

# JACLYN M. TACORONTE

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*Passionate People Get The Most Press*



# OBJECTIVE

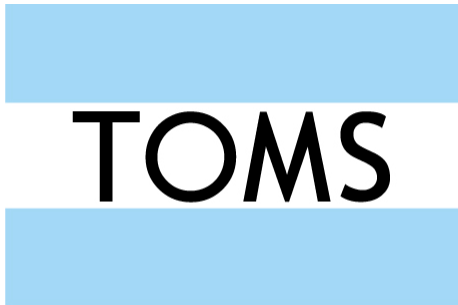
- *Press*
  - *What they want? How to format and distribute? Roles?*
- *Best Practices*
  - *Editorial Calendar, Becoming An Expert*
- *Q&A*

# PRESS

- *What they are saying?*
- *What Do They Need | Back to Basics*
  - *Formatting Press Release (3-2-1 Approach)*
- *What Makes A Compelling Story?*
  - *NP – Approach, Sincerity, Relevance*
  - *FP-*
    - *“Recognizing the business value of engaging consumers on genuine terms” - [AdAge](#)*
    - *“Be (and be seen as) committed, long-term players in the cities and neighborhoods where you do business.”*
    - *Making sure the effort matches the company’s business and philanthropic strategies*

# PRESS

- *BIG BRANDS DOING IT Right!*



One for One



# Best Practices

- *Conducting Editorial Research*
- *Who the key players are in the press world?*
- *Process*
  - *Reporter*
  - *Editorial Calendar*
  - *Content Calendar*
- *Press Introduction*
  - *Tours - Establish your relationship with a simple press tour*
  - *Tour of Studio/Business/Organization*

# TIPS

- *Stay in regular contact with reporters*
- *Become Topic Experts*
- *Thanking Reporters*
- *Send reporters contacts for additional resources*

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