

#SoloPR Transcript – 5/25/2011



• [SoloPR](#): Thanks everyone for your participation and lively discussion! See you next wk for our special measurement edition w/[@shonali](#) [#solopr](#)
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• [karensim](#): [@SoloPR](#) Lol, dreaming with you! :-) [#solopr](#)
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• [jgombita](#): [@riselah](#) this contentious discussion around doing PR for PR in wider world, not the authority/carriage of an in-house practitioner [#solopr](#)
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• [karensim](#): Thanks for the energizing chat [@SoloPR](#) and you wise, witty solos, it was never boring! [#solopr](#)
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• [SoloPR](#): A gal can dream :-) RT [@karensim](#): A4: Wide array of tools and price points, with none seeming to offer the "perfect" mix [#solopr](#)
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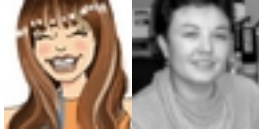
• [SoloPR](#): Looks like the clock says it's time to wind down. Remember, we share on this hashtag all week! [#solopr](#)
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• [karensim](#): A4: Wide array of tools and price points, with none seeming to offer the "perfect" mix [#solopr](#)
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• [SoloPR](#): Good one- will make sure we cover this RT [@PRjeff](#): Getting PR'ers to stop using AVEs. [#solopr](#) about 8 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



• [riselah](#): [@jgombita](#) it depends on the proj. U may B the PR chief 4 a big organization & have huge authority but no wrd. its pretty ambiguous [#solopr](#)

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• [SoloPR](#): Hello to those popping in to say they missed it! :-) [#solopr](#) about 8 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



• [PRjeff](#): Getting PR'ers to stop using AVEs. RT [@SoloPR](#): Q4: [@Shonali](#)/measurement. What are your biggest challenges in that area (for next wk) [#solopr](#)

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• [akenn](#): [@KellyeCrane](#) yes, that is one big challenge that comes to mind [#solopr](#)

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• [TShryerPR](#): agreed. that's why i love # solopr RT [@akenn](#): [@TshryerPR](#) I think I agree w/that. But not all PR pros have community mgmt skills... [#solopr](#)

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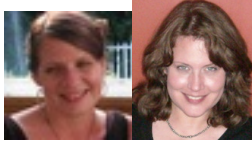
• [fransteps](#): [@solopr](#) [@kellyecrane](#) So sorry I missed today. Just finished teaching a seminar. Good topics, too. [#solopr](#)

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• [makasha](#): RT [@akenn](#): [@TshryerPR](#) I think I agree w/that. But not all PR pros have community mgmt skills... [#solopr](#)

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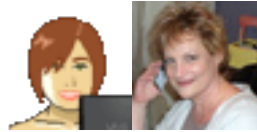
[rmalove](#): [@KellyeCrane](#) ROFL! It's funny cuz it's true. [#solopr](#)

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[KellyeCrane](#): A4: I think [#solopr](#) pros have measurement challenges because we don't always have access to the big money tools. Look fwd to talking that.

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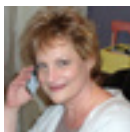
[akenn](#): [@TshryerPR](#) I think I agree w/that. But not all PR pros have community mgmt skills... [#solopr](#)

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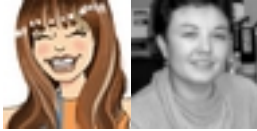
[PRjeff](#): [@KellyeCrane](#) Oh, but this group is TOTALLY objective when discussing our profession. [#solopr](#)

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[TShryerPR](#): again, so jealous! RT [@mdbarber](#): Must run folks. Lots to check off the list and want time in the sun too. [#solopr](#)

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[riselah](#): [@jgombita](#) I Agree. PR is based on 's-t-r-a-t-e-g-y'. What we thing is good, might not be for others. Including the client. [#solopr](#)

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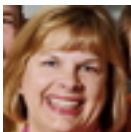
[jgombita](#): [@riselah](#) meant more one individual does not have same authority & carriage as an organization (indiv. or corporate) devoted to cause [#solopr](#)

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[PRjeff](#): [@jgombita](#) Perhaps I need a PR counselor... whew... [#solopr](#)

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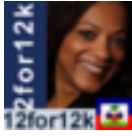
[mdbarber](#): Must run folks. Lots to check off the list and want time in the sun too. [#solopr](#)

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[KellyeCrane](#): Honestly, I think it's funny that you can't have an objective discussion about the PR profession. Guess it's like politics/religion [#solopr](#)

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•

[karensxim](#): Agree with [@TShryerPR](#): [@akenn](#) @ In the case you mention, I think the expertise is community management not SM. [#solopr](#)

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•

[TShryerPR](#): RT [@karensxim](#): [@akenn](#) [@TShryerPR](#) I see it as a medium, a community manager does not have to solely function using SM [#solopr](#)

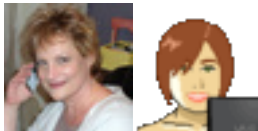
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[karensxim](#): RT [@SoloPR](#): [@Shonali](#) is our guest next week to talk measurement. What are your biggest challenges in that area (for next wk) [#solopr](#)

