



 **letranova**: RT [@KellyeCrane](#): Q2: Most PR pros understand the tumult in the media industry right now, but many clients don't yet. Req ongoing education #solopr

Wed May 26 - 1:49:14 pm



 **mdbarber**: RT [@KellyeCrane](#): Q3: How do you get in creative zone when you are feeling anything but creative & deadline looms? #solopr

Wed May 26 - 1:49:06 pm



 **karenswim**: RT [@KellyeCrane](#): Q3: How do you get in creative zone when you are feeling anything but creative & deadline looms? #solopr

Wed May 26 - 1:49:00 pm



 **KatTayls**: RT [@KellyeCrane](#): Q2: Most PR pros understand the tumult in the media industry right now, but many clients don't yet. Req ongoing education #solopr

Wed May 26 - 1:48:57 pm



 **ScottCircle**: RT [@KellyeCrane](#) Most PR pros understand the tumult in the media industry right now, but many clients dont yet. Req ongoing education #solopr

Wed May 26 - 1:48:53 pm



 **ruthseeley**: RT [@KellyeCrane](#): Q2: Most PR pros understand the tumult in the media industry right now, but many clients don't yet. Req ongoing education #solopr

Wed May 26 - 1:48:47 pm



 **dconconi**: RT [@KellyeCrane](#): Q2: PR pros understand the tumult in the media industry right now, but many clients dont yet. Req ongoing education #solopr

Wed May 26 - 1:48:39 pm



 **ruthseeley**: [@PRdude](#) But you as MR expert should be asking those journos, 'who else do you plan to interview for your article?' #solopr

Wed May 26 - 1:48:33 pm



 **KellyeCrane**: Q3: How do you get in creative zone when you are feeling anything but creative & deadline looms? #solopr

Wed May 26 - 1:48:24 pm



 **mdbarber**: RT [@KatTayls](#): Q2 Many peoples idea is that PR = Press Release, but we serve them in many other ways besides media relations. #solopr

Wed May 26 - 1:48:23 pm



 **KellyeCrane**: Q2: Most PR pros understand the tumult in the media industry right now, but many clients don't yet. Req ongoing education #solopr

Wed May 26 - 1:47:52 pm



 **KatTayls**: [@BettyEllis](#) Welcome! (and I second that pet peeve.) #solopr

Wed May 26 - 1:47:42 pm



 **karenswim**: Yes!!RT [@KatTayls](#): Q2 Many peoples idea is that PR = Press Release, but we serve them in many other ways besides media relations. #solopr

Wed May 26 - 1:47:31 pm



 [KatTayls](#): Q2 Many people's idea is that PR = Press Release, but we serve them in many other ways besides media relations. #solopr

Wed May 26 - 1:46:50 pm



 [soumyapr](#): Been on client side as well. my 2 cents - better to underpromise & overdeliver. Helps set internal expectations well. #solopr

Wed May 26 - 1:46:47 pm



 [KellyeCrane](#): RT [@KatTayls](#): Q2: I think it is good to ask about a story bump, but not to badger... #solopr

Wed May 26 - 1:46:43 pm



 [karenswim](#): Great point! RT [@dconconi](#): sometimes freelancers are working on "spec" and the story doesn't get approved. #solopr

Wed May 26 - 1:46:39 pm



 [karenswim](#): [@KellyeCrane](#) [@LScribner](#) well not getting paid is a good reason to disappear! #solopr

Wed May 26 - 1:46:19 pm



 [KellyeCrane](#): RT [@dconconi](#): sometimes freelancers are working on "spec" and the story doesn't get approved. #solopr

Wed May 26 - 1:46:16 pm



 [GetPushing](#): Pay to play is very irritating. I agree. So much for unbiased, right? [@BettyEllis](#) buy adv space before they will print your release #solopr

Wed May 26 - 1:45:47 pm



 [dconconi](#): sometimes freelancers are working on "spec" and the story doesn't get approved. #solopr

Wed May 26 - 1:45:46 pm



 [karenswim](#): [@soumyapr](#) I'm so glad, welcome aboard! #solopr

Wed May 26 - 1:45:42 pm



 [prdude](#): Q1: avoid the journos that love to use [@profnet](#). there are a couple like dale buss who interviews every1, but rarely uses any info. #solopr

Wed May 26 - 1:45:24 pm



 [BettyEllis](#): #solopr Q2 Yes, must follow up, take detailed notes, make recommendations for future improvements in working with outlet who says no.

