

# Bianchi PeRspectives

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

VOLUME 50 - December 2012

## WORD NERD

**Text\*i\*dent** *v.* - A collision caused by someone who is busy with their phone while driving.

## Latest Bianchi Biz Blog Post

[5 Tips to Keep Your Newsroom Newsworthy](#)

To view more posts, visit the [Bianchi Biz Blog](#)

## Holiday Charities

Again this year, in lieu of greeting cards and client gifts, we're making donations in our clients' and friends' names to help those throughout the area that are in need:

- the **SAY Detroit Free Family Health Clinic** (opened four years ago by author Mitch Albom for homeless children and their mothers);
- the **Capuchin Soup Kitchen** (which has been helping Detroit's needy for 82 years); and
- **Compassion Through Cameras** - founded by our former staffer Kelly

## GRATITUDE IS OUR ATTITUDE



There's no better time than the year-end holiday season to express our gratitude for those people who helped make the past year - Bianchi PR's 20th - memorable:

Thanks to our loyal **clients** - some long-term, some new, some big, some small and some pro bono ... you are what makes our business successful ... and fun!

Thanks to our **media colleagues, journalist friends** and **valued vendors**, as well as our **fans, friends** and **families** ... whose encouragement, referrals and support inspire us.

And thanks to my **loyal and talented teammates** for their creativity, dedication and tireless effort. You are simply the BEST!

I wish you all a joyous holiday and a brilliant New Year!

*Jim Bianchi, APR*  
President

Donaldson (which provides cameras and workshops to impoverished children opportunities to learn, boost self-esteem and express creativity).

## Hall of Fame

**Jim Bianchi** was recently inducted into the Public Relations Society of America Detroit Chapter's **Hall of Fame** for his contributions to the profession and community. Below, Jim is shown accepting the honor from Jessica Killenberg Muzik, firm vice president of account services, at the organization's annual meeting.



## Ethics Code

The entire **Bianchi PR** account staff has renewed its commitment to the PRSA **Ethics Honors Code**, which promotes ethics in public relations practice through awareness and education. The program holds value in advocacy, honesty, expertise,



## Quote This! Top PR Quotes

Sometimes there's nothing better than a good quote to succinctly make a point or generate a smile. And naturally, being in the business, we're always on the lookout for quotes about PR or communications that speak to us and make us want to share.

Below you'll find a sampling of our favorites. Enjoy!

### Overall PR Quotes:

"Advertising is what you pay for. PR is what you pray for." - Unknown

"If I was down to the last dollar of my marketing budget I'd spend it on PR." - Bill Gates

"Publicity is a great purifier because it sets in action the forces of public opinion and in this country public opinion controls the courses of the nation." - Charles Evans Hughes

"To get something going from nothing, you need the validity that only third-party endorsements can bring." - Al & Laura Ries, *The Fall of Advertising and the Rise of PR*

"The birth of a brand is achieved with publicity, not advertising." - Al & Laura Ries, *The 22 Immutable Laws of Branding*

"Public relations is a key component of any operation in this day of instant communications and rightly inquisitive citizens." - Alvin Adams

"Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad." - Sir Richard Branson

### PR Being the Best Bang for the Buck:

"Using yourself to get out and talk about it is a lot cheaper and more effective than a lot of advertising. In fact, if you do it (PR) correctly, it can beat advertising hands down and save tens of millions of dollars." - Sir Richard Branson, chairman, Virgin Group

"Historically, PR, marketing and advertising budgets are the first to be cut; however, that could be one of the first mistakes a business makes in an economic crisis. In a downturn, aggressive PR and communications strategy is key." - Doug Leone, VC, Sequoia Capital - *Silicon Alley Insider*

"Other than word-of-mouth advertising and other than the one-in-a-million breakthrough commercial or ad, backed by huge spending budgets, the best way to build positive brand awareness is through publicity." - Jeffrey S. Fox, sales guru and author

"Publicity builds brands in different ways than do advertising, promotion and

independence, loyalty and fairness.



## BPR Facebook

Check out the [Bianchi PR Facebook page](#) for client news, photos and BPR staff fun facts.

## Archives

Find past issues of *Bianchi PeRspectives* [here](#).

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direct selling. As opposed to, say, a commercial or sales pitch, readers, listeners and viewers voluntarily consume publicity ... the customer who voluntarily invests money and time in publicity stories tends to believe those stories, is influenced by those stories, and has greater recall of the message than if experienced through advertising." - Jeffrey S. Fox, sales guru and author

### Importance of Being Prepared for a Crisis:

"A lie gets halfway around the world before the truth has a chance to get its pants on." - Winston Churchill

"In crisis management, be quick with the facts, slow with the blame." - Leonard Saffir, owner, Leonard Saffir & Associates

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." - Warren Buffett

"If it's going to come out eventually, better have it come out immediately." - Henry Kissinger

### Importance of Being Prepared:

"The questions don't do the damage. Only the answers do." - Sam Donaldson

"It usually takes more than three weeks to prepare a good impromptu speech." - Mark Twain