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[TShryerPR](#): [@akenn](#) [@TShryerPR](#) In the case you mention, I think the expertise is community management not SM. [#solopr](#)

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[karensxim](#): [@akenn](#) [@TShryerPR](#) I see it as a medium, a community manager does not have to solely function using SM [#solopr](#)

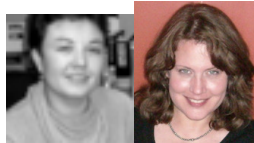
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[SoloPR](#): Q4: [@Shonali](#) is going to be our guest next week to talk measurement. What are your biggest challenges in that area (for next wk) [#solopr](#)

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•

[jgombita](#): [@KellyeCrane](#) you can. But what *you* consider being a better ambassador for the PR industry may differ from others ideas. [#solopr](#)

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[TShryerPR](#): RT [@KellyeCrane](#): [@jgombita](#) Ive spent my career fighting against spray and pray -- those are fightin words! [#solopr](#)

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•

[akenn](#): [@TShryerPR](#) I think we should be careful about saying SM is a tool...think about role of community manager--very different from PR [#solopr](#)

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[KellyeCrane](#): [@jgombita](#) I've spent my career fighting against spray and pray -- those are fightin' words! [#solopr](#)

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[KellyeCrane](#): [@jgombita](#) I have no idea why you would take that from what I said. Can we not individually be better ambassadors for our profession? [#solopr](#)

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•

[jgombita](#): [@PRjeff](#) who would be foolish enough to try and regulate you, Jeff? You are a totally irregulate PR guy. [#solopr](#)

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•

[jbisbee](#): Agreed! RT [@mdbarber](#): If you don't think [@prsa](#) is doing a good job at PR ,join the org & help w the effort. [#solopr](#)

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[jgombita](#): [@KellyeCrane](#) (Have to say it)....sounds like a SPRAY and PRAY request you are issuing. [#solopr](#)

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•

[PRjeff](#): Personally, if someone tried to regulate me... RT [@jgombita](#): [@KellyeCrane](#) PR is an unregulated industry. [#solopr](#)

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[TRBizLady](#): [@Jacintha324](#) [#solopr](#) its a twitter chat for solo pr practioners. click the hashtag and check it out.

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•

[KellyeCrane](#): [@makasha](#) Sometimes those hubs are full of wisdom! I actually have a post coming up on that next week... :-)) [#solopr](#)

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•

[mdbarber](#): If you don't think [@prsa](#) is doing a good job at PR -- join the org & help w the effort. We need to help or can't complain. [#solopr](#)

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[KellyeCrane](#): [@jgombita](#) You mean to do PR for PR? I'm nominating all of us! [#solopr](#)

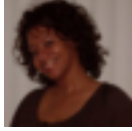
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[TShryerPR](#): I still don't understand what a SM expert is. It's a tool that can be used for PR. The expertise is in PR. [#solopr](#)

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•

[makasha](#): RT [@KellyeCrane](#) *PR industry doesnt adequately do PR for itself* <--hubs: "how do u spend so much time mkting others & not urself?" [#solopr](#)

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•

[jgombita](#): [@KellyeCrane](#) PR is an unregulated industry. Multiple assoc's, but no requirement to be a member to practice. Who are you nominating? [#solopr](#)

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•

[steven frank](#): YES! RT [@mdbarber](#): RT [@KellyeCrane](#): Fortunately, most folks recognize there are good & not-so-good practitioners in any profession. [#solopr](#)

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[SoloPR](#): Q4 is coming up... [#solopr](#)

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[PRjeff](#): Isn't it funny when you're meeting w/potential clients and you feel you have to do PR for PR? [#solopr](#)

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[mdbarber](#): [@KellyeCrane](#) I think huge strides have been made in the past couple of years doing PR for PR. Doubt everyone will EVER be happy tho. [#solopr](#)

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[SoloPR](#): Welcome to all our late joiners -- a welcome practice here at [#solopr](#)!

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[TRBizLady](#): RT [@KellyeCrane](#): A3: I've always thought the PR industry doesn't adequately do PR for itself. I think because we're too focused on clients! [#solopr](#)

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[mdbarber](#): A3 -- I think [@prsa](#) did a great job getting in front of the issue & talking about the ethics of it. Still wish B-M or FB would [#solopr](#)

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[KellyeCrane](#): A3: I've always thought the PR industry doesn't adequately do PR for itself. I think because we're too focused on clients! [#solopr](#)

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[PRjeff](#): Awww, gee, thanks. Send me the bill... RT [@KellyeCrane](#): Favorited! :-) [#solopr](#)

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•

[TShryerPR](#): RT [@PRjeff](#): Looking now for SM experts who need PR help... RT [@riselah](#): yes! thats why there in social media only hahahahah ;) [#solopr](#)

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•

[jgombita](#): [@KellyeCrane](#) [@mdbarber](#) not to mention people who somehow decided [@prsa](#) was RESPONSIBLE for disciplining the two private companies. [#solopr](#)

