



PROFESSIONAL PORTFOLIO

BY AIYANA CRISTAL



www.cristalclearcommunications.com

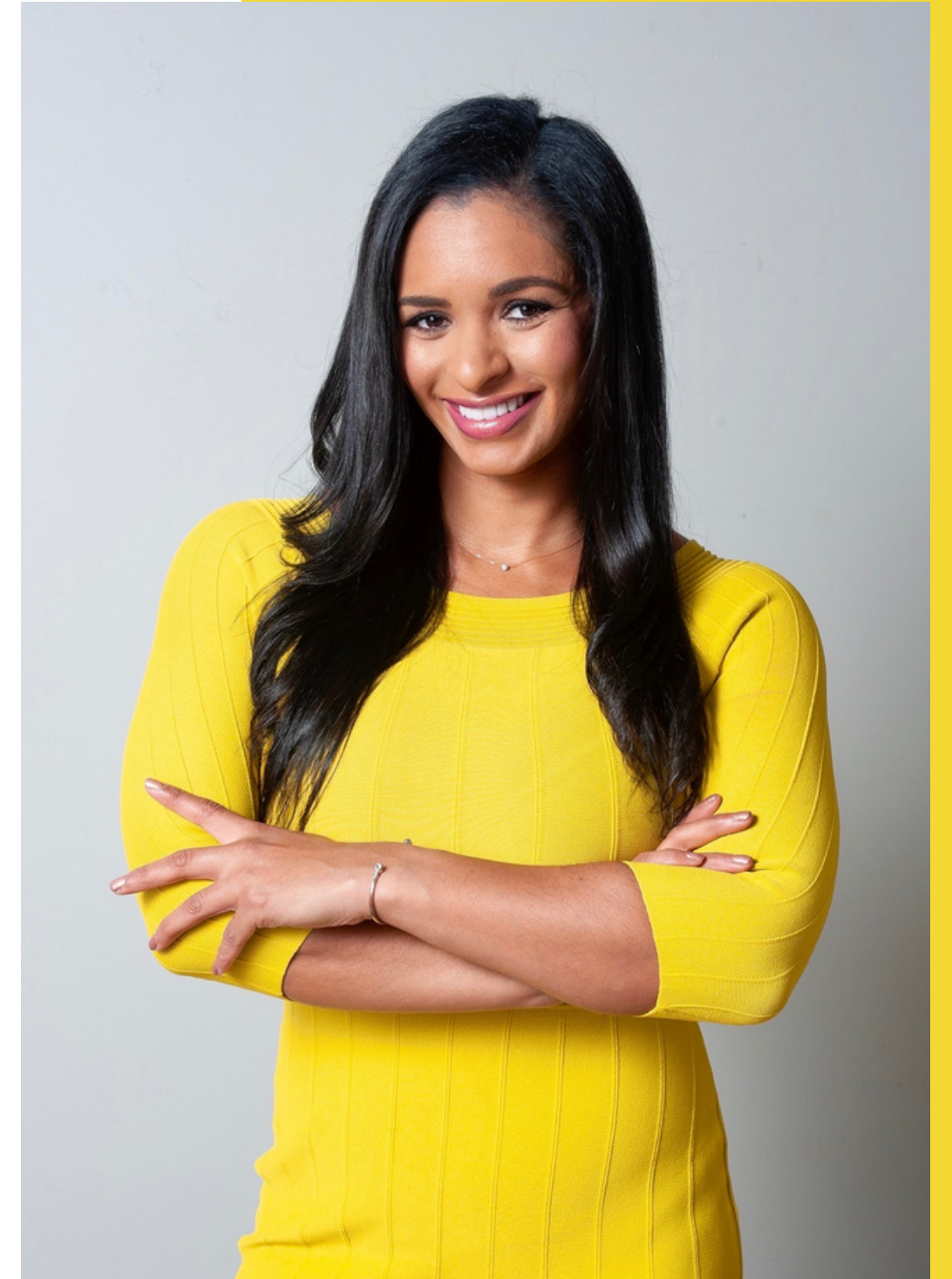
Hello,

I'M AIYANA CRISTAL

I am a seasoned communications professional and journalist, with 17 years of extensive experience in broadcast journalism, honed in both national and local news environments. My career is highlighted by dynamic storytelling capabilities across diverse beats including breaking news, politics, and sports.

