

#SoloPR Transcript – 9/7/2011



[SoloPR Sep 07, 1:59pm via TweetGrid.com](#)

Remember, we keep sharing on the hashtag all week. Transcript will be on the [soloprpro.com](#) blog tomorrow! [#solopr](#)



[dconconi Sep 07, 1:59pm via TweetChat](#)

you hit a nerve for sure! RT @[SoloPR](#): Such a fascinating and lively chat today, we only got to two Qs! Thank you everyone. [#solopr](#)



[CathyWebSavvyPR Sep 07, 1:59pm via TweetGrid.com](#)

RT @[SoloPR](#): Our official hour is up. Such a fascinating and lively chat today, we only got to two Qs! Thank you everyone. [#SoloPR](#)



[mdbarber Sep 07, 1:59pm via TweetChat](#)

@[KateRobins](#) Instead of saying "agree" on a retweet @[CommAMMO](#) wrote "+1" as in Google's +1 [#solopr](#)



[SoloPR Sep 07, 1:59pm via TweetGrid.com](#)

Our official hour is up. Such a fascinating and lively chat today, we only got to two Qs! Thank you everyone. [#solopr](#)



[KristK Sep 07, 1:59pm via TweetGrid.com](#)

RT @[KellyeCrane](#): A2: For newer pros, remember you'll have unbillable time. Don't compare hrly rate to min wage and think it's good! [#solopr](#)



[CommAMMO Sep 07, 1:58pm via TweetChat](#)

We're taking it back. RT @jgombita: @mdbarber do we need a movement? I thought it was simply shorthand for all the Gool Gids. #solopr



[mdbarber Sep 07, 1:58pm via TweetChat](#)

LOL!!! RT @CommAMMO: @mdbarber you need more cowbell... #fever #solopr



[KateRobins Sep 07, 1:58pm via TweetChat](#)

@CommAMMO @jgombita @mdbarber If it makes you feel any better, I don't know what you're talking about. #solopr



[MarketingMel Sep 07, 1:58pm via TweetDeck](#)

Have to run #soloPR friends. Will miss you next week when I'm @IMS_Conference #Boston. Msg me if you'll be there and we'll meet up!



[dconconi Sep 07, 1:58pm via TweetChat](#)

If you have 2 lose a few hours in the beginning, make sure they know u "invested" in their business but now its time 2 pay 4 value #solopr



[CommAMMO Sep 07, 1:58pm via TweetChat](#)

@mdbarber you need more cowbell... #fever #solopr



[KellyeCrane Sep 07, 1:58pm via TweetDeck](#)

A2: For newer pros, remember you'll have unbillable time. Don't compare hrly rate to the min wage and think it's a good deal! [#solopr](#)



[KateRobins](#) Sep 07, 1:58pm via TweetChat

RT @[SocialDani](#): Learned that they hadn't fully committed to idea of having a publicist, so it made sense. Clients have to be invested. [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:57pm via TweetGrid.com

RT @[MuslimNewMedia](#): a2 working on client to hammer out scope creep is key. Better to negotiate scope of work rather than fee rate [#SoloPR](#)



[jgombita](#) Sep 07, 1:57pm via web

@[CommAMMO](#) @[mdbarber](#) do we need a movement? I thought it was simply shorthand for all the Gool Gids. [#solopr](#)



[CommAMMO](#) Sep 07, 1:57pm via TweetChat

Darn! RT @[jgombita](#): Actually, people have been +1 tweets (and blog posts) for quite awhile @[CommAMMO](#) @[mdbarber](#) [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:56pm via TweetDeck

RT @[SocialDani](#): [#SoloPR](#) I later learned that they hadn't fully committed to the idea of having a publicist, so it made sense. Clients have to be invested.



[CommAMMO](#) Sep 07, 1:56pm via TweetChat

@[jgombita](#) @[mdbarber](#) Ah, but have they attempted to make a MOVEMENT out of the practice? ;-) [#solopr](#)



[mdbarber](#) Sep 07, 1:56pm via TweetChat

@[CommAMMO](#) Maybe...but I also have a phobia with [#fever](#) [#solopr](#)



[jgombita](#) Sep 07, 1:56pm via TweetChat

RT @[MuslimNewMedia](#): a2 working on client to hammer out scope creep is key. Better to negotiate scope of work rather than fee rate. [#solopr](#)



[jgombita](#) Sep 07, 1:55pm via TweetChat

Actually, people have been +1 tweets (and blog posts) for quite awhile @[CommAMMO](#) @[mdbarber](#) [#solopr](#)



[SoloPR](#) Sep 07, 1:55pm via TweetGrid.com

@[KateRobins](#) On raising rates/negotiating? I'll get on it! [#solopr](#)



[MuslimNewMedia](#) Sep 07, 1:55pm via TweetChat

a2 working on client to hammer out scope creep is key. Better to negotiate scope of work rather than fee rate. [#solopr](#)



[CommAMMO](#) Sep 07, 1:54pm via TweetChat

@[mdbarber](#) do we need to hashtag it? #+1? [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:54pm via TweetGrid.com

RT @[dconconi](#): A2: I often build in a 3-6 month review clause in any retainer so we can assess & change fees based on actuals then [#SoloPR](#)



[jgombita](#) Sep 07, 1:54pm via TweetChat

@[KellyeCrane](#) wasn't that a line in a film (or song) "I'm dancing as fast as I can...." [#solopr](#)



[karenswim](#) Sep 07, 1:53pm via TweetChat

@[kirstenwright](#) @[karenswim](#) @[dconconi](#) Absolutely smart, sometimes things come up that were unplanned or unforeseen [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:53pm via TweetGrid.com

@[3HatsComm](#) the second promo was not My firm's work, but I was assisting in minor way, & thought it was a good strategy [#SoloPR](#)



[jgombita](#) Sep 07, 1:53pm via TweetChat

Yes RT @[KellyeCrane](#) if your dance card is full, but your'e scraping by financially, that means you're almost certainly under-priced. [#solopr](#)



[mdbarber](#) Sep 07, 1:53pm via TweetChat

@[CommAMMO](#) That's what I was thinking too. Plus it's fewer characters than "agree" or something else. Let's start a trend. [#solopr](#)



[SoloPR](#) Sep 07, 1:53pm via TweetGrid.com

RT @[dconconi](#): A2: I often build in a 3-6 month review clause in any retainer so we can assess and change fees based on actuals then [#solopr](#)



[KateRobins](#) Sep 07, 1:53pm via TweetChat

Sounds like a blog post for someone who's done this well. Would like to hear someone elaborate on this.
[#solopr](#)



[kirstenwright](#) Sep 07, 1:52pm via TweetDeck

@[karensxim](#) @[dconconi](#) Smart - always good to have a review session planned! [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:52pm via TweetGrid.com

RT @[3HatsComm](#): @[CathyWebSavvyPR](#) Gotcha.. that disclosure will make a difference vs. blindsiding someone w/ off target switch. [yes] [#SoloPR](#)



[CommAMMO](#) Sep 07, 1:52pm via TweetChat

@[mdbarber](#) must be my inner Google+ emerging... ;-) [#solopr](#)



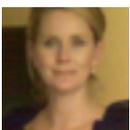
[MarketingMel](#) Sep 07, 1:52pm via TweetDeck

So true! RT @[CommAMMO](#): @[MarketingMel](#) virtual agencies rule! [#solopr](#)



[mdbarber](#) Sep 07, 1:52pm via TweetChat

A2 conversation also easier if you have been regularly sharing the project's progress and time with them.
[#solopr](#)



[RebeccaEdgar](#) Sep 07, 1:52pm via HootSuite

RT @kellyecrane: My pt is, if your dance card is full, but you're scraping by financially. means you're almost certainly under-priced [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:52pm via [TweetGrid.com](#)

MT @KellyeCrane: A2 ...if your dance card is full, but you're scraping by financially, it means you're almost certainly under-priced [#SoloPR](#)



[MuslimNewMedia](#) Sep 07, 1:52pm via [TweetChat](#)

very smart tactic RT @CathyWebSavvyPR: A2: ... talks w/: "did you find what we discussed useful?" A: "Yes," then talked \$ [#solopr](#)



[PaulaJohns](#) Sep 07, 1:52pm via [TweetDeck](#)

Plain and simple. RT @jgombita: A2. Tell your client: I feel like I'm working too hard for the amount I'm being paid... [#solopr](#)



[SoloPR](#) Sep 07, 1:52pm via [TweetGrid.com](#)

RT @mdbarber: A2 Raising rates may not be issue. Could be scope creep, est that was in error in the 1st place. Need reason b4 action [#solopr](#)



[3HatsComm](#) Sep 07, 1:51pm via [TweetChat](#)

@CathyWebSavvyPR Gotcha.. that disclosure will make a difference vs. blindsiding someone w/ off target switch. [#solopr](#)



[SocialDani](#) Sep 07, 1:51pm via [TweetDeck](#)

RT @SoloDove_PR: RT @kellyecrane: A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[CommAMMO Sep 07, 1:51pm via TweetChat](#)

@[MarketingMel](#) virtual agencies rule! [#solopr](#)



[mdbarber Sep 07, 1:51pm via TweetChat](#)

@[CommAMMO](#) Nice use of +1 ;-)
[#solopr](#)



[KateRobins Sep 07, 1:51pm via TweetChat](#)

RT @[mdbarber](#): A2Raising rates may not be issue. Could be scope creep, estimate that was in error in 1st place. Need reason b4 action [#solopr](#)



[PRjeff Sep 07, 1:51pm via TweetChat](#)

A2: I remember when I first heard the term "scope creep." It was from an IT guy. Surprised? [#solopr](#)



[dconconi Sep 07, 1:51pm via TweetChat](#)

easier to have the conversation if they are seeing the overages on a regular basis [#solopr](#)



[CommAMMO Sep 07, 1:51pm via TweetChat](#)

RT @[dconconi](#): also keep track of hours for proj work, send BCR (budget control rprt) with invoice so they see actual time regularly [#solopr](#)



[KristK Sep 07, 1:51pm via TweetGrid.com](#)

RT @mdbarber: A2 -- Raising rates may not be issue. Could be scope creep, estimate that was in error in the first place [#solopr](#)



[MarketingMel](#) Sep 07, 1:51pm via [TweetDeck](#)

@[CommAMMO](#) And you may need a new dance partner! [#soloPR](#)



[SoloDove_PR](#) Sep 07, 1:51pm via [HootSuite](#)

RT @kellyecrane: A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[SkyLife_Media](#) Sep 07, 1:51pm via [ÜberSocial for BlackBerry](#)