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[PRjeff](#): Looking now for SM experts who need PR help... RT [@riselah](#): yes! thats why there in social media only hahahahah ;) [#solopr](#)

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•

[mdbarber](#): RT [@KellyeCrane](#): A3: Fortunately, I think most folks recognize that there are good and not-so-good practitioners in any profession. [#solopr](#)

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•

[SoloPR](#): RT [@mdbarber](#): A3 if you don't start with a plan that has measurable goals, anything will be a disaster -- not just PR. [#solopr](#)

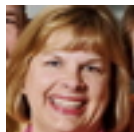
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•

[karensxim](#): RT [@KellyeCrane](#): A3: Fortunately, I think most folks recognize that there are good and not-so-good practitioners in any profession. [#solopr](#)

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•

[mdbarber](#): A# -- really haven't seen it as anymore of a black eye than other missteps. Not to brush under rug; we must reinforce ethical prac. [#solopr](#)

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[davispr](#): Tardy to the [#solopr](#) party, but hello everyone!

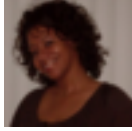
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[riselah](#): [@PRjeff](#) yes! that's why there in social media only hahahahah ;) [#solopr](#)

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•

[makasha](#): RT [@KellyeCrane](#): A3: Fortunately, I think most folks recognize that there are good and not-so-good practitioners in any profession. [#solopr](#)

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[PRjeff](#): RT [@KellyeCrane](#): A3: Fortunately, I think most folks recognize that there are good and not-so-good practitioners in any profession. [#solopr](#)

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•

[erica_holloway](#): [@mdbarber](#) Yes! Planning based on research, which is so vital. [#solopr](#)

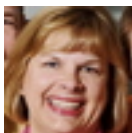
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[TShryerPR](#): RT [@karensim](#): Lol! RT [@PRjeff](#): "PR folks are so great!" There. I said it. [#solopr](#)

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•


[mdbarber](#): A3 - Incidents like B-M & FB are tough but we need to reinforce our ethics and also encourage others to practice ethical PR. [#solopr](#)

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•

[KellyeCrane](#): [@jgombita](#) [@mdbarber](#) Agree. A lot of "I'm shocked, shocked I say!"-type reactions. [#solopr](#)

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•

[PRjeff](#): They don't understand PR, obviously. RT [@riselah](#): A3: Even though socialmedia experts say it has nothing to do with PR [#solopr](#)

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•

[KellyeCrane](#): A3: Fortunately, I think most folks recognize that there are good and not-so-good practitioners in any profession. [#solopr](#)

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•

[TomiLinda](#): Just signing in to today's [#solopr](#) chat

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•

[akenn](#): A3 one positive - the B-M whisper campaign will be an interesting PR case study someday (if it isn't already) [#solopr](#)

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•

[jgombita](#): [@SoloPR](#) [@mdbarber](#) found (so-called) "whispergate" campaign allowed lots of people to do quite a bit of posturing in social media. [#solopr](#)

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•

[riselah](#): A3: on the contrary, I think it is an important tool. Eventhough socialmedia experts say it has nothing to do with 'PR' [#solopr](#)

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•

[karensxim](#): Lol! RT [@PRjeff](#): "PR folks are so great!" There. I said it. [#solopr](#)

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•

[RuthC88](#): It equally amplifies positives RT [@KellyeCrane](#): I think social media amplifies missteps &allows validation of negative perceptions [#solopr](#)

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•

[karensxim](#): RT [@TShryerPR](#) via [@mdbarber](#) if you dont start with a plan that has measurable goals, anything will be a disaster -- not just PR. [#solopr](#)

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•

[PRjeff](#): "PR folks are so great!" There. I said it. [#solopr](#)

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•

[makasha](#): RT [@SoloPR](#): [@makasha](#) *with measurable ROI* reach to transform into leads which transform into book sales and speaking engagements [#solopr](#)

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•

[bdim14](#): [@makasha](#) How do you not accept offer from Facebook? Even if it is a whisper, it's still Facebook, and your reporting the truth. [#solopr](#).

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•

[SoloPR](#): True, but do you ever see ppl say "PR folks are so great!" ? RT [@TShryerPR](#): Social media can also amplify positive WOM. [#solopr](#)

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•

[cgornpr](#): RT [@mdbarber](#): Too funny! RT [@PRjeff](#): A3: I never use dirty words anyway so I wouldnt know what one is... [#solopr](#)

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•

[TShryerPR](#): RT [@mdbarber](#): A3 -- if you dont start with a plan that has measurable goals, anything will be a disaster -- not just PR. [#solopr](#)

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•

[mdbarber](#): Too funny! RT [@PRjeff](#): A3: I never use dirty words anyway so I wouldnt know what one is... [#solopr](#)

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•

[SoloPR](#): Bada bing! RT [@PRjeff](#): A3: I never use dirty words anyway so I wouldn't know what one is... [#solopr](#)

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•

[mdbarber](#): A3 -- if you don't start with a plan that has measurable goals, anything will be a disaster -- not just PR. [#solopr](#)

