

# Bianchi PeRspectives

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

VOLUME 10 - AUGUST 2009

## WORD NERD

**Web-tas-tro-phe 2.0** *n.* - The sudden, often unexplained crash of high-traffic Web or social networking sites that results in widespread panic and a feeling of tumultuous disconnect. [Click here](#) or [here](#) to read a recent Webtastrophe 2.0 account.

## Latest Bianchi Biz Blog Post

*"Seven Reasons B2Bers Ignore Social Media"*

Visit the [Bianchi Biz Blog](#)

## Client Kudos

[Cooper-Standard Automotive](#) Chairman & CEO Jim McElya will be honored on August 23 at the Wayne State University College for Nursing's Lifeline Dinner for his efforts in the opening of the SAY Medical Clinic for children of Detroit's homeless. For more event info, [click here](#).

[Brooks Kushman](#) CEO Mark Cantor and Frank Angileri for being honored among 2009

## Words PLUS Pictures

Many of us in business-to-business communications spend much of our day working with words. And much to our chagrin, we have to admit that while our words can sometimes go unnoticed, we can't help but see the pictures.

Today, with computer technology making graphics more pervasive and sophisticated than ever - and with a million other things competing for our audience's attention - **good visuals are more important than ever**. And every day, there are more new ways to combine images and text to offer a richer audience experience.

More than ever, good art can help you "sell" your story to a reporter. It can also help you get better placement within a news story. And if you're lucky, it can help give your story virtual legs - taking it to viral levels in cyberspace.

So let's make sure we integrate the visual into our messages whenever possible - because as photographer Fred Pingel told me some 25 years ago, "everybody reads pictures!"

*Jim Bianchi, APR*

President

## → The Power of Visuals

According to research by 3M Corp., we process visuals 60,000 faster than text. Are you losing impact due to lack of visual appeal?

A good visual - be it an image, video or technical drawing - has the ability to not only entice readers to read your story, but, when used correctly, brings deeper meaning and understanding to the text. That said, simply plugging visuals into your communications won't suffice. Here are five tips to help you harness the power of visual communication:

**1. Understand the Outlet:** media folks can get

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## Charity Event

Our adopted charity, Habitat for Humanity of [Detroit](#) and [Oakland County](#), along with Carlson Marketing, will hold a fundraising event and information fair on **Aug. 22** at **T.G.I.Friday's** in **Dearborn** from 10 a.m. to 2 p.m. The restaurant will be offering a \$5 lunch special, with all proceeds benefiting Habitat for Humanity. For more information, visit [www.habitatdetroit.org](http://www.habitatdetroit.org).

## PR / Social Media Resources

[Click here](#) to view / download PR and social media tipsheets, including:

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

## Past Issues

Looking for past issues

annoyed when you offer great visuals that they can't use due to file size, resolution, etc. We suggest:

- For print publications, provide high-resolution 300 to 600 dpi (dots per inch) images saved as a .jpg file
- For newspapers, provide high-resolution 300 dpi images saved as a .jpg file
- For online publications, resolution is irrelevant, as the web image will need to expand or shrink to 72 dpi due to computer monitor settings

**2. Use Professional Photographers:** they're called professionals for a reason ... because they're experts at capturing the best shot! Don't sell your products short with poor visuals. Images make a statement about your organization, so ensure it's a positive one by using images that are professional and consistent. And always remember to give credit where it's due by including a photo credit, if necessary.

**3. Make an Impact:** avoid cliché photographs (the "shovel and dirt" groundbreaking shot) for best results. Think active and interesting, as a photo has the power to draw a reader into the story. For highly technical topics, an image, technical drawing or rendering may be the most effective method of describing your product. Also consider using a video to break down and explain the technology. But, before providing an ultra-technical drawing to a publication, ensure that legal has confirmed that you're not publicizing any proprietary information.

**4. Provide Accessibility:** ensure that all imagery is as accessible as possible for better media pick-up. When pitching a story, mention what visuals (photos, videos, drawings, etc.) are available in your initial communication. Create an easy-to-locate image gallery on your company Web site, where reporters can access and download images easily. For press events, offer visuals on a thumb drive for immediate access for those reporters that writing and submitting stories onsite.

**5. Remember New Media:** extend the reach of

of *Bianchi*  
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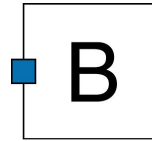
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your visuals and videos by employing social media vehicles. Post established videos to YouTube. Be sure to title the videos to optimize them for searches. For highly visual news, consider a social media news release that incorporates text, video, photography and audio into a standard news release.

For more tips and tricks on incorporating video into your PR plan, [click here](#).

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