



AMPS ENTREPRENEURSHIP
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Jacqueline LaRue Jimenez
Media Consultant

Jacqueline LaRue Jimenez is a Television and Social Media News Coverage Consultant and Author of “How to Get Television News Coverage. It’s Easier Than You Might Think!” She wrote the book because she realized most people don’t understand what Newsrooms consider Newsworthy. If they did, she says, they would send more stories.

Her love for nonprofits and business was born out of being the first “official” news producer for Neighbors 4 Neighbors, which operates out of the CBS 4 News Station in Miami. It was born out of Hurricane Andrew. When neighbors often called out, “Bring together those in need, with those who could help,” usually it was a business that answered. She loved it!

As the host of “Newsworthy Stories with Jacqueline Jimenez” and CEO of Newsworthy Stories, www.newsworthystory.com, she teaches people through workshops. Media consulting HOW to IDENTIFY news stories in their business or organization, help them get local, national, and international television news coverage, and produce news stories Specifically for Social Media, with great success!

For over 30 years, she has worked as a News Producer for ABC, NBC, CBS, and Fox affiliates in Florida and California, including at WFOR and CBS 4 News in Miami. At CBS 4, I was also the public affairs show producer for the Emmy Award Winning show called 4 Sunday Morning, hosted by CBS 4’s Elliott Rodriguez. She started in Radio as an On-Air announcer in Orlando, FL.

Through those years, she has also always been a freelance producer at various production companies, producing documentaries, commercials, and corporate videos, including for Sony Television. She was also the production coordinator for the TV Guide Channel, hiring crews to cover events worldwide, including the Academy Awards and Emmys.

When she’s not working in the news, she handcrafts greeting cards she’s written for over 30 years through her home business—www.godsgirlgreetings.com.
