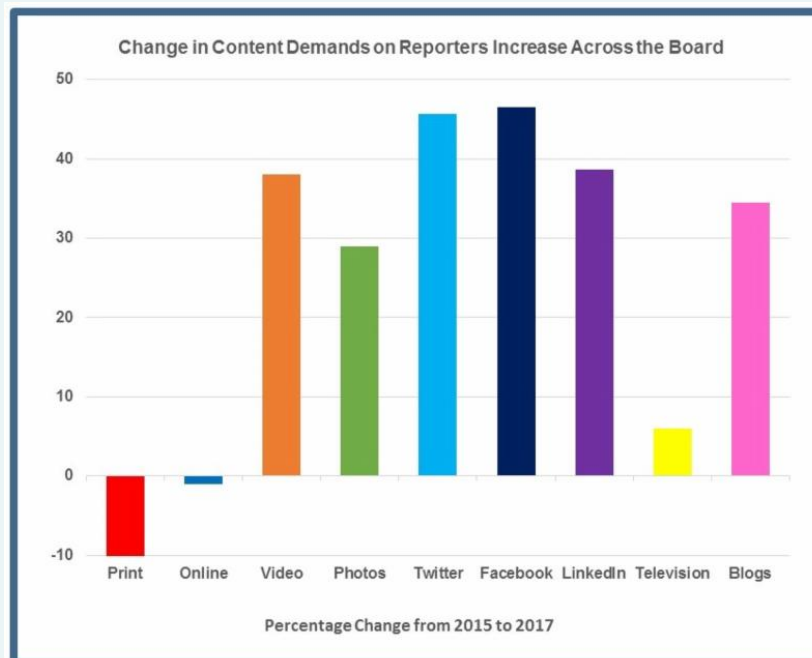


CEO Media Interview Mistake #1 - Ignoring the Growing Demands on Reporters

Reporters' Duties Growing with Social / Digital; Creating New PR Opportunities



Journalists are facing increasingly intense pressure to produce multimedia stories and to build engagement for their stories on social media, according to a recent Public Relations Global Network (PRGN) survey of more than 110 journalists around the world. And these changes are creating new opportunities for PR professionals to boost their coverage and enhance their media relationships.

Click here for the full article and survey results: <http://bit.ly/2FWcR3j>

7 Things Journalists Expect in an Online Newsroom

As the recent [PRGN global journalist study showed](#), reporters are working harder than ever. So it is important to make sure your company's online newsroom is working just as hard -- 24 hours a day, 7 days a week, 365 days a year -- for you.

According to TEKGROUP International, their recent national survey of journalists revealed seven key components journalists expect in any online newsroom:

1) Newsletters and Email Alerts - According to survey results, 92 percent of journalists prefer to receive news via email alerts



and 72 percent prefer to only receive news in which they are invested. Allowing visitors to subscribe to an email alert or newsletter provides them the opportunity to subscribe to your company's news without having to dig for specific content.

2) High-resolution Photographs and Videos - In the digital age, and with practically everyone using smartphones, it is easier than ever to access high-resolution images. Ninety-eight percent of journalists surveyed agree that high-resolution photographs and videos are important elements in an online newsroom.

Click here for the full article: <http://bit.ly/2GngpbO>

Client Congrats!

Congratulations to...

... [Schaeffler](#) for the grand opening of its new Silicon Valley office, located in San Jose, Calif. Read more about the facility here: <http://bit.ly/2pvvuAH>.

... [Cooper Standard](#) for receiving a 2018 Automotive News PACE Award for its Fortrex lightweight elastomeric material. To learn more, visit: <http://bit.ly/2HqaR1L>.

...clients, [Adient](#) and [Accuride](#), who were honored with the 2017 *IndustryWeek* Best Plants Award.



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:

- [Phoebe Wall Howard, Autos Reporter at the Detroit Free Press](#)
- [Nora Naughton, Automotive Reporter at The Detroit News](#)
- [Mitch Galloway, Manufacturing & Agribusiness Reporter at MiBiz](#)
- [Shiraz Ahmed, Assistant Editor, Mobility at Automotive News & Host and Producer for Futurismo](#)



Our PRGN Teammate in Los Angeles

With offices in greater Los Angeles and partners worldwide, [The Hoyt Organization \(THO\)](#) knows a thing or two about reaching the right audience. Founded more than 25 years ago by Leeza Hoyt, today THO is a full-service integrated public relations agency based near the beaches of Los Angeles. The agency serves real estate, architecture and design firms; financial and educational institutions; healthcare foundations; non-profit organizations; technology-based firms and consumer lifestyle companies. We utilize various communications strategies and tactics to ensure our clients' programs always produce the best results.



**The Hoyt
Organization**
strategic public relations

THO is dedicated to establishing our clients as national industry thought leaders who drive their markets. By thoroughly understanding the needs of our clients and trends happening in their

industries, we design and implement programs that not only support their goals but provide the highest ROI.

THO's strength can be found in our strategy. We are known for crafting integrated communications programs with thoughtful, laser-focused game plans that use the right tactical tools to break through the bland in our clients' varied markets. From traditional media to paid, earned, shared and owned social media; from digital platforms to crisis management, our deep understanding and expertise strengthens our clients' voices and amplifies their brands in the right market.

THO's success is directly due to our diverse team's talents in the following areas: media relations, writing, social media, branding and design, strategic messaging, and crisis management.

Work aside, our team takes pride in being a pet-friendly office who takes any opportunity to celebrate. We love office parties and national holidays like July 4th or National Cupcake Day. THO is dedicated to health and wellness and each person in our office has an adjustable standing desk, to that end. We also encourage our team to grab fresh air daily (and/or Starbucks!) during breaks from the computer.



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

Also, check out these free PR tools and templates provided by PRGN: <https://www.prgn.com/tools-templates/>

Whether you're beginning your PR career or a PR veteran, here's a listing of current available PR jobs with our PRGN partners in markets around the globe: <https://www.prgn.com/pr-jobs/>



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