

## #SoloPR Transcript – 12/7/2011

**1a. What news release/news wire services get your high ranking? Free or for a fee. What has worked for you?**

**1b. Do you ever get inbound media interest solely from an announcement over the wire these days?**

**2. How do you handle a client that thinks they can control the media's coverage (the angle, or picking the shot, for example)?**

**3. Does your work slow down at any point in December? If so, when?**



SoloPR 2:00pm via [TweetGrid.com](#)

Thanks to you all for joining, and remember we keep chatting on the hashtag all week. Transcript on [soloprpro.com](#) tomorrow! [#solopr](#)



[dariasteigman](#) 1:59pm via [TweetDeck](#)

[@joeldon](#) Agreed. I'm officially off as of 12 noon on 12/21. Or 2 p.m. if there's a [#solopr](#) chat.



[rajejan](#) 1:59pm via [web](#)

Exactly, if you can, DO! RT [@lanarushing](#) The great thing about being our own bosses is we can decide when to take breaks... [#solopr](#)



[Blisser](#) 1:59pm via [TweetDeck](#)

Thanks so much for having me! I thoroughly enjoy the ideas insight & creativity from everyone. Season's Greetings (until next week) [#solopr](#)



[MuslimNewMedia](#) 1:59pm via TweetChat

sorry I missed you all today -- been prepping a proposal!! hope to catch you next week... [#SoloPR](#)



[LoisMarketing](#) 1:59pm via TweetDeck

"Unplug" in the off-season of your business. For me I'm "on" from Thanksgiving through New Years for clients .. then I'll unplug! [#solopr](#)



[dariasteigman](#) 1:59pm via TweetDeck

@[JanetLFalk](#) Good to see you too! Sounds like you're keeping busy, which is always good. [#soloPR](#)



[John\\_Trader1](#) 1:59pm via HootSuite

@[rajean](#) Thanks for the mention and I'm so bummed I couldn't make [#solopr](#) today!



[joeldon](#) 1:58pm via TweetDeck

Have to force yourself to unplug ;-)) @[dariasteigman](#): @[lanarushing](#) The bad part is many of us don't take them often enough. [#solopr](#)



[karensuim](#) 1:58pm via TweetChat

Lol, exactly! RT @[dariasteigman](#): @[lanarushing](#) This is true. The bad part is many of us don't take them often enough. [#solopr](#)



[LoisMarketing](#) 1:58pm via TweetDeck

RT @lanarushing: @KellyeCrane A3. The great thing about being our own bosses is we can decide when to take breaks... #soloPR << To a degree!



SoloPR 1:57pm via TweetGrid.com

Good Q: We'll be "off" 12/28. RT @JanetLFalk: @SoloPR When does #soloPR chat close for the holiday? #soloPR



dariasteigman 1:57pm via TweetDeck

@lanarushing This is true. The bad part is many of us don't take them often enough. #soloPR



lanarushing 1:57pm via web

@KellyeCrane A3. The great thing about being our own bosses is we can decide when to take breaks... #soloPR



SoloPR 1:56pm via TweetGrid.com

FYI- today we announced the first special deals/discounts avail to Premium members of Solo PR PRO: [ow.ly/7RO1b](http://ow.ly/7RO1b) #soloPR



Blisser 1:56pm via TweetDeck

A3 -- We see a spike in urgency & orders from all clients. After that we see a lot of inquiries & prep work for the next year. #soloPR



dariasteigman 1:56pm via TweetDeck

Ha, @KellyeCrane, speaking of time off... RT @JanetLFalk: @SoloPR When does #soloPR chat close for the holiday?



[rajean](#) 1:56pm via web

In case you missed this @[John\\_Trader1](#) shared in [#measurepr businessweek.com/technology/sho...](#) [#solopr](#)



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

Thanks @[kellyecrane](#). As always, great hour. Hope everyone has a good week and change to enjoy the season. [#solopr](#)



[JanetLFalk](#) 1:56pm via TweetDeck

@[SoloPR](#) When does [#soloPR](#) chat close for the holiday?



[bikespoke](#) 1:56pm via TweetChat

RT @[ktucky](#): RT @[KempEquine](#): Loads of good chats going on right now - [#solopr](#) [#smchat](#) - I need more fingers and eyeballs! [#ohchat](#) [#smchat](#)



[joeldon](#) 1:56pm via TweetDeck

Agree. Content development is a great option/alternative for PR biz @[mdbarber](#): @[akenn](#) Agree. Content critical to work; [#solopr](#)



[dariasteigman](#) 1:56pm via TweetDeck

As you look year-end, what's coming off your plate for 2012? [bit.ly/tbJld2](#) | My column, "Know When to Fold" JUST came out. [#solopr](#)



[LoisMarketing](#) 1:55pm via TweetDeck

@joeldon Oops! "JoeL is our contact"! ;) [#solopr](#)



[socialitestatus](#) 1:55pm via [TweetDeck](#)

RT @KellyeCrane: A3: I know you regulars are tired of hearing me preach it, but taking regular breaks is so important to your long-term success! [#solopr](#)



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

Looks like we're almost out of time - it goes so quickly! [#solopr](#)



[lanarushing](#) 1:55pm via [TweetDeck](#)

RT @KellyeCrane: A3: I know you regulars are tired of hearing me preach it, but taking regular breaks is so important to your long-term success! [#solopr](#)



[ktucky](#) 1:55pm via [TweetChat](#)

RT @KempEquine: Loads of good chats going on right now - [#solopr](#) [#smchat](#) - I need more fingers and eyeballs! [#ohchat](#) [#smchat](#)



[akenn](#) 1:55pm via [TweetChat](#)

Same here. RT @dariasteigman @KellyeCrane You have my permission to keep preaching. I'm so bad at giving myself time off. [#solopr](#)



[LoisMarketing](#) 1:55pm via [TweetDeck](#)

@joeldon "Lois is our contact" "Joe is our contact" should be natural response [#solopr](#)



[mdbarber](#) 1:54pm via TweetChat

So true. Keep preaching it! MT @[KellyeCrane](#): A3: Taking regular breaks is so important to your long-term success! [#solopr](#)



[dariasteigman](#) 1:54pm via TweetDeck

@[KellyeCrane](#) You have my permission to keep preaching. I'm so bad at giving myself time off. [#solopr](#)



[KellyeCrane](#) 1:53pm via TweetDeck

A3: I know you regulars are tired of hearing me preach it, but taking regular breaks is so important to your long-term success! [#solopr](#)



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

RT @[rajean](#): A3 Yes I try hard to reserve last two weeks of the year for family & downtime. Available, but limited. Time to refresh. [#solopr](#)



[JanetLFalk](#) 1:53pm via TweetDeck

@[KellyeCrane](#) Off topic Are you In ATL? Colleague seeks PR contacts. Are you open to get-together? [#soloPR](#)



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

@[akenn](#) Agree. Content critical to work; a lot of what I'm doing too. Just not as much goes out in MR; other tools surface. [#solopr](#)



[karenskim](#) 1:52pm via TweetChat

@[MarketingMel](#) Have a great afternoon Mel, it was nice having lunch with you too! [#solopr](#)



[jgombita](#) 1:52pm via web

@[joeldon](#) do you do a pinky swear? :-) [#solopr](#)



[KempEquine](#) 1:52pm via TweetChat

RT @[akenn](#): @[mdbarber](#) really? interesting. Im doing more content development than ever but media relations still important/desired [#solopr](#)



[rajean](#) 1:52pm via web

A3 Yes I try hard to reserve last two weeks of the year for family & downtime. Available, but limited. [#solopr](#) Time to refresh.