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[erica_holloway](#): [@PRjeff](#) A3: I agree. Strategic approach to PR gives the best perspective on ROI. [#solopr](#)

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•

[PRjeff](#): A3: I never use dirty words anyway so I wouldn't know what one is... [#solopr](#)

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•

[makasha](#): RT [@SoloPR](#): [@mdbarber](#) Because of incidents like the B-M whisper campaign, which prompted charges of "all PR ppl are slimy," etc. [#solopr](#)

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[SoloPR](#): [@makasha](#) Curious: what do the authors prefer (with measurable ROI)? [#solopr](#)

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[cgompr](#): And I think our clients need both strategy and tactics to succeed. [#solopr](#)

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[mdbarber](#): I see the opposite - RT [@makasha](#): Q3: Too many PR firms are solely focused on SM/Internet; fail at brick/mortar & in person clients [#solopr](#)

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[EmLeary](#): RT [@KellyeCrane](#): A3: I think social media amplifies missteps, and allows those with already negative perceptions to feel validated. [#solopr](#)

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[cgompr](#): A3: I don't see it as a dirty word. I have seen many people just use adv. and not get results. Our biz = strategy & tactics. [#solopr](#)

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[TShryerPR](#): Social media can also amplify positive WOM. [#solopr](#)

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[mdbarber](#): So agree! RT [@PRjeff](#): A3: As long as PR functions as a very high-level strategic approach, it should never be muddied [#solopr](#)

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[jgombita](#): [@rockstarjen](#) think folks who are treating PR function like it's dirty (in [#SM](#)) are also the ones who promote other stereotypes. [#solopr](#)

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[SoloPR](#): [@mdbarber](#) Because of incidents like the B-M whisper campaign, which prompted charges of "all PR ppl are slimy," etc. [#solopr](#)

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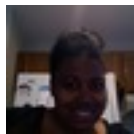
• [mdbContext](#): [@makasha](#) But unmeasured ROI isn't the industry's fault...it's counsel's for not showing measurement... or am I misunderstanding. [#solopr](#)

about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



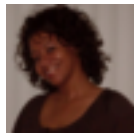
• [karenskim](#): RT [@KellyeCrane](#): A3: I think social media amplifies missteps, and allows those with already negative perceptions to feel validated. [#solopr](#)

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• [TMariePR](#): Missing [#SoloPR](#) today :(I should be able to join in soon... hopefully!

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• [makasha](#): Q3: Too many PR firms are solely focused on social media/Internet and fail at reaching brick/mortar & in person clients [#solopr](#)

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• [PRjeff](#): A3: As long as PR functions as a very high-level strategic approach, it should never be muddled [#solopr](#)

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•

[KellyeCrane](#): A3: I think social media amplifies missteps, and allows those with already negative perceptions to feel validated. [#solopr](#)

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•

[mdbarber](#): A3 - bad word how? why? [#solopr](#)

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•

[ProfNet](#): [#solopr](#) And if anyone wants more info/has any questions, just let me know! :-)

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•

[karenswim](#): A3: In some ways yes, because of the way many have used/sold it [#solopr](#)

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•

[rockstarjen](#): A3 my newest client came to me by way of my working with a social media agency for a previous client. [#solopr](#)

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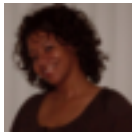
• [mdbarber](#): RT [@rockstarjen](#): Q3 im personally hearing nothing but positive things about PR & SM, despite the bit of agro buzz out there. [#solopr](#)

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• [ProfNet](#): [#solopr](#) There were 3,000+ profile searches in April alone. Here's some info on getting the most out of profiles: <http://bit.ly/kFRCNR> ([expand](#))

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• [makasha](#): Q3: Yes after a long FB chat with several authors: there is no value in PR because of unmeasured ROI [#solopr](#)

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• [rockstarjen](#): Q3 i'm personally hearing nothing but positive things about PR and social media, despite the bit of agro buzz out there. [#solopr](#)

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• [SoloPR](#): RT [@bdim14](#): No more than "advertising." I think PR actually seems more business-
esque and beneficial to all parties than the A-word. [#solopr](#)

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•

[PRjeff](#): A3: Define dirty word. [#solopr](#)

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•

[UrbanSuiteEnt](#): A3) No, its a part of publicity. RT [@SoloPR](#): Q3: Has PR become a dirty word in social media? [#solopr](#)

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•

[rockstarjen](#): RT [@ProfNet](#): In addition to posting your profile on the free ProfNetConnect.com site, you can also follow us here for queries. :-) [#solopr](#)

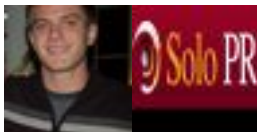
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•

[PRjeff](#): RT ditto [@KellyeCrane](#): A2: Im not a ProfNet user, so interested to hear what others have to say. [#SoloPR](#)

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•

[bdim14](#): [@solopr](#) None more than "advertising." I think PR actually seems more business-esque and beneficial to all parties than the A-word. [#solopr](#)

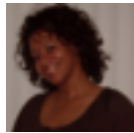
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•

