

Is Media Relations Dead?

PR pros around the globe are witnessing massive changes in the field. In fact, a recent article in the BusinessWire Blog called Media Outlet Availability on PR Efforts, by Christopher S. Penn, Chief Data Scientist with TrustInsights.ai, cites some revealing statistics about the shrinking number of media outlets and the challenges for PR and media relations.



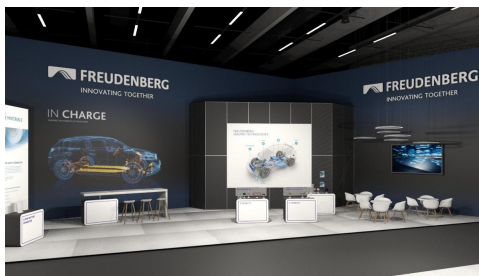
Consider that:

- **The number of bona fide independent media outlets is declining** – in the U.S. the number of media outlets has dropped by almost **60 percent** since 2015, with the lion's share of the decline coming from the daily newspaper ranks;
- **The number of reporters has dropped significantly** as well, with U.S. government statistics showing newsroom employment dropping **29 percent** since 2010; and
- **Survey after survey shows that today's journalists are being asked to do more than ever**, in terms of covering broader beats and filing more stories across more traditional and digital platforms, doing more social media promotion and amplification of those stories, and creating more blog posts, videos and webinars, amidst shrinking newsroom staffs.

It is no wonder that one of the most common complaints of many PR professionals – especially those working in the business-to-consumer (B2C) sector where newspapers are a primary target – is that **media relations is more difficult than ever**.

Read the full article here: <https://bit.ly/3ndn0uB>

Virtual Trade Booths: 5 Insights from an Early Adopter



Just as the COVID-19 pandemic abruptly halted most of the press events, tradeshow, customer events and news conferences that many communicators rely upon to share news, one of Bianchi PR's clients took a bold step in the virtual revolution.

Global automotive supplier **Freudenberg Sealing Technologies** developed a virtual event platform to help it tackle its extensive calendar of industry and customer events.

According to Freudenberg's communication team, this customizable virtual event space has the same look and function of a traditional event booth, but has the flexibility to be easily and cost effectively customized for various event types, themes and formats.

Read the full article here: <https://bit.ly/2Y2UHUR>

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 the latest posts:

[Sebastian Blanco](#), Automotive Freelance



Reporter

[Eric D. Lawrence](#), Automotive Reporter at the *Detroit Free Press*

[Vince Bond](#), Reporter at *Automotive News*

[Kevin Jost](#), Editorial Director & Founder of *Futuride*

[Rebecca Lindland](#), Automotive Industry Analyst & Freelance Reporter

Our PRGN Teammate in Sweden

Coast Communications

Our PRGN Teammate in the frosty north of Europe, [Coast Communications](#), is serving a wide range of investor relations, government and business-to-business clients across a diverse span of sectors from Stockholm, Sweden.

Founded in 2001, Coast Communications is now approaching its 20th anniversary.

Coast offers corporate communications, media relations, crisis communications, rhetoric and media training, digital marketing, video and podcast production and covers with its expertise a wide range of sectors, such as finance, tech, logistics, automotive, healthcare, energy, environment and retail.

The agency's clients range from well-known brands such as tire producer **Michelin** to construction company **Skanska**, and from start-ups to well-established family-owned companies.

Over the years, Coast Communications has won significant awards for its client work, including being named Sweden's Best Agency by leading PR trade magazine *Resumé*, mainly due to the agency's work for DHL Express Nordics, Swedish FSA Finansinspektionen and the saving bank Finn, and being nominated together with Bates in Copenhagen for a Columbi Egg, a public affairs award sponsored by Scandinavia's largest financial daily, *Dagens Industri*, for the agency's work on sustainability green tech with Mercedes-Benz Commercial Vehicles.

Coast takes an active role in the debate and initiatives concerning communications and PR, with its founder **Karl Rickhamre** during different periods, being a jury member of the monthly Campaign of the Month-award and the annual Royal Automobile Club Journalist Prize.

Leading and collaborating with its team of more than 20 communications professionals in Sweden and in the Nordic affiliates, President and CEO Karl Rickhamre plays a strategic role in the firm's success.

Before starting Coast Communications, Rickhamre was a Corporate Communications Director with Burson Marsteller, where he advised some of the world's leading brands and companies.

Prior to that, he served during 12 years as a television correspondent in Stockholm, Brussels and London for Swedish nationwide television, SVT, and for Dow Jones financial television EBN (later merged into CNBC Europe) mainly in the fields of economics, politics, and current affairs. Karl is a frequent speaker, author and moderator on matters related to public affairs.

Coast is a purpose-driven responsive partner, with an objective to protect people, business and brands. It has a well-ramified network of contacts and associates with extensive experience in media, business, and government. All communication is intended to help the agency's customers achieve their business goals. Coast always has a Nordic network with fixed partner agencies in each Scandinavian country.

If you are looking for communications support or local insight from seasoned communications professionals in Sweden, let us connect you with Karl and Coast Communications. And if you need local expertise in any other key markets around the world, let us introduce you to one (or more) of our 50 PRGN partners spanning Asia, the Americas, Europe, Africa, Australia and the Middle East.



Karl Rickhamre, Founder, Coast Communications

