



<http://soloprpro.com>

#SoloPR Chat Transcript – 1/25/2012

1. Has anyone used Bulldog Reporter's Media Pro media directory (or other alternative to the big databases)?
2. News of Paula Deens PR rep quitting broke today, what lessons can we learn from this case?
3. Is all the negativity in the GOP race bad PR for Republicans? Or is it just status quo for every election?



[KateRobins 2:18pm via TweetChat](#)

[@rajean](#) Don't you hate it when that happens? I'm sorry for you but you can get psyched about the transcripts. [#solopr](#)



[rajeon 2:14pm via web](#)

How did I miss that it is Wed? Checking [#solopr](#) for good content/dish now [@KateRobins](#) [@John_Trader1](#) [@3HatsComm](#)



[LakamarAustin 2:12pm via web](#)

RT [@SoloPR](#) On the Paula Deen issue, checkout [@karensxim](#)'s Storify w/lots of articles: ht.ly/8Gbst [#solopr](#)



[SandraSays 2:12pm via TweetGrid.com](#)

RT [@SoloPR](#): On the Paula Deen issue, checkout [@karensxim](#)'s Storify w/lots of articles: ht.ly/8Gbst [#solopr](#)



[KateRobins 2:11pm via TweetChat](#)

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John_Trader1 ...in-house folks have to handle whatever comes with the salary. PR client selection could be very powerful stuff. [#solopr](#)



[SoloPR 2:10pm via TweetGrid.com](#)

On the Paula Deen issue, checkout [@karens swim](#)'s Storify w/lots of articles: ht.ly/8Gbst [#solopr](#)



[KateRobins 2:09pm via TweetChat](#)

[@John_Trader1](#) Just got that. Was late, just read Post -- thanks. Indie pr could like the next ins. Won't cover you if you're sunk. [#solopr](#)



[KellyeCrane 2:07pm via TweetDeck](#)

[@joeldon](#) Of course- we wish you all the best in the app endeavor! [#solopr](#)



[John_Trader1 2:05pm via HootSuite](#)

RT [@KateRobins](#): [@John_Trader1](#) Awards go to those who i.d. what malfunctions in society. Positive reads like Pravda. Sadly. [#solopr](#)



[John_Trader1 2:02pm via TweetChat](#)

[@KateRobins](#) Was trying to keep in the spirit of Q2 that touched on Deen story...and not promote an unhealthy diet! [#solopr](#)



[joeldon 2:02pm via TweetDeck](#)

[@SoloPR](#) [@KellyeCrane](#) A lively session, and thanks for the app mention ;-)
[#solopr](#)



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[KateRobins](#) 2:01pm via TweetChat

@[jgombita](#) send it when it's done, ok? [#solopr](#)



[KateRobins](#) 2:01pm via TweetChat

@[John_Trader1](#) oxymoronic perhaps but enjoy. (I won't say they sound good.) [#solopr](#)



[EvaInGreatLakes](#) 2:00pm via TweetChat

RT @[karensxim](#): I would not hire an employee who aired prev employers' dirty laundry, same applies to PR [#solopr](#)



[3HatsComm](#) 2:00pm via TweetChat

@[akenn](#) yeah it'd be dull as dirt watch actual leadership, ratings nightmare. :) [#SoloPR](#)



[KateRobins](#) 2:00pm via TweetChat

@[John_Trader1](#) Awards go to those who i.d. what malfunctions in society. Positive reads like Pravda. Sadly. [#solopr](#)



[John_Trader1](#) 2:00pm via TweetChat

@[jgombita](#) Send me the link when it's ready Judy. Thanks. [#solopr](#)



[KellyeCrane](#) 2:00pm via TweetDeck

@[John_Trader1](#) @[akenn](#) I also find it interesting to note when a candidate chooses to get righteously indignant, and when it works [#solopr](#)

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[karensxim 2:00pm via TweetChat](#)

Well that got the adrenalin pumping! Thanks [@SoloPR](#) and solo peeps for chat! [#solopr](#)



[John Trader1 1:59pm via TweetChat](#)

[@SoloPR](#) [@KellyeCrane](#) great chat today - hope to join more often. Smart cookies in here. Low-fat sugar free smart cookies. [#solopr](#)



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

Remember, we keep chatting on the hashtag all week! Transcript/Storify will be up tomorrow. [#solopr](#)



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

[@John Trader1](#) [@akenn](#) min. away from publishing [@TylerOrchard](#)'s guest post on gov't & PR2.0. He has some stuff on negative campaigns! [#solopr](#)



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

RT [@John Trader1](#): [@akenn](#) Negativity theme can be paralleled to other PR verticals - ex. Cola wars, autos, etc. Just more subtle. [#solopr](#)



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

[@John Trader1](#) yes and not as personal (you're right - it's an age-old tactic) [#soloPR](#)



[RAntonette 1:57pm via TweetChat](#)

#SoloPR Chat Transcript – 1/25/2012



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Thanks! [#solopr](#)



[SoloPR 1:57pm via TweetGrid.com](#)

Next edition of the free [#solopr](#) newsletter goes out tomorrow - if you haven't signed up yet: eepurl.com/dwfFD



[SoloPR 1:56pm via TweetGrid.com](#)

Well, the clock on the wall is winding down. Thanks everyone for joining - interesting discussions! [#solopr](#)



[John_Trader1 1:56pm via TweetChat](#)

[@akenn](#) Negativity theme can be paralleled to other PR verticals - for ex. Cola wars, automobiles, etc. Just more subtle. [#solopr](#)