[SoloPR](#): Thx! RT [@ProfNet](#): In addition to posting your profile on the free ProfNetConnect.com site, you can also follow us here for queries. [#solopr](#)

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•

[makasha](#): RT [@SoloPR](#): Q3: Has PR become a dirty word in social media? [#solopr](#)

about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



•

[karenswim](#): RT [@SoloPR](#): Q3: Has PR become a dirty word in social media? [#solopr](#)

about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



•

[karenswim](#): [@SoloPR](#) [@bdim14](#) I heard crickets chirping, lol! That's a first here! [#solopr](#)

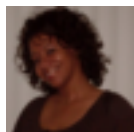
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•

[SoloPR](#): Q3: Has PR become a dirty word in social media? [#solopr](#)

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•

[makasha](#): Now focused on [#solopr](#) since [#agencytransform](#) webinar is over

about 9 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



• [ProfNet](#): Hi, [#solopr](#) folks! In addition to posting your profile on the free ProfNetConnect.com site, you can also follow us here for queries. :-)

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• [karensxim](#): [@jgombita](#) We're completely in sync :-) [#solopr](#)

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• [SoloPR](#): [@bdim14](#) No kidding- that was the quietest this group has ever been! :-) [#solopr](#)

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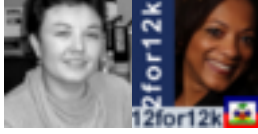
• [makeshiftalisha](#): RT [@SoloPR](#): ProfNet Connect is a service where (I believe) you list expert bios for your clients, and journos can easily search. [#solopr](#)

about 9 hours ago via [Echofon](#) · [Reply](#) · [View Tweet](#)



• [SoloPR](#): I asked Q3 of the [#socialmedia](#) participants in yesterday's [#sm112](#) chat, but would love to hear what you all think... [#solopr](#)

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[jgombita](#): [@karensxim](#) you said that so much better than me! "Important to determine reach and audience not just book bc you can." [#solopr](#)

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[karensxim](#): A2: Know it but not a user, seems like I'm not alone... [#solopr](#)

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[SoloPR](#): OK, on to Q3... [#solopr](#)

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[rockstarjen](#): expensive proposition for a solo. RT [@SoloPR](#): I think Ill take the silence on this Q to mean no one is using it! :-)
[#solopr](#)

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[SoloPR](#): That isn't really surprising, since ProfNet charges a premium (and we solos know how to skirt such things). [#solopr](#)

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•

[jgombita](#): [@BradleyRoss](#) I'd put onus on book authors' publicists re: not doing the research as to authoritative (large audience) radio shows. [#solopr](#)

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•

[PRjeff](#): RT ditto [@KellyeCrane](#): A2: Im not a ProfNet user, so interested to hear what others have to say. [#solopr](#)

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•

[karensxim](#): Yes RT [@SoloPR](#): ProfNet Connect is a service where (I believe) you list expert bios for your clients, and journos can easily search. [#solopr](#)

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•

[SoloPR](#): I think I'll take the silence on this Q to mean no one is using it! :-)
[#solopr](#)

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•

[karensxim](#): [@BradleyRoss](#) Important to determine reach and audience not just book bc you can
[#solopr](#)

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•

[SoloPR](#): ProfNet Connect is a service where (I believe) you list expert bios for your clients, and journos can easily search. [#solopr](#)

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•

[karenswin](#): Lol, love it! RT [@markrobertspr](#): Hello SoloPR pros. Longtime listener. Not a first time caller...but close. [#solopr](#)

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•

[riselah](#): RT [@KellyeCrane](#): A2: I'm not a ProfNet user, so interested to hear what others have to say. [#solopr](#)//hear hear!

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•

[TRBizLady](#): Hate that I am missing [#solopr](#) but I will check back in next week.

about 9 hours ago via [twidroyd](#) · [Reply](#) · [View Tweet](#)



•

[BradleyRoss](#): There are lots of radio shows with few listeners. Just filling air time. Know an author who did lots of them, sold few books [#solopr](#)

about 9 hours ago via [Twitter for iPhone](#) · [Reply](#) · [View Tweet](#)



•

[markrobertspr](#): Hello SoloPR pros. Longtime listener. Not a first time caller...but close. [#solopr](#)

about 9 hours ago via [web](#) · [Reply](#) · [View Tweet](#)



•

[KellyeCrane](#): A2: I'm not a ProfNet user, so interested to hear what others have to say. [#solopr](#)

about 9 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



•

[rockstarjen](#): RT [@SoloPR](#): Q2: [@TexAnne](#) recently asked, are any [#solopr](#) pros are using ProfNet Connect with success? [#solopr](#)

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•

[karensxim](#): RT [@SoloPR](#): Q2: [@TexAnne](#) recently asked, are any [#solopr](#) pros are using ProfNet Connect with success? [#solopr](#)

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•

[SoloPR](#): Q2: [@TexAnne](#) recently asked, are any [#solopr](#) pros are using ProfNet Connect with success?