My career is distinguished by a strategic approach to team management, content creation & storytelling, and crisis communication, where I have consistently driven successful outcomes through innovative content and engagement strategies. My ability to translate complex concepts into digestible and shareable content positions me as a creative thinker who effectively connects with diverse audiences.

I am now eager to channel my extensive skills and insights towards contributing to the global reach and impact of Delta Airlines. I am excited about the opportunity to leverage my background in communication and leadership to enhance Delta's brand visibility and stakeholder engagement on an international scale.





VISION

Redefine the standards of media excellence, fostering transparency and trust through innovative storytelling and strategic communication. I aim to bridge the gap between information and understanding, empowering audiences worldwide with clear, impactful narratives that drive positive change.



MISSION

Deliver clear, impactful communication that informs and engages diverse audiences. By harnessing the power of storytelling and strategic media practices, I aim to elevate public discourse, foster understanding, and contribute to informed, community-driven change.

PROFESSIONAL SKILLS

Mastery of key professional skills consistently sets me apart from others in the field, ensuring that I stand out as a top performer.



**Strategic
Planning**



**Content Creation &
Storytelling**



**Crisis
Communication**



**Project
Management**



**Interpersonal
Skills**



Work EXPERIENCE

JAN 2022 - PRESENT

MAY 2022 - PRESENT

JAN 2021 - JAN 2022

**President & CEO
Cristal Clear Communications**



**Media Advisor
Howard University**



**National Correspondent
Black News Channel**



Work EXPERIENCE

JAN 2015 - JAN 2021

SEP 2013 - JAN 2015

SEP 2012 - SEP 2013

**Anchor/Reporter
WGCL- CBS46**



**Anchor/Reporter
NBC Sports Chicago**



**Anchor/Reporter
WPLG-ABC**





Work PORTFOLIO

Explore my portfolio to discover the depth and diversity of my work, showcasing a commitment to compelling storytelling and influential journalism.



www.cristalclearcommunications.com



Press Release

Effectively craft and communicate key messages that capture attention and drive media engagement.



Media Advisory

Strategically inform and engage the press about important events and announcements.



Reports

Detailed analysis and comprehensive coverage across various topics and industries.

