

PRGN Media Study Shows Reporters' Growing Social Media Performance Anxiety

What is keeping journalists up at night? Recent research from our network of global PR affiliates, the Public Relations Global Network (PRGN) shows that reporters are facing increasing pressure to produce multimedia stories and build engagement for their stories on social media.

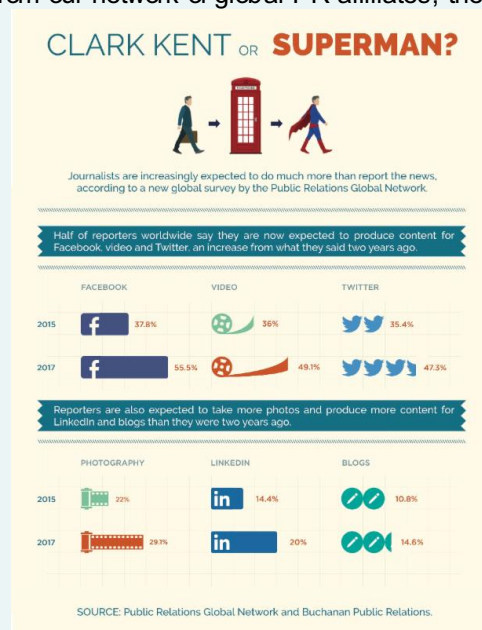
One-half of the 110+ journalists from around the world surveyed by PRGN say their position now requires them to create content for Facebook, Twitter and other social media platforms, as well as to produce video for their outlets' online presence ... all in addition to their usual newsgathering and reporting.

Globally, there is no question that journalists today are facing increased pressure. In fact, many reporters have told us that editors and producers are evaluating their reporters' performance by looking at how many views, comments, shares and likes their stories are getting online.

So, to help these reporters - and to help our clients generate more coverage - we have to expand our storytelling to include visual and graphic content that work well with these online platforms.

Released in late 2017, the PRGN survey polled reporters from around the globe to gain new insight into how journalists' work is changing and how reporters prepare for media interviews.

Click here for the full article and survey results: <http://bit.ly/2E1oHFN>



Graphic courtesy of Buchanan Public Relations - Click to view

Top PR Challenges for Professional Service Firms

Industry consolidation, increasing client demands, more intense competition and diminishing loyalty of clients - these are just some of the obstacles professional service firms face daily.

All of these factors make marketplace differentiation and reputational protection - two key benefits of a targeted public relations program - more important, and more difficult, than ever.

In the realm of PR, professional service firms face some unique challenges. Read more about our six tips: <http://bit.ly/2ASeFbZ>



The **Bianchi PR** team helped three clients get their share of media coverage at the recent **North American International Auto Show** in Detroit - one of the world's key auto shows. Conducting proactive media relations activities for clients

[Adient](#), **[Schaeffler](#)** and **[Paul Eichenberg Strategic](#)**

[Consulting](#), we assisted throughout press days with media

outreach and coordination with journalists from around the globe, which resulted in many interviews and media coverage in key target publications. Take a look at Adient's coverage in **[USA Today](#)** and Schaeffler featured in **[Autonomous Vehicle Technology](#)** magazine.



CHECK OUT OUR LATEST "MEET THE MEDIA" PROFILES

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are some of the latest posts:

- [Jack Walsworth, Reporter & Web Producer at Automotive News](#)
- [Mark Phelan, Auto Critic & Columnist at the Detroit Free Press](#)
- [Chuck Murray, Senior Technical Editor at Design News](#)
- [Katie Burke, Silicon Valley Reporter at Automotive News](#)



New Agency Partners in Latin America, Malaysia & Brazil

As our worldwide partnership, the Public Relations Global Network (www.prgn.com), celebrated its 25th anniversary at the Autumn Global Leadership Conference in Kyoto, Japan, it also welcomed three new PR agencies in key markets to our group.



**Another
Company**

Another Company

(in Mexico, Colombia, Panama) - Another Company is the top independent PR and communications agency in Mexico with offices in Colombia and Panama. The agency offers a team of passionate professionals specialized in different business units and services with strong expertise in the Latin American market.

Clients include some of the world's top Fortune 500 companies looking to do business in Mexico and beyond. Examples are Waze, Hubspot, Calvin Klein, SAP, Tim Hortons, Adidas Group, Prada, Peninsula Hotels and others. <http://www.another.co/en/>

in public affairs, brand communications and stakeholder engagement. The firm's expertise is built on years of experience of working in a comprehensive range of industries and businesses.

Perspective's team has strong credentials in corporate reputation, investor relations, brand and marketing communications, as well as communications capabilities building for clients. Clients include key government agencies, public listed companies and multinational brands, such as the East Coast Economic Region Development Council, the Malaysia Digital Economy Corporation, PETRONAS, Durex, among others.

**SMARTPR**

(São Paulo, Brazil) - Established in 2002, with backgrounds in communications, advertising, public relations, journalism and design, SMARTPR is a leading independent PR firm in Brazil with a proven track record of assisting clients by developing long-term relationships with stakeholders, such as journalists, influencers, business-to-business communities, employees and consumers.

Above all, the people within the firm are business consultants with a special ability to drive results through content and relationships. Clients include Expedia, BuzzFeed, Waze, AWS - Amazon Web Services, Logitech, Pinterest, Level 3, among others.

PRGN: Local experts, globally connected

With more than 50 member agencies covering virtually every key market around the world, PRGN brings together some of the top independent PR firms in their respective markets to serve clients wherever they need in-market expertise and global or multi-country support.

PRGN partner agency CEOs meet twice a year in cities around the world to discuss best practices, find new ways to collaborate and develop global business partnerships - as well as forge meaningful personal relationships to enable us to provide our clients unmatched coordinated service.

To learn more about tapping the power of PRGN, contact Jim Bianchi at 248-269-1122 or jbianchi@bianchipr.com.



STAY CONNECTED

