

Bianchi PeRspectives

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

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WORD NERD

Oh-no-second -

The fraction of time it takes to realize you've just goofed; for example, right after you hit the send button on an e-mail and realize you forgot to include the attachment.

Latest Bianchi Biz Blog Post

"Six Ways CEOs Can Sabotage Their Own Media Interview"

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

Client Congrats!

Congratulations to...

... **Yanfeng Automotive Interiors** on its official launch. The joint venture between **Johnson Controls** and **Yanfeng Automotive Trim Systems** ranks as the world's largest automotive interiors supplier. To learn more about the company, visit www.yfai.com.

... **ZF** on the successful acquisition of **TRW**. Now known as **ZF TRW**, the company operates as a new division of **ZF**. The combined company is a worldwide leading systems

Think globally. Act locally.

One of the benefits of our active membership in the Public Relations Global Network (www.prgn.com) is the ability to tap the local knowledge, contacts and expertise of some 50 affiliates in major markets around the world.

Since joining PRGN last October, we have met with nearly all of our partner agencies - many of which are the top independent firms in their markets - and we can vouch for their talents, professionalism and ethics. Working together, we can help you in your global/local efforts.

In this issue, we share one example of the special expertise this global reach brings us: **insight into the different customs and practices of journalists across Europe and North America.**

The bottom line is: whether you're opening a plant in Romania or Russia, rolling out a new product in China, expanding in Mexico or launching a new service in multiple U.S. cities, **we have expert firms nearby to support you.** And that's the best of both worlds.

Jim Bianchi, APR
President

Helping Your CEO "Get Global" with Media Interviews?

In this age of global business, there's a good chance your company's CEO will be talking to more **journalists from around the globe** than ever before. Thanks to digital accessibility, "the media" are no longer only reporters you can find in your own backyard ... or even in your own country.

But even with everyone "going global," there are still **regional differences to consider**, not only when doing business, but when your CEO does media interviews.

According to a survey done in **17 countries across Europe and North America** by our partners at the Public Relations Global Network (*PRGN*), there are some **key points that CEOs should consider** when talking to a journalist in certain parts of the world ... and

supplier in the automotive sector. Visit www.trw.com to learn more.

BPR Helps Detroit Rehab Project

The **Bianchi team** recently joined volunteers of our client, **Cooper Standard**, in helping rehab six houses in Detroit through Mitch Albom's charity, **Working Homes Working Families**. To learn more, click [here](#).



Game On for a Good Cause

Alex's Arcade, a non-profit organization raising money and video games for the Children's Hospital of Detroit's Oncology Department, is hosting a video game drive through September 8. To learn more, visit www.alex sarcade.org.

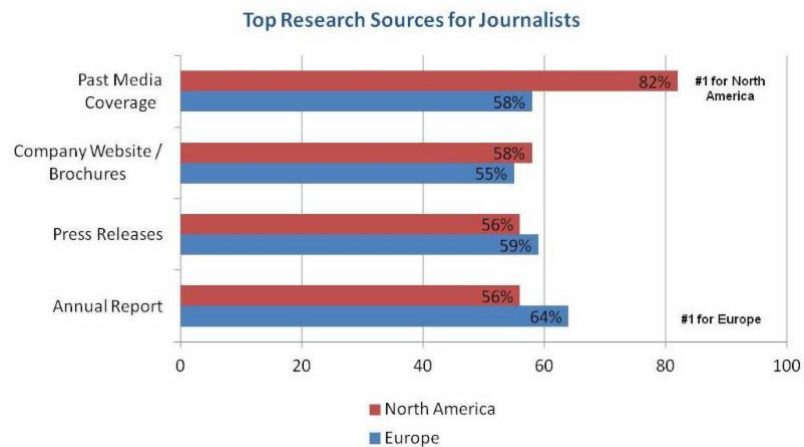
Traverse City Bound

For the 23rd consecutive year, **Bianchi PR** will head north next week to Traverse City, Mich. to support clients at the annual **CAR Management Briefing Seminars**, the North American auto industry's preeminent conference, running Aug. 3-6.

some overall tips that should be considered no matter where the reporter is located to get the most successful results.

Examples of Regional Differences in Journalistic Approach

- While North American journalists mostly use **past media coverage** as a resource when preparing for CEO interviews, UK journalists prefer a **company's annual report** as their main resource.



- European reporters, especially the Dutch, are far more willing than their North American counterparts to let CEOs **review their quotes in their story or the article as a whole** before it goes to print.
- German and Italian journalists consider a **CEO's private life** fair game and important to their story, more so than reporters in other countries.
- North American journalists are more likely to **review the social media accounts** of a CEO and/or the company before an interview than reporters in other regions.

