

# Bianchi PeRspectives

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

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## WORD NERD

**Frankentation** *n.* -- a presentation made by copying and pasting together parts and pieces of past presentations

## Bianchi Biz Blog Post

*"The Play-by-Play: Tackling the Tough Media Interview"*

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

## Client Congrats!

Congratulations to **Johnson Controls Automotive Seating**, a proud sponsor of Ohio State University's EcoCAR 2 team, which captured several first place titles in the recent EcoCAR 2 competition. [Read more.](#)



## Greener Future for Detroit

For the 7th year, **Bianchi P** is honored to provide PR support for **Johnson**

## Mindset over Matter

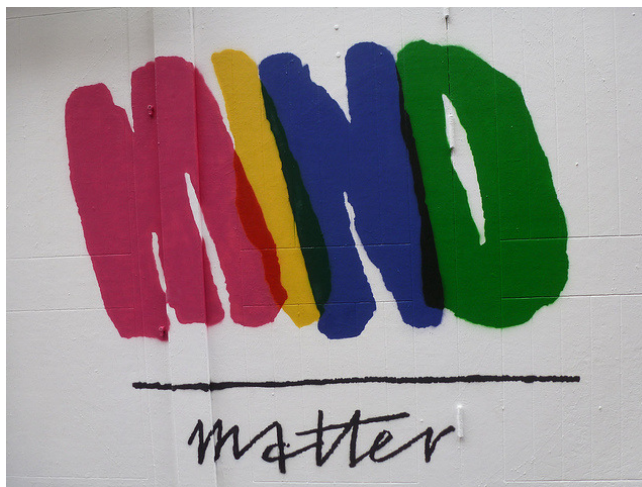


Image source: Mike Gifford

In her book, "Mindset: The New Psychology of Success," Stanford University Psychologist Carol Dweck said research showed that the **mindset with which we approach a project** is just as important to our success as our abilities and talents.

We think this is especially true in **media interviews**.

So in this issue of Bianchi PeRspectives, we offer some tips to help executives **adopt a winning mindset** for interview success.

Because if you don't have the **right mindset**, the rest won't matter.

Let us know what you think.

*Jim Bianchi*, APR  
President

## Creating a Winning Mindset for Media Interviews

Getting your executives in front of media to discuss your company and **share their expertise** is a top priority for most PR pros. But when it comes down to it, are you really getting the

**Controls' Detroit Conservation Leadership Corps**, a summer jobs program for high school students. The unique program promotes environmental conservation and development of professional job skills.



## BPR Travels to Traverse City

**Bianchi PR** will head north next month to Traverse City for the 22nd consecutive year to support clients at the annual **CAR Management Briefing Seminars**, the North American auto industry's preeminent conference, running Aug. 4-7.



## MSED Hosts Auto Roundtable

The **Marketing & Sales Executives of Detroit** will host its "Managing Growth in Innovation" automotive roundtable luncheon on July 24 at the Management Education Center in Troy. [Click here](#) for more information.

most out of media **interview opportunities**?

Many factors come into play when conducting a **successful interview**; and one of the most important is going into the interview with the **right mindset**.

Some executives are **less than enthusiastic** about media interviews due to a previous bad experience. Some executives feel anxious or mistrustful around journalists and fear bad coverage or saying the wrong thing.

And some executives don't see the **value** of how **potential news coverage** might outweigh the risk of a potential bad interview.

To **help your executives** establish a more interview friendly mindset, here are six tips for a better and more **valuable media interview** experience:

**Research. Research. Research.** - Learn as much as possible about the reporter and publication. From their background to writing style, this information will help your executive feel more prepared and allow you to tailor specific messages to fit the situation.

**Plan ahead** - It's always important to prepare key messages and talking points for any interview. It's also important to try and anticipate the worst scenarios. Think about the most difficult question a reporter could ask your executive. Whether it's financial or proprietary information, make a list of these questions, prepare appropriate answers for them and practice with your executive, so unfortunate surprises are minimized.

**Master the bridge** - For any media interview, the bridge is a tool you'll want your executive to master. If a reporter asks a negative or off-base question, he or she can use the bridge to turn it around and deliver one of your main messages. Examples of bridge phrases include "more importantly," "and that's why," "for that reason" and so on. For example:

**Q:** How is your company reacting to the low safety ratings given to your product?

**A:** Safety ratings are very important to us. That's why we have undertaken a new safety quality initiative where each product is inspected to meet the most stringent set of standards in the industry.

**Be safe, not sorry** - If there's something you don't want to see in print or broadcast, remind your executive simply not to say it.

## Have a Topic Idea?

We're looking to get your input on what topics you would like us to explore in a future e-newsletter.

If you have an idea you'd like to share with us, please send it to [bianchipr@bianchipr.com](mailto:bianchipr@bianchipr.com).

## Archives

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

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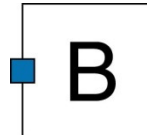
Even if you're told it's off the record, act like it won't be. If you don't know the answer to a question, it's okay. Don't try to guess / speculate or answer it in a roundabout way. Bridge to what you DO know. But if you can obtain a better answer later, offer to do so.

**It doesn't end there** - Once the interview is over be sure to follow-up with the reporter and share any information, documents, images, etc. they had requested. The more thorough you are, the more information the reporter will have and the better the end result will be.

**Be camera ready** - Increasingly every interview and every story requires images. Journalists from outlets ranging from local radio stations to *The Wall Street Journal* are looking for video to accompany or supplement stories online.

Hope these tips can get you and your executive on the same page and help your company get the most out of media interviews.

Want more information? Contact Bianchi PR at 248.269.1122 or [bianchipr@bianchipr.com](mailto:bianchipr@bianchipr.com).



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