

JENNA COMMUNICATIONS

MANY WORLDS – ONE VISION

AMERICAS / EUROPE / AFRICA / ASIA

JENNIFER SHERLOCK PRESIDENT



Jennifer excels on getting her clients noticed in local and National news with a speciality in TV, events and social media. She is passionate about genuine connections with clients and their audiences. Jenna Communications is focused on creating brand awareness, generating press and getting results drive significant ROI.

News x press = awareness

A grayscale background image of the Statue of Liberty's head and crown, with the rays of the crown extending upwards. The image is slightly faded and serves as a backdrop for the text and logos.

JENNA
COMMUNICATIONS

THINK BIG



What is Jenna Communications

- A boutique public relations firm that provides clients with high-quality exposure, which then gains them credibility.
- How?
 - Strategic Planning
 - Media Relations
 - Media Training
 - Crisis Management
 - Event Planning
 - Social Media Consulting



What We Do to Give Your Brand a Boost with 8 Solid Ways to Generate Free Publicity

*Media coverage can be a
blessing, but can also be
costly.*



Getting Publicity is like Sales

- Don't only blast a press release and expect a response.
- Who, what, where, when, and why with a call to action.
- Use your existing relationships, or garner new ones by making calls, and email introductions to reporters, so they know who you are, and the story you are trying to get across.
- Tell a story with a news hook. If it's newsworthy it will get covered.



Getting Publicity is like Sales



Make Calls

- Don't just rely on a well-written press release.
- Make follow up calls and emails to ensure news coverage.
- It's best to be personable, and know the reporter's beat.



Make Calls

- Call news desks specifically, don't be shy, ask them to connect you to the best person to contact for your story.
- Call ahead of time, make sure the news desk received your story for coverage.
- If you are pitching an event, always follow up the day before and the day of the event.
- It is normal for news crews to not always know for sure if they can get to an event until closer to it.



List Building

- Create a list with the specific vertical that you are working on, and target it effectively.
- If emailing isn't working, then try tweeting directly at the reporter. That's my go to move if I am not getting a reporter on the phone, or through email.
- Persistence is the key to being successful in PR.



List Building



Get Personal

- Anything that is personal, and best told through somebody else's eyes is a newsworthy story, or pitch.
- Using emotion for quotes and sound bytes grabs the attention of the news source reading your press release.
- Reporters know the public wants something that grabs their attention, typically this is something that would play on emotions.



Get Personal



Add a Charity Component

- Adding a charity component is almost 95% effective when pitching if a client is lacking a great angle.
- If they want to do an event, or a grand opening, I always push them to include giving a portion of proceeds to charity, or incorporating a fundraising element.
- Giving back is a huge component in telling great stories in PR.

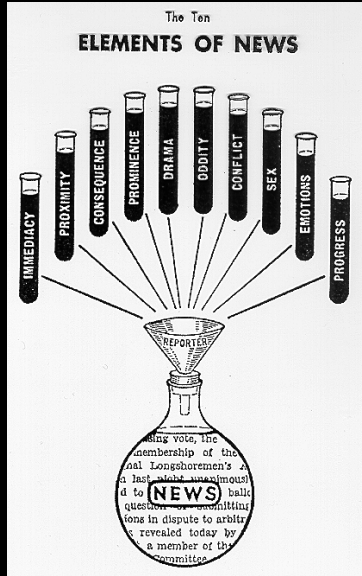


Press likes Controversy

- If it bleeds it leads!
- If a story is linked to controversy, is unique, or amusing, you almost always get the coverage you want!



Press likes Controversy



Share on Social

- Share the story to all of your social media channels so your followers can engage.



Strategize

- Spreading the message virally with a video could also escalate your story, and give your brand a huge boost.
- If the news hook you are pitching is not working out, then it's time to sit back and review another strategy!



Don't Give Up!



Success Stories

- Jenna Communications has been successfully helping clients shine, and grow since 2009.
 - Examples: Post Brothers, Sofi, Hunt Auctions



A black and white photograph of a classical building with columns and a statue of a muscular man with raised fists. The building has a pediment with a central ornament. The statue is in the foreground, right side, with its arms raised in a victory pose. The text "THANK YOU" is overlaid in the center.

THANK YOU