A2: (@ [MijiHope](#)) & I were just having a conversation about selling ourselves short. You have to communicate YOUR value to the client [#solopr](#)



[SocialDani](#) Sep 07, 1:51pm via [TweetDeck](#)

@[KellyeCrane](#) Absolutely! Another lesson that came with a little experience. [#SoloPR](#)



[SoloPR](#) Sep 07, 1:51pm via [TweetGrid.com](#)

RT @CathyWebSavvyPR: A2: Started transition to getting paid talks w/:"did you find what we discussed useful?" A:"Yes," then talked \$ [#solopr](#)



[dariasteigman](#) Sep 07, 1:51pm via [TweetDeck](#)

A2. Have to weigh in as just asked a client for a contract mod. Original scope & current scope don't mesh. We'll see. [#solopr](#)



[CommAMMO Sep 07, 1:51pm via TweetChat](#)

+1 RT @KellyeCrane: A2: My point is, if ur dance card is full, but ur scraping by financially, youre almost certainly under-priced. [#solopr](#)



[CathyWebSavvyPR Sep 07, 1:50pm via TweetGrid.com](#)

@3HatsComm but the fact that the mom blogger was involved from start & saw this other promo w sense of humor, helped set the tone [#SoloPR](#)



[dconconi Sep 07, 1:50pm via TweetChat](#)

also keep track of hours for project work and send BCR (budget control rpt) with invoice so they see actual time regularly [#solopr](#)



[MaxwellStevens Sep 07, 1:50pm via Twitter for iPad](#)

“@dconconi: A2: I build in a 3-6 mnth review clause in retainer so we can assess/ change fees based on actuals then. [#solopr](#)” Great plan!



[SocialDani Sep 07, 1:50pm via TweetDeck](#)

RT @KellyeCrane: A2: My point is, if your dance card is full, but you're scraping by financially, that means you're almost certainly under-priced. [#solopr](#)



[MarketingMel Sep 07, 1:50pm via TweetDeck](#)

RT @mdbarber: Agree RT @dconconi: A2: I often build in a 3-6 month review in any retainer to assess & change fees based on actuals. [#solopr](#)



[mdbarber Sep 07, 1:50pm via TweetChat](#)

A2 -- Raising rates may not be the issue. Could be scope creep, estimate that was in error in the first place. Need reason b4 action [#solopr](#)



[jgombita Sep 07, 1:50pm via web](#)

A plan! RT @[KellyeCrane](#): Loved your advice on how to discuss w/current client (s). Then automatically ask for more from new ones. [#solopr](#)



[KellyeCrane Sep 07, 1:50pm via TweetDeck](#)

A2: My point is, if your dance card is full, but you're scraping by financially, that means you're almost certainly under-priced. [#solopr](#)



[CathyWebSavvyPR Sep 07, 1:49pm via TweetGrid.com](#)

@[3HatsComm](#) not the mom blogger I spoke of was involved in a different brand promo, that had an edge, so it cd have gone bad [#SoloPR](#)



[karenswim Sep 07, 1:49pm via TweetChat](#)

RT @[dconconi](#): I often build in a 3-6 month review clause in any retainer so we can assess and change fees based on actuals then. [#solopr](#)



[PRjeff Sep 07, 1:49pm via TweetChat](#)

NOW you tell me! RT @[karenswim](#): Yep! RT @[KellyeCrane](#): A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[KateRobins](#) Sep 07, 1:49pm via TweetChat

RT @[dconconi](#):A2:I often build in a 3-6 month review clause in any retainer so we can assess and change fees based on actuals then. [#solopr](#)



[SocialDani](#) Sep 07, 1:49pm via TweetDeck

[#SoloPR](#) I later learned that they hadn't fully committed to the idea of having a publicist, so it made sense. Clients have to be invested.



[KellyeCrane](#) Sep 07, 1:49pm via TweetDeck

@[jgombita](#) Loved your advice on how to discuss w/current client (s). Then automatically ask for more from new ones. [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:49pm via TweetGrid.com

A2: cont'd - I started transition to getting paid talks w/: "did you find what we discussed useful?" A: "Yes," then talked \$ [#SoloPR](#)



[mdbarber](#) Sep 07, 1:49pm via TweetChat

Agree. I always do. RT @[dconconi](#): A2: I often build in a 3-6 month review in any retainer to assess & change fees based on actuals. [#solopr](#)



[thefishareloose](#) Sep 07, 1:49pm via Twitter for BlackBerry®

Absolutely, spot on RT @[KristK](#): A1: Apologize for your own actions, never for someone else's reaction. [#solopr](#)"



[3HatsComm Sep 07, 1:49pm via TweetChat](#)

If wishing made it so. :) RT @[CommAMMO](#): RT @[KellyeCrane](#): A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[jgombita Sep 07, 1:49pm via TweetChat](#)

Smart RT @[dconconi](#): I often build in a 3-6 month review clause in any retainer so we can assess and change fees based on actuals. [#solopr](#)



[MuslimNewMedia Sep 07, 1:48pm via TweetChat](#)

+1 RT @[CommAMMO](#): RT @[3HatsComm](#): A2 Stop. Stop. Stop. Talk w/ client, exam scope creep, see what needs to change [#solopr](#)



[LauraScholz Sep 07, 1:48pm via HootSuite](#)

Yes x 1000! RT @[karensxim](#): Yep! RT @[KellyeCrane](#): A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[dconconi Sep 07, 1:48pm via TweetChat](#)

Ha! RT @[KellyeCrane](#): A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[KateRobins Sep 07, 1:48pm via TweetChat](#)

@[KristK](#) @[KateRobins](#) @[SoloPR](#) lol! [#solopr](#)



[CathyWebSavvyPR Sep 07, 1:48pm via TweetGrid.com](#)

A2: I started a related discussion w/ a client prospect to whom I had given a free initial consult. cont'd
[#SoloPR](#)



[jgombita](#) Sep 07, 1:48pm via TweetChat

Ah yes. The Vacuuming King [@PRjeff](#) [@KateRobins](#) [@SoloPR](#) [#solopr](#)



[KristK](#) Sep 07, 1:48pm via TweetGrid.com

Sorry, Thought Q was what DO we do, not what SHOULD we do. RT [@KristK](#): Sleep late. Drink early.
[#solopr](#)



[KateRobins](#) Sep 07, 1:48pm via TweetChat

[@CommAMMO](#) [@KateRobins](#) [@SoloPR](#) That's why college is so expensive :) [#solopr](#)



[CommAMMO](#) Sep 07, 1:48pm via TweetChat

RT [@mdbarber](#): A2 - so funny because we are communicators but when we get in these situs we forget 2do just that. Talk w/R clients. [#solopr](#)



[TomiLinda](#) Sep 07, 1:48pm via TweetDeck

A2: Once U have set the contract & the outline U rilly have 2 stay tru 2 it. Communicating the changes w. ur client is also important [#solopr](#)



[mdbarber](#) Sep 07, 1:48pm via TweetChat

LOL! RT [@PRjeff](#): Already do this. But wife wont pay me. RT [@KateRobins](#): [@SoloPR](#) Clean houses on weekends. [#solopr](#)



[dconconi](#) Sep 07, 1:48pm via TweetChat

A2: I often build in a 3-6 month review clause in any retainer so we can assess and change fees based on actuals then. [#solopr](#)



[SkyLife_Media](#) Sep 07, 1:47pm via ÜberSocial for BlackBerry

RT @[PRjeff](#): A2: One way is to make sure you manage billable hours efficiently and have enough of them weekly. [#solopr](#)



[3HatsComm](#) Sep 07, 1:47pm via TweetChat

@[CathyWebSavvyPR](#) @[MuslimNewMedia](#) Was mom blogger on board for this food fiasco, or something else? [#solopr](#)



[mndbarber](#) Sep 07, 1:47pm via TweetChat

RT @[CathyWebSavvyPR](#): A2: Set up a client meeting to discuss mission creep (in more diplomatic terms); restructure agreement [#solopr](#)



[SoloPR](#) Sep 07, 1:47pm via TweetGrid.com

Very important RT @[PRjeff](#): A2: One way is to make sure you manage billable hours efficiently and have enough of them weekly. [#solopr](#)



[SocialDani](#) Sep 07, 1:47pm via TweetDeck

Q2 - My simple answer: Stop. I reviewed my terms, kept trekking on "good faith," & then stopped. I'm not a volunteer publicist. [#SoloPR](#)



[PRjeff](#) Sep 07, 1:47pm via TweetChat

Already do this. But wife won't pay me. RT @KateRobins: @SoloPR Clean houses on weekends. [#solopr](#)



[MuslimNewMedia](#) Sep 07, 1:47pm via TweetChat

@CathyWebSavvyPR that would be the way to do it...this thing was so mis-targeted out the gate, seems like they just plowed ahead [#solopr](#)



[SkyLife_Media](#) Sep 07, 1:47pm via ÜberSocial for BlackBerry

A2: Scale back on your time commitments so that you can attract clients who are willing to invest. [#SoloPR](#)



[KristK](#) Sep 07, 1:47pm via TweetGrid.com

Sleep late. Drink early. RT @KateRobins: @SoloPR Clean houses on weekends. [#solopr](#)



[CommAMMO](#) Sep 07, 1:47pm via TweetChat

Or be an adjunct professor. ;-) RT @KateRobins: @SoloPR Clean houses on weekends. [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:47pm via TweetGrid.com

A2: Set up a client meeting to discuss mission creep (in more diplomatic terms); restructure agreement [#SoloPR](#)



[mndbarber](#) Sep 07, 1:47pm via TweetChat

A2 - so funny because we are communicators but when we get in these situations we forget to do just that. Talk with our clients. [#solopr](#)



[dconconi](#) Sep 07, 1:47pm via TweetChat

RT @SoloPR: Q2: If you feel like youre working too hard & not getting paid, what can you do? [#solopr](#)



[SoloPR](#) Sep 07, 1:47pm via TweetGrid.com

RT @jgombita: A2.Tell your client: I feel like I'm working too hard for the amount I'm being pd. I want to renegotiate my value-add [#solopr](#)



[PRjeff](#) Sep 07, 1:47pm via TweetChat

A2: I know many like project fees, but I feel you still have to budget x # of hrs for each project/task. [#solopr](#)



[jgombita](#) Sep 07, 1:46pm via TweetChat

@[KellyeCrane](#) for all or only for new clients? [#solopr](#)



[KateRobins](#) Sep 07, 1:46pm via TweetChat

@[SoloPR](#) Clean houses on weekends. [#solopr](#)



