

# Bianchi PeRspectives

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

VOLUME 64 - May 2014

## WORD NERD

**SMutter** *n.* -- or "social media clutter" - an overabundance of social media buttons located on a blog, website or within an email signature.

## Bianchi Biz Blog Post

*"Why Reporters Didn't Attend Your Press Event"*

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

## Client Congrats!

Congratulations to...

...**Schaeffler** and **BASF** for winning 2014 *Automotive News* PACE Awards in the product category. BASF won for its high-gloss black interior door switch bezels and Schaeffler won for its torque converter with centrifugal pendulum absorber.

...**TRW** for earning the highest quality ranking among North American companies and having its braking facility in Fowlerville, Mich. named the 2014 Plant of the Year in North America

## No More Slam Dunks



[Image Source Link](#)

The **digital explosion** has changed traditional media -- and business-to-business PR -- more in the past five years than in any other time in history. And those changes continue to accelerate.

Competition for reporter's time, attention and coverage is more intense than ever. There are **no more slam dunks**. So what's a B2B marketer to do?

We have to rethink both our strategies and our tactics to **fit the new reality**. We have to question both the old ways and the latest techniques. **Nothing should be automatic.**

That's the great thing about the **B2B PR** business: it challenges us to be even **better**, even more **creative**, and even **more effective**.

*Jim Bianchi, APR*  
President

## Should You Hold a Press Conference?

Press conferences are often touted as an essential tactic of public relations. And in some cases, they are. But due to the ever-changing PR landscape, **the status of the press conference has changed over time.**

Once companies would hold a press conference at every industry event to announce breaking news or product launch, communications teams have found that other tactics - such as **press briefings and individual interviews with journalists** and doing personalized pitching - can result in

by *Quality* magazine.

## Welcome, Juliana!

Joining the Bianchi PR team as our summer intern is Michigan State University journalism major, Juliana Moxley. Juliana previously interned at *The State News*, MSU's student-run newspaper. She plans to graduate in May 2015. Welcome to the team, Juliana!



## Motorsports Marketing at MSED May Meeting

Bud Denker, senior vice president of Penske Corp. and chairman of the Chevrolet Detroit Belle Isle Grand Prix, will discuss Penske Corp.'s dedication to Detroit at the **Marketing & Sales Executives of Detroit** event on Wednesday, May 21. For more information, [click here](#).

more in-depth, larger stories ... and can help maintain credibility.

Remember that reporters share experiences and tips with one another. If they take the time to attend a press conference and came away with a less than a breaking story, **they're going to talk about it** (or, more direct to the point, they will complain about it) to their peers.

And rightly so. In this busy digital media age, reporters have come to expect that news and details to be delivered to them remotely and quickly, and only expect press conferences for **big, breaking news**.

Deciding whether to hold a press conference or to opt for other tactics depends on a **variety of factors** - the level of newsworthiness of your announcement should be the top one. Here is a list of considerations to help you decide if a press conference is your best call ... or not.

- **Keeping it Simple = Success** - Can your news be adequately described in a two-page news release with supporting materials? Can follow-up questions be managed via email or phone? If so, there usually isn't a reason to schedule a press conference. You're better off giving media the information they need directly and handling their personal inquires on a one-on-one basis. Remember to always ask yourself these two questions: What are we trying to accomplish? And what is the most efficient way to go about it?
- **How Big is Big News:** On the flip side, if your company has a major announcement - such as an industry-changing launch, a new investment that will impact the local community or a public crisis / emergency - that won't fit into a standard news release and you expect a high-volume of follow-up, a press conference may be appropriate. As a general rule, the more people affected by your announcement, the more suitable a press conference.
- **Consider the Questions** - If your announcement is one that will likely result in a high number of complex, multi-part questions from many different reporters, holding a press conference and fielding questions with everyone in one room might be the best way to go. That way, everyone is hearing the same set of answers. Again, this is especially helpful in times of crisis or when your announcement will impact many different parties.
- **Think Time and Travel** - One reason to opt for direct, individual media outreach via email or phone call instead of hosting a press conference is due to current working conditions of journalists. Unless they'll already be in attendance at an event or trade show where you'll be, it has become increasingly difficult to get reporters to travel to your location or event. Few media outlets have the budget to send reporters to you. Add in the nonstop digital news cycle reporters are responsible for feeding and you have a group of people with very little time to spare.
- **What's the Competition?** - Always remember to think of your news and scheduling from a reporter's viewpoint. Are there other industry events or activities scheduled for the same day you'll be

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holding a press conference that will be a higher priority for your key targets? Is it summer vacation time? You want to be conscious of other things that reporters may have going on during your planning.

- **Laws of Attraction** - If part of your news involves an "attraction" of some sort - a new plant expansion, a product demo, an exhibit, a panel of experts gathered in one place, or anything else that reporters would highly benefit from experiencing firsthand - organizing a press conference or event could be the way to go.

Interested in learning more? Contact us for help with your next press conference at 248.269.1122 or [bianchipr@bianchipr.com](mailto:bianchipr@bianchipr.com).