Professional Services & Social Media

Bianchi PR has conducted a proprietary study, **Social Media Use by Professional Services (SMUPS)**, which looks at how 25 of the top Detroit professional service firms are using social media. We'll be sharing findings over the next few months on our blog. Follow along [here](#).

New Intern

Joining the **Bianchi PR** team as our summer intern is Wayne State University public relations major **Joseph Soloman III**, better known as Trey. He previously studied abroad at the Universidad de Guadalajara in Jalisco, Mexico. He plans on graduating December 2016. Welcome to the team, Trey!

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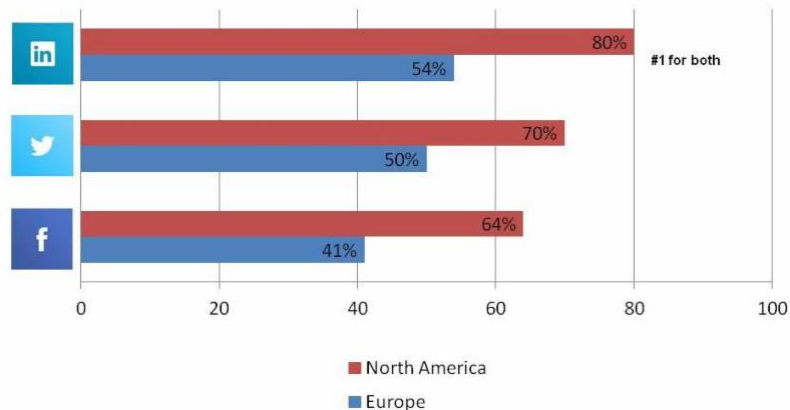
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Top Social Media Channels for Research



- UK journalists overwhelmingly prefer to **conduct interviews over the phone**, whereas North American journalists prefer to do interviews **in person at your office or plant**.

Based on examples like these, how do you help your CEO stay on top of all these differences and ace interviews, no matter where the reporter is from? **Consider these six tips** that can help every interview be a success when talking to any global journalist:

Top 6 Overall Media Interview Recommendations for CEOs:

1. Know the company's website, PR and IR documents - no matter where the journalist is from, be sure your CEO knows key takeaways and messages from your company's official website, latest press announcements and investor / annual report documents.

2. Use recent media coverage (company and personal) - your CEO should be able to reference and explain coverage they or the company has recently received, as reporters in all regions will often study recent articles in order to prepare for their interviews.

3. Show market knowledge - your CEO knows the company inside and out, but they also should have insight on the market as a whole. Most journalists, no matter what their location, appreciate some big picture / trend statements to put everything in perspective.

4. Bring a positive personality - this should be a no-brainer, but CEOs should remember to always keep things positive, genuine, thoughtful, humble, factual and as open as possible. Don't assume you'll be able to review quotes or the reporter's story before it goes to print. Always prepare for an interview as if you won't be able to review the story beforehand.

5. Keep the LinkedIn profile fresh - while North American reporters are most likely to review social media accounts than reporters in other countries, this form of research is on the rise in Europe as well. Out of all social media platforms, LinkedIn is one that journalists in all regions are most likely to research. Best to be prepared and have current

content, titles and accomplishments listed there.

6. Obtain counsel from a local PR agency - connecting with a PR team that has worked with the reporter or reporters in that region before and knows their approach, preferences and customs can provide firsthand knowledge and counsel.

For more insights, visit the [Bianchi Biz Blog](#).

Through PRGN, we have 50 expert affiliates in most major markets around the world, including China, Russia, India, Mexico and Eastern Europe.

To tap their local expertise, media contacts and cultural insights, contact Jim Bianchi at jbianchi@bianchipr.com or 248-269-1122.



Our PRGN Teammate in Poland:

Multi Communication

President and Owner, Mariusz Pleban

Multi Communication is one of the largest and most well-known independent public relations agencies in Poland. Since 2004, Multi Communication has been listed in Forbes Magazine's Top 5 PR agencies operating in the country.



The group has an expertise in multiple business sectors across a wide range of services, including: business-to-business communications; media relations; publicity; crisis management; communications; website development; and international PR counseling.

President and Owner Mariusz Pleban is an expert in integrated marketing communications and PR and has served as vice president of the board of the Polish Public Relations Consultancies Association (PPRCA).

For more information: <http://bit.ly/16ljK8g>