[SkyLife_Media](#) Sep 07, 1:46pm via ÜberSocial for BlackBerry

RT @SoloPR: Q2: If you feel like you're working too hard & not getting paid, what can you do? [#solopr](#)



[CommAMMO Sep 07, 1:46pm via TweetChat](#)

RT @KellyeCrane: A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[karens swim Sep 07, 1:46pm via TweetChat](#)

Yep! RT @KellyeCrane: A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[PaulaJohns Sep 07, 1:46pm via TweetDeck](#)

I may have missed this...how has the PR firm responded to the criticism? [#solopr](#)



[mdbarber Sep 07, 1:46pm via TweetChat](#)

RT @3HatsComm: A2 Stop. Stop. Stop. Talk w/ client, examine scope creep, see what needs to change to either get more \$ or do less work. [#solopr](#)



[CommAMMO Sep 07, 1:46pm via TweetChat](#)

RT @3HatsComm: A2 Stop. Stop. Stop. Talk w/ client, exam scope creep, see what needs to change to either get more \$ or do less work. [#solopr](#)



[KellyeCrane Sep 07, 1:46pm via TweetDeck](#)

A2: Biggest advice: raise your rates. Work less, make more = win! [#solopr](#)



[jgombita Sep 07, 1:46pm via TweetChat](#)

A2. Tell your client: I feel like I'm working too hard for the amount I'm being paid. I want to renegotiate my value-add. [#solopr](#)



[karensim](#) Sep 07, 1:46pm via TweetChat

A2: Chances are your prices are too low, so time for a reassessment [#solopr](#)



[PRjeff](#) Sep 07, 1:46pm via TweetChat

A2: One way is to make sure you manage billable hours efficiently and have enough of them weekly. [#solopr](#)



[mdbarber](#) Sep 07, 1:46pm via TweetChat

RT @CathyWebSavvyPR: Another brand I know, got a major mom blogger site on board 1st, inc their true story into promo = helped [#solopr](#)



[KristK](#) Sep 07, 1:46pm via TweetGrid.com

RT @SoloPR: Q2: If you feel like you're working too hard & not getting paid, what can you do? [#solopr](#)



[CommAMMO](#) Sep 07, 1:45pm via TweetChat

RT @CathyWebSavvyPR: @MuslimNewMedia Anoth brand, got major mom blogger site on brd 1st, incorpd their tru story in2 promo = helped [#solopr](#)



[3HatsComm](#) Sep 07, 1:45pm via TweetChat

A2 Stop. Stop. Stop. Talk w/ client, examine scope creep, see what needs to change to either get more \$ or do less work. [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:45pm via [TweetGrid.com](#)

RT @[KristK](#): A1: Unethical [#solopr](#) pros develop a rep, lose credibility and go out of biz. Larger firms get headlines [#SoloPR](#)



[karenschwim](#) Sep 07, 1:45pm via [TweetChat](#)

RT @[SoloPR](#): Q2: If you feel like youre working too hard & not getting paid, what can you do? [#solopr](#)



[KristK](#) Sep 07, 1:45pm via [TweetGrid.com](#)

RT @[CathyWebSavvyPR](#): Another brand got a major mom blogger site on board 1st, incorporated their true story into promo = helped [#solopr](#)



[KeithTrivitt](#) Sep 07, 1:45pm via [HootSuite](#)

Chat at 3pm ET RT @[jgombita](#): Next 2 @[prsa](#) [#PRethics](#) chats: ; September 13: Maintaining Public Relations Ethical Standards 1/2 [#solopr](#)



[TomiLinda](#) Sep 07, 1:45pm via [TweetDeck](#)

Great question. RT @[SoloPR](#): Q2: If you feel like you're working too hard & not getting paid, what can you do? [#solopr](#)



[PRjeff](#) Sep 07, 1:45pm via [TweetChat](#)

A2: Get money upfront? [#solopr](#)



[mndbarber](#) Sep 07, 1:45pm via [TweetChat](#)

RT @KristK: A1: Unethical [#solopr](#) pros develop a rep, lose credibility and go out of biz. Larger firms get headlines. [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:45pm via [TweetGrid.com](#)

RT @SoloPR: Q2: If you feel like you're working too hard & not getting paid, what can you do? [#SoloPR](#)



[KristK](#) Sep 07, 1:44pm via [TweetGrid.com](#)

RT @CathyWebSavvyPR: When I worked w/ brand on promo w/ possible downsides, we checked w/ a few mom-bloggers 1st - Tweaked our idea [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:44pm via [TweetGrid.com](#)

@[MuslimNewMedia](#) Another brand I know, got a major mom blogger site on board 1st, incorporated their true story into promo = helped [#SoloPR](#)



[CommAMMO](#) Sep 07, 1:44pm via [TweetChat](#)

RT @SoloPR: Q2: If you feel like youre working too hard & not getting paid, what can you do? [#solopr](#)



[PaulaJohns](#) Sep 07, 1:44pm via [TweetDeck](#)

Yep RT @KristK: A1: Unethical [#solopr](#) pros develop a rep, lose credibility and go out of biz. Larger firms get headlines. [#solopr](#)



[SocialDani](#) Sep 07, 1:44pm via [TweetDeck](#)

RT @SoloPR: Q2: If you feel like you're working too hard & not getting paid, what can you do? [#solopr](#)



[CommAMMO Sep 07, 1:44pm via TweetChat](#)

RT @[KellyeCrane](#): @[thefishareloose](#) There are def good and bad practitioners everywhere. Our job to educate clients of this. [#pr](#) [#solopr](#)



[SoloPR Sep 07, 1:44pm via TweetGrid.com](#)

Q2: If you feel like you're working too hard & not getting paid, what can you do? [#solopr](#)



[KristK Sep 07, 1:43pm via TweetGrid.com](#)

Very true. RT @[KellyeCrane](#): There are definitely good and bad practitioners everywhere. Our job to educate clients of this. [#pr](#) [#solopr](#)



[CommAMMO Sep 07, 1:43pm via TweetChat](#)

RT @[jgombita](#): @[SoloPR](#) you mean were going to talk about more things than frozen foods and big bad PR firms? ;-) [#solopr](#)



[CommAMMO Sep 07, 1:43pm via TweetChat](#)

@[KateRobins](#) Ah, I'm a label-reader. We get them from South America, but I don't buy them, nor NZ apples in July... [#solopr](#)



[CathyWebSavvyPR Sep 07, 1:43pm via TweetGrid.com](#)

@[MuslimNewMedia](#) When I worked w/ a brand on a promo w/ possible downsides, we checked w/ a few mom-bloggers 1st - Tweaked our idea [#SoloPR](#)



[dconconi](#) Sep 07, 1:43pm via TweetChat

RT @[KellyeCrane](#): @[thefishareloose](#) There r definitely good and bad practitioners everywhere. Our job to educate clients of this. [#pr](#) [#solopr](#)



[jgombita](#) Sep 07, 1:43pm via TweetChat

@[SoloPR](#) you mean we're going to talk about more things than frozen foods and big bad PR firms? ;-)
[#solopr](#)



[PRjeff](#) Sep 07, 1:43pm via TweetChat

ha. RT @[KristK](#): A1: Unethical [#solopr](#) pros develop a rep, lose credibility and go out of biz. Larger firms get headlines. [#solopr](#)



[KellyeCrane](#) Sep 07, 1:43pm via TweetDeck

@[thefishareloose](#) There are definitely good and bad practitioners everywhere. Our job to educate clients of this. [#pr](#) [#solopr](#)



[dconconi](#) Sep 07, 1:42pm via TweetChat

RT @[CommAMMO](#): RT @[KristK](#): A1: Unethical [#solopr](#) pros develop a rep, lose credibility and go out of biz. Larger firms get headlines. [#solopr](#)



[jgombita](#) Sep 07, 1:42pm via TweetChat

QUOTE RT @[KristK](#): A1: Unethical [#solopr](#) pros develop a rep, lose credibility and go out of biz. Larger firms get headlines. [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:42pm via [TweetGrid.com](#)

RT @SoloPR: Love this discussion - thanks everyone! Q2 coming up... [#solopr](#) [#SoloPR](#)



[dconconi](#) Sep 07, 1:42pm via [TweetChat](#)

Lots of very good big PR firms. Unfortunately they all pay when this kind of foolishness occurs. Margin pressures dont help [#solopr](#)



[PRjeff](#) Sep 07, 1:42pm via [TweetChat](#)

@[CommAMMO](#) @[PaulaJohns](#) Bad apples in every bunch, whether you're a firm of 1 or 100. [#solopr](#)



[KateRobins](#) Sep 07, 1:42pm via [TweetChat](#)

@[CommAMMO](#) @[KateRobins](#) Would you trust a fresh strawberry in NE in January? How do you know? Looks good but that needs examining. [#solopr](#)



[jgombita](#) Sep 07, 1:42pm via [TweetChat](#)

Thinking how much you all could have contributed to yesterday's 1st Tuesday Twitter chat by @[prsa](#) for Ethics Month. [#PRethics](#) [#solopr](#)



[CommAMMO](#) Sep 07, 1:42pm via [TweetChat](#)

RT @[KristK](#): A1: Unethical [#solopr](#) pros develop a rep, lose credibility and go out of biz. Larger firms get headlines. [#solopr](#)



[SoloPR](#) Sep 07, 1:41pm via [TweetGrid.com](#)

Love this discussion - thanks everyone! Q2 coming up... [#solopr](#)



[KristK Sep 07, 1:41pm via TweetGrid.com](#)

A1: Unethical [#solopr](#) pros develop a rep, lose credibility and go out of biz. Larger firms get headlines.



[CommAMMO Sep 07, 1:41pm via TweetChat](#)

RT [@dariasteigman](#): [@KellyeCrane](#) Im not sure anyone wants to be duped, though. Invite me to feel special, then pull rug out? [#solopr](#)



[MuslimNewMedia Sep 07, 1:41pm via TweetChat](#)

idea is so bad, i doubt it RT [@CathyWebSavvyPR](#): wonder if the PR firm focus-grouped it first, or ran it by a few test bloggers... [#solopr](#)



[CommAMMO Sep 07, 1:41pm via TweetChat](#)

RT [@PRjeff](#): [@PaulaJohns](#) I think the point being made is youre more exposed as an indie, easier avenue for openness [#solopr](#)



[CathyWebSavvyPR Sep 07, 1:41pm via web](#)

For those tuning in: This is subject of Q1 - food bloggers reaction 2 PR stunt: see [@NYT](#) story: <http://t.co/FyvVcLB> [#SoloPR](#)



[dariasteigman Sep 07, 1:41pm via TweetDeck](#)

Alright. I've got to pop back off [#solopr](#). Trying to make my day 12 hours, not 16... Catch you all later!