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•

[mdbarber](#): So true. RT [@cgornpr](#): [@mdbarber](#) Definitely. I go back to, it is all about knowing your audience and how to reach them. [#solopr](#)

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•

[SoloPR](#): Excellent input on this question- thanks all. Q2 coming up... [#solopr](#)

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•

[PRjeff](#): My Solo PR Pro e-newsletter has been confirmed. Just felt like bragging. [#solopr](#)

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•

[cgornpr](#): [@mdbarber](#) Definitely. I got back to, it is all about knowing your audience and how to reach them. [#solopr](#)

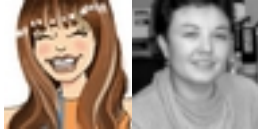
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•

[karensxim](#): So true! RT [@SoloPR](#): A1 topic is a good ex of why we should never assume our own behavior applies to others. [#solopr](#)

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[riselah](#): [@jgombita](#) yes targeting audience MATTERS but this is also a way of showing what else is out there [#solopr](#)

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[BradleyRoss](#): RT [@KellyeCrane](#): A1: I see some PR-types booking radio shows for clients to keep them busy, without thinking of the strategy. [#solopr](#)

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[rockstarjen](#): RT [@SoloPR](#): Q1: This article (by radio person) on "Why Radio Still Matters" <http://ow.ly/52xFx> inspired me to ask, does it? [#solopr](#)

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[makasha](#): RT [@jgombita](#): [@PRjeff](#) *in what other medium does someone get a 25-minute interview* <-- local talk shows. [#solopr](#)

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[SoloPR](#): A1 topic is a good ex of why we should never assume our own behavior applies to others. [#solopr](#)

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•

[PRjeff](#): [@SoloPR](#) Yeah, surprised me. Good to ask up front if this is an interview. I tried to steer to client. [#solopr](#)

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•

[mdbarber](#): [@cgornpr](#) so true. I think pub radio is a great audience for artists. Nat'l news programs also good. Local talk shows fab for clients [#solopr](#)

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•

[jgombita](#): [@riselah](#) oops! That should have been [@sparkcbc](#). (A whole international online community exists around this show.) Thnx for RT. [#solopr](#)

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•

[karenswin](#): Great point! RT [@jgombita](#): [@PRjeff](#) -in what other medium does someone get a 25-minute interview! [#solopr](#)

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•

[makasha](#): I haven't placed on satellite but their markets are very targeted with premium (paying) listeners so they may have \$ to spend [#solopr](#)

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•

[BradleyRoss](#): RT [@karensxim](#): RT [@SoloPR](#): Q1: This article on "Why Radio Still Matters" <http://ow.ly/52xFx> inspired me to ask, do you think it does? [#solopr](#)

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•

[karensxim](#): RT [@TShryerPR](#): Good 4 repurposing too. Radio can be added 2 website, promoted, discussed via socmed. Q&A fodder for articles. [#solopr](#)

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•

[cgompr](#): RT [@SoloPR](#): Great tip! RT [@TShryerPR](#): Good 4 repurposing too. Radio can be added to website, promoted, discussed via social media. [#solopr](#)

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•

[SoloPR](#): [@PRjeff](#) Holy moley! That's a new one on me -- thanks for the heads-up. [#solopr](#)

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•

[jgombita](#): [@PRjeff](#) was having this discussion last night with a radio producer--in what other medium does someone get a 25-minute interview! [#solopr](#)

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[cgompr](#): [@mdbarber](#) [@SoloPR](#) With Arts clients, I find public radio VERY important. There is a gem of a target audience there. [#solopr](#)

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[SoloPR](#): Great tip! RT [@TShryerPR](#): Good 4 repurposing too. Radio can be added to website, promoted, discussed via social media. [#solopr](#)

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[riselah](#): RT [@jgombita](#): [@riselah](#) I adore [@cbradio](#) shows. Online/podcast versions have earned international audiences for [@ageofpersuasion](#) & [@cbcspark](#) [#solopr](#)

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[rockstarjen](#): [@SoloPR](#) ha! newer radio formats give us better targeting power, much like other online mediums. [#solopr](#)

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[PRjeff](#): A1: I once had a Reno radio station call me re: my pitch, then turned r convo into a news segment. Ambushed! [#solopr](#)

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•

[SoloPR](#): RT [@cgompr](#): A1: ... If you know who you are trying to reach, you should know where to place the client. [#solopr](#)

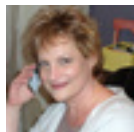
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•

[jgombita](#): [@riselah](#) I adore [@cbradio](#) shows. Online/podcast versions have earned international audiences for [@ageofpersuasion](#) & [@cbcspark](#) [#solopr](#)

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•

[TShryerPR](#): Good 4 repurposing too. Radio can be added to website, promoted, discussed via social media. Q&A could provide fodder for articles. [#solopr](#)

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•

[KellyeCrane](#): Excellent general [#PR](#) discussion taking place in [#solopr](#) chat re: the role of radio.

