

# Bianchi PeRpectives

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

VOLUME 12 - OCTOBER 2009

## WORD NERD

**In\*text\*i\*cate\*d** *n.* - being preoccupied with reading or sending a text message.

**DWI** *v.* - Driving While Intoxicated.

*\*Bianchi PR does not condone or support texting, e-mailing or Tweeting while driving.*

## Latest Bianchi Biz Blog Post

"Greatest PR Blunders - Part 2"

Visit the [Bianchi Biz Blog](#)

## Recent Results

We were pleased to help the [Capuchin Soup Kitchen](#) score a front page story in the *Detroit Free Press* to help promote the non-profit organization and its [SOCK](#) fundraiser / [Second Helping](#) afterglow event, which takes place Friday, Oct. 9 at the Renaissance Center in Detroit. [Click here](#) to read the article online.

## Client Kudos

Congratulations to ...

[Brooks Kushman's](#) Marc Lorelli for being [appointed](#)

## The PRESS RELEASE is DEAD



It makes a great headline. But from our standpoint, the reports of the death of the press release are **greatly exaggerated**.

Now don't get me wrong, there are a lot of bad press releases out there - and some of them would be better off buried. But if constructed and used properly, press (or news) releases still offer lots of value in the PR 2.0 world ... to journalists and to your ultimate customer or client.

In fact, new / social media and the latest technology enable the press release to go further and faster than ever before in reaching new audiences.

Reborn in the digital world, today's successful press release creates **valuable content** for your target audience and **leverages technology** to move that content across all appropriate media platforms.

For suggestions on how to use this important tool, read on ... or give us a call. There is a whole new life - and a whole new world of opportunity - for the 2.0 version of the press release. And it just might bring new life to your marketing efforts.

*Jim Bianchi, APR*

President

[president](#) of the Michigan Intellectual Property Law Association.

The [Simrit Division](#) of Freduenberg-NOK's Germantown, Wis. facility for earning the United Technologies Corp. [Supplier Gold Award](#).

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## Brand Work

We recently helped auto supplier [AEES](#) launch its new brand identity - assisting with customer, supplier and employee communications, and generating more than **128 million** impressions.

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## PR / Social Media Resources

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

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## Past Issues

Looking for past issues of *Bianchi PeRspectives*? [Click here](#).

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## CATCH and RELEASE - How to supercharge your press release

Despite a lot of talk to the contrary, sending out a press release is still one of the cornerstone tactics of PR. It hasn't become irrelevant; the rules have simply changed.

So instead of asking *if* you should write a press release, ask yourself *how*.

In the current social media-heavy news world, the appearance of a press release and the steps taken to distribute it might be different, but the goal - getting your company or product news out there - is the same.

Only now, you're not just reaching the media, you're also directly reaching the end consumer due to the accessibility of news online. It's a bigger pool, so you need to make a bigger splash by honing in on trends, creating conversations and providing avenues to more information.

Here are a few tips to consider when crafting your release to help boost coverage:

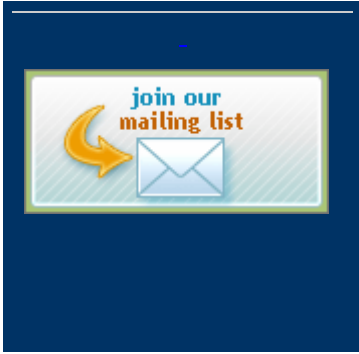
**Build it right:** How you structure your release is more important than ever these days. Releases should, when applicable, contain informative data interspersed with links, images and shorter, to-the-point passages, rather than pages of jargon-laced text that cause many people to hit the delete button. Appeal to shorter attention spans.

**Use trends / issues / controversy:** Instead of simply making an announcement about your company or product, use your release to tie in a hot industry topic or issue and back your way into the story. For example, in the auto industry, use an issue such as Cash for Clunkers or fuel economy to set up an announcement for a particular service or product your company is launching. Crafting your news this way can be key when courting media attention. Using relevant data from surveys can also help.

**Include multimedia:** Up the value of your release by including images, charts, graphs or links to pertinent information, Web sites or videos - anything visual or interactive helps in today's social media age.

**Have attention-grabbing, yet clear, headlines:** Think of your headline as the "first impression" of your release - your one chance at getting readers interested enough to read further. It should be catchy and not full of industry-specific lingo. Be clear and up front about what the news is. The importance of the headline should not be overlooked ... or your release will be.

Remember, once you craft your press release and distribute it, the journey isn't over. There is a lot you can do to help increase



coverage. Click here to read [How to Get the Best News Release Mileage](#) out of your news.

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