

Bianchi PeRspectives

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

VOLUME 63 - April 2014

WORD NERD

Splogs *n.* -- "Spam blogs," or blogs not providing real or original content. Sploggers use automated tools to create fake blogs full of links or scraped content from other sites in order to boost search results.

Latest Bianchi Biz Blog Post

"More Bang for Your Trade Show Dollars"

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

Take a Tour: Munro & Associates



Our client, **Munro & Associates** - experts in helping manufacturers maximize product profitability - will host a tour and presentation on product improvement through proper design and processes for SAE members and their guests

Working for You 24/7/365



Image Source

The most powerful and impactful **digital asset** in terms of PR isn't new. And it isn't very exciting.

But if you're using it correctly, it's working for you **24 hours a day, seven days a week, 365 days a year**. And it's likely the **most important source** of information -- next to you, that is -- for the reporters and bloggers who are covering your company.

It's your company's **online newsroom**. And with a little updating, your online newsroom can be even more effective at generating media **visibility** and marketplace **credibility**.

So, consider taking a few minutes to **freshen up** your online newsroom. It'll be the best PR investment you've made in a long time.

Jim Bianchi, APR
President

Supercharge Your Online Newsroom

on Wednesday, April 30 at its Troy facility located at 1749 Northwood Drive. To register or for more information, [click here](#).

Client Congrats!

Congratulations to client **Johnson Controls** for receiving a "Superior" supplier diversity award and an "Excellent" launch performance award from **Toyota Motor Engineering & Manufacturing North America, Inc.** [Read more](#).

The company was also recently named a 2014 World's Most Ethical Company for the eighth consecutive year by the Ethisphere Institute. [Read more](#).

MSED Hosts Branding Event

The head of FIAT Brand Communications and Advertising will share "The FIAT Brand Storyscape" at the **Marketing & Sales Executives of Detroit** seminar on Wednesday, April 16 at Golling Fiat, located at 34500 Woodward Ave in Birmingham. To register or for more information, [click here](#).

Archives

Find past issues of *Bianchi PeRspectives*

No matter how big or small a company, PR and communications teams are faced with the difficult task of **reaching journalists** across a variety of outlets and platforms.

Many times, the platform leading that outreach is **your own online newsroom**. Although newsrooms are common, some companies can make them much more effective in meeting reporters' and bloggers' needs 24/7, according to recent research.

The results of a national survey of journalists recently conducted by TEKGROUP International state **online newsrooms are considered to be one of the most important resources** for media. This fact alone should inspire companies to treat their newsroom as an important place that needs to be updated and populated with helpful information promptly and regularly.

However, the survey shows that many newsrooms out there are lacking some crucial content.

Whether you're creating an online newsroom for the first time or revamping an existing one, **enhance your newsroom** with these journalist-inspired tips:

- **Include multimedia** - While posting news releases and press kits to an online newsroom is routine, journalists expect that multimedia and digital files are made available. The majority of survey respondents agreed that videos, audio files and images are **essential content** for an online newsroom.
- **Add links to social media** - Route traffic to each of your company's online properties by embedding hyperlinks for each in your online newsroom. More than 80 percent of respondents appreciate links to a company's social media profiles (Facebook, LinkedIn, Twitter, etc).
- **Organize your news** - Help visitors navigate your online newsroom by organizing your content in a thoughtful, user-oriented way. According to survey results, nearly 100 percent of journalists agreed that newsroom content should be organized by type of news. On top of that, arrange your company's content by date for quick navigation.
- **Email newsroom updates** - When asked about distribution, survey respondents unanimously agreed that email is the preferred method for receiving story ideas and news releases. With that in mind, increase your release's reach by including an email subscription option for newsroom updates.
- **Archive old news** - Instead of removing outdated news releases, develop an archive to store old content. Survey respondents agree that news archives are a helpful point of reference.

[here.](#)

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social media resources.

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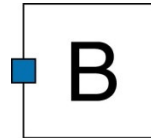
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- **Start taking requests** - Don't restrict the type of news content your online newsroom showcases. Instead, allow visitors and journalists to request additional information. Not only will this drive future newsroom posts, but also establish two-way communication with your audience.
- **Make contact info available** - Allow journalists to contact you regarding newsroom posts. According to survey results, 97 percent of journalists agree that PR contact information should be available in the newsroom. Rather than a blind email address, such as pr@xyzco.com, have specific contact names, email addresses and phone numbers.

To view the complete survey results and additional information, visit the [TEKGROUP website](#). For more insight on how to enhance your company's online newsroom, contact us at (248) 269-1122 or atwww.bianchipr.com.



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