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•

[mndbarber](#): [@SoloPR](#) public radio is really important in AK; especially in villages. A few still use it to relay messages to others. Only local [#solopr](#)

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•

[SoloPR](#): Are there differences between "terrestrial" radio (as [@rockstarjen](#) calls it) and satellite/ other formats? [#solopr](#)

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•

[makasha](#): RT [@PRjeff](#): [@SoloPR](#) Any audience that fits the clients target market. [#solopr](#)

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•

[cgornpr](#): A1: I think it all depends on the audience. If you know who you are trying to reach, you should know where to place the client. [#solopr](#)

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•

[riselah](#): RT [@karensxim](#): Yes they do RT [@makasha](#): Radio matters if its the right market. I think listeners trust radio personalities. [#solopr](#)

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•

[PRjeff](#): [@SoloPR](#) Any audience that fits the client's target market. [#solopr](#)

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•

[UrbanSuiteEnt](#): a1) I usually discourage clients from radio adv unless its an interview specially for my client. You have to be careful of audience. [#solopr](#)

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•

[cgornpr](#): [@KellyCrane](#) A1: I think we have to get to a point that we can couch clients that minimal, strategic media is just as good as tons [#solopr](#)

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•

[SoloPR](#): Good pt about regional differences RT [@mdbarber](#): A1 ...In AK, radio can still be primary means of getting info [#solopr](#)

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•

[steven_frank](#): RT [@karensxim](#): Yes they do RT [@makasha](#): A1: Radio matters if its the right market. I think listeners trust radio personalities. [#solopr](#)

about 9 hours ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



•

[steven_frank](#): [@KellyCrane](#) [@mdbarber](#) Agreed, have to keep in mind intention, goals and desired audience. If radio is a match, it still matters. [#soloPR](#)

about 9 hours ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



•

[riselah](#): [@SoloPR](#) yes [#solopr](#). Even more so when these (shows) have promos in them

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•

[karenswim](#): Not good RT [@KellyeCrane](#): I see some PR-types booking radio shows for clients to keep them busy, without thinking of the strategy. [#solopr](#)

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•

[SoloPR](#): [@riselah](#) Do you mean podcasts based on traditional radio shows? [#solopr](#)

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•

[deejbradley](#): !!! “[@KellyeCrane](#): A1: I see some PR-types booking radio shows for clients to keep them busy, without thinking of the strategy. [#solopr](#)”

about 9 hours ago via [Twitter for Mac](#) · [Reply](#) · [View Tweet](#)



•

[makasha](#): RT [@KellyeCrane](#): A1: I see some PR-types booking radio shows for clients to keep them busy, without thinking of the strategy. [#solopr](#)

about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



•

[BradleyRoss](#): RT [@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)

about 9 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



•

[jgombita](#): A1. Because radio remains a HOT medium (as per McLuhan); i.e., it "enhance(s) one single sense." Powerful connections made. [#soloPR](#)

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•

[karenswim](#): Yes they do RT [@makasha](#): A1: Radio matters if its the right market. I think listeners trust radio personalities. [#soloPR](#)

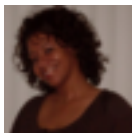
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[SoloPR](#): Interesting RT [@makasha](#): A1: Radio matters if its the right market. I think listeners trust radio personalities. [#soloPR](#)

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•

[makasha](#): multitasking ... participating in [#soloPR](#) and in [#agencytransform](#)

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[KellyeCrane](#): A1: I see some PR-types booking radio shows for clients to keep them busy, without thinking of the strategy. [#solopr](#)

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•

[SoloPR](#): Agree RT [@steven frank](#): [@solopr](#) Bit of a cop out answer but here goes. Yes, radio still matters; not as much as it once did, but.. [#solopr](#)

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[mdbarber](#): RT [@KellyeCrane](#): A1: As w most things, need to think about your audience and what you want them to do. Needs to have a strategy. [#solopr](#)

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[makasha](#): A1: Radio matters if its the right market. I think listeners trust radio personalities. [#solopr](#)

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[rockstarjen](#): RT [@KellyeCrane](#): A1: As with most things really need to think about audience and what you want them to do. Needs to have a strategy. [#solopr](#)

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• [SoloPR](#): [@PRjeff](#) What type of audience was motivated to take action based on radio? [#solopr](#)

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• [UrbanSuiteEnt](#): Join in! Hi everyone! [#solopr](#)

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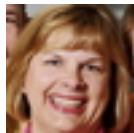
• [PRjeff](#): Yep. RT [@karensxim](#): A1: Of course it still matters. I never write off any medium, if the audience matches goals [#solopr](#)

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• [riselah](#): it does matter...it is different from the rest of the media. People listen and keep track of the podcasts [#soloPR](#)

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• [mdbarber](#): RT [@karensxim](#): A1: Of course it still matters. I never write off any medium, if the audience matches goals [#solopr](#)

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• [steven frank](#): [@solopr](#) Bit of a cop out answer but here goes. Yes, radio still matters; not as much as it once did, but... [#soloPR](#)

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• [KellyeCrane](#): A1: As with most things, you really need to think about your audience and what you want them to do. Needs to have a strategy. [#solopr](#)

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• [mdbarber](#): A1 -- Radio does matter but it also depends on the program goals too. In AK, radio can still be primary means of getting info [#solopr](#)