[karensxim](#) Sep 07, 1:40pm via TweetChat

@[jgombita](#) I missed you too, completely spaced on the time/day, it was that kind of week :-) [#solopr](#)



[PRjeff](#) Sep 07, 1:40pm via TweetChat

@[CommAMMO](#) @[PaulaJohns](#) I think the point being made is you're more exposed as an indie, easier avenue for openness [#solopr](#)



[mbarber](#) Sep 07, 1:40pm via TweetChat

Agree: RT @[thefishareloose](#): risk here of painting all big [#pr](#) firms w the same brush. Many r more ethical than some smaller firms. [#solopr](#)



[SoloPR](#) Sep 07, 1:40pm via TweetGrid.com

True! RT @[thefishareloose](#):Risk of painting all big [#pr](#) firms with the same brush.Many which are more ethical than some smaller firms [#solopr](#)



[SocialDani](#) Sep 07, 1:40pm via TweetDeck

I agree RT @[CathyWebSavvyPR](#): @[dariasteigman](#) @[SocialDani](#) I wonder if the PR firm focus-grouped it first...risky, but gd idea [#SoloPR](#)



[dariasteigman](#) Sep 07, 1:40pm via TweetDeck

@[KellyeCrane](#) I'm not sure anyone wants to be duped, though. Invite me to feel special, then pull rug out? [#SoloPR](#)



[MarketingMel Sep 07, 1:40pm via TweetDeck](#)

@[thefishareloose](#) You are right that we shouldn't paint anyone w/ a broad brush. However big PR firms have made headlines of late [#soloPR](#)



[SkyLife_Media Sep 07, 1:39pm via ÜberSocial for BlackBerry](#)

:-) RT @[SocialDani](#): @[KellyeCrane](#) You didn't! Neat!! We have another [#SoloPR](#) girl based here as well. @[SkyLife_Media](#) aka @[Melissa_Kimble](#) :-)



[dconconi Sep 07, 1:39pm via TweetChat](#)

me too! :-) RT @[dariasteigman](#): @[dconconi](#) Hmm... I can think of a few [#solopr](#) folks would could help... [#solopr](#)



[SocialDani Sep 07, 1:39pm via Twitter for BlackBerry@](#)

RT @[thefishareloose](#): There's a risk here of painting all big [#pr](#) firms with the same brush. Many which are more ethical than some smaller firms I know. [#solopr](#)



[jgombita Sep 07, 1:39pm via TweetChat](#)

@[dconconi](#) is that your old "boss?" (@[karensxim](#) @[garrettkuk](#)) Good to see you here, btw. Missed you last week. [#solopr](#)



[CommAMMO Sep 07, 1:39pm via TweetChat](#)

@[KateRobins](#) I dunno, 860 mg of salt in 8 oz serving? Yipes. [#solopr](#)



[thefishareloose](#) Sep 07, 1:39pm via Twitter for BlackBerry®

There's a risk here of painting all big [#pr](#) firms with the same brush. Many which are more ethical than some smaller firms I know. [#solopr](#)



[KellyeCrane](#) Sep 07, 1:39pm via TweetDeck

RT Another quote just came to me! Mark Twain said something like, "never argue with anyone who buys ink by the barrel" [#solopr](#)



[PaulaJohns](#) Sep 07, 1:39pm via TweetDeck

@[PRjeff](#) Love the positive affirmation! cc: @[MarketingMel](#). Indies rock! [#solopr](#)



[rajean](#) Sep 07, 1:39pm via web

Absolutely, won't be written @ favorably. RT @[KristK](#) A1: Apologize for your own actions, never for someone else's reaction. [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:39pm via TweetGrid.com

@[dariasteigman](#) @[SocialDani](#) I wonder if the PR firm focus-grouped it first, or ran it by a few test bloggers...risky, but gd idea [#SoloPR](#)



[dconconi](#) Sep 07, 1:38pm via TweetChat

ouch.RT@[karensxim](#):RT@[garrettkuk](#):any srprise that Ketchum offrd an apology (that rilly wasnt) 4 srving ConAgra food (that rilly wasnt)? [#solopr](#)



[SocialDani Sep 07, 1:38pm via TweetDeck](#)

Great rule to live by. RT @3HatsComm: This! RT @KristK: A1: Apologize for your own actions, never for someone elses reaction. [#solopr](#)



[CommAMMO Sep 07, 1:38pm via TweetChat](#)

@KellyeCrane @SocialDani What's that BBQ place you get to through the alley? Redezvous? Tuxedo'd waiters & tea (just a lttl sweet) [#solopr](#)



[KristK Sep 07, 1:38pm via TweetGrid.com](#)

RT @PaulaJohns: bigger firms are in the spotlight and so we hear about their mistakes. Good reason for them to be more diligent. [#solopr](#)



[CathyWebSavvyPR Sep 07, 1:38pm via TweetGrid.com](#)

RT @CommAMMO: I'll betcha the lawyers demanded the nonpology... [good point] [#SoloPR](#)



[jgombita Sep 07, 1:38pm via TweetChat](#)

You are ANOTHER eminently quotable person, Kris RT @KristK: A1: Apologize for your own actions, never for someone elses reaction. [#solopr](#)



[karensuim Sep 07, 1:37pm via TweetChat](#)

Well said! RT @RobinMarie: RT @KristK: A1: Apologize for your own actions, never for someone elses reaction. [#solopr](#)



[3HatsComm](#) Sep 07, 1:37pm via TweetChat

This! RT @[KristK](#): A1: Apologize for your own actions, never for someone else's reaction. [#solopr](#)



[KateRobins](#) Sep 07, 1:37pm via TweetChat

Well, if they didn't say fresh and the food wasn't bad but in fact good, you can send it to me. I'll eat it. Humph. [#solopr](#)



[SocialDani](#) Sep 07, 1:37pm via TweetDeck

RT @[KellyeCrane](#): @[SocialDani](#) @[dariasteigman](#) Also, consumers are usually happy to get anything for free (vs. bloggers who expect it) [#SoloPR](#)



[PaulaJohns](#) Sep 07, 1:37pm via TweetDeck

@[akenn](#) Agree, bigger firms are in the spotlight and so we hear about their mistakes. Good reason for them to be more diligent. [#solopr](#)



[mndbarber](#) Sep 07, 1:37pm via TweetChat

RT @[KristK](#): A1: Apologize for your own actions, never for someone else's reaction. [#solopr](#)



[RobinMarie](#) Sep 07, 1:37pm via TweetDeck

RT @[KristK](#): A1: Apologize for your own actions, never for someone else's reaction. [#solopr](#)



[SocialDani](#) Sep 07, 1:37pm via TweetDeck

@[KellyeCrane](#) You didn't! Neat!! We have another [#SoloPR](#) girl based here as well. @[SkyLife_Media](#) aka @[Melissa_Kimble](#) :-)



[CathyWebSavvyPR](#) Sep 07, 1:37pm via [TweetGrid.com](#)

@[mobileholly](#) thanks Holly - I often don't make [#soloPR](#) Chat - but it is a great group of PR minds [#SoloPR](#)



[dariasteigman](#) Sep 07, 1:37pm via [TweetDeck](#)

@[dconconi](#) Hmm... I can think of a few [#solopr](#) folks would could help...



[karenswim](#) Sep 07, 1:37pm via [TweetChat](#)

@[garrettkuk](#) @[katerobins](#) Didn't see fresh but the lure of food network chef + supper club very misleading [#solopr](#)



[KristK](#) Sep 07, 1:37pm via [TweetGrid.com](#)

A1: Apologize for your own actions, never for someone else's reaction. [#solopr](#)



[MarketingMel](#) Sep 07, 1:36pm via [TweetDeck](#)

Ha! RT @[garrettkuk](#): Surprised that Ketchum offered an apology (that really wasn't) for serving ConAgra food (that really wasn't)? [#solopr](#)



[KellyeCrane](#) Sep 07, 1:36pm via [TweetDeck](#)

@[SocialDani](#) @[dariasteigman](#) Also, consumers are usually happy to get anything for free (vs. bloggers who expect it) [#SoloPR](#)



[CommAMMO Sep 07, 1:36pm via TweetChat](#)

@[garrettkuk](#) I'll betcha the lawyers demanded the nonpology... [#solopr](#)



[dariasteigman Sep 07, 1:36pm via TweetDeck](#)

@[SocialDani](#) Yup. You're inviting bloggers to write about it. So at least TRY to make friends, get them on your side. [#SoloPR](#)



[dconconi Sep 07, 1:36pm via TweetChat](#)

need 2 hire another firm 4 that? RT @[dariasteigman](#): @[karensxim](#) ...they have a client who needs crisis mgmnt [#solopr](#)



[PRjeff Sep 07, 1:36pm via TweetChat](#)

Gr8 point RT @[CommAMMO](#): @[PaulaJohns](#) I wouldnt want to generalize-Ive worked with a big PR lately, didnt see an ethical issue at all. [#solopr](#)



[karensxim Sep 07, 1:36pm via TweetChat](#)

RT @[garrettkuk](#): is it any surprise that Ketchum offered an apology (that really wasnt) for serving ConAgra food (that really wasnt)? [#solopr](#)



[CathyWebSavvyPR Sep 07, 1:36pm via TweetGrid.com](#)

RT @[SocialDani](#): @[dariasteigman](#) @[KellyeCrane](#) made a great point about the difference between bloggers and regular consumers [#SoloPR](#)



[mobileholly](#) Sep 07, 1:36pm via web

[@CathyWebSavvyPR](#) is chatting with other Solo Public Relations practitioners at [#SoloPR](#) chat, tune in now



[garrettkuk](#) Sep 07, 1:36pm via HootSuite

is it any surprise that Ketchum offered an apology (that really wasn't) for serving ConAgra food (that really wasn't)? [#solopr](#)



[dariasteigman](#) Sep 07, 1:35pm via TweetDeck

[@3HatsComm](#) Exactly. Sometimes, even if you think you're right -- apologize & move on. [#solopr](#)



[thefishareloose](#) Sep 07, 1:35pm via TweetDeck

RT [@dariasteigman](#): [@karensxim](#) [@dconconi](#) Ultimately, they need to apologize, move on. B/c they have a client who now needs crisis management help. [#solopr](#)



[SocialDani](#) Sep 07, 1:35pm via TweetDeck

[@dariasteigman](#) [@KellyeCrane](#) made a great point about the difference between bloggers and regular consumers. [#SoloPR](#)



