

Access to Experts



Jennifer Martin
Director of PR
CNN

Jennifer Martin is responsible for the strategic development and execution of public relations activities for CNN's digital networks, platforms and extensions, including CNN.com and the recently launched iReport.com, CNN's first uncensored, unfiltered, unedited, user-generated community Web site. She also supports several other CNN News Services divisions including CNN Student News, CNN Library and CNN ImageSource, the network's footage licensing business. Tasked with overseeing the publicity for CNN's technological and online advancements, Martin has led the communications outreach for the company's movement into new media, virtual worlds, social networking and user-generated content. Prior to joining CNN, Martin was an account supervisor, and manager of the emerging and security technology practice for GCI Group, an international public relations agency. In this role, she was the principal adviser for a number of technology driven companies and organizations, including the Georgia Institute of Technology's College of Computing and the InfraGard National Members Alliance, a public-private partnership between the FBI and critical infrastructure stakeholders.

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