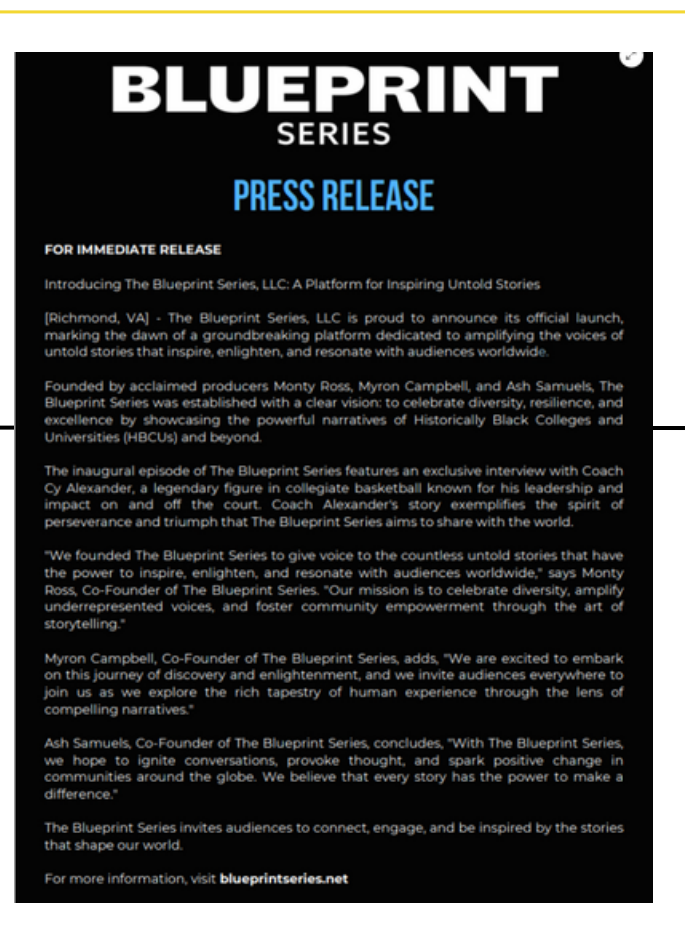


Broadcasts

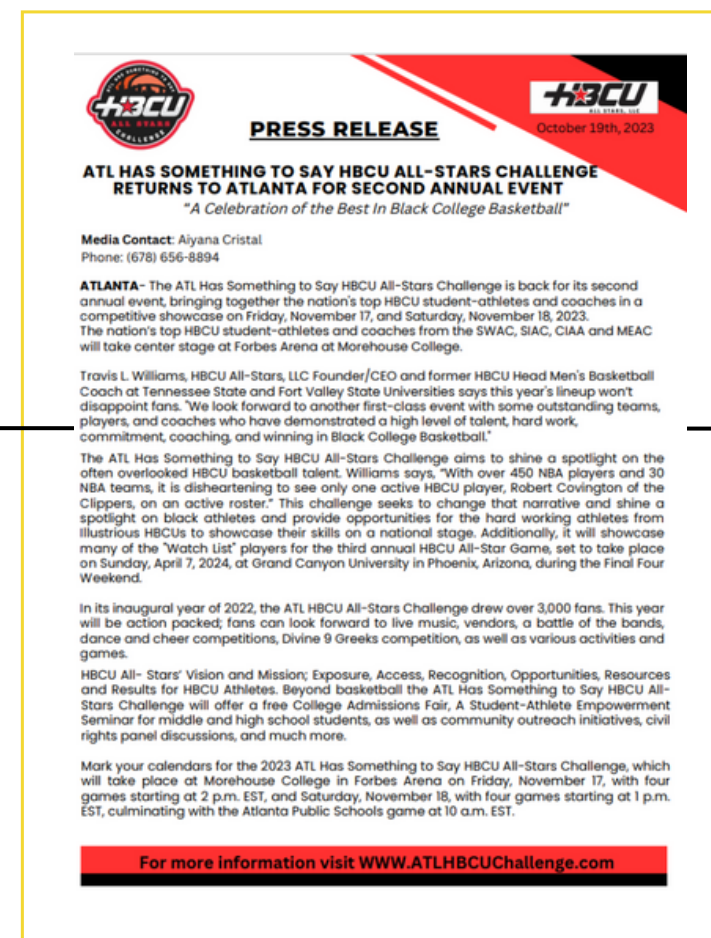
Witness how I engage audiences with dynamic and insightful coverage across a range of high-profile topics.

Press Release

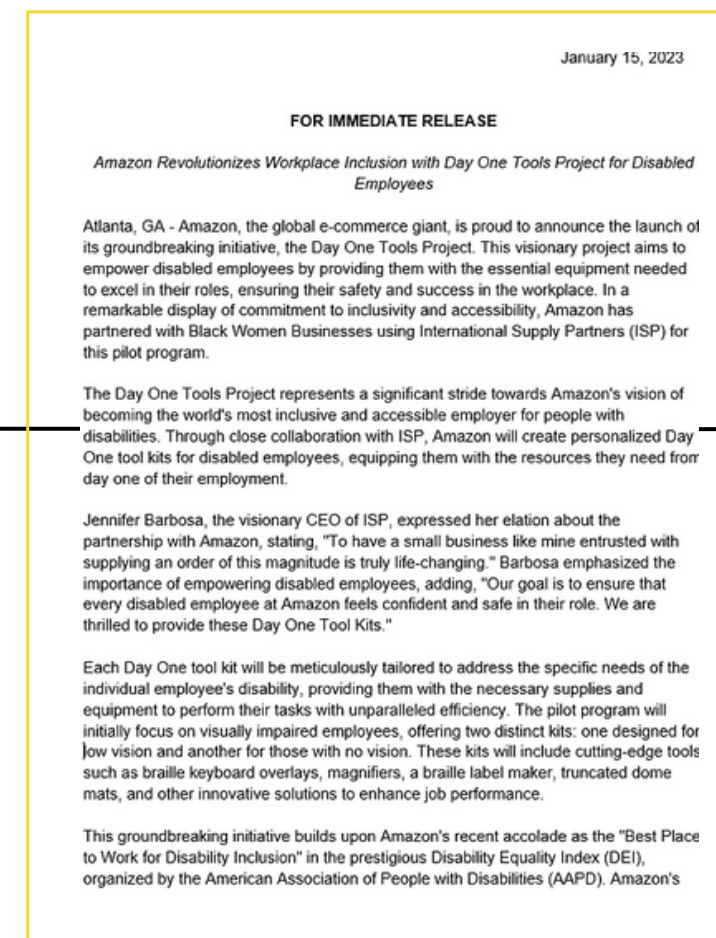
WORK PORTFOLIO



Press Release Cy Alexander



HBCU All Stars Challenge
Press Release



Press Release ISP



Media Advisory

WORK PORTFOLIO



MEDIA ADVISORY

Two of the national presidents that represent local governments in the United States are represented by Georgians from the Atlanta region will be honored

