



Transcript from August 11, 2010 to August 11, 2010

All times are Pacific Time

August 11, 2010

- 2:18 am **MalmComm:** RT @KellyeCrane: Can't use it for clients, but community trial prog a great opp for #solopr pros to learn @Radian6 hands-on! <http://bit.ly/do4RSb>
- 1:42 pm **MopwaterPR:** New workbook helps #PR students, & aspiring #solopr pros discover specialty win clients. Check it out! <http://pitch.pe/80166>
- 1:53 pm **KellyeCrane:** Thx! RT @brownskingurl: the #solopr group on LinkedIn is great...works the way it's supposed to! :) Wish all #linkedin groups worked as well
- 1:56 pm **pearl_brands:** "Communication is Leadership. If you do not communicate, you do not lead." Joe Hice #FPRA #solopr
- 1:59 pm **KellyeCrane:** Reminder: it's #solopr chat day (1-2 pm ET)! Indie #PR pros, if you have any Qs to add let me know by @ or DM.
- 2:58 pm **MpactJacq:** Workbook by @MopwaterPR helps #PR students, & aspiring #solopr pros discover specialty win clients. <http://pitch.pe/80166>
- 3:27 pm **jaywalk1:** Workbook by @MopwaterPR helps #PR students, & aspiring #solopr pros discover specialty win clients. <http://pitch.pe/80166>
- 3:33 pm **kiarapesante:** RT @aprilloturner: Workbook by @MopwaterPR helps #PR students, & aspiring #solopr pros discover specialty win clients. <http://pitch.pe/80166>
- 3:34 pm **jgombita:** @Marketwire have you diversified yet beyond Facebook for #smmeasure? Did you read my @kellyecrane interview re: #solopr community/platforms?
- 3:44 pm **han_ma:** RT @jaywalk1: Workbook by @MopwaterPR helps #PR students, & aspiring #solopr pros discover specialty win clients. <http://pitch.pe/80166>
- 3:52 pm **mdbarber:** #solopr starts in about an hour. If you're an indy pr/comm pro, join us for sharing, education and some levity.
- 4:03 pm **jgombita:** Well as @kellyecrane states in her @prconversations interview @Marketwire, #solopr community initiates/requests the majority of additions!
- 4:10 pm **cidokogiPR:** Sneak Peak! at the Blackpad, Blackberry's answer to the iPad.. <http://bit.ly/aQLVER> #pr #prstudchat #solopr
- 4:23 pm **AerialEllis:** Workbook by @MopwaterPR helps #PR students, & aspiring #solopr pros discover specialty win clients. <http://pitch.pe/80166>
- 4:28 pm **KellyeCrane:** Just 30 minutes until #solopr chat - who's in?!
- 4:39 pm **mdbarber:** @KellyeCrane I'm in but may be in & out too. #solopr
- 4:42 pm **rmpapag:** @KellyeCrane I'm in! Will have to do part of it from the road though...gotta love my #iPhone! #solopr
- 4:47 pm **makasha:** Gonna miss #solopr today. Taking care of school stuff.
- 4:48 pm **amynolanapr:** I'll be in for a bit. #solopr
- 4:57 pm **PRjeff:** I'll be peeking in now and then, will pipe up if I have anything worthwhile to contribute. #solopr
- 4:58 pm **deegospel:** I will be participating in #solopr in real time at TweetGrid <http://tweetgrid.com/> #solopr
- 4:58 pm **mdbarber:** @PRjeff Then we'll talk with you soon because you always have something worthwhile to add! #solopr
- 4:58 pm **cgornpr:** Peeking in and out! Trying to final a press release today. #solopr
- 5:01 pm **jenmitch:** @KellyeCrane I'm in. But will also be in and out. #solopr

- 5:01 pm **PRProSanDiego:** Signing in after being MIA for a few weeks. So glad to reconnect with my #soloPR pals! Six years solo, doing lots of political work now.
- 5:01 pm **sandrasays:** Will be tuning in and out, but trying to participate. RT @KellyeCrane: Just 30 minutes until #solopr chat - whos in?! #soloPR
- 5:02 pm **SoloPR:** It's time for this week's #solopr chat for independent pros in PR and related fields (and those who want to learn more about it)
- 5:02 pm **chatterboxpr:** FYI - I'll be participating in #solopr for next hour. #solopr
- 5:02 pm **sandrasays:** RT @SoloPR: Its time for this weeks chat for independent pros in PR and related fields (and those who want to learn more about it) #solopr
- 5:03 pm **SoloPR:** Welcome everyone - glad to see an excellent #solopr crowd gathering. This is @KellyeCrane moderating.
- 5:03 pm **KellyeCrane:** RT @SoloPR: It's time for this week's #solopr chat for independent pros in PR and related fields (and those who want to learn more about it)
- 5:03 pm **rmpapag:** Hi #solopr folks, Will here for the first half and then mobile for the second half. Looking forward to the great chat we always seem to...
- 5:03 pm **mdbarber:** Good morning all from rainy Alaska. 30 year pro; 10 years as solo. #solopr
- 5:04 pm **krisTK:** RT @SoloPR: Its time for this weeks chat for independent pros in PR and related fields (and those who want to learn more) #solopr
- 5:05 pm **krisTK:** Lunch time here in about to rainy MS Gulf Coast. TS #Danielle is likely headed my way. (six yrs indy, 20 yrs PR, APR, Tulane prof) #solopr
- 5:05 pm **SoloPR:** Q1: Are you using video with your press releases? How? #solopr
- 5:05 pm **KateRobins:** Will be on #solopr for next hour. #solopr
- 5:06 pm **KellyeCrane:** @MereElainePR Hi- We always cover a variety of topics on #solopr - if you have a Q you'd like addressed, let me know!
- 5:07 pm **kgombita:** @SoloPR Q1. If it's a "press" release, what would be the point of adding video?! (Sorry, personal bug-a-boo. News/media release!) #solopr
- 5:07 pm **rajejan:** I'll be in & out (not animal style, ha!) of #solopr for nxt hour. Follow & you might learn. Or don't. Carry on :)
- 5:07 pm **krisTK:** Q1: Havent added video to client releases (yes) but remember the days of the big-deal VNR projects. #solopr
- 5:08 pm **KateRobins:** @kgombita Video opens up new channels. #solopr
- 5:08 pm **SoloPR:** .@kgombita Touche! Yes, we are talking about "news releases" these days. #solopr
- 5:08 pm **cgornpr:** @SoloPR Sometimes, I embed video in a pitch engine release and send that. Only for certain clients. #solopr
- 5:08 pm **krisTK:** @kgombita I'm with you. i've called them News releases for years since TV reporter scolded me. #solopr
- 5:09 pm **sandrasays:** q1. I'm not using video with releases yet. However, have a project helping a friend promote his movie. anticipate needing to use #soloPR
- 5:09 pm **KateRobins:** Haven't done it but often feel that pitching is a one-to-one convo. One way sometimes at that #solopr
- 5:09 pm **KellyeCrane:** RT w/hashtag: Q1: I've used video in @pitchengine press releases, but haven't tested the other formats yet. #solopr
- 5:10 pm **KateRobins:** @KellyeCrane How'd that go, with Pitch Engine #solopr
- 5:10 pm **sandrasays:** @cgornpr how do you like pitch engine. have friends who like. friends who hate. haven't used a lot myself yet #soloPR
- 5:10 pm **KellyeCrane:** Q1: I just attended a @BusinessWire event that showcased their video offereng. #solopr
- 5:10 pm **SoloPR:** RT @krisTK: Q1: Havent added video to client releases (yes) but remember the days of the big-deal VNR projects. #solopr
- 5:11 pm **kgombita:** @KateRobins my objection is to te really outdated concept of a "press" release, considering all of the mediums being appealed to. #solopr