[lanarushing](#) 1:52pm via web

There is only a small holiday break for PR pros dealing with the big tech tradeshow CES... but it's an amazing show! [#solopr](#)



[KellyeCrane](#) 1:52pm via TweetDeck

A3: I know @[heatherrast](#) @[jennifer\\_spivak](#) and I are in high gear working on [#solopr](#) goodies! :-)



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

? for those who say clients don't value PR...why are they your clients if they don't value the counsel/services you provide? [#solopr](#)



[MarketingMel](#) 1:51pm via [TweetChat](#)

Lovely having lunch with you. Have to run. Have a great rest of the week! [#Solopr](#)



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

It's liberating. RT @[KristK](#): A3: Goal for week after Xmas is to take EVERYTHING out of my office and bring some but not all back in. [#solopr](#)



[akenn](#) 1:51pm via [TweetChat](#)

@[mdbarber](#) really? that's interesting. I'm doing more content development than ever but media relations still important/desired [#solopr](#)



[joeldon](#) 1:50pm via [TweetDeck](#)

Lois, certainly not talking about all clients. Plenty of clients "get" it. They be [#keepers](#). @[LoisMarketing](#) @[jgombita](#) [#solopr](#)



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

A3: The week between Christmas and New Year's is usually slowest for me, but it depends on when the dates fall. [#solopr](#)



[KristK](#) 1:50pm via [TweetGrid.com](#)

A3: Goal for week after Xmas is to take EVERYTHING out of my office and bring some but not all back in. More org, fewer piles. [#solopr](#)



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

@[LoisMarketing](#) lucky you having so many clients that value you. c @[joeldon](#) #solopr



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

@[akenn](#) Okay that makes sense. Sorry I misunderstood. I find that anymore today, I counsel clients away from MR. #solopr



[amybomar](#) 1:49pm via web

Q3# ALWAYS lots to do, but clients take off time around the holidays so I can decide to be super productive or give myself time off #solopr



[dariasteigman](#) 1:49pm via TweetDeck

A3 Best natural break was when I covered U.S. Congress. Could count on Aug. downtime, and 2 months every other year. :) #solopr



[SoloPR](#) 1:49pm via TweetGrid.com

Good for you! RT @[JillComm](#): I try to keep December pretty much free for family and friends, since my #solopr is a side hustle



[akenn](#) 1:48pm via TweetChat

@[mdbarber](#) I meant that client input is important to develop compelling pitches vs consultant doing all work w/no input #solopr



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

A3: I teach too so the time between semesters provides a natural break -- after grades are in. [#solopr](#)



[SoloPR](#) 1:48pm via [TweetGrid.com](#)

I think lots of folks in this phase! RT [@karensxim](#): A3: ...I hope so because this last minute thrust to the finish may do me in! [#solopr](#)



[karensxim](#) 1:48pm via [TweetChat](#)

good plan! RT [@KellyeCrane](#): A3: I usually have to stake out my holiday vacation time, and not wait for it to occur naturally. :-) [#solopr](#)



[lanarushing](#) 1:48pm via [TweetDeck](#)

RT [@KellyeCrane](#): A3: I usually have to stake out my holiday vacation time, and not wait for it to occur naturally. :-) [#solopr](#)



[mndbarber](#) 1:48pm via [TweetChat](#)

Good point: RT [@KellyeCrane](#): A3: I usually have to stake out my holiday vacation time, and not wait for it to occur naturally. :-) [#solopr](#)



[jgombita](#) 1:48pm via [web](#)

[@joeldon](#) definitely not. Altho [@terryflynn](#) is really saying that [#PR](#) is most valued during a crisis, not regular time [@LoisMarketing](#) [#solopr](#)



[KempEquine](#) 1:48pm via TweetChat

RT @joeldon @jgombita: in words of @terryflynn: Public relations is valuable BUT NOT VALUED! cc @LoisMarketing #solopr



[JillComm](#) 1:47pm via Nambu

@solopr I try to keep December pretty much free for family and friends, since my #solopr is a side hustle.



[LoisMarketing](#) 1:47pm via TweetDeck

@jgombita @joeldon Not by my clients and others'. They're clearly attaching "value" by paying you .. you must demonstrate true value #solopr



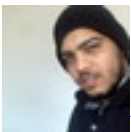
[KristK](#) 1:47pm via TweetGrid.com

RT @SoloPR: Q3: Does your work slow down at any point in December? If so, when? #solopr



[dariasteigman](#) 1:47pm via TweetDeck

@KellyeCrane Good plan. Otherwise you're either doing client work or working on finding clients. :) #solopr



[bhuppi Adv Host](#) 1:47pm via TweetDeck

RT @KellyeCrane: A3: I usually have to stake out my holiday vacation time, and not wait for it to occur naturally. :- ) #solopr



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

A3 Right about nowish. Most clients are getting their year end/new year stuff done now, then a short breather 'til next year. [#solopr](#)



[KellyeCrane](#) 1:47pm via [TweetDeck](#)

A3: I usually have to stake out my holiday vacation time, and not wait for it to occur naturally. :-) [#solopr](#)



[karenswim](#) 1:47pm via [TweetChat](#)

A3: Good question! I hope so because this last minute thrust to the finish may do me in! [#solopr](#)



[dariasteigman](#) 1:47pm via [TweetDeck](#)

A3 I close down client-facing opps over holidays to get some downtime. Will do a little work on the biz, but that's it. [#solopr](#)



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

A3 -- Hope so...week from Saturday when son gets home from college, but may not this year. [#solopr](#)



[JanetLFalk](#) 1:46pm via [TweetDeck](#)

@[SoloPR](#) A3 When work slows down, time to market the biz, which is ongoing activity anyway. Coffee chats. Ask for referrals, etc [#soloPR](#)



[MarketingMel](#) 1:46pm via [TweetChat](#)

A 3 my work has not slowed down at all in December! [#Solopr](#)



[karenswim](#) 1:46pm via TweetChat

RT @SoloPR: Q3: Does your work slow down at any point in December? If so, when? [#solopr](#)



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

So true: MT MarketingMel Key word is "Relationship" with your client is imperative to their understanding of PR [#SoloPR](#) [#solopr](#)



[joeldon](#) 1:46pm via TweetDeck

Thx, Judy, I am not alone. @jgombita: in the words of @terryflynn: Public relations is valuable BUT NOT VALUED! cc @LoisMarketing [#solopr](#)



[lanarushing](#) 1:45pm via web

A3. Not for me! Thankfully. [#solopr](#)



[KellyeCrane](#) 1:45pm via TweetDeck

@MarketingMel Yes, it's important that everyone be on the same team. If client isn't ready to do that, prob time to move on... [#SoloPR](#)



