

Bianchi PeRpectives

An e-newsletter offering PR-related info to use, challenge and amuse.

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WORD NERD

Question Management

n. - a skillfull art PR professionals practice in the midst of a media scrum to help keep their executives out of hot water.

Latest Bianchi Biz Blog Post

"Recession Marketing: Five Reasons PR is More Important than Ever"

Visit the [Bianchi Biz Blog](#)

Twitter Tidbit

While Twitter users have nearly doubled in the last year and visitors to www.twitter.com have increased by more than a staggering 1,000% (full article here), a new study shows 60% of Twitter users quit within the first month (click here for more).

If you're part of this majority (or part of the more than 90% of Internet users yet to take flight), check out our **Twitter User Guide** - filled with basic information to help you get started (again).

Then, find and follow us on Twitter ([@bianchipr](#)) for the latest news from us and our clients. And don't forget

Real Impact

Everything we do as business-to-business marketing communicators is geared ultimately at building the brand or driving revenues. Intuitively, we know what we're doing is helping. But it's often difficult to make the direct connection between a PR effort and the desired result.

Every once in a while, we see the direct and immediate impact of our work. Recently, we tipped off an editor about some proposed environmental legislation that was well-intentioned, but totally unfeasible. After we arranged an interview between our client expert and this automotive editor, the editor posted online a commentary about the fallacy of this rule-making, which called for technology that did not yet exist.

Overnight, the column created a furor across cyberspace with bloggers and reporters alike.

As the editor tells it, the uproar culminated two days later with radio talk-show host Rush Limbaugh reading part of the commentary on-air and adding his own spin. Within days, the regulatory body announced it was revising its draft regulation - much to the relief of automakers and related suppliers. The rule-makers claimed their change was **not** based on media pressure, but rather on "input obtained earlier from the auto industry."

You can believe that if you want. From our viewpoint, it appears that one story told by one writer helped an entire industry derail an ill-conceived proposal.

The lesson here is: *if you tell your story correctly, it has the potential to have **amazing impact!** And conversely: if you don't tell your story, you put yourself at the mercy of others who may not have your best interests at heart.*

How many stories do you have that are just dying to be told? **And what are you waiting for?**

Jim Bianchi, APR

President



Pitching Stories in the New Media Age

With so much attention being paid to social media and PR 2.0 these days, it's good to take a minute, go **back to basics** and get a refresher on the things that **lay the groundwork** for any PR or

to become a fan of our **Facebook page** for news, notes, photos, event listings and more!

Client Kudos

Johnson Controls has been named as one of the "World's Most Ethical Companies" by the Ethisphere Institute for the third consecutive year. **Click here** to read more.

Recent Results

Bianchi PR recently helped **NxtGen Emission Controls Inc.** raise its visibility, reach and credibility through support at the SAE World Congress in Detroit. Company executives participated in six media interviews exploring NxtGen's innovative emission-reducing technology.

PR / Social Media Resources

Click here to view / download PR and social media tipsheets.

Past Issues

Looking for past issues of *Bianchi PeRspectives*? **Click here.**

marketing campaign. Knowing how to effectively pitch your ideas to the media is still one of the most important skills to have because it can help make a real impact.

Regardless of the medium they use to tell their stories, most media folks are looking for the right kind of content. **Content is still key!**

In that spirit, to help get the most out of your efforts, here are **seven key tips to remember when pitching media:**

1. Be relevant - zero-in on how your idea will impact the reporter's audiences and on what scale. This is more important than ever these days since opportunities for news placement are getting more competitive as budgets shrink at publications and outlets.

2. A-ha! factor - offer a surprise in the form of data, facts or figures that are unsuspecting or attention-grabbing. With so much competition in the news today, not to mention all the choices the public has in how they get their news, you must stand out or be left out.

3. Be exclusive - avoid pre-packaged stories. Reporters need to beat their competition (just like you do) and tend to look for stories that are a first, the biggest or best.

4. Point to trends - present the big picture. Even if you don't have breaking news, the next thing reporters look for are overall trends or emerging issues. Take time to provide anecdotes and statistics that support claims that you're at the forefront of wider developments or how you're connected to larger trends that are arising.

5. Time is of the essence - ensure that your pitch is timely. Reporters live and die by the "when" of who/what/where/when/why. If your topic or story has been covered before, you need a fresh angle or it will get dumped immediately. Also make sure that your spokespeople are available immediately for interviews.

6. Get visual - journalists look for stories that offer opportunities for interesting photos, videos or graphics. This is of course a key element for TV and print, but has become even more important thanks to the visuals found online - embedded videos, photo galleries, downloads, etc. - and the growing visual sophistication of today's consumers. Studies show that by simply including a thumbnail image next to a headline on your Web site can increase your "open rate" by 30 percent.

7. Don't fight the news of the day - know what's making headlines. Journalists are constantly evaluating whether breaking news will bump other stories - and you should do the same. Hold your idea when big news is breaking or is set to break. Or, find a way to tie your idea into the breaking news. The more you know before contacting the media, the better!

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These tips can't guarantee success ... but they can help to maximize your opportunities and help you to keep swinging at those pitches. For other ideas on how to pitch media or for help getting your story out there, visit us at www.bianchipr.com or give us a ring at 248-269-1122.