- 5:11 pm **jenmitch:** Same. RT @KellyeCrane: Q1: I've used video in @pitchengine press releases, but haven't tested the other formats yet. #solopr
- 5:11 pm **jgombita:** Love it! @krisTK: @jgombita I'm with you. i've called them News releases for years since TV reporter scolded me. #solopr
- 5:11 pm **KateRobins:** @sandrasays Really eager to hear about that. Their sign-up link came with an alert not to open it for fear of outbreak, etc. #solopr
- 5:12 pm **KateRobins:** @jgombita Yeah, I know. I'm caving though to whatever yields results. Old enough to remember the VNR brouhaha... #solopr
- 5:12 pm **KellyeCrane:** Q1: Local news station mentioned that they use flipcams for some of their website video because quality is similar online. #solopr
- 5:12 pm **acnatta:** Q1 I like it more when a link to the video is provided and not embedded. #solopr
- 5:13 pm **KellyeCrane:** @KateRobins I'm still experimenting w/PE, so to early for me to say. #solopr
- 5:13 pm **sandrasays:** @KellyeCrane I admit that I have a flip camera, but haven't really used it yet. I know I'm behind the curve in this, need 2 catch up #soloPR
- 5:13 pm **SoloPR:** RT @acnatta: Q1 I like it more when a link to the video is provided and not embedded. #solopr
- 5:13 pm **LScribner:** Hi all, Lori here, from San Diego, just back from vacation so I'll be the proverbial fly on the wall:) #solopr
- 5:14 pm **krisTK:** Q1: Local newspaper outfits its reporters with flipcams and they shoot video interview, stills for web extras. #solopr
- 5:14 pm **jgombita:** @KateRobins but think about it: you're pitching to various Media (hopefully) about some real News. Surely that's good for SEO! #solopr
- 5:14 pm **pitchengine:** @sandrasays hate? wow, that's harsh! most people are like this: <http://bit.ly/GxiXx> #solopr
- 5:14 pm **KateRobins:** @KellyeCrane Never could afford my own camera but if flipcams are acceptable, I'm in with the rest of yuz. #solopr
- 5:14 pm **KateRobins:** @acnatta You mean embedded as in anchor text? How do they differ? #solopr
- 5:15 pm **mdbarber:** Here too: RT @krisTK: Q1: Local newspaper outfits its reporters with flipcams and they shoot video interview, stills for web extras. #solopr
- 5:15 pm **TheLTExpress:** Hello everyone hope this is open to join in, I'm Laura and I'm interested in your chat if that's ok? #solopr
- 5:15 pm **sandrasays:** @pitchengine well, I did say I don't have enough experience with your service and am asking for feedback. :-) #soloPR
- 5:15 pm **jgombita:** @acnatta same here. Q1. About three years ago I embedded a supplementary audio clip interview link. Under 3 minutes. #solopr
- 5:15 pm **amynolanapr:** Amy here from Baton Rouge...soon to be a "Big Easy" girl. Sorry I'm late. Dealing w/relocation agent on phone. #solopr
- 5:15 pm **sandrasays:** @TheLTExpress welcome to the #soloPR chat. It's weekly and the people are fabulous! #soloPR
- 5:16 pm **KateRobins:** @jgombita Who/what do you use for a SEO template? #solopr
- 5:16 pm **LScribner:** Q1 Depends. Client did their own video to support our last ann. Posted to YouTube and embedded link. Close to 10K hits so far! #solopr
- 5:16 pm **acnatta:** @KateRobins I mean embedded as in having the player in the release vs. a link to the video #solopr
- 5:16 pm **TheLTExpress:** Hello Sandrasays! Great thanks, good to see you again :-) #solopr
- 5:16 pm **KellyeCrane:** @amynolanapr The Big Easy is the best - I know what it means to miss you, NOLA! #solopr
- 5:17 pm **jgombita:** Favourited! RT @KateRobins: @jgombita Sigh. That too. I'm waiting for the world to just know what I'm thinking, all devices aside. #solopr
- 5:17 pm **PRtini:** Jumping in a bit late to #soloPR. Hi everyone!
- 5:17 pm **rajea:** Q1 I think offering video option (flip cam or otherwise) in an editor's note of news release might work best. Your thoughts? #solopr

5:17 pm **deegospel:** q1: yes. it helps convince media contacts that my client is newsworthy. i use newsclips we've done #solopr

5:18 pm **SoloPR:** Welcome to all latecomers (and to all you lurkers out there, too)! :-) #solopr

5:18 pm **mdbarber:** Agree: RT @rajean: Q1 I think offering video option (flip cam or otherwise) in an editor's note of news release might work best. #solopr

5:18 pm **KateRobins:** @deegospel What kind of time does that involve and do you not do something else to make room for it? #solopr

5:18 pm **SoloPR:** RT @rajean: Q1 I think offering video option (flip cam or otherwise) in an editor's note of news rls might work best. Your thoughts? #solopr

5:19 pm **sandrasays:** q1. local media are sending out reporters with video cameras to add video to web sites (even for newspapers). #soloPR

5:19 pm **jgombita:** @KateRobins I don't. Simply try to write jargon-free/without hype & tailor it so that journos believe it's newsworthy for audience #solopr

5:19 pm **TheLExpress:** Not a fan of using Youtube for releases, it's a surefire way to feed your audience to the competition... #solopr

5:19 pm **cloudspark:** checking in late to #solopr

5:19 pm **KateRobins:** @jgombita Right. Lose the adjectives and let the verbs do the heavy lifting. #solopr

5:20 pm **amynolanapr:** Q1 Haven't really dabbled in video for news releases yet...#solopr

5:20 pm **KateRobins:** Interesting RT@TheLExpress: Not a fan of using Youtube for releases, its a surefire way to feed your audience to the competition... #solopr

5:20 pm **SoloPR:** Interesting RT @TheLExpress: Not a fan of using Youtube for releases, it's a surefire way to feed your audience to the competition. #solopr

5:20 pm **PRProSanDiego:** @TheLExpress So glad to have a fresh face & new insights here. Welcome! We were all new once. :-) #solopr

5:20 pm **sandrasays:** @TheLExpress do you have a video feed alternative to youtube? I'm going to need to test this soon, looking for ideas. #solopr

5:20 pm **krisTK:** Wish more did this RT @jgombita: Simply write jargon-free/without hype & tailor it so journos believe it's newsworthy for audience #solopr

5:21 pm **KateRobins:** @jgombita And then you put it on any particular wire or distribution? #solopr

5:21 pm **jgombita:** @sandrasays Q1: Find many Canadian TV stations now inviting viewers to send in/post their own real-time videos or contest entries #solopr

5:21 pm **TheLExpress:** Thanks everyone, the theory behind that is tha at the end of every Youtube video there are suggestions for vids, usually comp #solopr

5:21 pm **krisTK:** @sandrasays Try Vimeo. It has higher quality video ability. #solopr

5:21 pm **SoloPR:** Q2 is a follow-up: How much old-school b-roll are you using? Are your audiences asking for it? #solopr

5:22 pm **PRProSanDiego:** Q1: Video is great. My preference is embedding a link in the release that goes to the video placed on the client's website. #soloPR

5:22 pm **SoloPR:** RT @krisTK: @sandrasays Try Vimeo. It has higher quality video ability. #solopr

5:22 pm **sandrasays:** @krisTK tks for the vimeo rec. Will check it out. #solopr