[dariasteigman](#) 1:45pm via TweetDeck

Downtime starts 2 wks from today. RT @SoloPR: Q3: Does your work slow down at any point in December? If so, when? [#solopr](#)



[jgombita](#) 1:45pm via web

@[joeldon](#) in the words of @[terryflynn](#): Public relations is valuable BUT NOT VALUED! cc @[LoisMarketing](#) #solopr



[SoloPR](#) 1:45pm via [TweetGrid.com](#)

Q3: Does your work slow down at any point in December? If so, when? #solopr



[dariasteigman](#) 1:44pm via [TweetDeck](#)

@[LoisMarketing](#) To some extent, of course. But it's an imperfect science. #solopr



[mdbarber](#) 1:44pm via [TweetGrid.com](#)

RT @[KristK](#): A2: The best way to control content is to own it in the first place. Use your own channels and drive traffic to them. #solopr



[MarketingMel](#) 1:44pm via [TweetChat](#)

@[KellyeCrane](#) You just mentioned the key word. "Relationship" with your client is imperative to their understanding of PR #Solopr



[jasoncohen](#) 1:44pm via [TweetChat](#)

RT @[karensxim](#): Word! RT @[KristK](#):The best way to control content is to own it in the first place. Use your own channels and drive traffic to them. #solopr



[joeldon](#) 1:44pm via [TweetDeck](#)

Good question. Answer: they didn't/still don't know what they want from PR. @[LoisMarketing](#): Why did they hire you then? #solopr



[lanarushing](#) 1:44pm via [TweetGrid.com](#)

RT @[SoloPR](#): You all are laying down the smartness today! Great stuff. [#solopr](#)



[LoisMarketing](#) 1:43pm via [TweetDeck](#)

@[dariasteigman](#) I think you can. Not all -- of course -- but the messaging that counts [#solopr](#)



[SoloPR](#) 1:43pm via [TweetGrid.com](#)

Q3 is coming up... [#solopr](#)



[mdbarber](#) 1:43pm via [TweetChat](#)

@[akenn](#) Don't agree. If you start w pitch, you've forgotten to plan. Ask client what trying to accomplish? Media may not be answer. [#solopr](#)



[KempEquine](#) 1:43pm via [TweetChat](#)

Loads of good chats going on right now - [#solopr](#) [#smchat](#) - I need more fingers and eyeballs! [#ohchat](#)



[SoloPR](#) 1:43pm via [TweetGrid.com](#)

RT @[KristK](#): A2: The best way to control content is to own it in the first place. Use your own channels and drive traffic to them. [#solopr](#)



[dariasteigman](#) 1:43pm via [TweetDeck](#)

@[LoisMarketing](#) Bottom line though is you can't control messaging. Just "guide" it with best expertise. cc: @[joeldon](#) #solopr



[LoisMarketing](#) 1:42pm via [TweetDeck](#)

@[joeldon](#) Why did they hire you then? #solopr



[SoloPR](#) 1:42pm via [TweetGrid.com](#)

You all are laying down the smartness today! Great stuff. #solopr



[karensxim](#) 1:42pm via [TweetChat](#)

Word! RT @[KristK](#):The best way to control content is to own it in the first place. Use your own channels and drive traffic to them. #solopr



[dariasteigman](#) 1:42pm via [TweetDeck](#)

@[jgombita](#) Yes. Last mtg is 12/21; then off until 2012. Other than, perhaps, a little work "on" the business. #solopr



[SoloPR](#) 1:42pm via [TweetGrid.com](#)

MT @[LoisMarketing](#): Have the confidence to be the best guide for your clients. Set expectations. NEVER be at the whim of media... #solopr



[LoisMarketing](#) 1:42pm via [TweetDeck](#)

@[joeldon](#) Clients who think they should and can control don't have faith in those they have put in positions of "control" #solopr



[joeldon](#) 1:42pm via TweetDeck

Not always. IME some never get it. @[LoisMarketing](#): Clients "trying to take control" don't have faith in ... YOU. [#solopr](#)



[JanetLFalk](#) 1:41pm via TweetDeck

A2 Start with desired result . Work to get there. Understand limitations. Not very story is a Valentine about the org. [#soloPR](#)



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

A2: The best way to control content is to own it in the first place. Use your own channels and drive traffic to them. [#solopr](#)



[mdbarber](#) 1:41pm via TweetChat

@[joeldon](#) Dinosaurs is a bit harsh. Believe it or not there are some for whom it might make sense. Trust, education & counsel. [#solopr](#)



[KellyeCrane](#) 1:41pm via TweetDeck

A2: And the dreaded "we want a correction!" Instead, buld a long-term rel by politely pointing out errors w/o asking for correction [#solopr](#)



[socialitestatus](#) 1:41pm via TweetDeck

RT @[akenn](#): @[mdbarber](#) in perfect world we're the guide but in real life more like a two-way street e.g. developing pitch ideas [#solopr](#) true.



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

@[joeldon](#) Exactly. As though you could ever completely control your message. :) [#solopr](#)



[LoisMarketing](#) 1:40pm via TweetDeck

Clients "trying to take control" don't have faith in ... YOU. You can change that. [#solopr](#) A2



[akenn](#) 1:40pm via TweetChat

@[mdbarber](#) @[socialitestatus](#) in perfect world we're the guide but in real life more like a two-way street e.g. developing pitch ideas [#solopr](#)



[jgombita](#) 1:40pm via web

@[dariasteigman](#) congrats on closing the big project (successfully, I'm sure). Any downtime planned over the "holiday" season? [#solopr](#)



[lanarushing](#) 1:40pm via TweetGrid.com

RT @[KristK](#): Amen! MT @[LoisMarketing](#): Have the confidence to be the best guide for your clients. Set expectations. You are in control [#solopr](#)



[MarketingMel](#) 1:40pm via TweetChat

A 2 related: Always have a Plan B! [#Solopr](#)



[KristK](#) 1:39pm via TweetGrid.com

Amen! MT @LoisMarketing: Have the confidence to be the best guide for your clients. Set expectations. You are in control [#solopr](#)



[LoisMarketing](#) 1:39pm via [TweetDeck](#)

Your clients have retained you and are paying you for a reason -- they want the best .. and frankly they don't want details [#solopr](#) A2



[3HatsComm](#) 1:38pm via [TweetChat](#)

A2 reporters/bloggers look for what will help them produce best story, content. Clients need to work w/ them to earn placement. [#solopr](#)



[socialitestatus](#) 1:38pm via [TweetDeck](#)

RT @KellyeCrane: A2: I have had to explain before that if you want to dictate terms or content, that is advertising (and it'll cost ya). [#solopr](#)



[LoisMarketing](#) 1:38pm via [TweetDeck](#)

Have the confidence to be the best guide for your clients. Set expectations. NEVER be at the whim of media. You are in control [#solopr](#)



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

A2: Have to educate clients used to reviewing manuscripts for journals why reporters won't send article for review. [#solopr](#)



[MarketingMel](#) 1:38pm via [TweetChat](#)

RT @karensxim: RT @KellyeCrane: I have had to explain before that if you want to dictate terms or content its advertising! [#Solopr](#)



[makasha](#) 1:38pm via TweetChat

RT @[KellyeCrane](#): I have had to explain before that if you want to dictate terms or content, thats advertising (and itll cost ya). [#solopr](#)



