



Transcript from June 23, 2010 to June 23, 2010

All times are Pacific Time

June 23, 2010

- 1:44 am **PRPiper:** Nice! RT @krisTK: Excited to speak at #ipaprsa virtual con 7/28 w @JasonFalls @codella on #solopr pros/SM for biz dev. <http://bit.ly/aa4E5V>
- 2:15 am **davispr:** RT @krisTK: Excited to speak at #ipaprsa virtual con 7/28 w @JasonFalls @codella on #solopr pros/SM for biz dev. <http://bit.ly/aa4E5V>
- 5:42 am **Tinu:** RT @RickCoplin: RT @prtini: A must-read for women biz owners #soloPR #wgbiz, RT @NicoleLapin: What's holding female entrepreneurs back? <http://bit.ly/wombiz>
- 1:28 pm **luannsaid:** Bad day? Be thankful you're not Gen. McChrystal: Rolling Stone comments may get him fired by Prez today <http://ow.ly/22bxh> #pr #solopr
- 1:41 pm **KellyeCrane:** Don't forget: it's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET. If you have Qs/topics, send them to me.
- 1:44 pm **elizabethgrace7:** @KellyeCrane I'll be joining in late today for #solopr! I have class until 1:20 :(
- 1:45 pm **rmpapag:** RT @KellyeCrane: Don't forget: it's #solopr chat day! Join in the #pr advice today, 1-2 pm ET. If you have Qs/topics, send them to me.
- 1:46 pm **ScottHepburn:** PR Pros: Have you participated? You should! RT @KellyeCrane: It's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET.\
- 1:49 pm **arikhanson:** One of the best ongoing chats on Twitter today at noon CT: @kellyecrane 's #solopr chat. Narrow niche, but a very engaged group.
- 1:52 pm **moxiePR:** RT @KellyeCrane Don't forget: it's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET. Qs/topics, send them to me.
- 1:52 pm **julieclaggett:** Working on curriculum for fall principles of PR class at @vintagecoffeeok. Looking forward to today's #solopr chat at noon CST.
- 1:52 pm **CommAMMO:** RT @KellyeCrane it's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET. If you have Qs/topics, send them to me.
- 1:53 pm **danielle_walker:** @KellyeCrane LOVE that transcripts for #solopr are available. Seems like I always have something going on during the chat.
- 1:53 pm **JReid_DevCab:** RT @ScottHepburn: PR Pros: Have you participated? You should! RT @KellyeCrane: It's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET.\
- 2:05 pm **luannsaid:** RT @KellyeCrane: Don't forget: it's #solopr chat day! 1-2 pm ET. If you have Qs/topics, send them to me.
- 2:07 pm **KellyeCrane:** @elizabethgrace7 Pop-ins are welcome. :-) #solopr
- 2:09 pm **shonali:** RT @KellyeCrane: It's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET. If you have Qs/topics, send them to her.
- 2:09 pm **wgbiz:** RT @KellyeCrane: It's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET. If you have Qs/topics, send them to her.
- 2:10 pm **storgaardconley:** It's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET. via @KellyeCrane @shonali
- 2:14 pm **KellyeCrane:** @julieclaggett @danielle_walker Glad you like the transcripts - #solopr pros are busy!
- 2:20 pm **KellyeCrane:** @arikhanson @moxiePR @CommAMMO @luannsaid @shonali @storgaardconley Thanks for spreading the #solopr word! Hope you can make it.
- 2:22 pm **shonali:** @KellyeCrane I'll definitely try to make #solopr, it's such a great chat. I'm still catching up after #wgbiz boot camp, though, so...!

