

## Why Using One Global Approach for CEO Media Interviews Can Fail

While digital communications are making the world smaller and driving some commonality in practices, the world of journalism is **anything but unified** in cultural habits, preferences and approaches as geography changes.

According to our global partners in the Public Relations Global Network (PRGN), who surveyed more than 200 journalists across Europe and North America, while there may be some common themes, **each country's reporters often have their own unique perspective** that can impact the outcome of your CEO's interviews.



To read more, visit: <http://bit.ly/2kk5Yi3>

## 8 TIPS FOR GLOBAL CEOS TO ACE MEDIA INTERVIEWS

Based on the most recent PRGN ([www.prgn.com](http://www.prgn.com)) **survey of journalists in North America and Europe**, there are eight things CEOs (and their PR people) can do to optimize media interviews.

To read more, visit: <http://bit.ly/2iWck6V>



## CLIENTS SHINE AT CES & NAIAS

2017 started off with a boom, as **Bianchi PR** provided PR support at two key industry events. At **CES 2017** in Las Vegas, BPR helped **Valeo** introduce five new automotive technologies at a news conference that attracted nearly 200 media and analysts at the world's top tech event.

The following week at the **North American International Auto Show** in Detroit, BPR helped **Adient**, **Yanfeng Automotive Interiors** and **Schaeffler** with news conferences and media interviews as they launched new concepts for autonomous driving and mobility at America's top auto show.



## CHECK OUT OUR LATEST "MEET THE MEDIA" PROFILES

Have you seen the latest "Meet the Media" features on our blog? Each month, we profile a few key journalists that cover our clientele.

Here are some of the latest posts:

- [Craig Trudell, U.S. Automotive Team Leader, Bloomberg](#)
- [John Stoll, Detroit Bureau Chief, Wall Street Journal](#)
- [David Cullen, Executive Editor, Heavy Duty Trucking](#)
- [Chris Paukert, Managing Editor, Roadshow by CNET](#)
- [Most Popular Meet the Media Posts of 2016](#)



## TOP 25 COUNTDOWN: BASF, BUD BOWL & BUCKLEBEAR AMONG BPR'S TOP 25 PR PROJECTS

Bianchi PR salutes some of its coolest clients and projects as we commemorate Bianchi PR's 25th year in business in our Top 25 PR Project posts. Check out our five latest behind-the-scene stories of our favorite 25 projects:

- #6 - [BASF Shows Car Color Trends](#)
- #7 - [TRW & Trooper Bucklebear Boost Child Safety](#)
- #8 - [Anheuser Busch Hosts Bud Bowl 2006](#)
- #9 - [Mario Andretti Touts TRW Electric Steering](#)
- #10 - [Accuride Rolls at Heavy Duty Aftermarket Week](#)

## OUR PRGN TEAMMATE IN BOSTON

### The Castle Group

Led by Co-Founders and Principals Sandy Lish and Wendy Spivak

Looking for a firm with the relationships and connections it takes to succeed in the New England market?

We have it...through our Boston-based PRGN partner, [The Castle Group](#), which is known throughout the region for its innate ability to develop and implement integrated communications strategies that help clients achieve their goals.



The Castle Group has deep experience leading impactful public relations campaigns and product launches; managing events, sales conferences and incentive programs; and guiding clients through sensitive and often highly charged matters.

Castle clients range from small businesses to major corporations and represent a diverse set of industries, including hospitality, financial and professional services, healthcare, biotech and nonprofit. The firm is also regarded for its extensive experience working with educational institutions, particularly in times of need.

A certified women-owned business, The Castle Group celebrated its 20th year in Boston's Charlestown Navy Yard in 2016. The firm was also recently named one of Boston's Best Places to Work by the *Boston Business Journal*.

For more information on how you can tap the expertise and contacts of The Castle Group – or any of our nearly 50 PRGN partners around the world – contact Jim Bianchi at [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com).