5:22 pm **rajean:** I think in the era of i-reports & YouTube, layering your client offerings helps gain press. Q1 #soloPR

5:22 pm **KateRobins:** @krisTK Jargon's for the customer. Pick and choose you battles, then pick up the phone and say it in English. #solopr

5:22 pm **SoloPR:** RT @PRProSanDiego: Q1: My preference is embedding a link in the release that goes to the video placed on the client's website #solopr

5:23 pm **rajean:** RT @PRProSanDiego: Q1: Video is great. My preference is embedding a link in the release that goes to the video placed on the client's website. #soloPR

5:23 pm **krisTK:** @KateRobins I have a client who loves the jargon and pithy quotes. Slow steps to ease them off. #solopr

- 5:23 pm **sandrasays:** RT @jgombita: depends on whether really believe its newsworthy or no!. A great release on @marketwire @cnwgroup, + direct to journos #soloPR
- 5:23 pm **LScribner:** @TheLTexpress Not sure about that, but video, with the rt search terms, is SEO magic. #solopr
- 5:23 pm **KateRobins:** Thank you! #solopr
- 5:23 pm **sandrasays:** Tks. RT @TheLTexpress: @sandrasays just host your video on your clients blog, or webpage rather than back to youtube #soloPR
- 5:24 pm **jgombita:** @KateRobins depends on whether really believe it's newsworthy or no!. A great release on @marketwire @cnwgroup, + direct to journos #solopr
- 5:24 pm **SoloPR:** @krisTK That reminds me of the movie "What About Bob?" Baby steps to the door... #solopr
- 5:24 pm **PRProSanDiego:** Q2: Recently had B-roll shot for clients but it rarely gets picked up by media. I only advise it for client web or presentation use. #soloPR
- 5:24 pm **KateRobins:** @krisTK Pithy quotes are nice. Does he understand that jargon cuts his audiences to near nothing? #solopr
- 5:25 pm **sandrasays:** @TheLTexpress @LScribner Youtube remains the second most used search tool online, after Google. Know ppl using it successfully. #soloPR
- 5:25 pm **KellyeCrane:** Q2: I don't work with local TV news these days, so I haven't used broll for years. You? #solopr
- 5:25 pm **sandrasays:** Ditto! RT @PRProSanDiego: Q2: Recently had B-roll shot for clients but it rarely gets picked up by media. #soloPR
- 5:25 pm **KateRobins:** Well, that's that for today. I have to pick up a kid. #solopr
- 5:26 pm **SoloPR:** RT @sandrasays: Ditto! RT @PRProSanDiego: Q2: Recently had B-roll shot for clients but it rarely gets picked up by media. #solopr
- 5:26 pm **notixtech:** @sandrasays One thing nice about Youtube is that it's mobile-friendly. Embedded videos can work too, but they need to be transcoded #solopr
- 5:26 pm **amandabrasier:** @KellyeCrane My experience is that most won't accept broll anymore. If they're desperate, they may use it with a super on it. #solopr
- 5:27 pm **danperezfilms:** Like this-> RT @TheLTexpress: Not a fan of using Youtube for releases, it's a surefire way to feed your audience to the competition. #solopr
- 5:27 pm **SoloPR:** Q3: On which social media platforms have you been successful connecting with (pitching?) influencers? #solopr
- 5:27 pm **TheLTexpress:** @sandrasays true but just because it is a pop search tool doesn't mean it will aid you in retaining audience. that's main goal #solopr
- 5:27 pm **SoloPR:** RT @amandabrasier: My experience is that most won't accept broll anymore. If they're desperate, they may use it with a super on it. #solopr
- 5:27 pm **krisTK:** Q2: B-roll is nice touch. Post to online newsroom as addl resource for media. Exec interviews can support releases, newsletters #solopr
- 5:27 pm **danperezfilms:** Love Vimeo! RT @krisTK: @sandrasays Try Vimeo. It has higher quality video ability. #solopr
- 5:27 pm **rajean:** I agree @PRProSanDiego - Q1 I don't think PR provided video gets used often, but it's good to plant 'idea' so they can assign #soloPR
- 5:27 pm **sandrasays:** RT @TheLTexpress: true but just because it is a pop search tool doesnt mean it will aid you in retaining audience. thats main goal #soloPR
- 5:28 pm **jgombita:** @PRProSanDiego excellent point re Q1: If using videos (in a social media news release), make sure ALL traffic to client's website. #solopr
- 5:28 pm **amandabrasier:** RT @danperezfilms: RT @TheLTexpress: Not a fan of using Youtube for releases, surefire way to feed your audience to the competition. #solopr
- 5:28 pm **TheLTexpress:** Q3 Twitter by far #solopr
- 5:28 pm **krisTK:** Hopefully, it's YOUR kid. Good chatting w you. RT @KateRobins: Well, that's that for today. I have to pick up a kid. #solopr
- 5:28 pm **PRtini:** Q3 In addition to blogger outreach, I'm finding FB page admins are receptive if the pitch aligns w/ thier community #soloPR

- 5:29 pm **danperezfilms:** Smart-> RT @sandrasays @TheLTextpress @sandrasays just host your video on your clients blog, or webpage rather than back to youtube #soloPR
- 5:29 pm **sandrasays:** q3. Twitter and Facebook have been good tools to connect w journos, bloggers, influencers. Good to read/comment on their blogs too. #soloPR
- 5:29 pm **PreciseAgency:** RT @TheLTextpress Q3 Twitter by far #solopr
- 5:29 pm **krisTK:** RT @SoloPR: Q3: On which social media platforms have you been successful connecting with (pitching?) influencers? #solopr
- 5:29 pm **SoloPR:** Smart! RT @PRTini: Q3 In addition to blogger outreach, I'm finding FB page admins are receptive if pitch aligns w/ thier community #solopr
- 5:29 pm **LScribner:** Q2 b-roll is not a necessity, more of a luxury these days. #solopr
- 5:29 pm **SoloDovePR:** hello my #solopr sorry for the late entry
- 5:29 pm **spinspun:** Better use of video is posting clips on YouTube. May not be picked up, but good way to tell story #solopr
- 5:30 pm **jenmitch:** Q3 #solopr If the reporter is a Twitter follower a targeted DM often works. Maybe all pitches should b 140 characters. LOL LinkedIn, too.
- 5:30 pm **SoloPR:** RT @spinspun: Q2: Broll is being picked up in stealth-like manner off online newsrooms. #solopr
- 5:30 pm **spinspun:** DittoRT @PRTini: Q3 In addition to blogger outreach, I'm finding FB page admins are receptive if the pitch aligns w/ thier community #soloPR
- 5:30 pm **SoloPR:** RT @sandrasays: q3. Twitter and Facebook have been good tools to connect... Good to read/comment on their blogs too. #solopr
- 5:30 pm **LScribner:** Q3. Twitter, most def. #solopr
- 5:30 pm **PRProSanDiego:** Q3: Twitter here too. But I rarely pitch. I concentrate on building relationships and the media contact ME. Hooray! #soloPR
- 5:30 pm **krisTK:** Q3: Twitter has helped expand connections, establish credibility. LinkedIn has supplemented those initial conversations. #solopr
- 5:30 pm **PreciseAgency:** Q3 Mostly Facebook but getting great results on twitter as well. #solopr
- 5:31 pm **SoloDovePR:** RT @prtini: Q3 In addition to blogger outreach, I'm finding FB page admins are receptive if the pitch aligns w/ thier community #soloPR
- 5:31 pm **sandrasays:** @jenmitch I m just seeing increase of journos on LinkedIn in the last year or so. More and more, including editors/producers. #soloPR
- 5:31 pm **JackieB3:** Jumping in late to #soloPR ...saw @prtini w/the tag on a tweet = must be great! :)
- 5:31 pm **rajeen:** RT @sandrasays: q3. Twitter and Facebook have been good tools to connect w journos, bloggers, influencers. Good to read/comment on their blogs too. #soloPR
- 5:31 pm **PRTini:** I try to avoid Twitter pitches. Instead, I'll use ask if I can DM or email info. Seems to work better for me. #soloPR
- 5:32 pm **KellyeCrane:** Q3: My secret- just for you, #solopr peeps - LinkedIn. Used judiciously, it can be a good way to get past the filters.
- 5:32 pm **rmpapag:** Spotty connection not allowing participation in #solopr
- 5:32 pm **krisTK:** Ooh, intrigued. RT @PRTini: Q3 I'm finding FB page admins are receptive if pitch aligns w/ their community #solopr
- 5:32 pm **PRProSanDiego:** RT @krisTK Q3: Twitter has helped expand connections, establish credibility.<-- EXCELLENT point. Credibility is king in pitching! #soloPR
- 5:32 pm **TheLTextpress:** Interesting! RT @sandrasays I m just seeing increase of journos on LinkedIn in the last year or so. including editors/producers. #solopr
- 5:32 pm **KellyeCrane:** Yes! RT @krisTK: Q3: Twitter has helped expand connections, credibility. LinkedIn has supplemented those initial conversations. #solopr
- 5:32 pm **lgombita:** Connections worth deepending! RT @krisTK Twitter helped expand connections, establish credibility. LI supplements initial convos. #solopr
- 5:33 pm **sandrasays:** @PRTini I don't use Twitter & FB to pitch, but do to keep track of topics they're covering/discussing & what they think is imp #soloPR