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

[@3HatsComm](#) You mean demonstrate how they get along, bridge differences, work together? Nahh...no one wants to see that! [#soloPR](#)



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

We can learn and apply much in the best interest of our clients by observing how candidates' teams handle/mishandle [#soloPR](#) A3



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

Very true. RT [@KellyeCrane](#): [@John_Trader1](#) Maybe we know more about what we dont want, than what we do want (pos vs. neg)? [#solopr](#)

#SoloPR Chat Transcript – 1/25/2012



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

RT [@SoloPR](#): LOL- yes. But we can still learn from them, I think. MT [@akenn](#): ...Politics is different breed of PR (I hope). [#solopr](#)



[SoloPR](#) 1:54pm via TweetGrid.com

Very true RT [@LoisMarketing](#): This is campaigning. It's how it works! [#solopr](#)



[3HatsComm](#) 1:54pm via TweetChat

[@akenn](#) Agreed. And wouldn't a goog way to make news, real impact be - positive, be different? Good way to rise above, stand out. [#SoloPR](#)



[John Trader1](#) 1:54pm via TweetChat

[@KellyeCrane](#) Very true Kelly, we often choose candidates based on what they fail at vs. where they excel. [#solopr](#)



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

Didn't "spin" originate fr political PR circles? RT [@akenn](#): "Going negative" is common/understood tactic. Politics is diff breed PR [#soloPR](#)



[SoloPR](#) 1:54pm via TweetGrid.com

LOL- yes. But we can still learn from them, I think. MT [@akenn](#): ...Politics is different breed of PR (I hope). [#solopr](#)



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

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We as [#SoloPR](#) pros can learn much from stepping outside of being "voter" or "citizen" and asking, what would I do as his/her publicist? A3



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

A3 [#Gabbygiffords](#)' presence last night effectively reminded us that ugly behavior goes well beyond primaries. [#solopr](#)



[_SoloDovePR](#) 1:53pm via [HootSuite](#)

[@RAntonette](#) I read it as, going where the money is. instead of trying to care for her brand which is now taking hits [#solopr](#)



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

[@John_Trader1](#) Maybe we know more about what we don't want, than what we do want (pos vs. neg)? [#solopr](#)



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

"Going negative" is common and understood tactic. Politics is different breed of PR (I hope). [#SoloPR](#)



[_SoloDovePR](#) 1:51pm via [HootSuite](#)

RT [@SoloPR](#): Salient point RT [@lynnwoolf](#): Unfortunately, at this point in race, negativity keeps you in the news. [#solopr](#)



[SoloDovePR](#) 1:51pm via [HootSuite](#)

RT [@SoloPR](#): Salient point RT [@lynnwoolf](#): Unfortunately, at this point in race, negativity keeps you in the news. [#solopr](#)

#SoloPR Chat Transcript – 1/25/2012



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

@[SoloDovePR](#) Ah. I simply read it as an ego clash. [#solopr](#)



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

This is campaigning. It's how it works! [#soloPR](#) A3



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

@[LoisMarketing](#) @[karens swim](#) don't know many "brands" that are defined as a chain of people, especially when it focuses on one person. [#solopr](#)



[KateRobins](#) 1:50pm via TweetChat

A3. As Auntie Em put it, "... well, being a Christian woman, I can't say it!" [#solopr](#)



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

A3: In general, the primary process seems tailor made for pandering (regardless of party), which is damaging long run. [#solopr](#)



[John Trader1](#) 1:50pm via TweetChat

A3: I find it interesting that the public seems to react more positively to PR focusing on weakness vs. strength [#solopr](#)



[BRUCommunicate](#) 1:49pm via HootSuite



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[@SoloPR](#) I think it's for status quo even though there are negative issues surrounding them
[#solopr](#)



[REDMEDIAPR](#) 1:49pm via Echofon

So true RT [@KateRobins](#): [@REDMEDIAPR](#) I'd rather not have vacations than need one.
[#solopr](#)



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

More immediacy and more soundbites now. Beyond that nothing has changed at the 'core' of campaigns and related PR. [#soloPR](#) A3



[SoloDovePR](#) 1:48pm via HootSuite

[@RAntonette](#) I read it. But I'm always under the impression there is more to the story [#solopr](#)



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

[@3HatsComm](#) Q3. With everyone. Messages are so cluttered now. [#solopr](#)



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

It's interesting to see how negativity is used; always a reflection of the individual IMO (shows strength, reveals flaws, etc) [#soloPR](#)



[iLivemore](#) 1:48pm via HootSuite

A3 A necessary evil - "biting the hand that feeds" - bound to hamper the pres. hopes of the one cand. who wins primary [#solopr](#)



<http://soloprpro.com>



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

A3. A lot of wiping out the response to this one and rephrasing. [#solopr](#)



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

Agree, many are vying for the Rep nod. [@John_Trader1](#): A3: ...If Republicans were incumbent, Dem's would be doing the same thing. [#solopr](#)



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

A3: Status quo unfortunately but from a PR perspective not a strategy I would promote [#solopr](#)



[SoloDovePR](#) 1:47pm via HootSuite

bad pr RT [@SoloPR](#): Q3: Is all the negativity in the GOP race bad PR for Republicans? Or is it just status quo for every election? [#solopr](#)



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

Salient point RT [@lynnwoolf](#): Unfortunately, at this point in race, negativity keeps you in the news. [#solopr](#)



