

Bianchi PeRpectives

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

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WORD NERD

Googleganger *n.* - A person who has the same name as you and whose online references are mixed in with yours when you run a Google search on your name.

Latest Bianchi Biz Blog Post

["How European Journalists Approach CEO Interviews"](#)

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

Clients in the Spotlight

We recently helped [Munro & Associates](#) participate in the [Automotive World](#) webinar "BMW i3 Teardown: Uncovering the Secrets." During the global webcast, nearly 400 attendees from 301 companies across 36 countries logged in to hear Munro executives discuss the findings from the company's recent teardown of the revolutionary BMW i3. Sound interesting? Slides and a recording of the webinar are

Is Reporting Technology Leaving You Behind?



Technology continues to change the ways that journalists research, gather and report news. And unless we adapt our own practices and resources to meet those changes, we may get left behind.

Take the typical corporate website newsroom. It was developed years ago, and while new content is added regularly, most likely its basic functionality hasn't changed in years. And increasingly, reporters are frustrated that it lacks the features they have come to expect.

In this issue, we offer insights on how the most important PR asset you have (*besides your PR agency, of course*), **your online newsroom**, can be made more effective in working for your company ... around the clock and around the world.

If we can help you with other ideas to energize your newsroom, please let us know.

Jim Bianchi, APR
President

Next-Level Newsroom: How to Boost Your Company's Most Important Media Resource

now [online](#).

Harry Major Machine introduced its new cableless gantry technology at Automate 2015, the largest solutions-based showcase of automation technologies in North America. Bianchi PR assisted with media relations and the promotion of the technology, the first of its kind offered in North America. [Learn more here](#).

Client Congrats!

Congratulations to **Johnson Controls**, who has been honored with the 2014 General Motors Supplier of the Year and Overdrive Awards! This is the fifth time the company has been recognized for top performance by General Motors. [Read more](#).

Firm News

Bianchi PR was recently retained to handle North American PR activities by **Eisele Connectors, Inc.**, the North American subsidiary of Eisele Pneumatics GmbH & Co. KG of Waiblingen, Germany, a leading global supplier of high-quality, all-metal industrial connectors.

We look forward to helping to introduce

The online newsroom. Yes, every company has one, including yours. But is it truly the resource it should be?

Because it's working for you 24/7/365, it's important to maximize its effectiveness by upgrading it to meet the evolving needs of journalists.

A national survey of journalists recently conducted by TEKGROUP International shows online newsrooms are considered to be one of the **most important resources** for media. Based on the survey results, here are some ways to take the online newsroom to the next level:

Think Mobile

One of the most important features for journalists is the ability to access a newsroom from a mobile device. In 2014, mobile Internet exceeded PC Internet usage for the first time in history. So remember: *just because your content looks great on a desktop, doesn't mean it works on a mobile device or tablet*. Make sure your newsroom delivers across all platforms.

Journalists often don't have constant access to Internet on a desktop like they do on a smart phone when they're on the go, so with a mobile-friendly newsroom, you provide journalists more convenient access to the information they need - wherever they are.

Search Ability

The ability to search press materials is the number one feature journalists seek in an online newsroom. **98 percent** of journalists said that it's important to be able to search archived content.

Archiving all of your content and making sure it's easy to search will make it easier for journalists, leading to better coverage for you. Plus, keeping archived content will enhance and improve your website's SEO opportunities.

Place More Importance on Multimedia

Photos are the most important multimedia feature for an online newsroom to have, according to journalists. Video is also a key feature, with **81 percent** of those surveyed saying it was important to have some video content available.

To make sure your newsroom delivers, try offering both high- and low-resolution photos and videos. Keep an updated and fully stocked gallery to help visitors find whatever they're looking for. This will also save you time and resources in the end, since it allows you to offer images that can be published with stories quickly and in an easily shareable way.

Be Social

Social media is an essential research resource for journalists. Nearly **90 percent** of journalists believe having links to your social media pages in the newsroom is important.

Having a platform like Twitter embedded onto your homepage or using large social media icons at the top of the newsroom header page are great ways to get more visibility.

Eisele Connectors to the North American market and its unmatched leak-proof connector technologies that have earned recognition as the standard of the industry in the exacting German manufacturing market.

Global reach.

Local support.



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More than half of journalists said they were open to receiving news through a company's Twitter feed and **nine out of 10 journalists** will visit a company's Facebook pages to gather background.

For more insight on how to enhance your company's online newsroom, contact us at (248) 269-1122 or www.bianchipr.com



Our PRGN Teammate in Brazil: LVBA Communication

LVBA Communication located in Sao Paulo, Brazil, is a public relations and corporate communications company with 37 years of history in multiply sectors including: consumer products; agribusiness; finance industry; technology; and telecom.



LVBA has expertise across a wide range of services, including planning, editorial, media relations, events, employee communications and social media / web 2.0. LVBA's Partner and Executive Director Gisele Lorenzetti joined LVBA in 1979 and has extensive PR experience. She has been president of the board of the Brazilian Association of Communication Agencies (Abracom), since 2012.

For more information: <http://bit.ly/1AWjNkT>