “Honest Reporting”

### “THE VALUE OF FACE TO FACE COMMUNICATION”

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At For REEL? Pictures, we build our members “REELS” through working on various projects. Simultaneously, our projects also teach our members the importance of good and effective communication. Within the last two decades, we’ve witnessed the development of cell phones, social media, live streaming, and group chatting. Yet despite all these innovations, nothing is more important, and more effective, than face-to-face communication.

At For REEL? Pictures, we value face-to-face communication because it helps us

- Reduces Stress
- Form Long-Term Relationships
- Do Better Quality Work

Admit it, we insist on check our phones every five seconds. By doing that, we panic easily because we’re afraid of missing a call, not responding to a text, or watching a live video. To make matters worse, we’re more prone to workplace mistakes, accidents, etc. In a 2015 study, Psychology Weekly states that “we have not evolved the capabilities to have the majority of our social networking occur through digital technologies.” Therefore, we determine what to communicate through social media and/or through a face-to-face discussion. For Instance, we use Facebook and Instagram to inform our followers on current events and upcoming productions. On the other hand, we meet in person to evaluate each other’s progress, have group discussions, produce a film, and/or meet with our clients. With that, For REEL? Pictures

commits itself into building long-term relationships while molding our members into passionate filmmakers.

At For REEL?, building long-term relationships is at the forefront of building our members' "REELS" and establishing partnerships with our clients. To begin, we have frequent group discussions to inform and assign our members projects. Instantaneously, we form group chats and send emails so everyone is up to date on the latest information. Simultaneously, we use email to create partnerships with our clients. As effective as group chatting and email is, it cannot guarantee immediate decision-making and/or the formation of long-term relationships. A CIO study testifies that "67 percent of senior executives and managers say their organization would be more productive if their superiors communicated more often by personal discussion." Therefore, our clients benefit from using face-to-face communication by establishing and maintaining a long-term partnership. Since this gives our members additional production opportunities, we encourage our members to produce quality films to strengthen their "REELS" as they make connections in the industry.

Of course, quality films are impossible if we didn't have effective communication. This is the one place where cell phones are our best friend and our worst enemy. First, they're our best friends if we have to coordinate production, post-production, catering, cinematography, etc. However, cell phones are our worst enemy when the camera is rolling since it comes as an instant distraction. With that, our members get off task, the production is delayed, and the quality of the film suffers. Therefore, face-to-face communication urges us to remain on-task before, during, and after production. Most importantly, this motivates our members to produce quality films as part of their "REELS."

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