[jbisbee](#) 1:37pm via Twitter for iPhone

Agree @[MarketingMel](#): @[SoloPR](#) I think it is the nature of our work to consider multiple channels of distribution. [#SoloPR](#)”



[makasha](#) 1:37pm via TweetChat

RT @[3HatsComm](#): WORD. RT @[KellyeCrane](#): A2: Two words: media. training. :- ) [#solopr](#)



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

A2 -- Are your clients hiring you for counsel to solve their problems, or to just get them "ink." Do they understand what you can do [#solopr](#)



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

RT @[socialitestatus](#): I've had clients that have their own interpretation of PR so they automatically assume they're in control. [#solopr](#)



[SoloPR](#) 1:37pm via TweetGrid.com

Good pt-B4 the pitch RT @[amybomar](#): It's all about education-I spend a lot of time educating and setting expectations before pitching [#solopr](#)



[mdbarber](#) 1:37pm via TweetChat

RT @[KellyeCrane](#): I have had to explain before that if you want to dictate terms or content, thats advertising (and itll cost ya). [#solopr](#)



[makasha](#) 1:36pm via TweetChat

just logging in to [#solopr](#)



[SoloPR](#) 1:36pm via TweetGrid.com

RT @[dariasteigman](#): A2 Isn't this really a bigger Q abt clients & control? Educate them about upside (& ROI)... [#solopr](#)



[3HatsComm](#) 1:36pm via TweetChat

A2 Educate client on nature of opportunity, differences of specific inquiry vs. outreach campaign, type of media outlet, etc. [#solopr](#)



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

RT @[KellyeCrane](#): I have had to explain before that if you want to dictate terms or content, that's advertising (and it'll cost ya). [#solopr](#)



[karensim](#) 1:36pm via TweetChat

RT @[KellyeCrane](#): I have had to explain before that if you want to dictate terms or content, that is advertising (and itll cost ya). [#solopr](#)



[jgombita](#) 1:36pm via web

A2. Biggest GA! time was when volunteer official was SURE paper would want photos of politician guests from contracted photographer [#solopr](#)



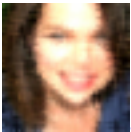
[KristK](#) 1:36pm via TweetGrid.com

@[mdbarber](#) You're on fire today with so many great tips. Feeling like RT-ing every one. [#solopr](#)



[jbisbee](#) 1:35pm via Twitter for iPhone

A1b: If budget is avail, often rec wires to generate online placements to boost SEO. Sites need content. [#solopr](#)



[atlantagarden](#) 1:35pm via TweetDeck

RT @[LoisMarketing](#): You MUST set expectations and create the confidence that makes you the go-to person for your client. Do that from start. [#solopr](#) A2



[socialitestatus](#) 1:35pm via TweetDeck

I've had clients that have their own interpretation of PR so they automatically assume they're in control. [#solopr](#)



[LoisMarketing](#) 1:35pm via TweetDeck

RT @[mdbarber](#): A2 -- If we are seen as simply people who "get the media there" it's not a good relationship. The counsel=critical. [#solopr](#)



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

@[jgombita](#) I agree. Been busy of late w/ stuff that I can't multitask. Just coming off a big project that closed yesterday. [#solopr](#)



[KristK](#) 1:35pm via [TweetGrid.com](#)

RT @[mdbarber](#): A2 If we are seen as simply people who "get the media there" it's not a good relationship. The counseling is critical [#solopr](#)



[KellyeCrane](#) 1:35pm via [TweetDeck](#)

A2: I have had to explain before that if you want to dictate terms or content, that is advertising (and it'll cost ya). [#solopr](#)



[joeldon](#) 1:35pm via [TweetDeck](#)

Actually, it's my current fav and the reach is equivalent at lower cost @[lanarushing](#): I don't consider MW one of the mighty... [#solopr](#)



[rajean](#) 1:34pm via [web](#)

Good. RT @[KristK](#) A1: shoutout to @[newswise](#) too -- great for med/science/health news. We reach targeted reporters & they find us too. [#solopr](#)



[mdbarber](#) 1:34pm via [TweetChat](#)

MT @[LoisMarketing](#): Set expectations/create the confidence to be the go-to person for your client. Do that from start. [#solopr](#) A2 [#solopr](#)



[karensxim](#) 1:34pm via TweetChat

Agree! RT @amybomar: Its all about education ... I spend a lot of time educating and setting expectations before pitching. [#solopr](#)



[KristK](#) 1:34pm via TweetGrid.com

MT @mdbarber: A2 -- Coaching and discussion should take place b4 pitches are made. Part of what we do...teaching what to expect [#solopr](#)



[Blisser](#) 1:34pm via TweetDeck

RT @mdbarber: A2 -- If we are seen as simply people who "get the media there" it's not a good relationship. The counsel=critical. [#solopr](#)



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

WORD. RT @KellyeCrane: A2: Two words: media. training. :-) [#solopr](#)



[ScribnerPR](#) 1:34pm via TweetDeck

A2. A simple explanation about how the process works usually does the trick. Explain thoroughly. [#solopr](#)



[karensxim](#) 1:34pm via TweetChat

RT @SoloPR: Q2: How do you handle client that thinks they can control medias coverage (the angle, or picking the shot, for example)? [#solopr](#)



[akenn](#) 1:34pm via TweetChat

A2. Set expectations ahead of time. Then try to be as transparent as possible - so client can see/hear editor's feedback themselves [#solopr](#)



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

A2 Isn't this really a bigger Q abt clients & control? Educate them about upside (& ROI) of strategies/tactics you're recommending. [#solopr](#)



[mdbarber](#) 1:33pm via [TweetChat](#)

Amen. And I add counsel. RT @[KellyeCrane](#): A2: Two words: media. training. :- ) [#solopr](#)



[3HatsComm](#) 1:33pm via [TweetChat](#)

@[jgombita](#) Grass doesn't grow this time of year. :) [#solopr](#)



[amybomar](#) 1:33pm via [web](#)

It's all about education ... I spend a lot of time educating and setting expectations before pitching. [#solopr](#)



[lanarushing](#) 1:33pm via [web](#)

@[joeldon](#) I don't consider MW one of the mighty... [#solopr](#)



[mdbarber](#) 1:33pm via [TweetChat](#)

A2 -- If we are seen as simply people who "get the media there" it's not a good relationship. The counsel part is critical. [#solopr](#)



[LoisMarketing](#) 1:33pm via TweetDeck

You MUST set expectations and create the confidence that makes you the go-to person for your client. Do that from start. [#solopr](#) A2



[socialitestatus](#) 1:33pm via TweetDeck

RT @[KellyeCrane](#): A2: Two words: media. training. :-) [#solopr](#)<< That is correct!