[John_Trader1](#) 1:47pm via TweetChat

A3: Doesn't the PR negativity speak indirectly to the consumer's conscience on the most effective way to sway voter sentiment? [#solopr](#)



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



<http://soloprpro.com>

@[jgombita](#) Completely agree with you [#solopr](#)



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

@[_SoloDovePR](#) You prob need to read the NY Post story, but I'd note that pub'st and Deen are near equals in respective fields. [#solopr](#)



[3HatsComm](#) 1:46pm via TweetChat

With whom? Voting public.. or just media, pundits? RT [@lynnwoolf](#): Unfortunately, at this point, negativity keeps you in the news. [#SoloPR](#)



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

@[jgombita](#) Paula IS the brand. She's not just the CEO. [#solopr](#) [@karensxim](#)



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

A3: I think the primary season is always tough on the non-incumbent party. Things almost always get ugly. [#solopr](#)



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

RT [@SoloPR](#): Q3: Is all the negativity in the GOP race bad PR for Republicans? Or is it just status quo for every election? [#solopr](#)



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

@[karensxim](#) true. Ergo, I suspect she listened to the counsel of her business adviser, more than that of her publicist. [#solopr](#)



<http://soloprpro.com>



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

Sorry I'm missing out on [#solopr](#) today guys - preparing for a [@Vocus](#) webinar - I'll catch up later!



[KateRobins](#) 1:45pm via TweetChat

Thanks for that. RT [@SoloPR](#): Please keep in mind that Q3 is about PR, not politics. We stay above the fray. :-) [#solopr](#)



[John Trader1](#) 1:45pm via TweetChat

A3: This is clearly PR of EVERY election. If Republicans were incumbent, Dem's would be doing the same thing. [#solopr](#)



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

Unfortunately, at this point in race, negativity keeps you in the news. [#solopr](#)



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

[@LoisMarketing](#) in this case I think it's more a pyramid than a chain. PD is at the top (or encased inside). :-) cc [@karensxim](#) [#solopr](#)



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

RT [@SoloPR](#): Q3: Is all the negativity in the GOP race bad PR for Republicans? Or is it just status quo for every election? [#solopr](#)



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

#SoloPR Chat Transcript – 1/25/2012



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A3: Both. [#solopr](#)



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

Status quo for every election. [#soloPR](#) A3



[iLivemore 1:44pm via HootSuite](#)

[@_SoloDovePR](#) Deen's publicist would have walked away with a nice endorsement check too, I would imagine.. [#solopr](#)



[3HatsComm 1:44pm via TweetChat](#)

Such great quips today, fave button getting workout. RT [@KateRobins](#): [@REDMEDIAPR](#) Id rather not have vacations than need one. [#SoloPR](#)



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

Please keep in mind that Q3 is about PR, not politics. We stay above the fray. :-) [#solopr](#)



[SoloDovePR 1:44pm via HootSuite](#)

No one just quits in the being of the first quarter after six years, so if that can happen. What else is paula hiding [#solopr](#)



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

[@jgombita](#) [@karensxim](#) A chain is only as strong as its weakest link. Paula is a link. I predict beginning of end of her dynasty [#solopr](#)



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[AerialEllis 1:43pm via SocialScope](#)

Yes. RT [@KellyeCrane](#): A2: ...Getting to pick and choose clients (based on ethics and other reasons) is best thing about [#solopr](#)



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

[@SoloPR](#) Besides, someone will prolly believe in it if you don't. Often just a crummy match. [#solopr](#)



[iLivemore 1:43pm via HootSuite](#)

Imagine how Deen's rep must have felt. RT [@3HatsComm](#): If it don't feel right, prob isn't [#solopr](#)



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

Q3: Is all the negativity in the GOP race bad PR for Republicans? Or is it just status quo for every election? [#solopr](#)



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

Oh my - love that! RT [@KateRobins](#): [@REDMEDIAPR](#) I'd rather not have vacations than need one. [#solopr](#)



[SoloDovePR 1:43pm via HootSuite](#)

A2 the reason people care that paula deens publicist quit is that it speaks the issue that she has been hiding facts [#solopr](#)



<http://soloprpro.com>



[karens swim](#) 1:42pm via TweetChat

@[jgombita](#) Those involved in negotiating deal, if you are going to link your brand you should do due diligence [#solopr](#)



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

MT @[REDMEDIAPR](#): A2. Agree. Have hard rule - if I don't believe in it - we don't take biz [#solopr](#)



[3HatsComm](#) 1:42pm via TweetChat

If it don't feel right, prob isn't RT @[KellyeCrane](#): A2: getting to pick, choose clients (ethics, other reasons) is best thing about [#SoloPR](#)



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

@[REDMEDIAPR](#) I'd rather not have vacations than need one. [#solopr](#)



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

Also rather than just accepting, we are in the position to go out and recruit and win, connect ourselves with quality clients [#soloPr](#)



[jgombita](#) 1:41pm via web

@[karens swim](#) who do you consider a part of her (failing) "team?" Business advisor, tax accountant? c @[John_Trader1](#) [#solopr](#)



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

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MT @lynnwoolf: actions should be driven by this "safeguard confidences; protect confidential info" @PRSA ethics bit.ly/a9fC0D #solopr



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

RT @REDMEDIAPR: Have hard rule - if I dont believe in it - we dont take biz (makes for lean months sometimes, but never lose sleep) #solopr