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• [rockstarjen](#): A1: as with other channels, depends on the audience. it's a target market that is very important for some cos/products/servies. [#solopr](#)

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[PRjeff](#): A1: It depends on who the radio station is reaching. I've had some clients see a good ROI from radio interviews [#solopr](#)

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[karenswim](#): A1: Of course it still matters. I never write off any medium, if the audience matches goals [#solopr](#)

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•

[karenswim](#): RT [@SoloPR](#): Q1: This article on "Why Radio Still Matters" <http://ow.ly/52xFx> inspired me to ask, do you think it does? [#solopr](#)

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[akenn](#): A1: It might but not for the reasons he wrote (i.e. as prep for the "big leagues") IMO [#solopr](#)

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[cgornpr](#): A1: Yes, it does. People still listen, in their cars or online. I think you have to tailor radio to your audience. [#solopr](#)

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•

[karensxim](#): Same here! RT [@TShryerPR](#): Jealous of all of you writing about warmth. Cold and wet in Chicago. Wheres my summer? [#soloPR](#)

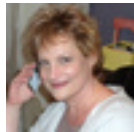
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[SoloPR](#): Q1: This article (by a radio person) on "Why Radio Still Matters" <http://ow.ly/52xFx> inspired me to ask, do you think it does? [#soloPR](#)

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•

[TShryerPR](#): Jealous of all of you writing about warmth. Cold and wet in Chicago. Where's my summer? [#soloPR](#)

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[mdbarber](#): [@rockstarjen](#) Aren't they? I'm not sure which is more magical at this stage for you. [#soloPR](#)

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•

[akenn](#): Happy to join fellow [#soloPR](#) folk for the next hour from my desk in Massachusetts. Solo for 10 yrs, in PR for 17. [#soloPR](#)

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[cgompr](#): Happy to be here, wish I could have been on more. Solo PR based out of Philadelphia with clients all over. [#solopr](#) [#solopr](#)

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[SoloPR](#): Lots of new faces (and not so new, too). Great chat ahead, to be sure! Q1 is up next... [#solopr](#)

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[TShryerPR](#): Right back at you! RT [@karensim](#): [@TShryerPR](#) Hey beautiful! [#solopr](#)

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[mdbarber](#): [@SoloPR](#) What if we think we signed up but can't remember for sure? ;-) Must need more coffee. [#solopr](#)

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[makasha](#): Good afternoon from Montgomery, AL [#solopr](#)

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• [PRjeff](#): RT [@SoloPR](#): Have you signed up for the Solo PR enewsletter? First issue goes out tomorrow! <http://eepurl.com/dwffFD> [#solopr](#)

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• [SoloPR](#): If you have Qs you'd like us to discuss, please [@KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list! [#solopr](#)

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• [PRjeff](#): Greetings. Currently in [#Phx](#) area, where the heat is on. 24-year pro, indie abt 17 of those yrs, APR, MBA [#solopr](#)

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• [mdbarber](#): [@rockstarjen](#) Good to see this morning especially. Hope it means all is quiet & you're finding some semblance of normalcy. [#solopr](#)

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• [rockstarjen](#): [@karensxim](#) seem to magically have an hour today. w00t! like i just told kellye, though, i'll need training wheels. :) [#solopr](#)

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[SoloPR](#): While we gather, have you signed up for the Solo PR enewsletter? First issue goes out tomorrow! <http://eepurl.com/dwFD> [#solopr](#)

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•

[karensxim](#): [@TShryerPR](#) Hey beautiful! [#solopr](#)

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[mdbarber](#): Good morning all from sunny and warm Anchorage where I've been independent for 10+ years; in PR for 30+ [#solopr](#)

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•

[cgompr](#): Heading on to [@solopr](#)! Great chat for independent pr types :) [#solopr](#)

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[riselah](#): [@SoloPR](#) Alejandra Enciso PR in Tijuana and San Diego. Also teach the subject at the University :) [#solopr](#)

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[TShryerPR](#): Hello my fellow [#SoloPR](#) folk. Looking for an exciting hour with all of you. [#solopr](#)

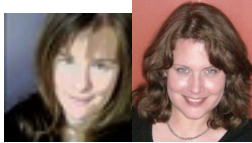
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•

[karensxim](#): [@rockstarjen](#) Yay! You're baaaaccck! [#solopr](#)

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[rockstarjen](#): [@KellyeCrane](#) i feel i'll need training wheels. ;) [#solopr](#)

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[karensxim](#): RT [@SoloPR](#): Its time for [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). [#solopr](#)

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•

[SoloPR](#): [@steven_frank](#) [@ecenci](#) Glad to have you both! [#solopr](#)

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[SoloPR](#): If you're joining, please introduce yourself. This is [@KellyeCrane](#) moderating, Atlanta-based blogger at <http://soloprpro.com/> [#solopr](#)

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[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)

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•

[rockstarjen](#): hey soloprs, excited to join you guys today after months of being away. hope i can be here for the entire hour. [#solopr](#)

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[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). [#solopr](#)

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