- 5:33 pm **danperezfilms:** World would be better place if people talked less, yes? RT @jenmitch: Maybe all pitches should b 140 characters. LOL LinkedIn, too. #solopr
- 5:34 pm **3hatscomm:** RT @sandrasays: @PRTini I dont use Twitter & FB to pitch, but do to keep track of topics they're covering/discussing #solopr
- 5:34 pm **CUVEE_CORNER:** RT @PRProSanDiego: RT @krisTK Q3: Twitter has helped expand connections, establish credibility.<--EXCELLENT point. Credibility is king in pitching! #soloPR
- 5:34 pm **sandrasays:** @PRTini use these to engage in convos, so they know me & that I can contribute to the topic. Then recognized my name in pitches. #soloPR
- 5:34 pm **krisTK:** Q3: Before I pitch a reporter, I'll look for them on FB/LI to see if I can find out more about them as individuals. Insight helps #solopr
- 5:34 pm **rajean:** Q3 Twitter has helped me in ALL my pitches b/c it has edited me down to be noticed. Can elaborate via e-mail/calls. #soloPR
- 5:34 pm **SoloPR:** RT @PRTini: I try to avoid Twitter pitches. Instead, I'll use ask if I can DM or email info. Seems to work better for me. #solopr
- 5:34 pm **PreciseAgency:** I have seen some pitching by a brand almost to the point of shouting. #solopr
- 5:34 pm **rmpapag:** Yes! RT @krisTK: Q3: Twitter has helped expand connections, credibility. LinkedIn has supplemented those initial conversations. #solopr
- 5:35 pm **kgombita:** @danperezfilms hey, I recognize you as the very ReTweetable dude from last week's inaugural #smmeasure chat! #solopr
- 5:35 pm **sandrasays:** RT @krisTK: Q3: Before I pitch a reporter, Ill look for them on FB/LI to see if I can find out more about them. Insight helps #soloPR
- 5:35 pm **davispr:** Hopping onto #solopr chat from @columbiasc. Indie for 6 years.
- 5:35 pm **PRjeff:** Brilliant! RT @krisTK: Q3: Before I pitch a reporter, Ill look for them on FB/LI to find out more abt them. Insight helps #solopr
- 5:36 pm **SoloPR:** Yuk! RT @PreciseAgency: I have seen some pitching by a brand almost to the point of shouting. #solopr
- 5:36 pm **PreciseAgency:** I think a great way to pitch is by asking a question pertained to the topic then convey your pitch as a response. #solopr
- 5:36 pm **JackieB3:** So true, & it obviously isn't working! ha! RT @PreciseAgency I have seen some pitching by a brand almost to the point of shouting. #solopr
- 5:36 pm **TheLTexpress:** great strat RT @krisTK: Before I pitch I'll look for them on FB/LI to see if I can find out more about them as individuals. #solopr
- 5:36 pm **danperezfilms:** @kgombita Found myself in front of my computer when i saw "video" on #solopr so i crashed the party :)
- 5:36 pm **kgombita:** Re Q3: I joined the @globeandmail Group on LinkedIn, altho I haven't been active. Have you joined a similar one for major newspaper? #solopr
- 5:36 pm **SoloPR:** Q4: What is the biggest challenge you're facing right now (PR-wise or in your business)? #solopr
- 5:37 pm **deegospel:** q3: LinkedIn and Twitter #solopr
- 5:37 pm **SoloPR:** RT @kgombita: Re Q3: I joined the @globeandmail Group on LI, altho I haven't been active. Have you joined one for major newspaper? #solopr
- 5:37 pm **paulajohns:** Eavesdropping on #solopr chat as I work away here. Lots of great ideas being exchanged.
- 5:37 pm **SoloPR:** RT @deegospel: q3: LinkedIn and Twitter #solopr
- 5:38 pm **jenmitch:** @sandrasays Agree. And usually if u r connected they r more willing to hear your story ideas. (Different than an old school pitch) #solopr
- 5:38 pm **rajean:** YES! Credibility & relationships are are king in PR/MKTG/Soc. Media/Biz @PRProSanDiego Q3 #soloPR (I'm ok w/princess status:)
- 5:38 pm **youplusmeCEO:** RT @SoloPR: Q4: What is the biggest challenge you're facing right now (PR-wise or in your business)? #solopr
- 5:38 pm **sandrasays:** q4. the revolving door in news outlets makes it difficult to cultivate ongoing relationships with journos there. Harder to pitch. #soloPR