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

@REDMEDIAPR Absolutely. It's probably what unites us. #solopr



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

@RAntonette Tacky, even. But when did that become immoral? #solopr



[RegineNelson](#) 1:41pm via HootSuite

:) RT @KellyeCrane: A2: ...Getting to pick and choose clients (based on ethics and other reasons) is best thing about #solopr



[SoloDovePR](#) 1:41pm via HootSuite

@KellyeCrane Re: A2 agreed and when things venture off now when to leave, but leave gracefully #solopr



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

@3HatsComm You'll get no arguments from me on that one! ;-) #solopr



<http://soloprpro.com>



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

A2. Agree. Have hard rule - if I don't believe in it - we don't take biz (makes for lean months sometimes, but never lose sleep) [#solopr](#)



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

I think all actions should be driven by this, "safeguard confidences; protect confidential info," [@PRSA](#) ethics: bit.ly/a9fC0D [#solopr](#)



[3HatsComm 1:40pm via TweetChat](#)

[@karensxim](#) Your mother's one smart woman. :-) [#SoloPR](#)



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

It's the perk! RT [@KellyeCrane](#): A2: ...Getting to pick and choose clients (based on ethics and other reasons) is best thing about [#solopr](#)



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

[@KellyeCrane](#) So so true! We are SOLO. We can seek out and choose best clients, those most open to our counsel. [#soloPR](#)



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

Lively discussion everyone! Here comes another juicy topic as Q3... [#solopr](#)



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



<http://soloprpro.com>

@[jgombita](#) @[John_Trader1](#) My understanding is after the warning, Deen was not aware of it but that is yet another failing of her team [#solopr](#)



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

This how celeb/gossip PR rolls - power pub'sts are a part of the story. I don't find it unethical. Unusual perhaps. [#solopr](#)



[jgombita](#) 1:39pm via [web](#)

@[KellyeCrane](#) ate 1/3 of my chicken fried steak at conference luncheon in San Antonio. That 1/3 lunch "stayed" with me all day/night! [#solopr](#)



[3HatsComm](#) 1:39pm via [TweetChat](#)

@[KellyeCrane](#) Exactly, more armchair quarterbacking.. that I'm not sure accomplishes much outside these circles. [#SoloPR](#)



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

A2: Back to the central question: I think getting to pick and choose clients (based on ethics and other reasons) is best thing about [#solopr](#)



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

"Herd" may not have been the best choice of terms. Sorry for the visual ;) Ha! [#soloPr](#)



[John_Trader1](#) 1:38pm via [TweetChat](#)

@[jgombita](#) After I believe. [#solopr](#)

#SoloPR Chat Transcript – 1/25/2012



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

N-E-V-E-R RT [@karensxim](#): [@3HatsComm](#) Ha! My mother always taught me to never burn bridges, its served me well these 48 years! [#solopr](#)



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

Paula Deen is a weakened brand in the "herd" -- now easily targeted by the media from every angle! [#solopr](#)



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

Didn't Charlie Sheen's PR rep quit after the rants? [#solopr](#)



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

RT [@makasha](#): RT [@kcwriter](#): [@3HatsComm](#) I think the PR rep quitting can boost the public impression thats somethings really wrong. [#solopr](#)



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

As PR pros we know the traps and owe it to profession not to fall into them. Public statements about employers' ethics are no-no. [#soloPR](#)



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

So public PR rep announcements of quitting definitely should be used judiciously. [#solopr](#)



[John_Trader1](#) 1:38pm via TweetChat



<http://soloprpro.com>

Absolutely. RT [@kcwriter](#): [@3HatsComm](#) I think the PR rep quitting can boost the public impression thats somethings really wrong. [#solopr](#)



[jgombita](#) 1:37pm via web

[@karensxim](#) [@John_Trader1](#) when did her pharma contract take effect--before or AFTER FDA warning (in 2011). Diagnosis was 3 years ago. [#solopr](#)



[RegineNelson](#) 1:37pm via HootSuite

RT [@KateRobins](#): RT [@karensxim](#): I would not hire an employee who aired prev employers dirty laundry, same applies to PR [#solopr](#)



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

[@jgombita](#) Chicken fried steak. Mmmm.... :-) [#solopr](#)



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

I agree! RT [@kcwriter](#): [@3HatsComm](#) I think the PR rep quitting can boost the public impression thats somethings really wrong. [#solopr](#)



[RegineNelson](#) 1:37pm via HootSuite

RT [@kcwriter](#): [@3HatsComm](#) I think the PR rep quitting can boost the public impression that's something's really wrong. [#solopr](#)



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

RT [@kcwriter](#): [@3HatsComm](#) I think the PR rep quitting can boost the public impression thats somethings really wrong. [#solopr](#)



<http://soloprpro.com>



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

[@3HatsComm](#) Ha! My mother always taught me to never burn bridges, it's served me well these 48 years! [#solopr](#)



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

[@3HatsComm](#) I think the PR rep quitting can boost the public impression that's something's really wrong. [#solopr](#)



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

[@3HatsComm](#) [@akenn](#) [@John_Trader1](#) I think the "publicist quit" stories are usually just part of the media piling on. [#SoloPR](#)



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

[@John_Trader1](#) simply beef, not deep-fried chicken (steak)? Just kidding. I agree w you. It's a huge disconnect of image. Tarnishing. [#solopr](#)



[KateRobins](#) 1:35pm via TweetChat

RT [@karenskim](#): I would not hire an employee who aired prev employers dirty laundry, same applies to PR [#solopr](#)