- 2:36 pm **davispr:** RT @KellyeCrane: Don't forget: it's #solopr chat day! Join in the #pr and #freelance advice today, 1-2 pm ET. Send Qs/topics 2 @KellyeCrane
- 3:30 pm **KateRobins:** @shonali Yeah, me too. Feeling like I don't know everything today. :) #solopr #wgbiz
- 3:40 pm **SaraLanePR:** @alisonlaw We sure did! How have you been? Nice to reconnect w/ u as well! Do u ever attend #solopr tweetups around town?
- 3:58 pm **rmpapag:** So who thinks #solopr will be able to function now that the US has advanced in the #worldcup?
- 4:14 pm **KellyeCrane:** @rmpapag Ruh roh. :-) Hopefully things will calm down a bit by #solopr time.
- 4:15 pm **mdbarber:** #solopr chat in 45 minutes. Great opp'y to chat with PR pros working independently. Lots of good sharing & fun. 1-2 PM ET. Join us.
- 4:27 pm **KellyeCrane:** Hey @stevemullen - just shared your amazing news dist roundup on the #solopr LI group <http://bit.ly/awpovW> (FYI- I'm a fan of it!)
- 4:31 pm **JasonKeeling:** Thanks to @KellyeCrane for recent advice regarding #RSS and Twitter optimization. Also, check out her #SoloPR chats.
- 5:00 pm **KellyeCrane:** 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
- 5:01 pm **LauraScholz:** Yay! RT @KellyeCrane: Time for this week's #soloPR chat for independent pros in PR /related fields (&those who want to learn more). #solopr
- 5:01 pm **rmpapag:** Woot! Time for #solopr chat! Solo located in MD specializing in business research and #measurepr
- 5:01 pm **svcathy:** Great list! RT @KellyeCrane Hey @stevemullen - just shared your amazing news dist roundup on the #solopr LI group <http://bit.ly/awpovW>
- 5:02 pm **KellyeCrane:** Now, I admit to being "one of those" Americans without #worldcup fever, but exciting news about #USA today! Hope Twitter cooperates. #solopr
- 5:02 pm **krisTK:** YEA! RT @KellyeCrane: It's time for #soloPR chat for indy pros in PR, related fields (and those who want to learn more about it) #solopr
- 5:02 pm **KateRobins:** @KellyeCrane Yay #soloPR #solopr What program are you using?
- 5:02 pm **sandrasays:** RT @KellyeCrane: time 4 this weeks #soloPR chat 4 independent pros in PR and related fields (& those who want 2 learn more re it) #soloPR
- 5:03 pm **PRjeff:** Good tweet times ahead RT @KellyeCrane: Its time for this weeks #soloPR chat for independent pros in PR and related fields. #solopr
- 5:03 pm **rmpapag:** @mdbarber Good Morning! #solopr How beautiful is it outside in Alaska this time of year?
- 5:03 pm **KellyeCrane:** If you're joining, please introduce yourself, and if you have Qs to add pls @ me without the hashtag (or DM), #solopr
- 5:03 pm **paulardoin:** RT @KellyeCrane: Its time for this weeks #soloPR chat for independent pros in PR and related fields. #solopr #solopr
- 5:04 pm **garrettkuk:** Hi @kellyecrane! I'll try and keep the #usa #worldcup comments to a minimum for the #solopr chat ;)
- 5:04 pm **KellyeCrane:** @KateRobins If you mean how am I accessing the chat, I'm using TweetGrid.com #solopr
- 5:04 pm **KCDPR:** Hi #solopr crowd, checking in from San Diego.
- 5:04 pm **krisTK:** Hello. I'm based in south MS but work on projects all over. 20 yrs in PR, six as indy, APR. Looking forward to another great #solopr
- 5:04 pm **KellyeCrane:** RT @PRjeff: Good tweet times ahead RT @KellyeCrane: time for this weeks #soloPR chat for independent pros in PR and related fields #solopr
- 5:04 pm **mdbarber:** @rmpapag Good morning. It's gorgeous, sunny and almost 100% daylight now. We love it. How are you doing? #solopr
- 5:05 pm **nikkidred:** @KellyeCrane Hi everyone I'm Nicole #solopr
- 5:05 pm **cgornpr:** Good afternoon! Carrie in Philadelphia! Specializing in A&E clients and non-profits. #solopr

5:05 pm **sandrasays:** @KellyeCrane @KateRobins I use tweetchat.com #soloPR

5:05 pm **KellyeCrane:** Terrific group of wise & experienced pros assembling for the #solopr chat -join us!

