

## **Delivery**

### **Weekly Report 21**

**2/11 - 2/17**

During this past week, my focus was primarily on reflecting how my Original Work Presentation and research for a journalist that would be able to publish a press release for Strategic Value Partners could be improved.

During my Original Work Presentation, my eye contact and intonation was very good and kept the audience engaged, however, my transitions and organization was slightly flawed and tended to confuse the audience every once in a while. In my mentor visit with Mr. Gross, the main topic was the research that was assigned to me regarding journalists that would be able to possibly publish SVP's press release. Mr. Gross explained to me that my research was too specified and only consisted of marketing agencies that published business news as opposed to a plethora of topics of interest which attracts more audience members. He also advised me to include as many options as possible and not filter too strongly, because this research usually leads to upwards of fifty journalists, but results in only about four percent of them actually publishing the press release due to their different conditions and demands. With this new information, my research will now encompass a larger pool and hopefully shine the spotlight on a great fit for SVP.