[3HatsComm](#) 1:35pm via TweetChat

See also, angry Lamebook rants. ;) RT [@karenskim](#) I wouldn't hire employee who aired prev employers dirty laundry, same applies to PR [#SoloPR](#)



<http://soloprpro.com>



[karens swim](#) 1:35pm via TweetChat

@[John Trader1](#) not to mention an endorsement for a drug that rec'd an FDA warning in 2011 cc
@[jgombita](#) #solopr



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

@[TracyShryerPR](#) Jennifer Hudson analogy is interesting! Does an audience hold those they think they know to higher standard? #solopr



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

@[TracyShryerPR](#) I don't see the relation, I'm sorry. #solopr



[karens swim](#) 1:34pm via TweetChat

@[kcwriter](#) Great ethical minds... :-) #solopr



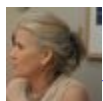
[John Trader1](#) 1:34pm via TweetChat

@[jgombita](#) I guess my beef is hiding the diabetes, touting the fatty diet and then walking away smiling with the pharma endorsement. #solopr



[SoloDovePR](#) 1:34pm via HootSuite

@[John Trader1](#) this is every true but sometimes you have to stick to your guns. its could be a slippery slope #solopr RE: A2



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



<http://soloprpro.com>

RT @akenn: I always thought PR reps shouldnt be part of the story. [#solopr](#)



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

@KellyeCrane @akenn @John_Trader1 Is it also an 'insider' issue, does anyone else care about PR firm or why they quit? [#SoloPR](#)



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

@karensxim You said it better than I did. [#solopr](#)



[BRUCommunicate](#) 1:33pm via HootSuite

no trust is there . RT @karensxim: I would not hire an employee who aired prev employers' dirty laundry, same applies to PR [#solopr](#)



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

Same Q I had about the Kardashian publicist. RT @akenn: Will PR reps new boss wonder if he/she will publicly diss their brand too? [#solopr](#)



[SoloDovePR](#) 1:33pm via HootSuite

RT @John_Trader1: So hard to do when \$millions are at stake RT : A2 stay true to your ethics. Dont do something simply for a check [#solopr](#)



[John_Trader1](#) 1:33pm via TweetChat

@akenn If they are acting ethically, shouldn't that not matter? [#solopr](#)



<http://soloprpro.com>



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

late. catching up. sorry. [#solopr](#)



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

Exactly! RT [@akenn](#): Will PR reps new boss wonder if he/she will publicly diss their brand too? [#solopr](#)



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

RT [@karensxim](#): I would always opt to exit gracefully unless co. is causing harm to others, i.e. fraud, health risk [#solopr](#)



[John_Trader1](#) 1:32pm via TweetChat

A2: Let's not forget that coincidentally, Deen's son launched his own "healthy" food show on The Cooking Channel recently. [#solopr](#)



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

I would not hire an employee who aired prev employers' dirty laundry, same applies to PR [#solopr](#)



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

Will PR rep's new boss wonder if he/she will publicly diss their brand too? [#soloPR](#)



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



<http://soloprpro.com>

@[John_Trader1](#) you mean building an empire on foods that are so bad for people (but so yummy!), or simply the pharma endorsement? [#solopr](#)



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

RT @[LoisMarketing](#): 2 stories to learn from: PR firm publicizing break and how Paula Deen is handling her brand. Lots of lessons! [#solopr](#)



[karens swim 1:31pm via TweetChat](#)

As it should be RT @[KellyeCrane](#): @[akenn](#) @[John_Trader1](#) Yes, dont we usually just go quietly into that good night? J [#solopr](#)



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

@[LoisMarketing](#) not sure i get this. is jennifer hudson a sell out bc she endorses weight watchers when book comes out? [#solopr](#)



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

RT @[karens swim](#) A2 I'd opt to exit gracefully no matter the profession unless co. is causing harm 2 others, i.e. fraud, health risk [#solopr](#)



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

Two stories to learn from here: PR firm publicizing break and how Paula Deen is handling her brand. Lots of lessons! [#solopr](#) A2



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

MT @[iLivemore](#): A2 Annoc. her condition and then the drug deal merely one month later would have altered the narrative in her favor [#solopr](#)

#SoloPR Chat Transcript – 1/25/2012



<http://soloprpro.com>



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

RT @KellyeCrane: @akenn @John_Trader1 Yes, dont we usually just go quietly into that good night? J [#solopr](#)



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

A2: I would always opt to exit gracefully no matter the profession unless co. is causing harm to others, i.e. fraud, health risk [#solopr](#)



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

@akenn @John_Trader1 Yes, don't we usually just go quietly into that good night? J [#soloPR](#)



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

A2 - agree Dean should have shared condition, WAITED and then done drug deal AFTER she had time to make positive steps [#solopr](#)



[John_Trader1](#) 1:29pm via TweetChat

Here is the link to the Deen NY Post story - ow.ly/8GbFT [#solopr](#)



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

@KellyeCrane @jgombita It also depends on what termination terms were in the contract. That plus a moral stand is the best combo. [#solopr](#)



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



<http://soloprpro.com>

I always thought PR reps shouldn't be part of the story. [#soloPR](#)



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

Very poor. RT [@karensxim](#): A2: It was a poorly executed brand decision that called the brands integrity into question [#solopr](#)



[iLivemore](#) 1:28pm via HootSuite

A2 Announcing her condition and then the drug deal merely one month later would have altered the narrative in her favor incredibly [#solopr](#)