[MuslimNewMedia](#) Sep 07, 1:35pm via TweetChat

RT [@karensxim](#): [@dconconi](#) No kidding! Its not only crisis communications 101 but customer service 101 cc [@dariasteigman](#) [#solopr](#)



[dariasteigman](#) Sep 07, 1:35pm via TweetDeck

@[SocialDani](#) Ah. They weren't bloggers though... Have to be careful about those megaphones. :) [#SoloPR](#)



[KateRobins](#) Sep 07, 1:35pm via TweetDeck

[#solopr](#) Julia Child's exec chef & Brown U nutritionist. Some fats are GOOD, better than no fats. Frozen good too. <http://t.co/HFFLugU>



[garrettkuk](#) Sep 07, 1:35pm via HootSuite

@[katerobins](#) still haven't found the original verbiage; no word if "fresh" was specifically mentioned [#solopr](#)



[3HatsComm](#) Sep 07, 1:34pm via TweetChat

@[dconconi](#) @[dariasteigman](#) @[karenskim](#) The 'apology' blames the bloggers when it's the PR fail that was the cause, another mistake IMO [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:34pm via TweetGrid.com

A1: Bait and switch in PR is always a dicey proposition. Test market concept B4 role out. have crisis plan in place [#SoloPR](#)



[KellyeCrane](#) Sep 07, 1:34pm via TweetDeck

@[SocialDani](#) By the way, did I tell you I'm originally from Memphis? Love it there! [#SoloPR](#)



[karenskim](#) Sep 07, 1:34pm via TweetChat

@[dconconi](#) No kidding! It's not only crisis communications 101 but customer service 101 cc
@[dariasteigman](#) [#solopr](#)



[SocialDani](#) Sep 07, 1:34pm via [TweetDeck](#)

@[dariasteigman](#) The commercial I was referencing placed the people in a restaurant setting, separate from Pizza Hut. [#SoloPR](#)



[dconconi](#) Sep 07, 1:34pm via [TweetChat](#)

the pressure is BRUTAL. RT @[KellyeCrane](#): Great pt about big clients expecting big things. Of course, downside should be examined [#solopr](#)



[dariasteigman](#) Sep 07, 1:34pm via [TweetDeck](#)

@[karensxim](#) @[dconconi](#) Ultimately, they need to apologize, move on. B/c they have a client who now needs crisis management help. [#solopr](#)



[jgombita](#) Sep 07, 1:34pm via [TweetChat](#)

So quotable RT @[dariasteigman](#): @[SocialDani](#) I'd argue that no one really expects real 5-star dining from Pizza Hut. Its contextual. [#solopr](#)



[RebeccaEdgar](#) Sep 07, 1:33pm via [HootSuite](#)

I agree RT @[kristk](#): A1: The underlying idea has some merit but went askew during implementation. Deception is never appreciated. [#solopr](#)



[PRjeff](#) Sep 07, 1:33pm via [TweetChat](#)

Just trying to stay under the character count w/o being too much a character, that's all. re: [#pithy](#) [#solopr](#)



[KellyeCrane](#) Sep 07, 1:33pm via TweetDeck

@[dconconi](#) Great pt about big clients expecting big things. Of course, downside should be examined [#solopr](#)



[dconconi](#) Sep 07, 1:33pm via TweetChat

missed crisis 101 lesson. shameful. RT @[dariasteigman](#): @[karenskim](#) "we apologize that they felt this way" adds insult & doesnt help. [#solopr](#)



[karenskim](#) Sep 07, 1:33pm via TweetChat

@[dariasteigman](#) I agree with you it was just plain stupid and their response insulting [#solopr](#)



[dariasteigman](#) Sep 07, 1:33pm via TweetDeck

@[SocialDani](#) Well, I'd argue that no one really expects real 5-star dining from Pizza Hut. It's contextual. [#SoloPR](#)



[CathyWebSavvyPR](#) Sep 07, 1:33pm via TweetGrid.com

RT @[CommAMMO](#): I wouldn't want to generalize - I've worked with a big PR FIRM lately, didn't see an ethical issue at all. [#solopr](#) [#SoloPR](#)



[KristK](#) Sep 07, 1:33pm via TweetGrid.com

A1: The underlying idea has some merit but went askew during implementation. Deception is never appreciated. [#solopr](#)



[SkyLife_Media Sep 07, 1:32pm via ÜberSocial for BlackBerry](#)

RT @[jgombita](#): September 20: PR Agency Ethics Officers: Who are they and what do they do? (from @[prsa](#)) #PREthics #solopr



[PaulaJohns Sep 07, 1:32pm via TweetDeck](#)

@[CommAMMO](#) Agree, don't want to generalize. Just saying that a few of the bigger firms are catching some heat lately. #solopr



[jgombita Sep 07, 1:32pm via TweetChat](#)

Do PR for bugs RT @[KateRobins](#): A lot of crud goes into a LOT of food. Some food just gets better pr. Its cool but terrible for you. #solopr



[CathyWebSavvyPR Sep 07, 1:32pm via TweetGrid.com](#)

RT @[dconconi](#) @[3HatsComm](#): they targeted wrong bloggers; went after foodies when there r people who review/blog frozen meals, #fail #SoloPR



[KateRobins Sep 07, 1:32pm via TweetChat](#)

Julia Child's exec chef says frozen food's better than fresh in many cases. #pinkribbondiet #solopr



[dconconi Sep 07, 1:31pm via TweetChat](#)

Terrible food makes big news - think the Double Down by KFC. But always be ahonest about what you are selling...espec to foodies. #solopr



[alexaclark](#) Sep 07, 1:31pm via TweetCaster for Android

No i didn't. RT @[jgombita](#): major PR firm lured food bloggers to "exclusive supper club" fed frozen food <http://t.co/ah4AE9q> [#solopr](#)



[jgombita](#) Sep 07, 1:31pm via TweetChat

September 20: PR Agency Ethics Officers: Who are they and what do they do? (from @[prsa](#)) [#PREthics](#) [#solopr](#)



[PRjeff](#) Sep 07, 1:31pm via TweetChat

Today's positive affirmation4us: RT @[MarketingMel](#) @[PaulaJohns](#) Indies r more authentic & transparent- Have to be-Nothing 2 hide behind [#solopr](#)



[dariasteigman](#) Sep 07, 1:31pm via TweetDeck

@[karensxim](#) It's just colossal stupidity. And "we apologize that they felt this way" adds insult--& doesn't help their client. [#solopr](#)



[jgombita](#) Sep 07, 1:31pm via TweetChat

Next 2 @[prsa](#) [#PREthics](#) chats: ; September 13: Maintaining Public Relations Ethical Standards 1/2 [#solopr](#)



[SoloPR](#) Sep 07, 1:31pm via TweetGrid.com

@[SocialDani](#) Like that you're sharing a somewhat different opinion here, BTW! We love all voices at [#SoloPR!](#) [#solopr](#)



[rajean](#) Sep 07, 1:31pm via web

Q1. Might make a stronger case for [#solopr](#) - we don't hide behind a huge corporate name, our brand is our name & integrity. [#Fail](#)



[karensim](#) Sep 07, 1:30pm via TweetChat

RT @[dconconi](#) @[3HatsComm](#): they targeted wrong bloggers; went after foodies when there r people who review/blog frozen meals, [#fail](#). [#solopr](#)



[mdbarber](#) Sep 07, 1:30pm via TweetChat

Trying to look at chat while still dealing with tech support on my computer. Looks like a good discussion going on. [#solopr](#)



[CommAMMO](#) Sep 07, 1:30pm via TweetChat

RT @[KateRobins](#): A lot of crud goes into a LOT of food. Some food just gets better pr. Its cool but terrible for you. [#solopr](#)



[3HatsComm](#) Sep 07, 1:30pm via TweetChat

Or some slow people in the room. ;-) RT @[KellyeCrane](#): A1: My mom always said, "it's not a joke if only one person is laughing." [#solopr](#)



[dconconi](#) Sep 07, 1:30pm via TweetChat

RT @[3HatsComm](#): A1 they targeted wrong bloggers; they went after foodies when there r people who review/blog frozen meals, [#fail](#). [#solopr](#)



[KateRobins](#) Sep 07, 1:29pm via TweetChat

@[CommAMMO](#) @[KateRobins](#) A lot of crud goes into a LOT of food. Some food just gets better pr. It's cool but terrible for you. [#solopr](#)



[karensuim](#) Sep 07, 1:29pm via TweetChat

The whole story grows more horrifying as you read the details and so wrong to lure people in who are against that type of food [#solopr](#)



[CommAMMO](#) Sep 07, 1:29pm via TweetChat

@[PaulaJohns](#) @[PRjeff](#) I wouldn't want to generalize - I've worked with a big PR lately, didn't see an ethical issue at all. [#solopr](#)



[3HatsComm](#) Sep 07, 1:29pm via TweetChat

@[jgombita](#) That he is. :) cc @[PRjeff](#) [#solopr](#)



[PaulaJohns](#) Sep 07, 1:29pm via TweetDeck

Agree.. RT @[dconconi](#): not all big firms are pushing ethics boundaries but they do have to be diligent when clients demand so much. [#solopr](#)



[thefishareloose](#) Sep 07, 1:29pm via Twitter for BlackBerry®

A1 why doing something which is blatantly going to annoy your target market? Shows a lack of respect by the [#pr](#) for its audience [#solopr](#)



[dconconi](#) Sep 07, 1:29pm via TweetChat

RT @PaulaJohns: @PRjeff Indies have strong ownership, accountability. Their names on the line, right? [#solopr](#)



[MarketingMel](#) Sep 07, 1:29pm via TweetDeck

@PaulaJohns @PRjeff Yes! Indies are more authentic & transparent. Have to be. Nothing to hide behind! [#soloPR](#)



[3HatsComm](#) Sep 07, 1:28pm via TweetChat

A1 Seems they targeted wrong bloggers; they went after 'foodies' when there are people who review/blog frozen meals, another fail. [#solopr](#)



[dconconi](#) Sep 07, 1:28pm via TweetChat

not all big firms are pushing ethics boundaries but they do have to be diligent when clients demand so much for those big budgets... [#solopr](#)



[akenn](#) Sep 07, 1:28pm via TweetChat

@RebeccaEdgar @paulajohns or at least those are the ones we hear about [#solopr](#)



[SocialDani](#) Sep 07, 1:28pm via TweetDeck

[#SoloPR](#) Wasn't it Pizza Hut that offered 5-star italian dining & then introduced their pasta? It's only an issue bc it flopped. (commercial)



[KellyeCrane](#) Sep 07, 1:28pm via TweetDeck

A1: My mom always said, "it's not a joke if only one person is laughing." :-)
[#solopr](#)



[jgombita](#) Sep 07, 1:28pm via web

@[MarketingMel](#) @[PRjeff](#) he should rebrand as @[PRPithyJeff](#). [#solopr](#)



[PaulaJohns](#) Sep 07, 1:28pm via TweetDeck

@[PRjeff](#) Indies have stronger ownership, accountability. Their names on the line, right? [#solopr](#)



[SkyLife_Media](#) Sep 07, 1:27pm via ÜberSocial for BlackBerry

Congrats and welcome to the world :-)
RT @[socialitestatus](#): Missing [#solopr](#) today to greet my new niece at the hospital!



