

Bianchi PeRspectives

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

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WORD NERD

Jack Rip*per *n.* -- A device warrior who hogs outlets anywhere he/she can find them -- in the airport, via the USB port of a colleague's computer, even a restaurant reservation desk.

Latest Bianchi Biz Blog Post

"Outside PR Counsel? We Don't Need No Stinkin' Outside PR Counsel!"

Visit the [Bianchi Biz Blog](#).

Staff News

Congratulations to our VP of account services, Jessica Killenberg, on her marriage to Rick Muzik. The couple wed June 12 in Grosse Pointe Farms.

Adriana E. Ferrari has been promoted to account supervisor. She joined Bianchi PR in 2004 and recently completed her master's degree in PR and organizational communications.

The Rules Have Changed



The rules of media relations have changed. New digital and social media outlets -- especially blogs -- are popping up like dandelions in a springtime meadow ... they're everywhere!

Suddenly, technology has enabled anyone with a laptop or a mobile device to become a publisher of "news" ... and to potentially influence what is said in cyberspace about your brand, products or services.

We hope this issue will help you better understand the new media relations environment. If you're looking for additional guidance in this strange new media world, [let us know](#). Like a real-time navigation system, we can help guide you around the trouble spots and to your ultimate destination: success.

Jim Bianchi, APR

President



Congratulations Adriana!

Client Kudos

Congratulations to [Mark Sparschu](#) of [Brooks Kushman](#), who was recently appointed to head of the firm's trademark department. Read the news release [here](#).

Recent Results

Last month, Bianchi PR assisted [TRW Automotive](#) with its occupant safety systems technology deep-dive for media. Eight key media attended the day-long event.

Bianchi PR provided media relations support to the [American Iron and Steel Institute](#) and its 9th Annual Great Designs in Steel seminar, generating nearly **322 million** media impressions.

Check out the [Bianchi PR Facebook](#) page for photos

→ Journalists or Bloggers?

Although there are exceptions to every rule, there are usually some differences between traditional journalists and bloggers.

Disclaimer before we go any further -- bloggers sometimes get a bad rap and are written off too easily. Comments such as, "any idiot with a keyboard can write a blog!" are often heard. And while this might be true in theory, not just anyone can create a good blog ... especially one that's respected in its industry and important to feeding news and trends. These are the blogs that are helping change the face of news and the ones that will be most important to your PR efforts.

OK, disclaimer over. So, while the most important thing to do is research every time a journalist or blogger wants to conduct an interview with someone at your company - it can also help to have a little background knowledge on what some of the differences between the two are before going in.

Here are a few examples of what can differentiate a traditional journalist from a blogger:

-- Traditional journalists are usually employed for established publications or broadcast outlets. Even if much of their work ends up on the outlet's website as e-content, they're still tied to "home base."

-- Bloggers don't have to be affiliated with an established publication. Some are self-employed, some work for smaller sites or niche organizations.

-- Reporters generally have degrees in journalism or communications and have some reporting experience under their belts. Bloggers may also have the same credentials, but aren't required to. Anyone with a computer and a thought can start a blog -- no training is necessary.

-- Conventional journalists almost always create and distribute their own news stories through their established outlet. Bloggers often reprint and re-report news from other sources then offer commentary or remarks on that news.

-- Journalists typically face strict deadlines and time / space constraints for filing their stories. Bloggers are not as tied to strict deadlines and time constraints and often work on their own timeframe with unlimited time / space to dedicate to a certain topic.

-- Journalists generally meet accepted journalistic standards for fairness, accuracy and objectivity. Bloggers are under no such obligation and can be as subjective as they please. Oftentimes, bloggers may be more interested in supporting certain campaigns or boosting support for favored brands or companies than reporting objective news.

from these events.

PR / Social Media Resources

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

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-- Traditional reporters have their stories reviewed by editors and fact checkers before going to press, whereas bloggers may not have editors at all.

No two situations are exactly the same in media relations, but with a little forethought and insight, you can better manage expectations and the interview process.

To learn some specifics on how to effectively pitch bloggers, [click here](http://www.bianchipr.com/tips-on-pitching-bloggers.html) (<http://www.bianchipr.com/tips-on-pitching-bloggers.html>).