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

[@John_Trader1](#) [@jgombita](#) Publicist issued a statement that incl. "I could not agree with the new business strategy going forward" [#solopr](#)



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

A2: It was a poorly executed brand decision that called the brand's integrity into question [#solopr](#)



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

[@John_Trader1](#) [@KellyeCrane](#) I disagree. Unless publicist is famous, it's just an ego move and hurts the brand. [#soloPR](#)



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

[@karensxim](#) [@kcwriter](#) [@RAntonette](#) .. that is, go on Oprah to admit all and sell the **** out of her new diabetic cookbook! :) [#solopr](#)



<http://soloprpro.com>



[RegineNelson](#) 1:28pm via HootSuite

RT A2 Why it is considered greed - the purpose of biz is to make money. I think the approach not the decision to endorse was wrong [#solopr](#)



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

RT [@kcwriter](#) [@RAntonette](#): A2 Deen also didnt follow the usual timeline: admit to Oprah, build sympathy, wait awhile, then endorse. [#solopr](#)



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

Yes! RT [@makasha](#): A2: That brands should make transparent decisions based on internal growth/change. [#solopr](#)



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

RT [@kcwriter](#) [@RAntonette](#): A2 Deen also didnt follow the usual timeline: admit to Oprah, build sympathy, wait awhile, then endorse. [#solopr](#)



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

A2 Why it is considered greed - the purpose of business is to make money. I think the approach not the decision to endorse was wrong [#solopr](#)



[jgombita](#) 1:26pm via web

[@KellyeCrane](#) do we know whether she came forward to the media to "tell her story" ...or whether it was "investigated" out of her? [#solopr](#)



<http://soloprpro.com>



[John_Trader1](#) 1:26pm via TweetChat

A2: [@KellyeCrane](#) I think its ethical when it calls out immoral behavior - proves integrity of PR and works towards improving image. [#solopr](#)



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

[@RAntonette](#) [@SandraSays](#) diff. is she indicated WHY she quit...instead of getting damn "No comment" quote, when CEO/celeb won't talk! [#solopr](#)



[3HatsComm](#) 1:25pm via TweetChat

RT [@RegineNelson](#): Amen! RT [@SoloDovePR](#): A2 stay true to your ethics. Dont do something simply for a check [#SoloPR](#)



[John_Trader1](#) 1:25pm via TweetChat

[@jgombita](#) I think this was pure greed Judy. There is just no other way to explain it. [#solopr](#)



[makasha](#) 1:25pm via TweetChat

A2: Change is inevitable; the messages should be adjusted to communicate change. [#solopr](#)



[kcwriter](#) 1:25pm via TweetChat

Hee! RT [@RAntonette](#): A2 Deen also didnt follow the usual timeline: admit to Oprah, build sympathy, wait awhile, then endorse. [#solopr](#)



[KateWinckler](#) 1:25pm via TweetChat



<http://soloprpro.com>

testing, 1, 2 [#solopr](#)



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

I advise brands I believe in and wholly support. That's that way it should be for each of us. Not just about the check. [#solopr](#) A2



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

Late to the conversation. Catching up on what I missed. [#solopr](#)



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

[@jgombita](#) Good point! What do you think about publicists making public statements about why they quit? Is that ethical? [#solopr](#)



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

[@John_Trader1](#) in some ways she did this already, making millions off her recipes & restaurant. Almost went to it in Savannah--\$\$! [#solopr](#)



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

A2: That brands should make transparent decisions based on internal growth/change. [#solopr](#)



[John_Trader1](#) 1:23pm via TweetChat

So hard to do when \$millions are at stake > RT [@SoloDovePR](#): A2 stay true to your ethics. Dont do something simply for a check [#solopr](#)



<http://soloprpro.com>



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

Yes, that's a huge empire at risk! RT [@karensxim](#): A2: Case illuminates key challenges facing personal brands [#solopr](#)



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

Not following the Paula Deen saga. Why immoral? [#solopr](#)



[BRUCommunicate 1:23pm via HootSuite](#)

[@SoloPR](#) Her PRrep said “if you don’t believe in what your client wants to do, it’s your business to leave.” and I agree w/her [#solopr](#)



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

RT [@RAntonette](#): A2 Deen also didn't follow the usual timeline: admit to Oprah, build sympathy, wait awhile, then endorse. [#solopr](#)



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

Agreed RT [@KellyeCrane](#): A2: I don't have issue w/Deen keeping her condition private, except she chose to change position for a buck. [#solopr](#)



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

A2 Deen also didn't follow the usual timeline: admit to Oprah, build sympathy, wait awhile, then endorse. [#solopr](#)



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

#SoloPR Chat Transcript – 1/25/2012



<http://soloprpro.com>

In best interest for publicists to publicly distance themselves from certain corporations. Paula Deen is a corporation. [#solopr](#) A2



[John_Trader1](#) 1:23pm via [TweetChat](#)

A2: Does anyone know if the rep was interviewed and if so, what the link to the article is? [#solopr](#)



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

MT [@John_Trader1](#): A2 Don't sacrifice morality, integrity or transparency for blatant financial gain. ...consumers see through it [#solopr](#)



[RegineNelson](#) 1:22pm via [HootSuite](#)

Amen! RT [@SoloDovePR](#): A2 stay true to your ethics. Don't do something simply for a check [#solopr](#)



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

Amen! RT [@SoloDovePR](#): A2 stay true to your ethics. Dont do something simply for a check [#solopr](#)