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

RT @[SoloPR](#): Q2: How do you handle client that thinks they can control media's coverage (the angle, or picking the shot, for ex)? [#solopr](#)



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

A2: Two words: media. training. :-) [#solopr](#)



[jgombita](#) 1:32pm via web

YOU @[dariasteigman](#)! I feel like we never cross paths these days. Very busy wassup? [#solopr](#)



[mndbarber](#) 1:32pm via TweetChat

A2 -- Coaching and discussion should take place before pitches are made. To me, that's part of what we do...teaching what to expect. [#solopr](#)



[JanetLFalk](#) 1:32pm via TweetDeck

A2 Rule # 1 Manage client expectations [#soloPR](#)



[SoloPR 1:32pm via TweetGrid.com](#)

Any attempts by client to control coverage RT @[JanetLFalk](#): @[SoloPR](#) Do you mean at an event where media sends photofrapher? [#solopr](#)



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

Jumping in late and loving the answers to my question about news wires. Thank you! [#solopr](#)



[mdbarber 1:31pm via TweetChat](#)

RT @[SoloPR](#): Q2: How do you handle a client that thinks they can control the medias coverage (the angle, or picking the shot, etc)? [#solopr](#)



[JanetLFalk 1:31pm via TweetDeck](#)

@[SoloPR](#) Do you mean at an event where media sends photofrapher? [#soloPR](#)



[socialitestatus 1:31pm via TweetGrid.com](#)

RT @[SoloPR](#): Q2: How do you handle a client that thinks they can control the media's coverage (the angle, or picking the shot, for example)? [#solopr](#)



[KristK 1:31pm via TweetGrid.com](#)

@[lanarushing](#) I distribute to specific DMA too. Results still strong, cost is much less. [#solopr](#)



[lindaforrest](#) 1:31pm via TweetDeck

RT @[joeldon](#): Always wondered: If a biz can't afford \$200-\$300 to issue a release on a service like Marketwire, how can they afford outside PR? [#solopr](#)



[SoloPR](#) 1:30pm via TweetGrid.com

Q2: How do you handle a client that thinks they can control the media's coverage (the angle, or picking the shot, for example)? [#solopr](#)



[joeldon](#) 1:30pm via TweetDeck

Have used the mighty three: BW, PRN & MW. Reach is same, pricing somewhat different. I don't get into bidding wars [#solopr](#)



[jgombita](#) 1:30pm via web

@[joeldon](#) I'm waiting for it to be Facebook... (all those resources spent "sharecropping" a la @[conversationage](#) ) [#solopr](#)



[akenn](#) 1:30pm via TweetChat

Yes & more channels to choose from now 2 RT @[MarketingMel](#) I think it's nature of our work to consider mult channels of distribution [#solopr](#)



[jgombita](#) 1:29pm via web

@[3HatsComm](#) do you have any paint you could watch dry? (Running out of stereotypes.) [#solopr](#)



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

RT @[KellyeCrane](#): @[joeldon](#) Some are still tradtl media. Some arent. No one-size-fits-all approach, I believe is the consensus. [#SM](#) [#solopr](#)



[stlpr](#) 1:29pm via web

A1b . [#solopr](#) Newswire services that are free or minimal cost provide gr8 opps 4 SEO. Major wires serve purpose for earnings releases.



[kiajarmon](#) 1:29pm via TweetChat

RT @[akenn](#): A1b No, but none of my clients expect that exactly either - interest in wires for SEO, Google Alert pickup, visibility w/biz peers [#solopr](#)



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

@[jgombita](#) Sadly that would be more fun, and probably more productive. ;-)  
[#solopr](#)



[jgombita](#) 1:29pm via TweetDeck

RT @[joeldon](#): Paid wire services cast a wide net & enable content to persist. Still a relevant tool despite release-is-dead naysayers [#solopr](#)



[joeldon](#) 1:29pm via TweetDeck

One should not rush 4 new, think MySpace & Second Life investments @[jgombita](#): bit frustrated when traditional methods are thrown out [#solopr](#)



[lanarushing](#) 1:28pm via web

@[businesswire](#) is the best option for my clients with challenging budgets. I pick the DMA and get unlimited trades. [#solopr](#)



[Blisser](#) 1:28pm via TweetDeck

+1!! RT @[MarketingMel](#): @[SoloPR](#) I think it is the nature of our work to consider multiple channels of distribution. [#SoloPR](#)



[SoloPR](#) 1:28pm via TweetGrid.com

Terrific discussion on Q1- thanks for sharing your experiences/tips! Q2 coming up... [#solopr](#)



[MarketingMel](#) 1:28pm via TweetChat

@[SoloPR](#) I think it is the nature of our work to consider multiple channels of distribution. [#SoloPR](#)



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

A1b. but I do see reporters doing their homework before interviews; not sure if using wires for research or getting from web [#solopr](#)



[KellyeCrane](#) 1:27pm via TweetDeck

@[joeldon](#) Some are still tradt'l media. Some aren't. No one-size-fits-all approach, I believe is the consensus. [#SM](#) [#solopr](#)



[karensxim](#) 1:27pm via TweetChat

RT @KristK: A1b: Reporters who use @[newswise](#) search tags, find our releases and regularly send inquiries. [#solopr](#)



[criticalmention](#) 1:27pm via [TweetChat](#)

Only made it to Q1 :( Have to run everybody. Thanks for having us. Enjoy the rest of your [#solopr](#)



[jgombita](#) 1:27pm via [web](#)

I bet they have GREAT quotes! RT @[KristK](#): Reporters who use @[newswise](#) search tags, find our releases and regularly send inquiries. [#solopr](#)



[fransteps](#) 1:27pm via [HootSuite](#)

Client meeting running late, so I am missing [#solopr](#) today. Like an addict, I need my fix! Will read transcript "sob."



[karenswim](#) 1:27pm via [TweetChat](#)

A1b: No, for clients who use wire focus on inbound links, SEO, coverage has come from good old fashioned pitching [#solopr](#)



[akenn](#) 1:27pm via [TweetChat](#)

A1b No, but none of my clients expect that exactly either - interest in wires for SEO, Google Alert pickup, visibility w/biz peers [#solopr](#)



[KristK](#) 1:27pm via [TweetGrid.com](#)

A1b: Paid newswires have never made my phone ring. Our info gets used in articles, but no interview requests [#solopr](#)



SoloPR 1:27pm via TweetGrid.com

Hot tip! RT @KristK: A1b: Reporters who use @newswise search tags, find our releases and regularly send inquiries. #solopr



AerialEllis 1:26pm via TweetDeck

Yes but not immediately. Q1b: inbound media interest solely from an announcement over the wire these days? #solopr



SoloPR 1:26pm via TweetGrid.com

@lanarushing Agree- as we're discussing, you can't rely solely on wires or other automated distribution. #solopr



jgombita 1:26pm via web

@joeldon me, neither. It's more I get a bit frustrated when traditional methods are thrown out entirely. Baby-with-bathwater thingy. #solopr



Blisser 1:26pm via TweetDeck

A1 We see PR Pros use many diff dist tools. Some are looking for vol only--auto-placements work but only drive vol not eyeballs. #solopr



joeldon 1:26pm via TweetDeck

But...our targets are no longer traditional media, isn't that what #SM is all about? @KellyeCrane: A1b: The media used to watch... #solopr



[LoisMarketing](#) 1:25pm via TweetDeck

No, interest comes from the media where I have focused on creating relationships. No longer think about wire svcs [#solopr](#) Q1b



[amybomar](#) 1:25pm via web

Q1 I use Business Wire for SELECT releases and then send the exact release to my established media contacts. [#solopr](#)