5:05 pm **paulardoin:** I'm high tech B2B software mktg dir in CA. Wearing PR as one of many hats. Trying to find excuse to hire @KellyeCrane :-) #solopr

5:06 pm **KateRobins:** @sandrasays Thanks. Am right on it! #solopr #solopr

5:06 pm **mlhujber:** Hello, joining #solopr today from NJ. I am new at freelance, so looking forward to learning from the chat.

5:06 pm **KellyeCrane:** @nikkidred Hello, and welcome! #solopr

5:06 pm **KellyeCrane:** @paulardoin Flattery will get you everywhere. :-) #solopr

5:07 pm **KellyeCrane:** Q1 is general #pradvice: Is there a "dead zone" around the US 4th of July holiday? How do you handle? #solopr

5:07 pm **trishlambert:** Hi all! Trying to stay cool in the Austin heat...been solo for 5 yrs this time around...lovin' every minute! #solopr

5:07 pm **svcathy:** @KellyeCrane Hello from they Bay Area! Volunteering for a non-profit & loving it #soloPR

5:07 pm **mdbarber:** @mlhujber Good morning Michele. Welcome to the chat. #solopr

5:07 pm **jillvan:** Hi everyone...Jill from Columbus, 8 years solo. Hope all is well! #solopr

5:08 pm **KellyeCrane:** Good for you! RT @svcathy: @KellyeCrane Hello from they Bay Area! Volunteering for a non-profit & loving it #solopr

5:08 pm **sueyoungmedia:** RT @KellyeCrane: Terrific group of wise & experienced pros assembling for the #solopr chat -join us! #GIFB

5:08 pm **KateRobins:** @KellyeCrane Does the deadzone count if you attack that empty space? #solopr

5:08 pm **akenn:** Q1: I take my own vacations then and don't have to worry so much about missing opportunities #solopr

5:08 pm **CaSuPe15:** @KellyeCrane Q1: I'm a newbie, recent grad...what do you mean by "dead zone" #solopr

5:09 pm **paulardoin:** Re Q1: Summer is traditionally dead zone anyway, but business doesn't stop just b/c 25% of custs are on vacation. PR still needed. #solopr

5:09 pm **KateRobins:** @KellyeCrane I hope vol'ing for np doesn't mean working for free. #solopr

5:09 pm **mlhujber:** Q1 Holidays can work to your advantage because there is less competition for the attention of the people who are in the newsrooms. #solopr

5:09 pm **trishlambert:** Q1: Yes to "dead zone," can take adv of slow news time by offering client community activity stuff to media.Public interest stuff... #solopr

5:09 pm **sandrasays:** @KellyeCrane Not everyone will be covering the fourth of july. Though I advise against planning big events, you can still get media #soloPR

5:10 pm **bonnieupright:** Yes - there's a 7/4 news dead zone. Which I try to leverage if clients have newsworthy, timely stories. #solopr

5:10 pm **Mayne:** RT @KellyeCrane: Terrific group of wise & experienced pros assembling for the #solopr chat -join us!

5:10 pm **mdbarber:** Q1: Used to handle comm for city's celeb so wasn't dead but otherwise I find it is. Cont comm w clients key to vacation anytime #solopr

5:10 pm **KellyeCrane:** Sorry for colloquial use of "dead zone" - I mean, is it difficult to communicate during this time? Slow time for news, etc? #solopr

5:10 pm **KateRobins:** @mlhujber Right. And ppl still read papers. They're flapping all over the beach. #solopr

5:10 pm **krisTK:** Q1: Holidays can be great time to pitch client news. Retail ads mean short-staffed newsrooms may have more editorial space #solopr

5:10 pm **KCDPR:** Ditto RT @akenn: Q1: I take my own vacations then and don't have to worry so much about missing opportunities #solopr

