

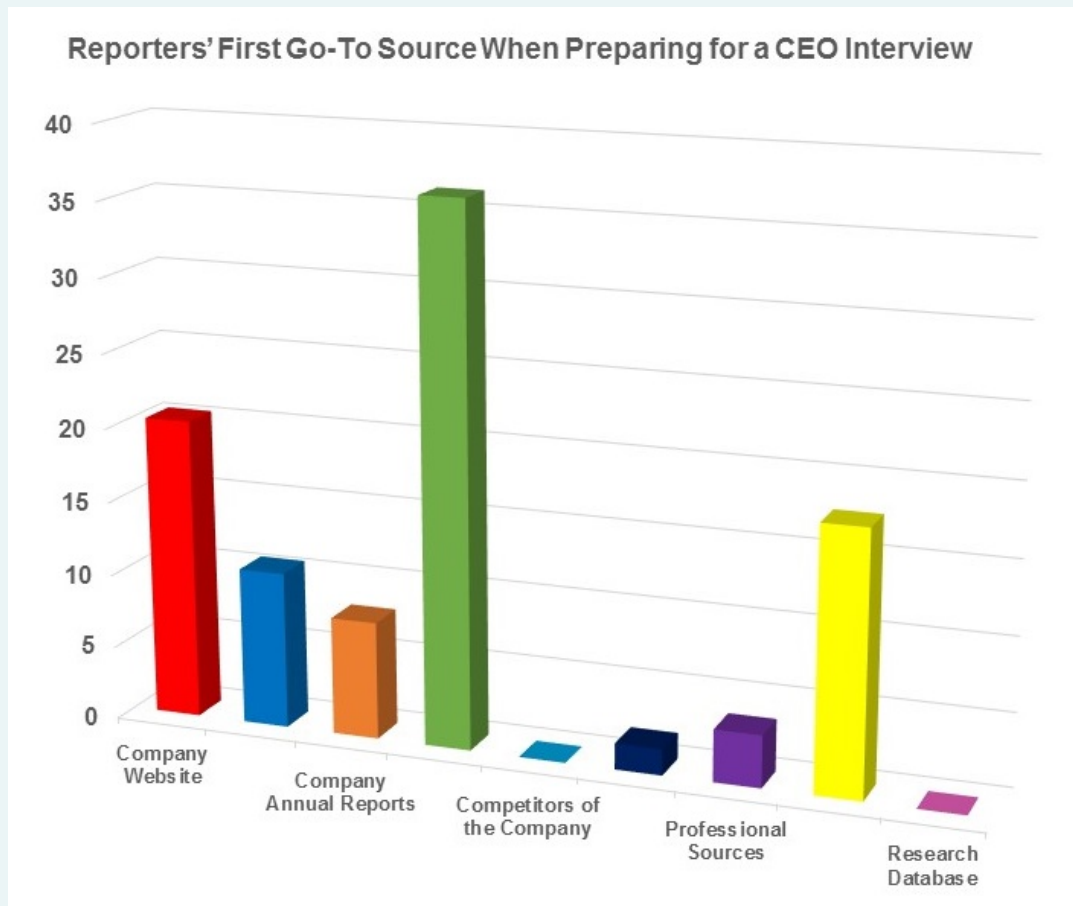
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## BIANCHI PeRspectives SUMMER 2018

### CEO Media Interview Mistake #2 - Not Knowing Where Reporters Go For Research

Fact: Reporters' First Research Source is NOT the Info You Sent Them



Only one in 10 journalists surveyed by the Public Relations Global Network (PRGN) ranked the info sent by the company or its PR firm as the first source they use when conducting research before a CEO media interview.

That means 90 percent of journalists are going somewhere else for their first research stop, and these other sources may help shape the story's tone and content before the materials you provide can have an effect.

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

## Industrial Sector in Nation for 2018

O'Dwyer's ([www.odwyerpr.com](http://www.odwyerpr.com)), a leading public relations industry publication, recently ranked Bianchi PR as one of the top PR firms in the Midwest region as well as one of the top firms serving the technology and industrial sector nationally.