[jgombita](#) 1:25pm via web

@[3HatsComm](#) hey...you could go watch a pot of water come to boil.... ;-) [#solopr](#)



[KristK](#) 1:25pm via TweetGrid.com

A1b: Reporters who use @[newswise](#) search tags, find our releases and regularly send inquiries. [#solopr](#)



[KellyeCrane](#) 1:25pm via TweetDeck

A1b: The media used to watch the wires much more closely (vs. online searches today). See almost zero inbound interest these days. [#solopr](#)



[joeldon](#) 1:24pm via TweetDeck

Bingo! RT @[jgombita](#): exactly. [#solopr](#) people must think about longer [#SEO](#) impact of wire services. + now multi-deal packages available



[joeldon](#) 1:24pm via TweetDeck

(I don't work for the paid newswires) ;-} [#solopr](#)



[jgombita](#) 1:24pm via web

@[joeldon](#) exactly. [#solopr](#) people must think about longer [#SEO](#) impact of wire services. + now multi-deal packages available c @ [lanarushing](#)



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

RT @[KristK](#): A1: I use newswires for select releases, not every one or every client. Choose best fit for that release, that project. [#solopr](#)



[karenswim](#) 1:24pm via TweetChat

@[kiajarmon](#) @[joeldon](#) yes have dollars and see wires as something they can do, want PR for media relationships; direct pitches [#solopr](#)



[kiajarmon](#) 1:23pm via web

@[SoloPR](#) lol. Hello, Goodbye. Fortunately for you I can't seem to pull away but the 15 calls I need to make...not so fortunate. [#solopr](#)



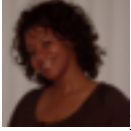
[KristK](#) 1:23pm via TweetGrid.com

RT @[SoloPR](#): Q1b: Do you ever get inbound media interest solely from an announcement over the wire these days? [#solopr](#)



[mdbarber](#) 1:23pm via TweetChat

Good question: RT @[SoloPR](#): Q1b: Do you ever get inbound media interest solely from an announcement over the wire these days? [#solopr](#)



[makasha](#) 1:23pm via TweetDeck

@[EaddyPerry](#) I had to retype the client exit interview here is a link to it [bit.ly/vCQxjn](http://bit.ly/vCQxjn) [#solopr](#)



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

@[jgombita](#) Yes! You are one of our finest ambassadors. :- ) c. @[NealSchaffer](#) [#solopr](#)



[JackieOSilva](#) 1:23pm via web

@[SoloPR](#) Can't wait to see what other questions and answers are in store for today! [#solopr](#)



[joeldon](#) 1:23pm via TweetDeck

Paid wire services cast a wide net & enable content to persist. Still a relevant tool despite release-is-dead naysayers [#solopr](#)



[karenswim](#) 1:23pm via TweetChat

RT @[KristK](#): A1: I use newswires for select releases, not every one or every client. Choose best fit for that release, that project. [#solopr](#)



[AerialEllis](#) 1:22pm via TweetDeck

Agree here too. RT @[criticalmention](#) @[joeldon](#): its not either-or; you should do both to hit targets and enable content to live 4ever. [#solopr](#)



[lanarushing](#) 1:22pm via web

@[ScribnerPR](#) Agreed with your A1! [#solopr](#)



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

@[jasoncohen](#) Nice to see you Jason! [#sayinhi](#) [#solopr](#)



[SoloPR](#) 1:22pm via [TweetGrid.com](#)

Q1b: Do you ever get inbound media interest solely from an announcement over the wire these days?  
[#solopr](#)



[kiajarmon](#) 1:22pm via [web](#)

@[karensxim](#) @[joeldon](#) I see both points. ? is do they have \$ & just would rather better results with pitching than the wire blast svc [#solopr](#)



[lanarushing](#) 1:22pm via [TweetDeck](#)

RT @[ScribnerPR](#): A1 It's not just the reach of the wire, but do reporters/bloggers depend on it? I don't think so. [#solopr](#)



[lanarushing](#) 1:22pm via [web](#)

@[joeldon](#) I didn't say it was either/or! [#solopr](#)



[jgombita](#) 1:22pm via [web](#)

I'm pretty sure I told you @[KellyeCrane](#) that @[NealSchaffer](#) was MEGA-IMPRESSED by crowdsourcing the "crisis" question for Bytes on [#solopr](#)



SoloPR 1:22pm via TweetGrid.com

Current discussion is making me think of a follow-up question... [#solopr](#)



JanetL.Falk 1:22pm via TweetDeck

Agreed RT [@joeldon](#): it's not either-or; do both to hit targets and enable content to live 4ever. [#solopr](#)



criticalmention 1:21pm via TweetChat

RT [@joeldon](#): its not either-or; you should do both to hit targets and enable content to live 4ever. [#solopr](#)



KristK 1:21pm via TweetGrid.com

A1: I use newswires for select releases, not every one or every client. Choose best fit for that release, that project. [#solopr](#)



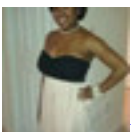
SoloPR 1:21pm via TweetGrid.com

Hello to all who are popping in/out, saying hi, and otherwise joining us for part of the chat. Gotta do whatcha gotta do! [#solopr](#)



socialitestatus 1:20pm via TweetDeck

RT [@joeldon](#): A1: Risk of using no-cost distribution is content may not get pushed into archival research databases and major portals [#solopr](#)



tronise 1:20pm via TweetDeck

RT @joeldon: A1: Risk of using no-cost distribution is content may not get pushed into archival research databases and major portals [#solopr](#)



[joeldon](#) 1:20pm via TweetDeck

Lana, it's not either-or; you should do both to hit targets and enable content to live 4ever. RT @lanarushing: targeted pitching! [#solopr](#)



[SocialDani](#) 1:20pm via TweetDeck

This. RT @KristK: RT @karenswin: Affordability not always the issue but effectiveness, clients are not paying PR to use the wires [#solopr](#)



[mdbarber](#) 1:20pm via TweetChat

A1 - Funds for wire service release aren't always warranted. For targeting can also consider @readmedia who can build specific lists [#solopr](#)



[ScribnerPR](#) 1:20pm via TweetDeck

A1 It's not just the reach of the wire, but do reporters/bloggers depend on it? I don't think so. [#solopr](#)



[kiajarmon](#) 1:20pm via TweetDeck

RT @KellyeCrane: A1: The Google Farmer/Panda update means "hits" on worthless sites don't contribute to SEO. Big impact on free dist sites, IMO [#solopr](#)



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

MT @KristK: A1: I find little value in the auto-pickups from TV and biz journal websites that post from newswires. Fleeting impact [#solopr](#)



[AerialEllis](#) 1:20pm via [TweetDeck](#)

RT @[ScribnerPR](#): A1 I agree. The ROI of high end wire services is not really warranted anymore, IMHO. [#solopr](#)



[jasoncohen](#) 1:20pm via [Twitter for Mac](#)

Hey [#solopr](#) it's been too long hope everyone is well. NYC-based producer work w/ PR / MKtg folks to produce audio & video content. [#sayinhi](#)



[SocialDani](#) 1:19pm via [TweetGrid.com](#)