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

I am always awed that "we" make the news too. RT [@jgombita](#): A2. That publicists can make news if her or his "counsel" is ignored... [#solopr](#)



[RegineNelson](#) 1:22pm via [HootSuite](#)

RT A2 Don't sacrifice morality, integrity or transparency for blatant financial gain. Modern consumers see right through this. [#solopr](#)

#SoloPR Chat Transcript – 1/25/2012



<http://soloprpro.com>



[SoloDovePR](#) 1:22pm via HootSuite

A2 stay true to your ethics. Don't do something simply for a check [#solopr](#)



[karens swim](#) 1:21pm via TweetChat

A2: Case illuminates key challenges facing personal brands [#solopr](#)



[RegineNelson](#) 1:21pm via HootSuite

RT [@SoloPR](#): Q2: News of Paula Deens PR rep quitting broke today, what lessons can we learn fr/this case? [#solopr](#)



[BRUCommunicate](#) 1:21pm via HootSuite

[@SoloPR](#) The client is going to make the decision that suits them. I believe her rep consulted her about not endorsing this brand [#solopr](#)



[kcwriter](#) 1:21pm via TweetChat

[@karens swim](#) Things have been hectic, which is why I've missed so many solopr chats! I think (hope) my life will slow down next week. [#solopr](#)



[RAntonette](#) 1:21pm via TweetChat

A2 Concur with [@jgombita](#) - good opp'y for the pub to get their name out. Didn't this also happen with Hilary Swank's pub'st? [#solopr](#)



[makasha](#) 1:21pm via TweetChat

#SoloPR Chat Transcript – 1/25/2012



<http://soloprpro.com>

RT @karensxim: A2: Like many I have been discussing and writing about Deen case, so many lessons there [#solopr](#)



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

Welcome those just joining - no such thing as "late" to [#solopr](#)!



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

if anyone interested in co-op for media database, DM me! [#solopr](#)



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

A2: Like many I have been discussing and writing about Deen case, so many lessons there [#solopr](#)



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

A2: I love this question (submitted by @John_Trader1, because IMO it deals with ethics. [#solopr](#)



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

A2. That publicists can now make news if her or his "counsel" is ignored by the celebrity. [I heard it yesterday.] [#solopr](#)



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

Hi. Just logging in ... [#solopr](#)



[John_Trader1 1:19pm via TweetChat](#)

#SoloPR Chat Transcript – 1/25/2012



<http://soloprpro.com>

A2 Don't sacrifice morality, integrity or transparency for blatant financial gain. Modern consumers see right through this. [#solopr](#)



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

RT @SoloPR: Q2: News of Paula Deens PR rep quitting broke today, what lessons can we learn fr/this case? [#solopr](#)



[RegineNelson](#) 1:19pm via HootSuite

RT A1: Depending on your indiv situation, you may end up better off subcontracting to someone w/existing contacts in new mkt. [#solopr](#)



[RegineNelson](#) 1:19pm via HootSuite

RT @ChristopherATX: @SoloPR A1: I use Cision. I really like it so far for list building, especially the ability to export to Excel. [#solopr](#)



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

Q2: News of Paula Deen's PR rep quitting broke today (re: diabetes drug endorsement), what lessons can we learn fr/this case? [#solopr](#)



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

@RAntonette did test. I like but it seems very slow. Is that because I was on trial? Need another user? DM me if yes [#solopr](#)



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

Great insights and tips, as always - thanks! Q2 is up next... [#solopr](#)

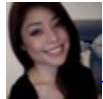


<http://soloprpro.com>



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

@[kewriter](#) Coming up for air, drafting email to you right now because I don't want to get distracted again! How are you? [#solopr](#)



[taloolah](#) 1:15pm via HootSuite

New Poll: 10 Most Hated Jobs--Dir. of [#Sales](#) & [#Marketing](#) ranks 2nd; Marketing Mgr. ranks 10th. bit.ly/xUmvyf [#CMO](#) [#solopr](#) [#usguys](#)



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

@[SoloPR](#) A1: I use Cision. I really like it so far for list building, especially the ability to export to Excel. [#solopr](#)



[RAntonette](#) 1:14pm via TweetChat

@[TracyShryerPR](#) Do their free test drive. It's different than Cision because its built for browser use, not off of spreadsheet. [#solopr](#)



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

A1: Depending on your indiv situation, you may end up better off subcontracting to someone w/existing contacts in new mkt. [#solopr](#)



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

@[karenswym](#) Hi Karen! I'm doing well, thanks! Keeping busy. And you? [#solopr](#)



<http://soloprpro.com>



[3HatsComm](#) 1:12pm via Twitter for iPad

@[SandraSays](#) true, starting from scratch sometimes harder, especially on tight deadline. [#soloPR](#)



[RAntonette](#) 1:11pm via TweetChat

@[SandraSays](#) We have individual seats under a master license. Working fine that way. [#solopr](#)



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

@[3HatsComm](#) own targeted lists give the most successful results; but it's not always an option for first foray into industry [#SoloPR](#)



[karenswym](#) 1:11pm via TweetChat

@[kcwriter](#) Hi Kelle! I owe you an email, charge it to the head not the heart :-). How are you?
[#solopr](#)



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

Good to know RT @[RAntonette](#): I have a MyMediaInfo co-op with other indies. We chose as an alternative to Cision. I'd give it a B+. [#solopr](#)



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

@[RAntonette](#) would like to know more about mymediainfo! [#solopr](#)



