

Bianchi PeRspectives

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

VOLUME 8 - JUNE 2009

WORD NERD

SMutter *n.* - or "social media clutter" - an overabundance of social media buttons (Digg, Reddit, Del.icio.us, Twitter, Facebook, Technorati, etc.) located on a blog, Web site or within an e-mail signature.

Latest Bianchi Biz Blog Post

"You Might Need a PR Firm ... Part 2"

Visit the [Bianchi Biz Blog](#)

Client Kudos

Pro-bono client **Habitat for Humanity Detroit** has joined **Habitat for Humanity Oakland County** for its 2009 "Building on Faith" Campaign. The six-home build, which celebrates interfaith diversity, kicks off June 15. For more information, including volunteer and donation opportunities, visit www.habitatdetroit.org or www.habitatoakland.org.

Recent Projects

Bianchi PR was glad to help the **American Iron and Steel Institute** with its media relations efforts surrounding its successful 8th annual Great

Strategies AND Tactics

It takes both solid strategies and well-executed tactics to succeed in the business-to-business PR world. And while some firms delight in developing the strategy but fall flat during the execution, we find the implementation is just as important as the plan.

We agree with the legendary football coach Vince Lombardi, who said "Execution wins it!"

Strategy without execution is just an empty promise. And tactical execution without a thoughtful plan is just being busy. Together, strategy and execution are extremely powerful. But strategy doesn't develop in a vacuum.

We often find that the technicians who actually implement the tactics possess profound knowledge. Their insights can be extremely helpful in the actual development of the strategy, as well as its successful execution.

Some people are great at execution, others are great at strategy. The key to success is to **balance** these skills as you put the right team together ... so that you create a **brilliant strategy** that can be **brilliantly implemented**. Otherwise, you may wind up with a brilliantly executed, but mediocre, plan ... or a brilliant plan that's poorly executed. Both fall short.

You, as the "customer" of this e-newsletter, have profound knowledge and insights. So if you have some article ideas to share or some topics you'd like us to cover, please let us know by sending an e-mail to bianchipr@bianchipr.com.

Like you, we're all about getting better every day - both strategically and tactically.

Jim Bianchi, APR

President



Preparing Your Executive for a Phone Media Interview

Being part of a media interview can always be a little nerve-racking for your executives ... even if it's over the phone from the safety of their own offices. To help you avoid some of the trials and tribulations we've witnessed over the years, below are five tips that you can review with your executive or spokesperson to help ensure they make the most out of a

Designs in Steel seminar.

We were also pleased to help **Pittsburgh Glass Works** announce its new technology partnership with Daimler. Read about it [here](#).

PR / Social Media Resources

Click here to view / download PR and social media tipsheets, including:

- Twitter Guide
- Finding Your Perfect PR Agency Match
- Media Interview Tips
- Maximizing Your Trade Show ROI with PR
- Social Media Content Tips

Past Issues

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media "phoner":

1. Plan and prepare - Before a phone interview, prepare a simple document with your three or four key messages. Also list answers to questions that are expected to be asked. Not only will this serve as a reference guide during the call, but it will also serve as a constant reminder of what's important and what you can and can't talk about.

2. Good environment - Make sure you conduct your phone interview in a quiet, suitable area with a phone that has a good connection. You don't want to be interrupted, have the call drop or be in a potentially noisy environment during the call. Avoid using a cell phone if possible.

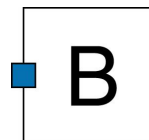
3. Dish the details - When setting up the call, be sure and clarify what time zone the reporter is in and double check phone numbers, call-in numbers and names/titles ahead of time. You can also ask the reporter how long the interview might last so you can arrange your schedule accordingly (it's always good to set aside an hour to be safe). Miscommunication over the smallest details can derail an interview fast.

4. Up the verbal cues - Since the reporter can't see you and can't pick up on body language over the phone, make an extra effort to be animated and friendly. Smile as you talk and keep water nearby in case a cough or dry throat arises. Ratchet up your enthusiasm level. Try to speak slowly and directly while still keeping things conversational. Try to create some mental pictures for the reporter, provide anecdotes or examples to bring your points to life.

5. Wrap it up right - Before you end you interview, make sure to restate your most important points. Also be sure to ask about next steps, any additional info or images you can provide, story timing and also confirm the reporter's contact info. Also be sure to thank the reporter for their time and interest.

Bonus tip - Don't ask the reporter if you can review their story before it runs. It's considered a bit offensive and is a faux pas in the world of media interviews. You can, however, offer to review the article for accuracy if it's a technical topic ... but it's usually not the norm.

For other media interview tips and more, click [here](#).



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