"An Evening of Honor"

ATLANTA- The Collaborative Firm is excited to host a reception, to celebrate and honor Dekalb County Commissioner Larry Johnson, who is serving as President of the National Association of Counties (NACo) and Union City Mayor Vince Williams, who is serving as President of the National League of Cities (NLC).

For the first time in the State of Georgia, two of the national presidents that represent local governments in the United States are represented by Georgians from the Atlanta region. Our region and state are truly proud of the accomplishments of Presidents Johnson and Williams for their service to our state and nation.

The event will also recognize Georgia State Representative Billy Mitchell, who is serving as President of the National Black Caucus of State Legislators.

Leaders from the city and state will join, as we celebrate these significant accomplishments.

Date: Tuesday, June 28th, 2022

Time: 5:30-7:30 PM

Location: The Commerce Club, 191 Peachtree Street NW, Atlanta GA 30303

Special Guest: The reception will feature welcoming remarks from City of Atlanta Mayor, Andre Dickens. Guests will enjoy music from Saxophonist Avery Dixon, the Atlanta Native received the first Golden Buzzer during the season 17 premiere of "America's Got Talent."

Also speaking:

- Chief Executive Officer of Dekalb County, Michael Thurmond
- Chief Executive Officer of National League of Cities, Clarence Anthony
- Executive Director of National Association of Counties, Matt Chase

- Longest serving member for Georgia State House of Representatives, Calvin Smyre

Additional Information: The Commerce Club is in 191 Peachtree Tower. Garage parking is right next to the Ritz Carlton, off Ellis Street. When you enter the building, take the elevator to the 49th Floor.

For further information, contact:

Aiyana Cristal, Communications Director

Cell: (678) 656-8894

acristal@tcfatl.com

For more information on The Collaborative Firm, www.tcfatl.com

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Reports

WORK PORTFOLIO



CRISTAL CLEAR COMMUNICATIONS

10/13/23
Report: WJCL Reporters
Prepared by: Aiyana Cristal, President & CEO Cristal Clear Communications

AJ Sisson: Morning Show Reporter

AJ is eager to become a better reporter. But he gets nervous when he is live on air, and loses his train of thought, which makes him ramble.

We discussed getting his phone out of his hand. It's very distracting. He relies too much on his phone, and he thinks he has to memorize everything. Which makes him look, not prepared and like he doesn't know his story.

I suggested printing out his scripts. I know it may be old school but it works. Because his scripts are most of the time written the day before. I also suggested having a music stand with him in the morning, so he can place scripts on there. It will make it easier for the brain to process, so he can rely less on the phone.

We also discussed movement with his live shots. That starts with having a plan and vision for his live shots, before even getting to the location. Then, discuss live shot ideas with the photographer. Come up with different ideas to make the live shot active.

I challenged AJ to come up with different ways to make his live hits engaging. The challenge with the morning show is, nothing is open, so it's rare for activity that early. So, thinking ahead of time is key.

We also discussed keeping his hits short and concise. Also, figuring out the "why" he is reporting the story and finding different ways to make viewers care.

We went over his packages to see how little tweaks can make packages stronger. Starting with shorter bites and shorter tracks.

For AJ because this is his first job, he is working on confidence and that will come with the more reps he gets, which the more he does it, the more comfortable he will get.

AJ expressed that time constraints were a factor, and not being able to cover the types of stories he wants in the morning. He told me, a new morning EP started. So I told him to build a relationship and communicate with the morning EP. Even try brainstorming different ideas with the EP to come up with ways to cover the type of stories he wants.

My first job in TV news was in Champaign IL. So I was in the same predicament. So I created segments for the types of stories I wanted to be doing. I encouraged him to do the same thing. I expressed that it may take him staying late once a week, but in order for him to do the stories he wants he may have to sacrifice some days.