[RebeccaEdgar](#) Sep 07, 1:27pm via HootSuite

True. another benefit of going solo RT @[paulajohns](#): Seems like big firms are the ones pushing the ethics boundaries these days.... [#solopr](#)



[MuslimNewMedia](#) Sep 07, 1:27pm via TweetChat

@[karensim](#) busy but altogether good :) [#solopr](#)



[MarketingMel](#) Sep 07, 1:27pm via TweetDeck

@[jgombita](#) You know that @[PRjeff](#) is always pithy! [#soloPR](#)



[jgombita](#) Sep 07, 1:27pm via TweetChat

Jeff is winning today's pithy award... RT @3HatsComm: RT @PRjeff: A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[socialitestatus](#) Sep 07, 1:26pm via ÜberSocial for BlackBerry

Missing [#solopr](#) today to greet my new niece at the hospital!



[garrettkuk](#) Sep 07, 1:26pm via HootSuite

@[kellyecrane](#) this is my 1 chance to drop this in [#solopr](#) discussion...but this would *never* happen when [#garrettiskuking](#) ;)



[PRjeff](#) Sep 07, 1:26pm via TweetChat

Indies=higher authenticity? RT @PaulaJohns: Seems like big firms pushing the ethics boundaries these days. they should know better. [#solopr](#)



[CathyWebSavvyPR](#) Sep 07, 1:26pm via TweetChat

RT @jgombita: Wonder if @alexalark heard about: major PR firm lured food bloggers to "exclusive supper club" fed frozen food <http://t.co/qdRWicx> [#solopr](#)



[SkyLife_Media](#) Sep 07, 1:26pm via ÜberSocial for BlackBerry

RT @Melissa_Kimble: Checking into [#SoloPR](#) via the @[SkyLife_Media](#) account!



[dconconi](#) Sep 07, 1:26pm via TweetChat

RT @[KellyeCrane](#): A1: Of course, saddest thing of all it adds to the distrust some bloggers have of PR people in general. [#solopr](#)



[CommAMMO](#) Sep 07, 1:26pm via TweetChat

@[KateRobins](#) maybe I'm objecting to the frame of the "exclusive supper club" - Incongruity is one thing, but... [#solopr](#)



[karenskim](#) Sep 07, 1:26pm via TweetChat

@[MuslimNewMedia](#) busy and cold today but no complaints :-) How are you? [#solopr](#)



[jgombita](#) Sep 07, 1:26pm via TweetChat

Wonder if @[alexaclark](#) heard about: major PR firm lured food bloggers to "exclusive supper club" fed frozen food <http://t.co/qdRWicx> [#solopr](#)



[KateRobins](#) Sep 07, 1:26pm via TweetChat

@[garrettkuk](#) @[KateRobins](#) But did they say fresh? That's all I want to know. [#solopr](#)



[GnosisArts](#) Sep 07, 1:25pm via TweetChat

RT @[3HatsComm](#): RT @[PRjeff](#): A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[karenskim](#) Sep 07, 1:25pm via TweetChat

Agree with you @[garrettkuk](#) about def. of fresh & the sodium in other than fresh is atrocious
cc@[KateRobins](#) [#solopr](#)



[SoloPR Sep 07, 1:25pm via TweetGrid.com](#)

RT @SocialDani: ..if it worked, it would have been great. Risky, but I don't knock them. They shouldn't have done the giveaway though [#solopr](#)



[KateRobins Sep 07, 1:25pm via TweetChat](#)

@CommAMMO @KateRobins If the food stunk and they knew it that's one thing. If it didn't they're okay. [#solopr](#)



[rajean Sep 07, 1:25pm via web](#)

Yes, unfortunate choices. RT @KellyeCrane A1: saddest thing - it adds to the distrust some bloggers have of PR people. [#solopr](#)



[CommAMMO Sep 07, 1:24pm via TweetChat](#)

RT @PRjeff: A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[PaulaJohns Sep 07, 1:24pm via TweetDeck](#)

Seems like big firms are the ones pushing the ethics boundaries these days. Surprising, they should know better. [#solopr](#)



[akenn Sep 07, 1:24pm via TweetChat](#)

@KateRobins says the marketers at ConAgra, that's who ;) [#solopr](#)



[MarketingMel Sep 07, 1:24pm via TweetDeck](#)

Ha! RT @PRjeff: A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[MuslimNewMedia](#) Sep 07, 1:24pm via TweetChat

@[karensxim](#) thanks! been missing you and the gang as well :) how r ya? [#solopr](#)



[SoloPR](#) Sep 07, 1:24pm via TweetGrid.com

Classic!! LOL RT @PRjeff: A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[3HatsComm](#) Sep 07, 1:24pm via TweetChat

RT @PRjeff: A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[karensxim](#) Sep 07, 1:24pm via TweetChat

Lol! RT @PRjeff: A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[RobinMarie](#) Sep 07, 1:24pm via TweetDeck

[#solopr](#) A1: wht I thought was int. were remarks abt y blgs wr upset. Less abt switch & more 2 other issues w/... (cont) <http://t.co/XMMJX0N>



[dariasteigman](#) Sep 07, 1:23pm via TweetDeck

+1 RT @PRjeff: A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[KateRobins](#) Sep 07, 1:23pm via TweetChat

Since when is frozen on the same level as lip syncing? [#solopr](#)



[garrettkuk](#) Sep 07, 1:23pm via HootSuite

@[KateRobins](#) to me, "fresh" never includes additives/preservatives. frozen/dried is fine, but the sodium count is abominable [#solopr](#)



[CommAMMO](#) Sep 07, 1:23pm via TweetChat

TruDAT! RT @[KellyeCrane](#): A1: Of course, saddest thing of all it adds to the distrust some bloggers have of PR people in general. [#solopr](#)



[PRjeff](#) Sep 07, 1:23pm via TweetChat

A1: The real frozenness in this pitch was the PR acumen. [#solopr](#)



[jgombita](#) Sep 07, 1:23pm via TweetChat

A1. A lot of it comes down to @[sheldrake](#)'s manifestations of shorter- and longer-term influence, @[KellyeCrane](#). Like Reputation! [#solopr](#)



[dariasteigman](#) Sep 07, 1:23pm via TweetDeck

Exactly. It put their credibility at issue. RT @[KellyeCrane](#): A1: If no giveaway stuff, the bloggers wouldn't have been *so* angry. [#solopr](#)



[KellyeCrane](#) Sep 07, 1:23pm via TweetDeck

A1: Of course, saddest thing of all it adds to the distrust some bloggers have of PR people in general. [#solopr](#)



[karensxim](#) Sep 07, 1:23pm via TweetChat

@[MuslimNewMedia](#) So glad to see you here today, you were missed! [#solopr](#)



[KateRobins](#) Sep 07, 1:22pm via TweetChat

@[SoloPR](#) @[MuslimNewMedia](#) I think the sm might be knee-jerk. [#solopr](#)



[SocialDani](#) Sep 07, 1:22pm via TweetDeck

[#SoloPR](#) I get it... if it worked, it would have been great. Risky... but I don't knock them. They shouldn't have done the giveaway though.



[jgombita](#) Sep 07, 1:22pm via TweetChat

Could be [#PRethics](#) topic! RT @[CommAMMO](#): @[KateRobins](#) maybe its difference b/t law and ethics; legally OK, but ill-advised ethically. [#solopr](#)



[karensxim](#) Sep 07, 1:22pm via TweetChat

Food bloggers are usually foodies and foodies are not expecting frozen meals, shame on them [#solopr](#)



[KateRobins](#) Sep 07, 1:21pm via TweetChat

How much worse it it than, "unique, critically-acclaimed, renowned..." I think those words really cross the line. Says who? [#solopr](#)



[KellyeCrane](#) Sep 07, 1:21pm via TweetDeck

A1: If they hadn't done the giveaway stuff, the bloggers wouldn't have been *so* angry. Some wrote posts of apology to the winners! [#solopr](#)



[CommAMMO Sep 07, 1:21pm via TweetChat](#)

@[KateRobins](#) maybe it's the difference between law and ethics - legally OK, but ill-advised ethically... [#solopr](#)



[karensim Sep 07, 1:21pm via TweetChat](#)

Agree with @[akenn](#) why did they have to mislead, and this seems different than a "blind taste test" [#solopr](#)



[jgombita Sep 07, 1:20pm via HootSuite](#)

RT @[garrettkuk](#): A1: bait-and-switch is high risk/reward venture. those "pull back the curtain" commercials always strike me as contrived [#solopr](#)



[KateRobins Sep 07, 1:20pm via TweetChat](#)

@[SoloPR](#) @[CommAMMO](#) Promising delicious is presumptuous and you have to hope it is. But that's opinion, no? [#solopr](#)



[RebeccaEdgar Sep 07, 1:20pm via HootSuite](#)

Ha! Think that's more BM than Shandwick :-)) RT @[prjeff](#): A1: might as well go all out & form a front group 4 supper club... [#solopr](#)



[dariasteigman Sep 07, 1:20pm via TweetDeck](#)

If you're going to do bait & switch, you're supposed to switch to champagne (aka, not a frozen dinner treat). [#solopr](#)



[CommAMMO Sep 07, 1:20pm via TweetChat](#)

@[SoloPR](#) Was it delicious? ;-) [#solopr](#)



[MuslimNewMedia Sep 07, 1:20pm via TweetChat](#)

smart! RT @[karensxim](#): (edit) A1: ... better to disclose and use as clever promo: frozen food that is fine enough for a supper club [#solopr](#)



[MarketingMel Sep 07, 1:20pm via TweetDeck](#)

So wrong! RT @[SoloPR](#): Q1: PR firm lured food bloggers to an "exclusive supper club" and fed them frozen food <http://t.co/nXTPLIB> [#solopr](#)