Wed May 26 - 1:45:20 pm



 [KellyeCrane](#): And they don't always get pd! RT [@karenswim](#): [@KellyeCrane](#) [@LScribner](#) also lots of freelancers these days so sometimes moving target #solopr

Wed May 26 - 1:44:45 pm



 [soumyapr](#): [@karenswim](#) Great. will join the LI group for #solopr as well

Wed May 26 - 1:44:36 pm



 [karenswim](#): [@prdude](#) and you can lurk if you're shy :-)) (which clearly is not my issue) #solopr

Wed May 26 - 1:44:30 pm



**BettyEllis:** #solopr Hi, solo 12 yrs. Q1 Least favorite is trade pub contacts who want you to buy adv space before they will print your news release.

Wed May 26 - 1:44:26 pm



**KellyeCrane:** @LScribner Clients can get angry, but perhaps a good opp to talk to them about being their own publisher (as discussed earlier) #solopr

Wed May 26 - 1:44:12 pm



**FabBrownGirl:** Just so you know, these media relations questions are great!! #solopr

Wed May 26 - 1:44:10 pm



**KatTavls:** Q2: I think it is good to ask about a story bump, but not to badger. A squeaky wheel gets the grease but it doesn't make friends. #solopr

Wed May 26 - 1:44:05 pm



**karensxim:** @KellyeCrane @LScribner also lots of freelancers these days so sometimes moving target #solopr

Wed May 26 - 1:43:41 pm



**dconconi:** Good point RT @KellyeCrane: @LScribner With all the turmoil in the media, I ppl disappear on occasion. Maybe they got laid off, etc #solopr

Wed May 26 - 1:43:36 pm



**jayendran44:** @LScribner Q2. Did you pitch that journalist again? #solopr

Wed May 26 - 1:43:33 pm



**prdude:** u can even b anony. like me. RT @KellyeCrane: Welcome all the #pr pros hearing about #solopr for the 1st time. Everyone is welcome.

Wed May 26 - 1:42:50 pm



**KellyeCrane:** @LScribner With all the turmoil in the media right now, I think ppl disappear on occasion. Maybe they got laid off, etc #solopr

Wed May 26 - 1:42:26 pm



**karensxim:** RT @KellyeCrane: Welcome all the #pr pros hearing about #solopr for 1st time. Everyone is welcome (dont have 2 b solo 2 participate) #solopr

Wed May 26 - 1:42:17 pm



**jayendran44:** RT @GetPushing: RT @storyfella: Underpromise -- no -- be honest with clients #solopr

Wed May 26 - 1:41:41 pm



**KellyeCrane:** Welcome all the #pr pros hearing about #solopr for the first time. Everyone is welcome (you don't have to be solo to participate)

Wed May 26 - 1:41:08 pm



**karensxim:** @soumyapr So glad you're here, the chat is 1 EST every Wed & there's a LinkedIn Group, feel free to jump right in, great grp! #solopr

Wed May 26 - 1:41:02 pm



 [RobbYagmin](#): wow this is all good information #solopr thanks

Wed May 26 - 1:40:53 pm



 [FabBrownGirl](#): Even when you have journos on your side, still let clients know there are no guarantees b/c things can change at any time #solopr

Wed May 26 - 1:40:33 pm



 [KelyveCrane](#): RT [@LScribner](#): Q2. What if a journalist won't give you a reason for lack of story? What if they basically disappeared? #solopr

Wed May 26 - 1:40:27 pm



 [storvfella](#): sorry -- other things #solopr

Wed May 26 - 1:40:25 pm



 [storvfella](#): [@ruthseeley](#) #solopr absolutely -- need to be up front and tell them that MR can be good or bad -- best to diversify into over things too

Wed May 26 - 1:40:10 pm



 [GetPushing](#): [@LScribner](#) All you can do is be honest. Tell client stories, headlines, media attention changes. We'll work hard on the next chance. #solopr

Wed May 26 - 1:39:56 pm



 [KelyveCrane](#): Q2: If something doesn't go as planned, try get the whole story and share it w/the client by phone. Email can be misunderstood #solopr

Wed May 26 - 1:39:53 pm



 [soumyapr](#): [@karensxim](#) Just reviewing #solopr. sounds like a very useful place even for agency folk. [@PRFlipside](#) venting is cheaper than therapy :)

Wed May 26 - 1:39:50 pm



 [ruthseeley](#): Q2 I dislike selling my MR skills based on my 'relationships' w/journos. I've lost clients b/c of it. Oh well. ;) #solopr

Wed May 26 - 1:39:49 pm



 [letranova](#): [@lscribner](#) Happened to me, too. #solopr

Wed May 26 - 1:39:47 pm



 [deegospel](#): RT [@KelyveCrane](#): Q2: Finding out why can be a good opp to chat w/the journo and lead to more success w/the outlet in the long run. #solopr