RT @[KristK](#): A1: I find little value in the auto-pickups from TV and biz journal websites that post from newswires. Fleeting impact, not my aud. [#solopr](#)



[KristK](#) 1:19pm via [TweetGrid.com](#)

RT @[karensxim](#): Affordability not always the issue but effectiveness, clients are not paying PR to use the wires [#solopr](#)



[mndbarber](#) 1:19pm via [TweetChat](#)

Exactly! RT @[karensxim](#): @[joeldon](#) Affordability not always the issue but effectiveness, clients are not paying PR to use the wires [#solopr](#)



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

Agree RT @[ScribnerPR](#): A1 I agree. The ROI of high end wire services is not really warranted anymore, IMHO. [#solopr](#)



[KristK](#) 1:19pm via [TweetGrid.com](#)

RT @[mdbarber](#): A1 Most of the MR work here is localized markets so don't need distribution service. Depends on client, target & scope [#solopr](#)



[joeldon](#) 1:19pm via [TweetDeck](#)

A1: Risk of using no-cost distribution is content may not get pushed into archival research databases and major portals [#solopr](#)



[lanarushing](#) 1:19pm via [web](#)

@[joeldon](#) targeted pitching! [#solopr](#)



[KellyeCrane](#) 1:19pm via [TweetDeck](#)

@[NealSchaffer](#) Any tweet that calls [#SoloPR](#) pros royalty gets a favorite, in my book. :-)



[jgombita](#) 1:18pm via [web](#)

@[joeldon](#) surprised you didn't use @[marketwire](#) account either.... [#solopr](#)



[ScribnerPR](#) 1:18pm via [TweetDeck](#)

A1 I agree. The ROI of high end wire services is not really warranted anymore, IMHO. [#solopr](#)



[lanarushing](#) 1:18pm via [TweetDeck](#)

RT @[AerialEllis](#): This never fails. RT @[criticalmention](#): A1. You get what you pay for... [#solopr](#)



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

A1: I find little value in the auto-pickups from TV and biz journal websites that post from newswires. Fleeting impact, not my aud. [#solopr](#)



[Blisser](#) 1:18pm via [TweetDeck](#)

@[dariasteigman](#) @[mdbarber](#) Thanks so much! @[todder4news](#) is with our President engaging in some civic events today. [#solopr](#)



[NealSchaffer](#) 1:18pm via [TweetGrid.com](#)

Did someone say that [#SoloPR](#) tweeps are on the chat? Welcome - you are all royalty in my book ;-)  
[#VocusChat](#)



[KellyeCrane](#) 1:18pm via [TweetDeck](#)

A1: The Google Farmer/Panda update means "hits" on worthless sites don't contribute to SEO. Big impact on free dist sites, IMO [#solopr](#)



[MarketingMel](#) 1:18pm via [TweetChat](#)

@[jgombita](#) You are right! @[marketwire](#) is good to PR peeps! [#SoloPR](#)



[jgombita](#) 1:18pm via [TweetDeck](#)

RT @[joeldon](#): Always wondered: If a biz can't afford \$200-\$300 to issue a release on a service like Marketwire, how can they afford outside PR? [#solopr](#)



[kiajarmon](#) 1:18pm via web

True RT Always wondered: If biz can't afford \$200-\$300 to issue a release on a svc like Marketwire, how can they afford outside PR? [#solopr](#)



[karensxim](#) 1:18pm via TweetChat

@[joeldon](#) Affordability not always the issue but effectiveness, clients are not paying PR to use the wires [#solopr](#)



[mndbarber](#) 1:18pm via TweetChat

A1 - Most of the MR work here is localized markets so don't need distribution service. Depends on client, target & scope. [#solopr](#)



[SocialDani](#) 1:18pm via TweetDeck

[#SoloPR](#) Tardy but present. Hi all from Memphis!



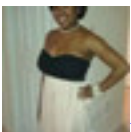
[AerialEllis](#) 1:17pm via TweetDeck

Exactly! RT @[joeldon](#): If a biz cant afford \$200-300 to issue a release on a service like Marketwire, how can they afford outside PR? [#solopr](#)



[thawrite1](#) 1:17pm via TweetDeck

RT @[AerialEllis](#): This never fails. RT @[criticalmention](#): A1. You get what you pay for... [#solopr](#)



[tronise](#) 1:17pm via TweetDeck

RT @joeldon: Always wondered: If a biz can't afford \$200-\$300 to issue a release on a service like Marketwire, how can they afford outside PR? [#solopr](#)



[prweb](#) 1:17pm via [TweetDeck](#)

@[ScribnerPR](#) @[KristK](#) Oh hello [#solopr](#) pros! Thanks for the kind shout. Lurking here and in [#vocuschat](#) if you'd like to stop by later.



[mdbarber](#) 1:17pm via [TweetChat](#)

@[Blisser](#) Good to see you here. Was just going to ping you & Todd. Glad you're here. [#solopr](#)



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

A1: have to give shoutout to @[newswise](#) too -- great for med/science/health news. We reach targeted reporters and they find us too. [#solopr](#)



[criticalmention](#) 1:17pm via [TweetDeck](#)

haha great quote RT @[jgombita](#) @[davidestok](#) Free costs too much! [#solopr](#)



[AerialEllis](#) 1:16pm via [TweetDeck](#)

This never fails. RT @[criticalmention](#): A1. You get what you pay for... [#solopr](#)



[3HatsComm](#) 1:16pm via [TweetChat](#)

A1 Interested in responses; curious if any are esp. good for local campaigns? [#solopr](#)



[joeldon](#) 1:16pm via [TweetDeck](#)

Always wondered: If a biz can't afford \$200-\$300 to issue a release on a service like Marketwire, how can they afford outside PR? [#solopr](#)



[ScribnerPR](#) 1:16pm via [TweetDeck](#)

Ditto! RT [@KristK](#): A1: I lean toward [@PRWeb](#) for online pickup. It's easy to use and affordable. [#solopr](#)



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

[@Blisser](#) Jump right in. We're a friendly crew. [#solopr](#)



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

[@kiajarmon](#) Hello! Goodbye! :-)  
[#solopr](#)



[KristK](#) 1:16pm via [TweetGrid.com](#)

A1: I lean toward [@PRWeb](#) for online pickup. It's easy to use and affordable. [#solopr](#)



[lanarushing](#) 1:15pm via [web](#)

A1. I prefer [@businesswire](#) or [@prnewswire](#)... not a fan of the free or cheap distro sites. [#solopr](#)



[SoloPR](#) 1:15pm via [TweetGrid.com](#)

Fascinating RT [@akenn](#): M1. ...Tested 1/2 dozen free sites once and was shocked by no results at all  
[#solopr](#)



[criticalmention](#) 1:15pm via TweetChat

A1 No one uses PRnewswire or buisnesswire? [#solopr](#)



[ScribnerPR](#) 1:15pm via TweetDeck

Late to the party! Lori here from San Diego area. [#solopr](#)



[jgombita](#) 1:15pm via web

@[criticalmention](#) ha! In the words of @[davidestok](#) (except in this case it was regarding newspaper trade/copy): Free costs too much! [#solopr](#)