[rajean Sep 07, 1:20pm via web](#)

Q1 "Exclusive supper club" w/frozen food would leave a sour taste in my mouth. Misleading is just that & missed mark. [#SoloPR](#)



[jgombita Sep 07, 1:20pm via web](#)

RT @[irisdias](#):read about that this a.m.--so silly. What did they expect? They promise world-class meal and deliver tv dinners? Yikes. [#solopr](#)



[SoloPR Sep 07, 1:20pm via TweetGrid.com](#)

RT @[MuslimNewMedia](#): a1.Thats abominable, and also incredibly stupid. That they didnt anticipate the social media backlash is bizarre [#solopr](#)



[KateRobins](#) Sep 07, 1:20pm via TweetChat

Q1. If they lied it'd be different. Did they say fresh? Where does frozen cross the line to lying? Ppl use dried herbs, pasta. [#solopr](#)



[SoloPR](#) Sep 07, 1:19pm via TweetGrid.com

@[CommAMMO](#) They were promised a "delicious four-course meal" - some assumptions were made by recipients, but... [#solopr](#)



[karensxim](#) Sep 07, 1:19pm via TweetChat

RT @[garrettkuk](#): bait-and-switch is high risk/reward venture. those "pull back the curtain" commercials always strike me as contrived [#solopr](#)



[akenn](#) Sep 07, 1:19pm via TweetChat

A1: I'm curious to know why they had to mislead? Was it really a focus group? Or were they doing some sort of Pepsi Challenge? [#solopr](#)



[garrettkuk](#) Sep 07, 1:19pm via HootSuite

to @[robinmarie](#)'s point, rule 1 went unheeded. very unwise given audience's voice/influence [#solopr](#)



[CommAMMO](#) Sep 07, 1:19pm via TweetChat

Agree. RT @[garrettkuk](#): A1: bait-and-switch is high risk/reward. those "pull back the curtain" commls always strike me as contrived [#solopr](#)



[dconconi](#) Sep 07, 1:18pm via TweetChat

A1. If the audience felt misled, the firm misled. Were recreating the Maxwell House ads? Vry different dealing w media. [#nocrednow](#) [#solopr](#)



[KristK](#) Sep 07, 1:18pm via TweetGrid.com

RT @SoloPR: Q1a: major PR firm lured food bloggers to "exclusive supper club" and fed them frozen food <http://t.co/Yu9gHU6> [#solopr](#)



[MuslimNewMedia](#) Sep 07, 1:18pm via TweetChat

a1 also shame on the celebs who sold out to this sham. [#solopr](#)



[dariasteigman](#) Sep 07, 1:18pm via TweetDeck

@[KellyeCrane](#) Way more. And that doesn't even count the bacon. :) @[karensxim](#) [#solopr](#)



[PRjeff](#) Sep 07, 1:18pm via TweetChat

A1: They might as well go all out and form a front group 4 supper club while they're at it. [#solopr](#)



[garrettkuk](#) Sep 07, 1:18pm via HootSuite

A1: bait-and-switch is high risk/reward venture. those "pull back the curtain" commercials always strike me as contrived [#solopr](#)



[PaulaJohns](#) Sep 07, 1:18pm via TweetDeck

Exactly...RT @karensxim: A1: Would have been better to disclose...clever promo, frozen food that is fine enough for a supper club #solopr



[dariasteigman](#) Sep 07, 1:17pm via TweetDeck

@SoloPR that's even worse, b/c PR firm not only mislead bloggers, but also put them in position of apologizing to their readers. #solopr



[CommAMMO](#) Sep 07, 1:17pm via TweetChat

RT @SoloPR: A1: Additional background: bloggers were given a couple free passes to hype/giveaway to their readers. they felt duped #solopr



[KellyeCrane](#) Sep 07, 1:17pm via TweetDeck

@dariasteigman Actually, you got more than the food bloggers in question - ha! @karensxim #solopr



[PRjeff](#) Sep 07, 1:17pm via TweetChat

RT @4dpr: A1: Its never good to mislead the media, the backlash could be really bad. #solopr



[MuslimNewMedia](#) Sep 07, 1:17pm via TweetChat

a1. Thats abominable, and also incredibly stupid. That they didnt anticipate the social media backlash is bizarre. #solopr



[karensxim](#) Sep 07, 1:17pm via TweetChat

A1: Would have been better to disclose and could have been a clever promo, frozen food that is fine enough for a supper club #solopr



[CommAMMO Sep 07, 1:17pm via TweetChat](#)

[@KateRobins](#) [@KellyeCrane](#) [@SoloPR](#) I guess it's the implication of "supper club" being misleading...
[#solopr](#)



[PRjeff Sep 07, 1:17pm via TweetChat](#)

[@MarketingMel](#) Ha - thanks. Didn't think anyone would notice. Will work hard to not disappoint.
Pressure's on. [#solopr](#)



[KristK Sep 07, 1:17pm via TweetGrid.com](#)

Better late than never. Hello all! Kristie here from south MS (20 years exp, 7 years indy, APR, Tulane prof)
[#solopr](#)



[jgombita Sep 07, 1:16pm via TweetChat](#)

Never ever +1 RT [@dariasteigman](#): What she says. RT [@karensxim](#): A1: Misleading is never okay, never,
under any circumstances [#solopr](#)



[4dpr Sep 07, 1:16pm via Twitter for iPhone](#)

A1: It's never good to mislead the media, the backlash could be really bad. [#solopr](#)



[RebeccaEdgar Sep 07, 1:16pm via HootSuite](#)

Pizza Hut did something sim RT [@commammo](#): A1: Isn't it like the, who, Taster's Choice commercial that
served instant coffee to... [#solopr](#)



[MarketingMel Sep 07, 1:16pm via TweetDeck](#)

Amen! RT @PRjeff: A1: Never ever ever. Authenticity must prevail. RT @KellyeCrane: RT Is it ever OK use false pretenses w/media? [#solopr](#)



[franswaa Sep 07, 1:16pm via Seesmic](#)

is this a shopping thing? :) RT @kamichat @kellyecrane - Women more likely than men to click on Facebook ads <http://ow.ly/6mnC4> [#solopr](#)



[SoloPR Sep 07, 1:16pm via TweetGrid.com](#)

A1: Additional background: the bloggers were given a couple free passes to hype/giveaway to their readers. So they felt extra duped [#solopr](#)



[dariasteigman Sep 07, 1:16pm via TweetDeck](#)

@karensxim Let's just say, it involved a free dinner, free drinks, 2 hotels, & a tour of Atlanta. [#solopr](#)



[dconconi Sep 07, 1:16pm via TweetChat](#)

RT RT @SoloPR: Q1 continued: Is it ever OK to do something like this? Did they just misread their audience? [#solopr](#)



[PaulaJohns Sep 07, 1:16pm via TweetDeck](#)

Use a good hook, but don't mislead...RT @karensxim: A1: Misleading is never okay, never, under any circumstances [#solopr](#)



[dconconi](#) Sep 07, 1:15pm via TweetChat

RT @SoloPR: Q1: A major PR firm lured food bloggers to an "exclusive supper club" and fed them frozen food <http://t.co/NYigbDd> #solopr



[CommAMMO](#) Sep 07, 1:15pm via TweetChat

+1 RT @dariasteigman: What she says. RT @karensxim: A1: Misleading is never okay, never, under any circumstances #solopr



[PRjeff](#) Sep 07, 1:15pm via TweetChat

A1: Never ever ever. Authenticity must prevail. RT @KellyeCrane: RT Is it ever OK to do (use false pretenses w/media)? #solopr



[KateRobins](#) Sep 07, 1:15pm via TweetChat

@KellyeCrane @SoloPR Q1. False pretenses never ok. But frozen doesn't always mean worse. #solopr



[RobinMarie](#) Sep 07, 1:15pm via TweetDeck

A1: PR rule no. one: Know thy audience. PR rule no. 2: always follow rule #1. #solopr



[RebeccaEdgar](#) Sep 07, 1:15pm via HootSuite

A1: Tough call. Easy to say they didn't know audience, but if it had worked we'd be calling them geniuses. #solopr



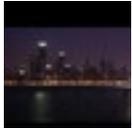
[dariasteigman](#) Sep 07, 1:15pm via TweetDeck

What she says. RT @karensxim: A1: Misleading is never okay, never, under any circumstances #solopr



SoloPR Sep 07, 1:15pm via TweetGrid.com

They were not amused :-) RT @dariasteigman: A1. Ew. What were they thinking? Or maybe they just hate food bloggers. #solopr



4dpr Sep 07, 1:15pm via Twitter for iPhone

A1: It's need good to mislead ur audience. Always be upfront. #solopr



3HatsComm Sep 07, 1:15pm via Twitter for iPad

@karensxim I think @kellyecrane has a picture w/ @dariasteigman and @markwschaefer too #solopr



karensxim Sep 07, 1:15pm via TweetChat

A1: Misleading is never okay, never, under any circumstances #solopr



CommAMMO Sep 07, 1:14pm via TweetChat

A1: Isn't it like the, who, Taster's Choice commercial that served instant coffee to restaurant diners and taped reaction? #solopr



jgombita Sep 07, 1:14pm via TweetChat

Wonder if @alexaclarke heard about: major PR firm lured food bloggers to "exclusive supper club" fed frozen food <http://t.co/qdRWicx> #solopr



[SoloPR Sep 07, 1:14pm via TweetGrid.com](#)

@[CommAMMO](#) Thanks for clarifying with the 1 of 2 notation -- I'll steal that for next time! :-)
[#solopr](#)



[KateRobins Sep 07, 1:14pm via TweetChat](#)

@[SoloPR](#) Q1. Don't think so. Club doesn't nec mean fresh and fresh doesn't always mean good.
[#solopr](#)



[MarketingMel Sep 07, 1:14pm via TweetDeck](#)

@[PRjeff](#) Welcome back to [#soloPR](#). We're all in for some levity today no doubt.