Wed May 26 - 1:39:17 pm



 [LScribner](#): Q2. What if a journalist won't give you a reason for lack of story? What if they basically disappeared? Rude yes, it happend to me #solopr

Wed May 26 - 1:38:51 pm



 [storvfella](#): Relationships -- we are the glue for getting clients and media together #solopr

Wed May 26 - 1:38:48 pm



 [MichaelWillett](#): Yes!! RT [@amynolanapr](#) RT [@ruthseeley](#): RT [@FabBrownGirl](#): Under-promise and over-perform is the key to client relations! #solopr

Wed May 26 - 1:38:42 pm



 **makasha:** [@fransteps](#) musical chairs is the reason I use plaxo and encourage my contacts to do the same. #solopr

Wed May 26 - 1:38:27 pm



 **KellyeCrane:** [@ruthseeley](#) You said a mouthfull there. Great stuff. #solopr

Wed May 26 - 1:38:21 pm



 **ruthseeley:** [@storyfella](#) Part of being honest is explaining there's no guarantee. Can't 'kill' a story & you can't ensure earned media coverage. #solopr

Wed May 26 - 1:38:19 pm



 **storyfella:** Honesty with clients is modelling them to be honest #solopr

Wed May 26 - 1:37:57 pm



 **letranova:** RT [@GetPushing](#): I agree, but frequent coverage, even sm is valuable. RT [@ruthseeley](#): Q2 I prefer quality rather quantity. Mentions aren't worth much. #solopr

Wed May 26 - 1:37:52 pm



 **MichaelWillett:** Yes, indeed! RT [@karensxim](#) RT [@storyfella](#): Underpromise -- no -- be honest with clients (Agree!) #solopr

Wed May 26 - 1:37:49 pm



 **karensxim:** [@rockstarjen](#) Ahhh bumper! We'll miss you! #solopr

Wed May 26 - 1:37:47 pm



 **KellyeCrane:** True RT [@fransteps](#): Q2 sidebar: Relationships hard to dev. when no one stays put for very long. Musical chairs hard to nav. #solopr

Wed May 26 - 1:37:33 pm



 **GetPushing:** That's why they need us! RT [@fransteps](#): Q2 sidebar: Relationships hard to dev. when no one stays put for very long. #solopr. #solopr

Wed May 26 - 1:37:32 pm



 **KatTavls:** Yes! Or what's relevant to the media's aud. RT [@ruthseeley](#) Q2 All clients read ... That doesn't mean they understand news cycles. #solopr

Wed May 26 - 1:37:27 pm



 **prdude:** [@PRFlipside](#) [@KellyeCrane](#) surely did. Revisit link here: <http://ow.ly/1QfEa> #solopr

Wed May 26 - 1:37:17 pm



 **GetPushing:** RT [@storyfella](#): Underpromise -- no -- be honest with clients #solopr

Wed May 26 - 1:37:08 pm



 **karensxim:** RT [@storyfella](#): Underpromise -- no -- be honest with clients (Agree!) #solopr

Wed May 26 - 1:36:53 pm



 **GetPushing:** I agree, but frequent coverage, even sm is valuable. RT [@ruthseeley](#): Q2 I prefer quality rather quantity. Mentions aren't worth much. #solopr

Wed May 26 - 1:36:50 pm



 **fransteps:** Q2 sidebar: Relationships hard to dev. when no one stays put for very long.

Musical chairs hard to nav. #solopr.

Wed May 26 - 1:36:47 pm



 [@dconconi](#): totally agree! RT [@storyfella](#): Underpromise -- no -- be honest with clients #solopr

Wed May 26 - 1:36:44 pm



 [@FabBrownGirl](#): RT [@ruthseeley](#): Q2 I also prefer to focus on quality rather quantity in media relations. Mentions aren't worth much, really. #solopr

Wed May 26 - 1:36:41 pm



 [@rockstarjen](#): Missing another #solopr chat. Boo! Hiss!