[Blisser](#) 1:15pm via TweetDeck

Good Afternoon! I work w/ many in your industry, & have been listening for the last few weeks. I'd like to join the conversation! [#solopr](#)



[AerialEllis](#) 1:15pm via TweetDeck

@[SoloPR](#) Depends. Mostly point audience to Pitch Engine and media to PR Newswire. [#solopr](#)



[SoloPR](#) 1:15pm via TweetGrid.com

True in so many aspects of life! RT @[criticalmention](#): A1. You get what you pay for... [#solopr](#)



[karensim](#) 1:15pm via TweetChat

A1: Depends on goals, don't often use wires but have liked traditional for broad coverage, CisionWire & PitchEngine for online & SEO [#solopr](#)



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

@[3HatsComm](#) Rush time? That always drives me crazy. [#solopr](#)



[criticalmention](#) 1:14pm via [TweetDeck](#)

@[JanetLFalk](#) Sounds great. We'll keep our fingers crossed for you. Exciting news :) [#soloPR](#)



[kiajarmon](#) 1:14pm via [web](#)

Love [#soloPR](#) but can stay around..Kia Jarmon here, Creative Director for @[mepragency](#)...popping in and out, always love the chats!



[jgombita](#) 1:14pm via [web](#)

Hey, you really should say @[marketwire](#) @[MarketingMel](#) (I know my pals who work there will be delighted with your props.) [#solopr](#)



[3HatsComm](#) 1:14pm via [TweetChat](#)

@[jgombita](#) I'm playing (and losing) the 'hurry up and wait, now RUSH' game on a couple projects. [#solopr](#)



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

Nice! Do you point people to them both? RT @[AerialEllis](#): Often combine PR Web & Pitch Engine. Free & fee. Works like a charm [#solopr](#)



akenn 1:14pm via TweetChat

A1. I use Marketwire - good results for the price. Tested 1/2 dozen free sites once and was shocked by no results at all [#solopr](#)



AerialEllis 1:13pm via TweetDeck

Also good results with PR Newswire [#solopr](#)



JanetLFalk 1:13pm via TweetDeck

@[criticalmention](#) Potential supervisory work from PR agency in January. Mentor jr accr execs on media outreach for fun and profit. [#soloPR](#)



SoloPR 1:13pm via TweetGrid.com

Good to know! RT @[MarketingMel](#): A. 1 Good results w/ Marketwire not as good w/ freebies. [#solopr](#)



criticalmention 1:13pm via TweetChat

A1. You get what you pay for... [#solopr](#)



AerialEllis 1:12pm via TweetDeck

Often combine PR Web & Pitch Engine. Free & fee. Works like a charm [#solopr](#)



KellyeCrane 1:12pm via TweetDeck

A1: I often use a @[BusinessWire](#) local circuit- lower cost than nat'l, and you get trades for free. [#solopr](#)



[JanetLFalk](#) 1:12pm via [TweetDeck](#)

PR Pro I subcontract to referred me to PR Web. [#soloPR](#)



[criticalmention](#) 1:12pm via [TweetChat](#)

RT [@SoloPR](#): Q1: What news release/news wire services get your high ranking? Free or for a fee. What has worked for you? [#solopr](#)



[MarketingMel](#) 1:12pm via [TweetChat](#)

A. 1 Good results w/ Marketwire not as good w/ freebies. [#SoloPR](#)



[lanarushing](#) 1:12pm via [web](#)

[@SoloPR](#) [@KellyeCrane](#) Lana Rushing here from LA... joining the chat... [#solopr](#)



[criticalmention](#) 1:12pm via [TweetDeck](#)

[@JanetLFalk](#) New day, new people, new chat? What's old? =P how about yourself? [#soloPR](#)



[KristK](#) 1:11pm via [TweetGrid.com](#)

RT [@SoloPR](#): Q1: What news release/news wire services get your high ranking? Free or for a fee. What has worked for you? [#solopr](#)



[KellyeCrane](#) 1:11pm via [TweetDeck](#)

RT @SoloPR: Q1: What news release/news wire services get your high ranking? Free or for a fee. What has worked for you? [#solopr](#)



[KristK 1:11pm via TweetGrid.com](#)

Hello to my [#solopr](#) pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof).



[jgombita 1:10pm via web](#)

@[3HatsComm](#) me, too. Have to do some promo of [@terryflynn's #PRDefined](#) commentary post (which I just published on [@prconversations](#)). [#solopr](#)



[criticalmention 1:10pm via TweetChat](#)

Just a heads up, will probably have to leave midway through but will continue to listen in! [#solopr](#)



[SoloPR 1:10pm via TweetGrid.com](#)

Q1: What news release/news wire services get your high ranking? Free or for a fee. What has worked for you? [#solopr](#)



[MarketingMel 1:10pm via TweetChat](#)

Hello friends. Signing in while dining at Panera after a great client consultation! [#SoloPR](#)



[3HatsComm 1:09pm via TweetDeck](#)

Lurking and multitasking during today's [#soloPR](#) chat.



JanetLFalk 1:09pm via TweetDeck

@criticalmention Always a pleasure. what's new? #soloPR



mdbarber 1:09pm via TweetChat

@SoloPR Tweetchat rather slow today as well. #solopr



SoloPR 1:09pm via TweetGrid.com

Q1 is coming up... #solopr



karenskim 1:09pm via TweetChat

Karen Swim, 8 years solo, logging in from Michigan, tired but glad to be here! #solopr



criticalmention 1:08pm via TweetChat

@JanetLFalk Great seeing you again :) #solopr



KellyeCrane 1:08pm via TweetDeck

RT #solopr BTW, if you can spare a FB Like for my ugly bathrm: [on.fb.me/rBj4ca](https://on.fb.me/rBj4ca) I'll cover contests from winners perspective if I win!



SoloPR 1:08pm via TweetGrid.com

Hi everyone - glad to see a great crowd joining! FYI- Tweetgrid seems to be moving slowly, but we'll soldier on! #solopr



[JanetL.Falk](#) 1:08pm via [TweetDeck](#)

Hello, hello. NYC PR Pro w/ Wall Street, law firm, nonprofit and small biz experience and clients. subcontract. [#soloPR](#) Who else is here ?



[karens.wim](#) 1:07pm via [TweetChat](#)

@[cloudspark](#) I'll miss your insights but glad you can at least listen :-). What a crazy time of year! [#solopr](#)



[m.d.barber](#) 1:07pm via [TweetChat](#)

Hoping to join solopr chat today; lots on my plate so it may not last. However...11 years solo; 30+ PR pro from Anchorage here. [#solopr](#)



[critical.mention](#) 1:07pm via [TweetChat](#)

Hello everyone! :) We are a real-time broadcast monitoring agency based in the big apple! Happy to be joining [#solopr](#)



[cloudspark](#) 1:05pm via [HootSuite](#)

@[karens.wim](#) listening in to [#solopr](#) today, getting ready to present this afternoon



[karens.wim](#) 1:04pm via [TweetChat](#)

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](#)



[KellyeCrane](#) 1:04pm via [TweetDeck](#)

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)



[SoloPR 1:04pm via TweetGrid.com](#)

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



[socialitestatus 1:04pm via TweetGrid.com](#)

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). [#solopr](#)



[SoloPR 1:03pm 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](#)