[dariasteigman Sep 07, 1:14pm via TweetDeck](#)

RT @[SoloPR](#): Q1 continued: Is it ever OK to do (use false pretenses w/media)? Did they just misread their audience?
[#solopr](#)



[KellyeCrane Sep 07, 1:13pm via TweetDeck](#)

RT @[SoloPR](#): Q1 continued: Is it ever OK to do (use false pretenses w/media)? Did they just misread their audience?
[#solopr](#)



[dariasteigman Sep 07, 1:13pm via TweetDeck](#)

A1. Ew. What were they thinking? Or maybe they just hate food bloggers.
[#solopr](#)



[CommAMMO Sep 07, 1:13pm via TweetChat](#)

2/2 RT @SoloPR: Q1 continued: Is it ever OK to do something like this? Did they just misread their audience? #solopr



[PRjeff](#) Sep 07, 1:13pm via TweetChat

@karensxim @dariasteigman We've got plenty of summer left here in Phoenix. Happy to send some your way Karen. #solopr



[dariasteigman](#) Sep 07, 1:13pm via TweetGrid.com

RT @SoloPR: Q1: A major PR firm recently lured food bloggers to an "exclusive supper club" and fed them frozen food <http://t.co/ZdoMo5r> #solopr



[CommAMMO](#) Sep 07, 1:13pm via TweetChat

1/2 RT @SoloPR: Q1: major PR firm lured food bloggers to "exclusive supper club" and fed them frozen food <http://t.co/FAbxLnN> #solopr



[SoloPR](#) Sep 07, 1:13pm via TweetGrid.com

Glad! RT @MuslimNewMedia: ...its been a busy summer -- and a busy week, but there's a momentary calm at this hour... #solopr



[dariasteigman](#) Sep 07, 1:13pm via TweetDeck

@MuslimNewMedia Swamped here, so I get it. But needed to take a mental time out. #solopr



[dconconi](#) Sep 07, 1:13pm via TweetChat

sorry to be late! I'll catch up quietly... #solopr



[karenswim](#) Sep 07, 1:13pm via TweetChat

@[dariasteigman](#) Have been dying to hear the story cc @[KellyeCrane](#) @[3HatsComm](#) #solopr



[KateRobins](#) Sep 07, 1:12pm via TweetChat

@[dariasteigman](#) @[KateRobins](#) buggy. mosquitos rode up on irene. blech. #solopr



[RebeccaEdgar](#) Sep 07, 1:12pm via HootSuite

Requesting... RT @[marketingmel](#): @[jgombita](#) is a rock star these days. Catch her autograph now before the price goes up! #soloPR



[MuslimNewMedia](#) Sep 07, 1:12pm via TweetChat

@[dariasteigman](#) thanks! its been a busy summer -- and a busy week, but there's a momentary calm at this hour. ... #solopr



[CommAMMO](#) Sep 07, 1:12pm via TweetChat

@[dariasteigman](#) From your mouth to G-d's ears! #solopr



[karenswim](#) Sep 07, 1:12pm via TweetChat

@[dariasteigman](#) It's cool, rainy and drowning in work here too. So rude that summer left so suddenly. Sorry you didn't get time off #solopr



[SoloPR](#) Sep 07, 1:12pm via TweetGrid.com

Q1 continued: Is it ever OK to do something like this? Did they just misread their audience? [#soloPR](#)



[jgombita](#) Sep 07, 1:12pm via TweetChat

@[MarketingMel](#) too funny ("friendship and laughter"). Yes, I'm guest-blogging in Mel's place on Monday. xo [#soloPR](#)



[dariasteigman](#) Sep 07, 1:12pm via TweetDeck

BTW, did I tell everyone how awesome it was to meet both @[KellyeCrane](#) & @[3HatsComm](#) on same day? [#soloPR](#)



[JanetLFalk](#) Sep 07, 1:11pm via TweetDeck

NYC PR Pro working with nonprofits and small biz. [#soloPR](#)



[SoloPR](#) Sep 07, 1:11pm via TweetGrid.com

Q1: A major PR firm recently lured food bloggers to an "exclusive supper club" and fed them frozen food <http://t.co/ZdoMo5r> [#soloPR](#)



[dariasteigman](#) Sep 07, 1:11pm via TweetDeck

@[CommAMMO](#) I'm sure they'll both land at once. [#soloPR](#)



[MarketingMel](#) Sep 07, 1:11pm via TweetDeck

@[jgombita](#) is a rock star these days. Catch her autograph now before the price goes up! [#soloPR](#)



[jgombita](#) Sep 07, 1:11pm via TweetChat

@[KateRobins](#) thanks for asking. I did tweet alert all of the people quoted and included our group hashtag. Happy reading. [#solopr](#)



[CommAMMO](#) Sep 07, 1:11pm via TweetChat

@[dariasteigman](#) There is a bit of Murphy's Law...in reverse. I still have two proposals out... ;-) [#solopr](#)



[dariasteigman](#) Sep 07, 1:10pm via TweetDeck

@[MuslimNewMedia](#) Welcome back! [#solopr](#)



[jgombita](#) Sep 07, 1:10pm via TweetChat

@[KateRobins](#) Digital PR: Teasing out the Potential of Twitter Chats (Part II) @[jgombita](#) / Friday's
@[commprobiz](#) <http://ow.ly/6jJOX> [#solopr](#)



[dariasteigman](#) Sep 07, 1:10pm via TweetDeck

@[KateRobins](#) Hi Kate. How's everything in your corner of the world? [#solopr](#)



[MarketingMel](#) Sep 07, 1:10pm via TweetDeck

@[SocialDani](#) Waving from the other side of the great Vol State. Glad you're sunny. We're brrr today.
[#soloPR](#)



[MuslimNewMedia](#) Sep 07, 1:10pm via TweetChat

I'm back... :) [#solopr](#)



[jgombita](#) Sep 07, 1:10pm via TweetChat

@[KateRobins](#) Digital PR: Teasing out the Potential of Twitter Chats (Part I) by @[jgombita](#) / Thursday's @[commprobiz](#) <http://ow.ly/6iEME> [#solopr](#)



[CommAMMO](#) Sep 07, 1:10pm via TweetChat

@[MarketingMel](#) LOL- I know we have more UK whether than you do normally. You've got Lee's remains there, eh? All ok? [#solopr](#)



[dariasteigman](#) Sep 07, 1:10pm via TweetDeck

@[CommAMMO](#) Agree. Never complain about the work. Just wonder why it always drops on desk all at once? [#solopr](#)



[SoloPR](#) Sep 07, 1:09pm via TweetGrid.com

Q1 is up next... [#solopr](#)



[dariasteigman](#) Sep 07, 1:09pm via TweetDeck

@[karensxim](#) I need a life preserver -- esp. w/ the rain here. :) A little cranky after I lost my week off last week to work. :) [#solopr](#)



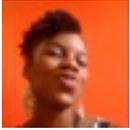
[RebeccaEdgar](#) Sep 07, 1:09pm via HootSuite

Howdy [#solopr](#) folks! Solo pr from windy, grey suburbs of Toronto here. Where did summer go?!



[KateRobins](#) Sep 07, 1:09pm via TweetChat

@[jgombita](#) @[dariasteigman](#) ...so you gonna show us this thing? [#solopr](#)



[SocialDani](#) Sep 07, 1:08pm via TweetDeck

Hey everyone! Chatting from Memphis, TN! It's a gorgeous day outside but I'm fine with being inside with you guys! [#SoloPR](#) :)



[garrettkuk](#) Sep 07, 1:08pm via HootSuite

jumping into [#solopr](#) for the next bit -- mute or join for the next hour



[jgombita](#) Sep 07, 1:08pm via TweetChat

@[dariasteigman](#) was my opening quote in Part I and one of my closing quotes in Part II. And she didn't even charge me that much! :-)
[#solopr](#)



[MarketingMel](#) Sep 07, 1:07pm via TweetDeck

Hello from a "Bristish" East Tenn. as well@[CommAMMO](#) !Cool & rainy but warm dining with my [#soloPR](#) friends!



[SoloPR](#) Sep 07, 1:07pm via TweetGrid.com

Before we get started, I'm seeking a guest moderator for next week. If you're interested, @ or DM KellyeCrane - thanks! [#solopr](#)



[CommAMMO](#) Sep 07, 1:07pm via TweetChat

@[dariasteigman](#) Hi Daria! That's been the story of my summer. Nice to have the work, but miss the peeps.
[#solopr](#)



[karenswim](#) Sep 07, 1:07pm via TweetChat

@[dariasteigman](#) Waving hello and throwing a life preserver :-)
[#solopr](#)



[karenswim](#) Sep 07, 1:07pm via TweetChat

@[jgombita](#) You are such a sweetheart and I'm delighted that you are one of the friends who makes me laugh and think.
[#solopr](#)



[KateRobins](#) Sep 07, 1:07pm via TweetChat

@[dariasteigman](#) hi!
[#solopr](#)



[dariasteigman](#) Sep 07, 1:06pm via TweetDeck

Drowning in work & offline for almost 2 wks now. But had to pop on & say hi to my [#solopr](#) friends.



[jgombita](#) Sep 07, 1:05pm via TweetChat

@[karenswim](#) for the "laughter and friends" (& everything else in-between). Still wish I could have fit your line in. One of my faves.
[#solopr](#)



[karenswim](#) Sep 07, 1:05pm via TweetChat

Hi All, Karen Swim here, squeezing in a respite from work, work, work to join in my fave chat.
[#solopr](#)



[SoloPR Sep 07, 1:05pm via TweetGrid.com](#)

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



[KateRobins Sep 07, 1:05pm via TweetChat](#)

solopr mom. ex-multinational corp pr. now non-profits. for the most part anyway. in conn. [#solopr](#)



[CommAMMO Sep 07, 1:04pm via TweetChat](#)

It's a bit British in Cleveland today, fall reaching over the summer boundary. I'm an agency of 1 here... [#solopr](#)



[MarianneWorley Sep 07, 1:04pm via TweetChat](#)

Hi everyone! Freelance marketer from San Diego here. [#solopr](#)



[karenswim Sep 07, 1:04pm via TweetChat](#)

Will be chatty for next hour and I participate in weekly chat, pls mute, filter or you're welcome to join! [#solopr](#)



[jgombita Sep 07, 1:04pm via TweetChat](#)

Hello to all my oh-so-quotable friends here. Hope you had chance to read my 2-part love poem to Twitter chats/solopr on [@commprobiz](#). [#solopr](#)



[TomiLinda Sep 07, 1:03pm via TweetDeck](#)

Hi everyone Linda here it has been awhile! [#solopr](#)



[SoloPR Sep 07, 1:03pm via TweetGrid.com](#)

If you're joining, please introduce yourself. This is @[KellyeCrane](#) moderating, Atlanta-based blogger at <http://t.co/bZvj4Wp> [#solopr](#)



[CommAMMO Sep 07, 1:02pm via TweetChat](#)

Hi all - Sean here, squeezing in an hour with y'all with grading to do this afternoon... [#solopr](#)



[SoloPR Sep 07, 1:02pm via TweetGrid.com](#)

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](#)