

# #TVGOALS

MASTER THE MEDIA. CONTROL THE CAMERAS. BUILD A POWERFUL BRAND.

*Branding Strategy*

**CONTROL YOUR  
NARRATIVE IN THE  
MEDIA**

*Nailing Interviews*

**MEDIA TRAINING  
IS THE ULTIMATE  
GAME CHANGER**

*Create Your Legacy*

**BUILD A  
PROFITABLE & DYNAMIC  
ATHLETE BRAND**

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# MEDIA SERVICES FOR ATHLETES & TEAMS

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By: Kenicia Cross

## Media Branding Strategy

Yeah, you might be a beast on the field, but how marketable are you outside the lines?

Athletes are no longer getting sponsorships and endorsement deals off sheer talent alone. It's all about your unique message, your influence, your relevancy, and your connection with fans through the media. That's where Crossover Media comes in! We work with you and your team to curate your complete custom media branding strategy. We define your message, while creating an image that stands out, and positions you with lucrative media opportunities. The result - a more profitable and dynamic athlete brand.

## On-Air Talent Development

The world of sportscasting has quickly become the second career birthplace for many former professional athletes. Crossover Media offers customized, hands-on, in-studio workshop series to develop your on-air personality, your production knowledge and your overall on-air skills. We teach modern and innovative approaches to broadcasting, that will make you stand out in this new social media savvy, fast-moving news cycle. Learn the secrets of conducting effective interviews, play-by-play anchoring, on-set debates and much more. We get you comfortable in front of the camera so that your personality and love for the game can shine through.

## Media Training

Media Training is the ultimate game changer!

Through our strategic one-on-one coaching, you'll be more than prepared on how to 'master the media' and control your own narrative during interviews. We teach you everything you need to know: how to deliver message points clearly and concisely, how to guide the conversation in a way that benefits you, and how to confidently handle tough questions and controversial topics. We'll teach you how to make your interview go viral - for all the right reasons! But we don't stop at just teaching you how to 'nail' interviews...We're all about helping you gain confidence in articulating your message and opinions, in a sincere and authentic way, while staying true to *your* culture, *your* voice and *your* perspective.

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**Get In Touch:**

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**For More Info:**

**www.MyCrossoverMedia.com**