



PR: It's NOT All About Relationships...Is it?

Old school PR pros: "It's all about RELATIONSHIPS ..."

Modern PR pros: "It's all about IDEAS ..."

In an ideal world, the best pitch, the best ideas presented, would win.

Media interviews or media coverage would depend solely upon the quality or novelty of the pitch. But we don't live ... or practice B2B PR ... in an ideal world.



To read the full post, visit: <https://bit.ly/3qN4xJy>

2022's Top 13 Podcasts for Automotive & Mobility Technology Suppliers



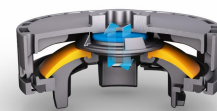
With more than 2 million podcasts being produced today, including hundreds with an automotive and mobility focus, finding the best resources to keep an auto supplier executive up to date is not quite as easy as a quick Google search.

But don't worry. We've done the research for you. We've scoured our sources and received input from our colleagues to come up with a list of top podcasts for auto suppliers.

Here are the top 13 podcasts we recommend for auto supplier and mobility technology executives in North America: <https://bit.ly/3Jk3DLz>

Client Congrats!

Congratulations to **Freudenberg Sealing Technologies** for being named a **2022 Automotive News PACE Award finalist** for its DIAvent Highflow Pressure Compensation Valve. DIAvent Highflow's multi-function technology has changed the battery safety landscape by combining pressure equalization and emergency degassing functions into a single, sophisticated, reversible battery component. Read more here: <https://prn.to/3OtWnzM>



ICYMI: The Latest BPR News



in several categories by O'Dwyer's, a public relations trade publication long considered the "Bible" of the industry. Read more: <https://bit.ly/3jT3hRa>

SAE International – the world's leading professional organization committed to advancing mobility knowledge and solutions for the benefit of humanity – has selected Bianchi Public Relations, Inc. as its public relations agency of record. Read more: <https://bit.ly/3Neanx6>

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:



- [Robert Schoenberger, Editor-in-Chief at IndustryWeek](#)
- [Chad Kirchner, VP of Content at Wrecked Media Group](#)
- [Justine Murphy, Senior Editor at Laser Focus World](#)
- [Vesna Brajkovic, Managing Editor of Heavy Duty Trucking & TruckingInfo.com](#)
- [Josh Fisher, Executive Editor of FleetOwner](#)
- [Audrey LaForest, Washington, D.C. Reporter for Automotive News](#)

Our PRGN Teammate in Little Rock, Arkansas

Ghidotti, based in Little Rock, Arkansas, is a public relations and content marketing agency focused on reputations, relationships and results for its B-to-C and B-to-B clients.

CEO Natalie Ghidotti founded the agency in 2007 and has since grown it to a team of nine rockstar members who help clients tell their stories in their authentic voices through a variety of PR strategies. From startup companies to retail giants, Ghidotti customizes a strategic plan for each organization that includes media training, crisis communications, brand reputation management, thought leadership, strategic marketing, content marketing, influencer marketing and social media.



“Over the years, we have created a tried-and-true strategic process that we use with our clients called S.A.M.E. that focuses on generating real leads, inquiries and engagements from stakeholders,” Ghidotti said. “What the process results in, however, is anything but the same for our clients as it leads us to unique and authentic brand truths and strategies focused on our clients’ specific goals and objectives.”

This strategic work for clients not only lifts the organization to drive brand awareness, but also spotlights individuals within the company to effectively position them as thought leaders with a mix of third-party validation and digital amplification. With 26 years of experience in journalism and public relations, founder

Natalie Ghidotti has led her sharp and multi-faceted team of storytellers to great success ensuring they are true partners in their clients' businesses.

The agency has been honored with a long list of awards for client work, including recent 2021 *PRNews'* Platinum Awards, a PRSA National Silver Anvil Award and numerous awards from PRSA Arkansas Chapter, including the prestigious Bob Sells Best of Show Award. CEO Natalie Ghidotti was also named one of *PRNews'* 2020 Top Women in PR, which recognizes women public relations leaders raising the bar for the industry, as well as the *Arkansas Business 250*, a list of the state's most powerful leaders.

Along with its commitment to strategic thinking, client service and business results, the Ghidotti team is focused on corporate social responsibility for itself and its clients. The agency has worked pro bono for many Arkansas nonprofits, as well as helping to facilitate corporate partnerships with its clients that have helped shape the growth of the Southern region.

"While our goal is often similar for clients – engage the audience, grow the brand and better the community – our team takes the time to creatively approach each challenge with a fresh perspective and best-in-class ideas," Ghidotti said.

Ghidotti represents the Arkansas market in the Public Relations Global Network of 50+ agencies, but serves clients throughout the South in a variety of industries, including healthcare, retail, professional services, technology and manufacturing.

If you need expert local PR support in Arkansas – or 50 other major markets around the world - contact Jim Bianchi at 248-269-1122 or at jbianchi@bianchipr.com.

