

# Bianchi PeRpectives

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

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## WORD NERD

**Pass\*word Fa\*tigue** *n.* - mental exhaustion caused by having to remember a large number of passwords, each a minimum of eight characters in length, containing at least one number, one capital letter, one symbol - none of which have been part of your last 32 passwords.

## Latest Bianchi Biz Blog Post

*"Five Tips for Pitching Your Story in the 24/7 Web World"*

Visit the [Bianchi Biz Blog](#)

## Recent Results

Bianchi PR was pleased to help [Habitat for Humanity Detroit](#) and [Habitat for Humanity Oakland County](#) garner more than 9.5 million impressions in local print and broadcast media, over the past four months.

Bianchi PR helped [Innovative Vehicle Solutions LLC](#) launch its new HAVOC kit for the Chevrolet Camaro at the SEMA show in Las Vegas.

## Client Kudos

## No Comment



How many times have you heard someone utter the words "no comment?"

And when you've heard those two words spoken by a politician, business executive or celebrity, didn't you, almost automatically, suspect guilt? Sometimes what you **don't** say is more damning than what you do.

Crisis expert Jim Lukaszewski ([www.e911.com](http://www.e911.com)) put it succinctly: *"Silence is **always** toxic to the accused. After a while, even your friends will question or sacrifice you."*

Every issue has two sides. Below, we outline five reasons to get your side of the story out there ... even when you'd prefer not to. It's not easy, but most times, it's the **right** thing to do.

*Jim Bianchi, APR*

President



**Five Reasons to Comment When News is Bad**

Congratulations to ...

[Brooks Kushman's](#) Mark Cantor, William Abbatt, Frank Angileri, Thomas Lewry, John Nemazi and Robert Tuttle for being named to this year's [Super Lawyer](#) list. Also, to Matthew Jakubowski and John LeRoy for being named to the Rising Stars 2009 list.

## Upcoming Events

Automotive journalist and industry analyst John McElroy will offer his perspective on the changing automotive world at the [Marketing & Sales Executives of Detroit](#) dinner on Wed., Nov. 18. [Click here](#) for more information or to purchase tickets.

The [Women in Defense Michigan Chapter](#) welcomes Sonya Sephaban from General Dynamic Land Systems to its dinner on Tue., Nov. 17. For more information / tickets, [click here](#).

## 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](#).

As communications professionals, we all run into situations where our companies or clients have to deal with unpleasant or negative news. Our first instinct is to go into "ostrich" mode - bury our heads in the sand and hope things will just go away. But we know that's not going to fly.

Responding in these tough times can be gut-wrenching. It's hard work. It's unpleasant. It's time consuming. And it's fraught with risks. But **a bigger risk comes with NOT responding.**

When a bad news situation comes up and "no comment" is the only thing your CEO wants to say, have him or her consider a few things before going that route:

- 1) **The story is going to run anyway**, with or without our input. Why not get our key messages into the story? Why not reiterate our positives and our dedication to improvement?
- 2) When we say "no comment," people tend to **infer that we're hiding something** ... they assume we are guilty, wrong or uncaring. Do we want to allow that to happen?
- 3) By being silent, **we enable our opponents (or the media) to control the story**, set the agenda and dictate the timing. Do we want to be forced to play defense from such a disadvantage? Being a little proactive can help out in a big way.
- 4) If we don't participate, **we lose the opportunity to tell our side of the story**. Wouldn't it help our cause to show our empathy for those affected, to sincerely apologize for our mistake or to show what we're doing to remedy the situation? Playing the silence card can give an impression of being cold and insensitive.
- 5) In the absence of information, **people just plain make stuff up**. If we don't provide information, someone else will. Do we really think what they say about us will be positive?

Finally, share with your CEO this Wall Street Journal quote from the CEO of Delphi, Steve Miller, whose company recently emerged from a difficult bankruptcy:

"I was very outspoken when we (first) went into Chapter 11. But there was a lot of pushback and criticism. We made the decision to shut up. **But if I had to do it all over again, I would keep speaking out. When you are in a controversial situation, you are going to be criticized whatever you do.** The critics said 'Steve Miller is the devil incarnate,' and we said 'No comment.' The only thing out there for the public was the notion of a devil."

Need more than just a comment on a bad news situation? Need an actual apology? [Click here](#) to read some helpful tips on how to go about it the right way (<http://www.bianchipr.com/crafting-a-business-apology.html>).

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