

VIRTUAL MEDIA TOUR GUIDE

A Virtual Media Tour (VMT) allows a spokesperson to participate in interviews with TV and radio stations across the country without leaving their home. A VMT reaches these stations via satellite, but by using Zoom or Skype as the intermediary.

Setting Up For A Zoom Tour



- ✓ There is no need to sign up for Zoom or create an account to use the service. The invitation link provided by MultiVu will take you directly to the video conference window. Please do not use your cell phone; a computer or tablet is preferred.
- ✓ If you would like to create a free account, go to <https://zoom.us/>
- ✓ Share your preferred email address with your MultiVu contact so the studio control can initiate the video conference with you.

Setting Up For A Skype 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.
- ✓ Share your Skype address with your MultiVu contact so we can initiate and/or receive a call with the studio control room.

Applies For Both Zoom And Skype



- ✓ **SET UP & TEST:** A technical visual and audio test will be organized with the spokesperson, client, producer, and studio control tech two days before the VMT and the morning of the VMT.
- ✓ **THE VISUAL:** Find a quiet location in your home or office and be mindful of your background and lighting. Try to have some depth in your shot, and do not sit in front of a bare wall. Look at yourself in the Skype or Zoom window and make sure the background is clean and not cluttered. Also make sure that there are no objects protruding out behind your head, like a plant or picture frame.
 - For a more visual set, keep in mind what you want in view. For instance, if you're talking about a recipe, make sure we can see the food. We'll also pre-record video and/or have you capture still photos from your smartphone to roll in during the interview.
- ✓ **THE TECHNICAL:** Be sure you have a strong (5mbps minimum) internet out-bound connection. Disconnect all other Wi-Fi enabled devices in your home and make sure to keep your device powered for the duration of the call. We recommend that you use a set of headphones or earbuds for better audio quality.



During The Virtual Media Tour

LIVE



- ✔ Once the spokesperson and studio control room are connected, the video signal will be put on satellite for stations to link up to.
- ✔ **REMINDER:** The producer will not be with the spokesperson.
 - If the producer is in the control room, they will be able to speak to the spokesperson during the tour through the IFB and give them cues as to which stations are coming up.
 - If the producer is not in the control room and producing / calling station producers from home or another location, they can communicate with the spokesperson via cell phone text or even Facebook messenger. Our home producer will be on the phone, relaying information gathered from station producers to the studio control engineer. The studio control engineer will be the one communicating with the spokesperson through IFB and giving station cues.
- ✔ Station phone calls, b-roll roll-ins, and history records will be done at the studio.
- ✔ Makeup and catering are not included.