- 5:38 pm **krisTK:** RT @SoloPR: Q4: What is the biggest challenge you're facing right now (PR-wise or in your business)? #solopr
- 5:38 pm **acnatta:** Q4 figuring out what types of clients I want (and recognizing the value of the word "no") #solopr
- 5:39 pm **SoloPR:** RT @sandrasays: q4. the revolving door in news outlets makes it difficult to cultivate ongoing rel w/journos there. Harder to pitch #solopr
- 5:39 pm **spinspun:** Q4: finding time to market and educate myself #solopr
- 5:39 pm **krisTK:** RT @sandrasays: q4. revolving door in news outlets makes it difficult to cultivate ongoing relationships with journos. #solopr
- 5:39 pm **deegospel:** @KateRobins my wifi connection was having a tantrum. i'm sorry i didn't get your tweet. it was about video? #solopr
- 5:39 pm **SaraLanePR:** @acnatta Agreed! RT Q4 figuring out what types of clients I want (and recognizing the value of the word "no") #solopr
- 5:39 pm **SoloPR:** Good step! RT @acnatta: Q4 figuring out what types of clients I want (and recognizing the value of the word "no") #solopr
- 5:40 pm **SoloPR:** RT @spinspun: Q4: finding time to market and educate myself #solopr
- 5:40 pm **3hatscomm:** ITA RT @acnatta: Q4 recognizing the value of the word "no" #solopr
- 5:40 pm **PRProSanDiego:** RT @Andre Natta Q4 figuring out what types of clients I want (and recognizing the value of the word "no") #solopr <--Concur!
- 5:40 pm **youplusmeCEO:** #solopr q4: I think that the biggest challenge is client expectations - managing & setting. The economy makes 'em want more for less
- 5:41 pm **3hatscomm:** @acnatta I think know the type of clients I want, finding them is the challenge ;-)
#solopr
- 5:41 pm **KellyeCrane:** Q4: I have so many things I want to be doing, and so little time. May be looking for an intern soon. #solopr
- 5:41 pm **tracybarbutes:** Recognizing / creating / filling a niche market. #solopr
- 5:41 pm **jgombita:** @krisTK and if you follow one another on Twitter, it never hurts to RT a link to his/her great article, eh? ;-) #solopr
- 5:41 pm **SoloPR:** Ha! RT @3hatscomm: @acnatta I think know the type of clients I want, finding them is the challenge ;-) #solopr
- 5:41 pm **sandrasays:** @KellyeCrane Good luck with the intern search considering the new laws surrounding them. Many programs are changing reqs. #soloPR
- 5:42 pm **JackieB3:** Q4 - Getting clients to understand the value in using social media to the fullest. Some still just don't get it! #soloPR
- 5:42 pm **SoloPR:** RT @youplusmeCEO: q4: ..biggest challenge is client expectations - managing & setting. The economy makes 'em want more for less #solopr
- 5:42 pm **3hatscomm:** @KellyeCrane Q4: time mgmt is issue; for those who've hired interns, anyone gone virtual? #solopr
- 5:42 pm **danperezfilms:** RT @jgombita: @krisTK and if you follow one another on Twitter, it never hurts to RT a link to his/her great article, eh? ;-) #solopr
- 5:43 pm **PRProSanDiego:** Q4: I need to control client mission creep, esp. when they don't expecting billing for it. #soloPR
- 5:43 pm **PreciseAgency:** We have to make sure when using social media that we are ready for change. #solopr
- 5:43 pm **SoloPR:** @sandrasays Thanks for mentioning-I'm a firm believer in not exploiting interns! @mdbarber did a great post on <http://soloprpro.com/> #solopr
- 5:43 pm **sandrasays:** That is a big one. RT @PRProSanDiego: Q4: I need to control client mission creep, esp. when they dont expecting billing for it. #soloPR
- 5:44 pm **SoloPR:** Good to strategize. RT @tracybarbutes: Recognizing / creating / filling a niche market. #solopr
- 5:44 pm **sandrasays:** RT @SoloPR: I'm a firm believer in not exploiting interns! @mdbarber did a great post on <http://soloprpro.com/> #soloPR

- 5:44 pm **3hatscomm:** Same w/ PR, the SM connection RT @JackieB3: Getting clients to understand value in social media. Some still just don't get it #solopr
- 5:44 pm **danperezfilms:** @JackieB3 It is one thing to show a man that he is in error, and another to put him in possession of the truth. - John Locke #sm #solopr
- 5:44 pm **cloudspark:** @PRProSanDiego if... then statements are great for that issue. also try, "as that's outside our current scope..." #soloPR
- 5:44 pm **rmpapag:** @KellyeCrane what do interns cost? #solopr
- 5:44 pm **SoloPR:** Yes- be selective about proposal requests! RT @rmpapag: Q4 challenges in business are keeping up w/proposal requests #solopr
- 5:44 pm **krisTK:** RT @sandrasays: RT @SoloPR: I'm a firm believer in not exploiting interns! @mdbarber did great post on <http://soloprpro.com/> #soloPR #solopr
- 5:44 pm **rajean:** Challenge Q4: Esp. with my Soc. Media involvement- juggling act, gumby impersonator + powering down/unplugging. #soloPR
- 5:45 pm **SoloPR:** True RT @JackieB3: Q4 - Getting clients to understand the value in using social media to the fullest. Some still just don't get it! #solopr
- 5:45 pm **PreciseAgency:** When trying to get clients to understand the use of social media are we showing them the positive results it can bring them? #solopr
- 5:45 pm **danperezfilms:** RT @SoloPR: Good to strategize. RT @tracybarbutes: Recognizing / creating / filling a niche market. #solopr
- 5:45 pm **PRProSanDiego:** @JackieB3 Yes! Client recently challenged me on social media time billed, why "so much"? It averaged 8 min a day. Please. #soloPR
- 5:46 pm **rmpapag:** @krisTK #solopr floppy beach hat is a must!
- 5:46 pm **SoloPR:** @rmpapag I think it depends on the market. Someone told me a good rate in ATL is \$8/hr #solopr
- 5:46 pm **deegospel:** had tech issues, missed some of the chat #solopr
- 5:46 pm **krisTK:** @rmpapag @kellyecrane From what I hear, pay interns \$10-15/hour; bill them out higher. #solopr
- 5:47 pm **KellyeCrane:** This was from me. :-) RT @SoloPR: @rmpapag I think it depends on the market. Someone told me a good rate in ATL is \$8/hr #solopr
- 5:47 pm **SoloPR:** RT @krisTK: @rmpapag @kellyecrane From what I hear, pay interns \$10-15/hour; bill them out higher. #solopr
- 5:47 pm **davispr:** RT @krisTK: @rmpapag @kellyecrane From what I hear, pay interns \$10-15/hour; bill them out higher. #solopr
- 5:47 pm **krisTK:** Q4: instead of hiring intern, I paid out-of-work colleague for research project. Win-win. (and good for her morale). #solopr
- 5:47 pm **TheLTexpress:** @PreciseAgency yes but the challeng is mostly in finding time on the client's part to dedicate to success no point in delegating, #solopr
- 5:47 pm **PRtini:** @notixtech Some of the pages list admins, others just require some google homework. :) #soloPR
- 5:47 pm **sandrasays:** @SoloPR I was very very lucky in that the 2 internships I had in college were both paid. 1 was OK, 1 was great pay. Learned a lot #soloPR
- 5:48 pm **cloudspark:** our interns get academic credit #soloPR
- 5:48 pm **rajean:** Agree re: getting clients to value Soc. Media @3HatsComm - what has worked for you?#solopr
- 5:48 pm **SoloPR:** RT @krisTK: Q4: instead of hiring intern, I paid out-of-work colleague for research project. Win-win. (and good for her morale). #solopr
- 5:48 pm **deegospel:** q4: changes in my industry. publishing is morphing, the media is changing, bookstores closing, major changes that affect bottom line #solopr
- 5:48 pm **tracybarbutes:** What does it cost the person who loses a gig to an intern? RT @rmpapag @KellyeCrane what do interns cost? #solopr
- 5:48 pm **PRjeff:** Love it. RT @krisTK: Q4: Wearing too many hats, with no free time to wear my big, floppy beach hat. #solopr

