

# SKYPE MEDIA TOUR GUIDE

A Skype Media Tour will allow your brand's talent to do television interviews with stations across the country without leaving their home. The tour will use satellite to reach stations, and Skype will be the intermediary.

## Setting Up Before The Tour



- ✓ Download Skype by going to <https://www.skype.com/en/get-skype/>
- ✓ Select your computer's Operating System and download and install the Skype app to your computer.
- ✓ Sign Up for a free Skype account.
- ✓ Share your Skype username with MultiVu so we can initiate and/or receive calls with our partner studio on your behalf.
- ✓ We recommend that you use a set of headphones or earbuds for better audio quality.
- ✓ Find a quiet location in your home or office to make your calls. Be sure you have a strong internet connection, and keep your device powered for the duration of the call. It is important to disconnect all other Wi-Fi enabled devices.
  - We recommend a minimum 5mbps outbound connection.
- ✓ Be mindful of your background and your lighting. Look at yourself in the Skype window.
- ✓ We will arrange a test call with the Studio Control Center prior to the tour.

## During The Tour

LIVE



- ✓ The Skype signal will be received at the studio, and we will put that on satellite.
- ✓ The MultiVu Producer will be able to speak to the Talent during the tour via Skype and give the talent cues as to what's coming up, etc.
  - If needed, a Producer can call the Talent via phone.
- ✓ There will be a slate up between interviews, during which Producer and Talent can talk.
- ✓ Station phone calls, b-roll roll-ins, and history records will be done at the studio.
- ✓ We will have a MultiVu Producer at the studio but not with the Talent.
- ✓ Make-up and catering will not be provided unless asked. Additional fees apply.