The latest O'Dwyer's rankings showed Bianchi PR as #22 in the Midwest overall and the top public relations agency that is headquartered in the Detroit area ([http://www.odwyerpr.com/pr\\_firm\\_rankings/hightech.htm](http://www.odwyerpr.com/pr_firm_rankings/hightech.htm)).



Image: O'Dwyer's

Click here for the full article: <http://bit.ly/2v51WQH>

## Client Congrats!

### Congratulations to...

... [Cooper Standard](#) for being named a Corp! Economic Bright Spot award winner: <http://bit.ly/2lsmlat>

... [Jaffe's](#) Justin Hanna for being named to the *Crain's Detroit Business* 2018 "20 in their Twenties" List: <http://bit.ly/2HWj7dl>

...clients [Adient](#), [BASF](#) and [Cooper Standard](#) for being named General Motors' 2017 Supplier of the Year winners: <http://bit.ly/2JEqDdz>



## BPR is Hitting the Road & Heading North to CAR MBS

Next week, **Bianchi PR** will head up north to Traverse City, MI to participate in, for the 26th year, the [Center for Automotive Research's Management Briefing Seminars](#).

At the major North American automotive industry event, Bianchi PR will be supporting speakers and executives with thought-leadership, media relations and industry relations activities for clients including [Adient](#), [Freudenberg Sealing Technologies](#), [Paul Eichenberg Strategic Consulting](#), [SRG Global](#) and [Yanfeng Automotive Interiors](#).



## 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:

- [Roop Raj, Anchor / Reporter at Fox 2 News Detroit](#)
- [Ian Thibodeau, Automotive Reporter at The Detroit News](#)
- [Kirk Pinho, Real Estate Reporter at Crain's Detroit Business](#)
- [Audrey LaForest, Reporter at Plastics News](#)
- [Jennifer Vuong, Anchor and Producer at Automotive News](#)



## Our PRGN Teammate in Milan, Italy

With offices in Milan, Italy, [Sound Public Relations](#) is a full service PR and communication consulting firm - directed by Matteo Prencipe and Alessandra Malvermi - that has added significant value to respected brands and organizations since 1991.



Matteo Prencipe and Alessandra Malvermi

We pride ourselves on building long-term, value-adding relationships with our clients. We do believe indeed that our clients are our biggest asset. And customer loyalty is our ultimate goal.

Acknowledged as a boutique-like, creative and nimble agency, Sound PR builds brand reputation and offers effective solutions to business challenges with a strategic and thoughtful approach.

Working with both B2B and B2C ventures, our services include media relations, digital and online communication, social media, events, brand, issue and crisis management, stakeholder engagement, graphic design and more.

Thanks to our international relationships, we are always on the frontline of new trends. This allows us to re-modulate traditional methods on the strength of the cultural and technological innovation and to lead our clients towards communication styles that result in a real competitive advantage.

Since its foundation in 1991, Sound PR has been focusing on technology. Our deep vertical expertise working with Fortune 500 companies allows us to keep our clients connected and ahead of the curve. After the dot-com bubble burst in 2001, we started to add to our portfolio companies and organizations in a broad range of industries. This variety offers us a unique perspective on the issues businesses face in addressing contemporary business communications challenges.



Over the years we have worked with brands like Solidworks (Dassault Systèmes), Canon, Lenovo, Hewlett Packard, OM Still and, in more recent times, Tesla Motors, CLS-Hyster, CHEP and IFCO Systems, both Brambles companies, Tempur-Pedic, The North Face, Troostwijk, Nokia, Vocollect-Honeywell, Mydatec, Telema SpA, just to name a few.

"I thoroughly recommend Sound PR. It's the most **client-sensitive, high-impact** PR firm I've ever worked with. They **go the extra mile** – whether it's accommodating a last-second request or assuming additional responsibilities way beyond the original scope of the contract. Sound PR takes a "no nonsense" approach and is rooted firmly in reality: they consistently **underpromise and overdeliver**, which is very rare in this industry. The team has expert background knowledge of the Italian and international media landscape, and it shows: the results of their campaign for Tesla were **simply awesome, vastly exceeding the expectations** of everyone from the CEO to the salespeople. Grazie!"

Rachel Konrad  
Director of Communications - Tesla Motors Europe

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

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

And 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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