- 5:48 pm **SaraLanePR:** @krisTK Yes...that is a great idea! I've gotten some work myself thru others doing that. #solopr
- 5:48 pm **JackieB3:** Yep \$10-15/hr depending on your area: NYC, LA, Chicago probably pay on the higher end. @KellyeCrane what do interns cost? #solopr
- 5:48 pm **paulajohns:** Ha ha - so true> RT @krisTK: Q4: Wearing too many hats, with no free time to wear my big, floppy beach hat. #solopr
- 5:48 pm **TheLTexpress:** We all know truly successful SM campgns are those that have the personal touch, 1st pers hands on dedication not third parties #solopr
- 5:48 pm **cloudspark:** @krisTK that's fantastic! #soloPR
- 5:49 pm **igombita:** @danperezfilms smart move! Like it says in Work the Pond!, attend events that you're competitors aren't at! #solopr You are enjoying, too :)
- 5:49 pm **sandrasays:** @cloudspark I am in the process of trying to get an intern for academic credit. Low response rate, told that's normal. #soloPR
- 5:49 pm **PRjeff:** Q4: Managing growth and being ultra efficient w/time -- and finding time for this great chat! #solopr
- 5:49 pm **KellyeCrane:** Q4: I already have a virtual assistant-type, just FYI. Good solution when workload varies quite a bit. #solopr
- 5:49 pm **IMPACTMKTPR:** RT @youplusmeCEO: RT @SoloPR: Q4: What is the biggest challenge you're facing right now (PR-wise or in your business)? #solopr
- 5:49 pm **3hatscomm:** @rajean I've shown successful pitches, connections made.. but still hard sell. They know you gotta work for SM, it's the WORK part #solopr
- 5:49 pm **cloudspark:** @rajean i help clients get it (SM) by asking about their own behaviour - search, research, read reviews online, etc #soloPR
- 5:49 pm **KellyeCrane:** @JackieB3 Thanks for sharing! #solopr
- 5:49 pm **krisTK:** Q4: Vent alert: I teach at Tulane and they wont give student acad credit for virtual internship, say they need "real" experience #solopr
- 5:49 pm **sandrasays:** @cloudspark Of course, it's our first time, so that influences the response rate as well. #soloPR
- 5:50 pm **mdbarber:** Thanks for all the retweets of my intern post. They are so valuable if you have the time to invest. Not assistants. #solopr
- 5:50 pm **igombita:** Nice! RT @cloudspark: Q4. our interns get academic credit #soloPR
- 5:50 pm **rmpapag:** @tracybarbutes I would never put an intern in a position where that can occur #solopr more for admin tasks
- 5:50 pm **IMPACTMKTPR:** RT @SaraLanePR: @acnatta Agreed! RT Q4 figuring out what types of clients I want (and recognizing the value of no #solopr
- 5:50 pm **DryerBuzz:** reading #solopr to get a sense of the gatekeeper
- 5:50 pm **tracybarbutes:** Wonderful! RT @krisTK: Q4: instead of hiring intern, I paid out-of-work colleague for research project. Win-win. #solopr
- 5:50 pm **IMPACTMKTPR:** YES RT @krisTK: RT @sandrasays: q4. revolving door in news outlets makes difficult to cultivate ongoing relationships with journos. #solopr
- 5:50 pm **deegospel:** @DryerBuzz hey, lady! #solopr
- 5:50 pm **SoloPR:** RT @mdbarber: Thanks for all the retweets of my intern post. They are so valuable if you have the time to invest. Not assistants. #solopr
- 5:50 pm **mdbarber:** @krisTK Don't you think that will change over time as there's more understanding of virtual? #solopr
- 5:51 pm **cloudspark:** @sandrasays if you know the academic advisors, it's helpful. #soloPR
- 5:51 pm **SoloPR:** @DryerBuzz Hi! What gatekeeper is that? #solopr
- 5:51 pm **IMPACTMKTPR:** That is an issue for many solo pros. RT @spinspun: Q4: finding time to market and educate myself #solopr
- 5:51 pm **PRtini:** RE: hard to sell SM. I've found if you start by integrating it into your trad. PR, clients quickly see benefits & want more #soloPR

- 5:51 pm **sandrasays:** @mdbarber PR is one of those "jobs" where you're really expected to graduate with experience, w/o internship how do you do that? #soloPR
- 5:52 pm **IMPACTMKTPR:** RT @rajean: YES! Credibility, relationships are king in PR/MKTG/Soc. Media/Biz @PRProSanDiego Q3 #soloPR (I'm ok w/princess status:)
- 5:52 pm **tracybarbutes:** @rmpapag That's good to hear. Not all owners/employers would do the same. #solopr
- 5:52 pm **SoloPR:** Seeing a theme to Q4: lots of folks trying to find the time to do things. Guess that should be no surprise! #solopr
- 5:52 pm **deegospel:** @PRtini q4 i agree: i integrate sms in everything not just pr #solopr
- 5:52 pm **MelissaKondak:** RT @KellyeCrane: Q3: My secret- just for you, #solopr peeps - LinkedIn. Used judiciously, it can be a good way to get past the filters.
- 5:52 pm **PRjeff:** Get personal e-mail. RT @sandrasays: Revolving door in news outlets makes difficult to cultivate ongoing relationships with journos #solopr
- 5:52 pm **sandrasays:** @mdbarber rhetorical question... i owe a lot to my internships, glad to be able to start bringing in my own interns to help others. #soloPR
- 5:52 pm **IMPACTMKTPR:** RT @jenmitch: @sandrasays Agree. And usually if u r connected they r more willing to hear your story ideas. #solopr
- 5:52 pm **SoloPR:** RT @PRtini: RE: selling SM. I've found if you start by integrating it into your trad. PR, clients quickly see benefits & want more #solopr
- 5:52 pm **PRProSanDiego:** RT @prtini RE: hard to sell SM. If you start by integrating it into trad PR, clients quickly see benefits & want more #soloPR <--Concur!
- 5:52 pm **jgombita:** @SoloPR had the same question for @DryerBuzz: to which gatekeeper(s) do you refer? (Usually trad. media called that, not PR peeps.) #solopr
- 5:53 pm **cloudspark:** @sandrasays also i tend to hire interns from the biz school, not the pr program. just depends. #soloPR
- 5:53 pm **bobbymcdonald:** @prtini Ditto, and I've seen better results when integrated. #soloPR
- 5:53 pm **SoloPR:** RT @PRjeff: Get personal e-mail. RT @sandrasays: Revolving door in news outlets makes difficult to cultivate relationships w/ journos #solopr
- 5:53 pm **SaraLanePR:** @PRjeff Great idea! #solopr
- 5:53 pm **sandrasays:** Good tip. RT @PRjeff: Get personal e-mail. RT @sandrasays: Revolving door in news outlets, hard 2 cultivate relationships w journos #soloPR
- 5:53 pm **TheLTexpress:** @sandrasays @mdbarber Volunteer at non profit organizations doing PR type work for their committees, your local hospitals etc. #solopr
- 5:53 pm **krisTK:** Q4: I still use skills, knowledge gained during my internships 20+ years ago. Big advocate for them. #solopr
- 5:53 pm **rajean:** RT @3hatscomm: @rajean I've shown successful pitches, connections made.. but still hard sell. They know you gotta work for SM, it's the WORK part #solopr
- 5:54 pm **mdbarber:** @sandrasays You do it with internships but not as someone's admin assistant. Interns should gain some PR experience, not file. #soloPR
- 5:54 pm **PRtini:** @bobbymcdonald I absolutely believe an integrated approach produces strong results :) Good call! #soloPR
- 5:54 pm **deegospel:** @PRjeff true except when your contact(s) are downsized. then you have to start new communications with new people #apartofthebeast #solopr
- 5:54 pm **SoloPR:** Yes, I don't break SocMed out separately RT @bobbymcdonald: @prtini Ditto, and I've seen better results when integrated. #solopr
- 5:54 pm **IMPACTMKTPR:** RT @PRtini: RE: hard to sell SM. I've found if start by integrating it into your trad. PR, clients quickly see benefits; want more #soloPR
- 5:54 pm **sandrasays:** I recommend that for ppl trying to get PR experience if they don't have any. RT @TheLTexpress: Volunteer... doing PR type work #soloPR
- 5:54 pm **davispr:** Gr8! RT @krisTK: Q4: instead of hiring intern, I paid out-of-work colleague for research project. Win-win. (& good 4 her morale). #solopr
- 5:55 pm **rmpapag:** Looking for a cross-section of #solopr pros for my survey: How are you managing your #PR work-flow? <http://bit.ly/b0ONvw> (16 Q's)