Wed May 26 - 1:36:26 pm



 [@amvnanapr](#): RT [@ruthseeley](#): RT [@FabBrownGirl](#): Under-promise and over-perform is the key to client relations! #solopr

Wed May 26 - 1:36:16 pm



 [@storyfella](#): Underpromise -- no -- be honest with clients #solopr

Wed May 26 - 1:36:06 pm



 [@KellyeCrane](#): RT [@ScottCircle](#): Q2 Let the client know about the bump ASAP. Even tho nothing is placed, still build relationship w/ journ for future #solopr

Wed May 26 - 1:35:58 pm



 [@jillvan](#): YES. RT [@KellyeCrane](#): RT [@KatTayls](#): Q2: I remind clients that today, it is important to be your own broadcaster (via SM, blog & web) #solopr

Wed May 26 - 1:35:50 pm



 [@letranova](#): Q2: I let clients know that coverage is never guaranteed but when it happens it could be an 'in' for future, more extensive hits #solopr

Wed May 26 - 1:35:49 pm



 [@makasha](#): RT [@ruthseeley](#): Q2 I also prefer to focus on quality rather quantity in media relations. Mentions aren't worth much, really. #solopr

Wed May 26 - 1:35:21 pm



 [@karensxim](#): For those that are new much easier to follow chat using tweetchat.com or tweetgrid.com & you don't have to manually add hashtag #solopr

Wed May 26 - 1:35:14 pm



 [@FabBrownGirl](#): RT [@KellyeCrane](#): Q2: Finding out why can be a good opp to chat w/the journo and lead to more success w/the outlet in the long run. #solopr

Wed May 26 - 1:35:06 pm



 [@ruthseeley](#): Q2 I also prefer to focus on quality rather quantity in media relations. Mentions aren't worth much, really. #solopr

Wed May 26 - 1:34:34 pm



 [@ScottCircle](#): Q2 Let the client know about the bump ASAP. Even tho nothing is placed, still build relationship w/ journ for future. #solopr #solopr

Wed May 26 - 1:34:33 pm



**SarahDawley**: Late to the party. Hi #solopr! YES -> RT @mbarber Q2 ..program success cannot be MR dependent. Need multiple tactics to achieve results.

Wed May 26 - 1:34:07 pm



**ruthseeley**: RT @FabBrownGirl: Under-promise and over-perform is the key to client relations! #solopr

Wed May 26 - 1:33:51 pm



**ruthseeley**: Q2 All clients read newspapers, watch TV, listen to radio. That doesn't mean they understand news cycles. #solopr

Wed May 26 - 1:33:29 pm



**KellyeCrane**: RT @KatTayls: Q2: I remind clients that in this day and age, it is just as important to be your own broadcaster (via SM, blog & web) #solopr

Wed May 26 - 1:33:28 pm



**javendran44**: Excellent point RT@deegospel q2: i alert the client of the reversal, but point out we've developed a relationship with that outlet #solopr

Wed May 26 - 1:33:23 pm



**FabBrownGirl**: Under-promise and over-perform is the key to client relations! #solopr

Wed May 26 - 1:33:18 pm



**KellyeCrane**: Thx RT @mikepillarz: Just finding out about this #soloPR chat. Looks like a good conversation for any of us on the agency side of #PR.

Wed May 26 - 1:32:48 pm



**karensxim**: Great point from @deegospel building ongoing relationship is a huge upside #solopr

Wed May 26 - 1:32:40 pm



**ruthseeley**: Q2 When you can say to client, we got 2 journos out to your user conference last year; we got 5 this year - they get it. #solopr

Wed May 26 - 1:32:30 pm



**KellyeCrane**: So true. RT @makasha: #Q2: However, the best way to handle rejection is to work on the next placement. #solopr

Wed May 26 - 1:32:09 pm



**makasha**: RT @PRFlipside: random thought: i've become more vocal to clients on what's news and what's not since going #solopr a yr. ago. #solopr

Wed May 26 - 1:31:42 pm



**FabBrownGirl**: RT @PRFlipside: Q2: be honest. let clients know beforehand the diff. b/w earned media & paid media. this way no disappointments. #solopr

Wed May 26 - 1:31:39 pm



**karensxim**: RT @deegospel: i alert the client of the reversal, but point out weve developed a relationship w/ outlet, which is 1 of our obj. #solopr

Wed May 26 - 1:31:35 pm





**KellyeCrane**: Q2: Finding out why can be a good opp to chat w/the journo and lead to more success w/the outlet in the long run. #solopr

Wed May 26 - 1:31:29 pm



**mikepilarz**: Just finding out about this #soloPR chat. Looks like a good conversation for any of us on the agency side of PR.

Wed May 26 - 1:31:27 pm



**mdbarber**: Q2 Managing that disappointment is one reason program success cannot be MR dependent. Need multiple tactics to achieve results. #solopr

Wed May 26 - 1:31:23 pm



**GetPushing**: Good! RT [@deegospel](#): Q2: Alert client of reversal, but pt out we've developed a relationship w/ the outlet, a top objective #solopr

Wed May 26 - 1:31:19 pm



**KatTayls**: Yes! RT [@PRFlipside](#) random thought: i've become more vocal to clients on what's news and what's not since going #solopr a yr. ago. #solopr