[REDMEDIAPR](#) 1:10pm via TweetDeck



<http://soloprpro.com>

We use Cision and split the cost with 2 other small firms - I would give it a B, most of the time I find what I need [#solopr](#)



[3HatsComm](#) 1:10pm via [TweetChat](#)

[@RegineNelson](#) Most of my campaigns are niche, I too ended up making updates and notes; better to use own targeted list. [#SoloPR](#)



[SandraSays](#) 1:10pm via [TweetDeck](#)

[@RAntonette](#) how do you like the co-op solution? I've been considering starting one [#solopr](#)



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

RT [@RegineNelson](#): A1: I've used Cision and Vocus. Both a great resources, but I have to add my own notes and build my own rel. [#solopr](#)



[RAntonette](#) 1:09pm via [TweetChat](#)

I have a MyMediaInfo co-op with other indies. We chose as an alternative to Cision. I'd give it a B+. [#solopr](#)



[ScottHepburn](#) 1:09pm via [HootSuite](#)

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](#) 1:09pm via [TweetGrid.com](#)

RT [@RAntonette](#): Media Pro is like having the Bacon's book on a computer. Not fancy. [#solopr](#)



<http://soloprpro.com>



[SandraSays 1:09pm via TweetChat](#)

RT @[RAntonette](#): Media Pro is like having the Bacon's book on a computer. Not fancy. [#solopr](#)



[SoloPR 1:08pm via TweetGrid.com](#)

Hi all! Great to see both new and veteran faces today. [#solopr](#)



[SandraSays 1:08pm via TweetDeck](#)

good afternoon from Houston, where it's currently raining hard enough to flood parts of the city
[#solopr](#)



[KellyeCrane 1:08pm via TweetDeck](#)

RT @[SoloPR](#): Q1: Has anyone used Bulldog Reporter's Media Pro media directory (or other alternative to the big databases)? [#solopr](#)



[RegineNelson 1:08pm via HootSuite](#)

A1: I've used Cision and Vocus. Both a great resources, but I have to add my own notes and build my own relationships. [#solopr](#)



[RAntonette 1:08pm via TweetChat](#)

Media Pro is like having the Bacon's book on a computer. Not fancy. [#solopr](#)



[kcwriter 1:08pm via TweetChat](#)



<http://soloprpro.com>

Kelle Campbell checking in from Columbia, MD. Hi all! [#solopr](#)



[TracyShryerPR 1:07pm via TweetGrid.com](#)

[#solopr](#)



[TracyShryerPR 1:07pm via TweetGrid.com](#)

Good afternoon from Chicago my fellow [#solopr](#) colleagues!



[SandraSays 1:07pm via TweetGrid.com](#)

RT [@SoloPR](#): Q1: Has anyone used Bulldog Reporter's Media Pro media directory (or other alternative to the big databases)? [#solopr](#)



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

Nice! MT [@jgombita](#): Gave mentions to [@SoloPR](#) & [@agotoronto](#) LI Groups in Social Capital Byte... windmillnetworking.com/2012/01/25/soc... [#solopr](#)



[SandraSays 1:07pm via TweetDeck](#)

[@SoloPR](#) that's a great question. I've bookmarked the service to try out, but haven't yet. [#solopr](#)



[RAntonette 1:06pm via TweetChat](#)

Checking from Long Beach. Sunny today. Hard part about these chats is having to remember which social accounts to unlink first. [#solopr](#)

#SoloPR Chat Transcript – 1/25/2012



<http://soloprpro.com>



[3HatsComm](#) 1:06pm via TweetChat

Davina from Atlanta, how's everyone today? [#SoloPR](#)



[karenswim](#) 1:06pm via TweetChat

RT [@SoloPR](#): Q1: Has anyone used Bulldog Reporters Media Pro media directory (or other alternative to the big databases)? [#solopr](#)



[karenswim](#) 1:06pm via TweetChat

Hi all Karen Swim from Michigan tuning in to chat [#solopr](#)



[karenswim](#) 1:05pm via TweetChat

RT [@SoloPR](#): FYI our own [@joeldon](#) has developed a time tracking app called TimeKeeper w/a free trial: bit.ly/xVkWm6 [#solopr](#)



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

Chiming in for [#solopr](#) chat! :) Hi everyone. ::waves::



[SoloPR](#) 1:05pm via TweetGrid.com

Q1: Has anyone used Bulldog Reporter's Media Pro media directory (or other alternative to the big databases)? [#solopr](#)



[John Trader1](#) 1:05pm via TweetChat

[@SoloPR](#) [@joeldon](#) Cool app Joe, thanks for sharing that with us. Anxious to try it out. [#solopr](#)

#SoloPR Chat Transcript – 1/25/2012



<http://soloprpro.com>



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

Welcome everyone! Q1 is coming up... [#solopr](#)



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

[@SoloPR](#) [@KellyeCrane](#) I'm Jen Z from [@CustomScoop](#), here to listen and learn. [#soloPR](#)



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

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



[SoloPR](#) 1:02pm via [TweetGrid.com](#)

While we gather, FYI our own [@joeldon](#) has developed a time tracking app called TimeKeeper w/a free trial: bit.ly/xVkWm6 [#solopr](#)



[karensim](#) 1:02pm 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](#)



[SoloPR](#) 1:01pm via [TweetGrid.com](#)

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



[KellyeCrane](#) 1:01pm via [TweetDeck](#)



<http://soloprpro.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 1:00pm 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](#)