- 5:55 pm **3hatscomm:** @cloudspark Knowledge of PR as both communications and business function important IMO (why I minored in B.A.) #solopr
- 5:55 pm **sandrasays:** Agreed! RT @mdbarber: You do it with internships, not as someones admin assistant. Interns should gain some PR experience, not file. #soloPR
- 5:55 pm **jgombita:** @PRjeff @sandrasays a (cell) phone number for journos/editors is even better. #solopr
- 5:55 pm **spinspun:** SM. Sounds like next week's #solopr chat has a whole list of questions on charging clients
- 5:55 pm **danperezfilms:** @PRtini Gotta sell the #sm sizzle...yes? #solopr
- 5:55 pm **deegospel:** @PRtini q4: true. i intergrate sms in many services not just pr, because its use is larger than marketing #solopr
- 5:55 pm **sandrasays:** RT @jgombita: a (cell) phone number for journos/editors is even better. #soloPR
- 5:55 pm **TheLTextpress:** @sandrasays every local hospital has a fundraising committee, it's a great way to get PR exp #solopr
- 5:56 pm **krisTK:** RT @mdbarber: You do it with internships, not as someones admin assistant. Interns should gain some PR experience, not file. #soloPR #solopr
- 5:57 pm **davispr:** RT @rmpapag: Looking for a cross-section of #solopr pros for my survey: How are you managing your #PR work-flow? <http://bit.ly/b0ONvw> (16 Q's)
- 5:57 pm **PRtini:** @danperezfilms Not so much sizzle, instead benefits/results. Show why or how it can help the org. #soloPR
- 5:57 pm **jgombita:** RT @rmpapag: Looking for a cross-section of #solopr pros for my survey: How are you managing yr #PR work-flow? <http://bit.ly/b0ONvw> (16 Qs)
- 5:57 pm **SoloPR:** For those talking about pro bono work, be sure to checkout this wk's discussion on that on the Solo PR Pros LI group- bit.ly/Nf4sw #solopr
- 5:57 pm **sandrasays:** @cloudspark I hadn't considered hiring from the biz school. will keep in mind for next time. (BTW, I was journ major, mktg minor) #soloPR
- 5:57 pm **cloudspark:** i'd like to have @laurascholz maybe write a post for #soloPR on how she hires/works with her interns; she does it well.
- 5:57 pm **PRtini:** @deegospel That makes sense. :) #soloPR
- 5:57 pm **rajean:** Interesting, eyebrows raise?#soloPR Help clients get (SM)- ask @ their own behaviour - search, research, read reviews online via @cloudspark
- 5:58 pm **sandrasays:** RT @SoloPR: For those talking about pro bono work, be sure to checkout this wk's discussion on that on the Solo PR Pros LI group- bit.ly/Nf4sw #solopr
- 5:58 pm **krisTK:** @mdbarber No luck over past two years but still working on it. ergh. argh. #solopr
- 5:59 pm **danperezfilms:** @prtini Why such a hard sell then? #sm #solopr
- 5:59 pm **PRProSanDiego:** Great PR experience available thru American Red Cross. Disaster PIOs always needed. Can work locally. Free training provided. #soloPR
- 5:59 pm **cloudspark:** @rajean point is that they behave in ways similar/same as their customers. online presence, social presence is a req today. #soloPR
- 5:59 pm **SoloPR:** Wow, our time is up - great discussion everyone! #solopr
- 5:59 pm **TheLTextpress:** @danperezfilms thanks! :-) Many overlook this great way to get in the trenches and a perf way to network #solopr
- 6:00 pm **Chris92071:** RT @PRProSanDiego: Great PR experience available thru American Red Cross. Disaster PIOs always needed. Can work locally. Free training provided. #soloPR
- 6:00 pm **PRtini:** @danperezfilms I'm not saying it is a hard sell. I was offering a suggestion to the ppl who were saying it's a hard sell. :) #soloPR
- 6:00 pm **SoloPR:** BTW, if you blog, be sure to share your fave post on the Facebook pg - <http://bit.ly/aObcT3> - so we can all read it! #solopr
- 6:00 pm **3hatscomm:** @mdbarber That's why I've never hired an intern. Not sure if I can always give intern enough "real" work to make it worth it 4 them #solopr
- 6:00 pm **IMPACTMKTPR:** RT @TheLTextpress: @danperezfilms thanks! :-) Many overlook this great way to get in the trenches and a perf way to network #solopr

- 6:00 pm **deegospel:** @SoloPR thanks for a great chat. i missed half trying to get my internet back up. sigh...will read the tweet stream. #solopr
- 6:00 pm **PRtini:** Nice job @kellyecrane! Glad I was finally able to join in again! :) #soloPR
- 6:00 pm **danperezfilms:** @TheLTexpress Literally started my business that way - still do plenty of pro bono video work for nfps. #solopr
- 6:00 pm **PRProSanDiego:** If anyone wants more info on Red Cross PR opps, DM me. Been Disaster Response PIO & instructor 17 years. #soloPR
- 6:01 pm **krisTK:** RT @PRProSanDiego: Great PR experience available thru Amer Red Cross. Disaster PIOs always needed. Can work locally. Free training #solopr
- 6:01 pm **deegospel:** @3hatscomm my issue is I have a great deal of work for an intern, and can't pay them what they're worth to accomplish it. #solopr
- 6:02 pm **TheLTexpress:** @danperezfilms that is how I transitioned from media to PR/Comms myself. #solopr
- 6:02 pm **SoloPR:** Thanks to all the new folks who joined- hope to see you next week. Transcript will be posted on <http://soloprpro.com/> #solopr
- 6:02 pm **SaraLanePR:** Enjoyed the chat! Thanks, everyone! #solopr
- 6:02 pm **mdbarber:** @3HatsComm Agree. It's a time commitment on both sides. #solopr
- 6:02 pm **sandrasays:** RT @SoloPR: Thanks to all the new folks who joined- hope to see you next week. Transcript will be posted on <http://soloprpro.com/> #soloPR
- 6:02 pm **SoloPR:** RT @PRProSanDiego: If anyone wants more info on Red Cross PR opps, DM me. Been Disaster Response PIO & instructor 17 years. #solopr
- 6:02 pm **danperezfilms:** @PRtini I stand corrected. With all the #sm sizzle out there, I thought it'd be an easier sell. #solopr
- 6:02 pm **ThePRCoach:** #Solopr be nimble, be quick too: Small firms have the advantage with social media, says expert <http://bit.ly/ahML2e> #pradvice
- 6:02 pm **jgombita:** @rmpapag you're welcome. Suggestion: go post your request as a comment on my @prconversations interview with @kellyecrane re: #solopr
- 6:02 pm **danperezfilms:** @ImpactMktPR Pitching #sm to clients. #solopr
- 6:03 pm **acnatta:** Always fun when I get a chance to pop in for a moment - Cheers! #solopr
- 6:03 pm **sandrasays:** RT @PRProSanDiego: gr8 PR experience available thru Red Cross. Disaster PIOs always needed. cn work locally. Free training provided. #soloPR
- 6:03 pm **danperezfilms:** @TheLTexpress Smart move :) #solopr
- 6:03 pm **TheLTexpress:** Thanks you Solo PR and thanks everyone for an awesome discussion, excellent information exchange today!! #solopr
- 6:03 pm **LScribner:** Oops, missed Q4 due to phone call. Nice connecting with you all today! Thanks @KellyeCrane #solopr
- 6:04 pm **3hatscomm:** @mdbarber @deegospel ITA it's a time and money commitment. I'd want to consistently have both to do right by intern. #solopr
- 6:04 pm **SoloPR:** Also FYI for the newbies, we use the #solopr hashtag all week to share info (and commiserate!).
- 6:04 pm **TheLTexpress:** @danperezfilms ditto :-) #solopr
- 6:04 pm **sandrasays:** RT @SoloPR: Also FYI for the newbies, we use the #solopr hashtag all week to share info (and commiserate!). #soloPR
- 6:04 pm **IMPACTMKTPR:** RT @rajea: Interesting, #soloPR Help clients get (SM)- ask @ their behaviour - search, research, read reviews online via @cloudspark
- 6:04 pm **EvolveTom:** If you're in PR and on @EmpireAve, join the Public Relations Interest Community! <http://bit.ly/97axp4> #solopr #EAv #pr
- 6:05 pm **TheLTexpress:** @SoloPR will be adding this tag to my faves, best chat group I've attended so far! #solopr
- 6:05 pm **SoloPR:** RT @rmpapag: Looking for a cross-section of #solopr pros for my survey: How are you managing yr #PR work-flow? <http://bit.ly/b0ONvw> (16 Qs)