Lydia Blackstone: Reporter

Lydia has great energy on air and is very personable. That can get lost sometimes because she gets nervous and is rushing through her lines. She thinks she has to memorize every line verbatim and that messes her up on air.

I told her to stop memorizing her lines. I told her to just make sure she has the cue's for the director to know when to take your VO or PKG. So, to help her with getting out of that mindset, to pick the points you want to make and ad lib if that is your strength. She is so focused on trying to be a "reporter", it takes away from her naturally on air. We discussed different ways to slow down when she is live.

Lydia really enjoys live interviews and ad libbing. So coming up with ways to showcase her strengths.

We discussed having command of her stories. So instead of her just rushing through it, being more intentional about her story and live shots.

As far as her storytelling we discussed making the sound bites shorter and breathing during her tracks and slowing down. We also discussed finding different people to talk to to support the stories she is doing.

Lydia is already thinking about being active and movement in her live shots and standups. And she tries different things, which is great.

As far as her storytelling, she is missing the sound to tell better stories. I encouraged her to use the information from the interviews for her story and stand-up's. To make sure when she is reporting live to describe what she is seeing for the viewers. If she doesn't interview people for the package or hit, she can use that information to add context for intro and tag.

Lydia enjoys doing live interviews and opportunities where she can ad-lib.

Olivia Wile: Anchor/Reporter

Olivia didn't get a chance to send me clips, so the ones I did watch, she was very stiff and tense. But when I saw her on the desk, she was way more comfortable. Even her social media showed more of her personality.

When I spoke with her, I asked her, "What is the disconnect?" I think she has gotten too comfortable because all the other reporters are younger so she isn't being challenged. She isn't putting in as much effort as she knows she can when it's a story she cares about. I encouraged her to treat every story like it is going on your reel. Don't just do stories and not care. Find ways to make it interesting for you and the viewer. She needs to be pushed.

We discussed two stories I did see. I encouraged her to make live shots active, when she can. Use your photographer to take command of the story and be active. Also, encouraged her to find the emotion with stories that have them and tell it from that standpoint. Find characters to make a story. Find the "why" and why viewers should care.

As far as on air, we discussed using her voice and body to tell the story.

Although she didn't send clips beforehand, she did bring clips to the session. We discussed those; her energy was different, she was animated, comfortable and expressive and she was good on-air and I think it's because they were big stories and political stories that she cared about.

Olivia has a passion for politics and enjoys anchoring.

She did voice, not understanding why the younger talent couldn't fill in to give them opportunities to learn, because of scheduling conflicts and issues with not being able to take vacation time.

Ky Neveau: Reporter

With Ky the key for him to improve: being prepared for the story. That will help with his confidence. He is rushing through his stories trying to memorize his script word for word.

We discussed his delivery: different ways to use his voice and body to show more confidence. Even with the simple things, like when he references things to point at when he is on camera, to make sure he is showing and referencing with confidence and authority.

He needs to work on his posture and eye contact.

We worked on his tracking. He rushes through the tracks, so you don't even know what he is talking about sometimes. I had him practice tracking on his phone to actually listen to what he sounds like. I told him to make sure he is doing that every day, he needs to practice using his voice to work on tone, pacing an inflection.

Also, for his live hits he is nervous. So we discussed knowing his story front and back, so if he doesn't get cues or thrown in a situation that we often do, he knows how to adapt and adjust.

We discussed the "why" of doing stories and making sure he has a clear idea when doing the story and putting it together. He is challenged by answering the who, what, where, when and why for stories.

For example, his American Idol story: I asked him why he started with the grandma then a shot of him and grandma, when the reason he was doing the story was on the contestant who just moved on. I asked him why I didn't hear from her or see her until almost the end of the package. So we discussed making sure he has a clear understanding of his story and he needs to work on being able to tell the story instead of just putting something together.

We also discussed, not using video as wallpaper and making sure it matches his tracks. So thinking outside of the box and being creative getting b-roll for his stories. I told him his packages are too long. When I did tracking exercises with him and showed him just his tracks alone were over one minute, which is too long for a 1:30 package. By doing that exercise and tracking and listening to his tracks he could see, "all" the information he was giving in the packages was really unnecessary and he can save the parts he didn't get to in the package for his web script.

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Broadcasts

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Let's Work **TOGETHER**



Aiyana@CristalClearCommunications.com



(678)-656-8894



www.cristalclearcommunications.com