6:05 pm **PRjeff:** Good day all! #solopr

6:05 pm **Gov20Radio:** RT @EvolveTom If you're in PR and on @EmpireAve, join the Public Relations Interest Community! <http://bit.ly/97axp4> #solopr #pr

6:05 pm **rmpapag:** @SoloPR Thanks for the great conversation again this week #solopr!

6:06 pm **KellyeCrane:** @TheLTExpress So glad to hear it! Thanks for sharing your input, and we look forward to seeing more of you. #solopr

6:06 pm **JackieB3:** Lot of #soloPR talk about INTERNS:pay/duties/etc. PELASE feel free 2 chat w/me,Just finished 2 NYC internships & I'd love 2 help answer ?s

6:06 pm **KateRobins:** Is it all over? What did I miss? #solopr

6:06 pm **LambodarInc:** RT @Gov20Radio: RT @EvolveTom If you're in PR and on @EmpireAve, join the Public Relations Interest Community! <http://bit.ly/97axp4> #solopr #pr

6:07 pm **cidokogiPR:** Totally missed #solopr chat today due to family emergencies...wow.. guess i'll be reading the transcript later. :(#solopr

6:07 pm **danperezfilms:** Hugs: @amandabrasier @jgombita @prtini @TheLTExpress @ImpactMktPR and @SoloPR Thanks for letting me crash the #solopr party :)

6:08 pm **KateRobins:** #solopr is comforting because you find out who else doesn't get some of the stuff you worried you should have been using by now #solopr

6:08 pm **rajean:** RT @SoloPR: RT @rmpapag: Looking for a cross-section of #solopr pros for my survey: How are you managing yr #PR work-flow? <http://bit.ly/b0ONvw> (16 Qs)

6:09 pm **SaraLanePR:** @KateRobins So True! #solopr

6:09 pm **KellyeCrane:** @danperezfilms #solopr crashers are always welcome! :-)

6:09 pm **PRProSanDiego:** Thank you all, both old and new #soloPR friends. Always such a valuable hour invested in my personal & professional well-being! :-)

6:09 pm **KateRobins:** @rajean I'm in . You caught me just as I was about to gin up again. #solopr

6:09 pm **rajean:** RT @ThePRCoach: #Solopr be nimble, be quick too: Small firms have the advantage with social media, says expert <http://bit.ly/ahML2e> #pradvice

6:09 pm **RevaGaur:** Just listened in a bit to #solopr chat for the 1st time and really enjoyed it! Great tips from PR/SM pros. Thanks @SoloPR!

6:10 pm **amandabrasier:** @danperezfilms Right back atcha. Party crashers are often the most fun... #solopr

6:10 pm **mdbarber:** So true: #solopr is comforting. You learn others don't get things you worried you should have known by now #solopr /via @KateRobins

6:11 pm **jgombita:** @TheLTExpress it's the only chat I regularly attend. Did you read interview I conducted with @kellyecrane (on @prconversations) re #solopr?

6:11 pm **cloudspark:** @KateRobins <---- were missed #soloPR

6:11 pm **deegospel:** @3hatscomm i agree #solopr

6:11 pm **rajean:** We talked about you while away @KateRobins #soloPR True pros tweet on the go :) Bahhhhaaaa! Another gr8 chat gone too soon.

6:11 pm **krisTK:** All in this together. RT @KateRobins: #solopr is comforting because you find out who else doesn't get the stuff you worry about

6:11 pm **jgombita:** Any one who brings smarts and a wicked sense of humo(u)r is welcome to crash #solopr @danperezfilms. Hugs backatcha.

6:12 pm **JackieB3:** Thanks for a gr8 #soloPR chat: @TheLTExpress @SaraLanePR @3HatsComm @danperezfilms @SoloPR @PRProSanDiego @KellyeCrane Ill be back 4 sure!

6:14 pm **PRjeff:** *Personal cell - sorry 'bout the extra l. RT @jgombita: @sandrasays a (cell) phone number for journos/editors is even better. #solopr

6:14 pm **jgombita:** @PRjeff I actually thought of that. But I don't think too many newsrooms supply cellphones/PDAs to rank-&-file journos these days. #solopr

6:14 pm **deegospel:** RT @sandrasays: RT @SoloPR: Also FYI for the newbies, we use the #solopr hashtag all week to share info (and commiserate!). #soloPR

- 6:16 pm **LauraScholz:** @cloudspark Flattered! I've wanted to do a #solopr post for a while--thanks for the topic suggestion!
- 6:17 pm **helpimahostage:** RT @EvolveTom: If you're in PR and on @EmpireAve, join the Public Relations Interest Community! <http://bit.ly/97axp4> #solopr #EAv #pr
- 6:18 pm **deegospel:** @JackieB3 i will keep you posted! #solopr
- 6:19 pm **deegospel:** @acnatta cheers! #solopr
- 6:19 pm **danperezfilms:** @jgombita Judy, you're spoiling me ;) [thanks!] #solopr
- 6:23 pm **jgombita:** @TheLTexpress here's a link: <http://ow.ly/2kU3p> Enjoy! #kellyecrane #solopr
- 6:33 pm **jgombita:** @krisTK @KateRobins and #solopr almost always results in several hearty laughs. It's a wicked smart and fun group.
- 6:45 pm **sandrasays:** RT @KateRobins: #solopr is comforting because you find out who else doesn't get some of the stuff you worried you should have been using by now #solopr
- 7:00 pm **KellyeCrane:** @RevaGaur Thanks, Reva! You're right- the #solopr chat has #prtips for non-indies too. Everyone in #PR is welcome (Weds, 1-2pm ET).
- 7:13 pm **leslysimmons:** Workbook by @MopwaterPR helps #PR students, & aspiring #solopr pros discover specialty win clients. <http://pitch.pe/80166>
- 7:29 pm **amynolanapr:** Well, I ended up missing most of #solopr, but made good progress with the relocation people. #NOLA, here we come!
- 8:21 pm **IMPACTMKTPR:** @rajean @rajean Thanks for fab convo and tips on #solopr
- 9:21 pm **jneisse:** Reading the transcript from this weeks #solopr I will definitely be jumping in next week! (cc @KellyeCrane)
- 11:33 pm **KellyeCrane:** @jneisse Hi Jennifer- glad you liked #solopr! For book recommendations, checkout this thread on the LI group: <http://linkd.in/agbhAs>