5:10 pm **KellyeCrane:** RT @akenn: Q1: I take my own vacations then and don't have to worry so much about missing opportunities #solopr

- 5:10 pm **luannsaid:** Q1: Psst...I get my best pitch wins during Xmas week, bc other PR pros are off (& reporters are not). Could work for July 4th, too. #solopr
- 5:10 pm **KateRobins:** @KellyeCrane I think the thing is to get features in early so that desks can get all that in the bag #solopr
- 5:11 pm **mdbarber:** RT @krisTK: Q1: Holidays can be great time to pitch client news. Retail ads mean short-staffed newsrooms may have > editorial space #solopr
- 5:11 pm **KellyeCrane:** RT @mihujber: Q1 Holidays can work to your advantage because there is less competition for the attention of newsrooms. #solopr
- 5:11 pm **LauraScholz:** Q1: I've found July a dead-zone as far as media relations, but a great time for working on branding & strategy w/ clients. #solopr
- 5:11 pm **Narciso17:** OK Hopping in a Little Late to the #solopr Session
- 5:11 pm **trishlambert:** RT @luannsaid: I get my best pitch wins during Xmas week, bc other PR pros r off (& reporters r not). Could work for July 4th, too. #solopr
- 5:11 pm **paulardoin:** For B2B, keeping sales up during summer is annual challenge. Can PR be gamechanger? #solopr
- 5:11 pm **cgornpr:** Q1: Since Phila. has a huge 4th of July celebration, there is not a lot of room that week. Afterward is a deadzone. #solopr
- 5:11 pm **LauraScholz:** RT @luannsaid: Q1: I get my best pitch wins during Xmas week, bc other PR pros are off (& reporters are not). Could work for Jul 4. #solopr
- 5:11 pm **PRjeff:** Q1: Holidays are some of the easiest days to get press coverage - but you may not get the same audience numbers. #solopr
- 5:11 pm **jillvan:** Q1: Depends on industry. For me, I steer clear of any announcements around July 4. #solopr
- 5:12 pm **rmpapag:** Q1: There is a significant news slow down unless you are in a crisis. Work on general projects for the company i.e. website etc.#solopr
- 5:12 pm **makasha:** Hi. I'm Makasha with Dorsey Group. Sorry I am late. #solopr
- 5:12 pm **luannsaid:** Oh, and, hi: B2B & professional services #solopr pro in Austin, TX. (Hi, @trishlambert) #solopr
- 5:12 pm **KateRobins:** @cgornpr Philly'd be hard, I think. Stick to places where nothing promises to ever happen. #solopr
- 5:12 pm **LauraScholz:** Q1: But you do get the full attention of reporters who ARE working holidays. Less competition. #solopr
- 5:12 pm **jillvan:** RT @PRjeff: Q1: Holidays are some of the easiest days to get press coverage - but you may not get the same audience numbers. #solopr
- 5:12 pm **moxiePR:** Joining #solopr chat
- 5:12 pm **KellyeCrane:** Smart! RT @krisTK: Q1: Holidays can be great time to pitch-Retail ads mean short-staffed newsrooms may have more editorial space #solopr
- 5:12 pm **CommAMMO:** Tardy a bit - sorry, I'm solo in Cleveland, focus on #pr #measurement and internal comms #solopr
- 5:12 pm **PRProSanDiego:** Hi, solo in San Diego 6 yrs, former broadcaster turned PR gal 15 yrs ago. Missed a few weeks, glad to be back! #soloPR
- 5:13 pm **krisTK:** Q1: Seems we see "dead zone" as opportunity -- to take a break or to pitch client news. Positive perspective. #solopr
- 5:13 pm **cgornpr:** Q1: I tend to take advantage of slow news times when I can. #solopr
- 5:13 pm **mdbarber:** Q1: Holidays great time to pitch community interest/support stories. Outlets need them. #solopr
- 5:13 pm **PRjeff:** RT @luannsaid: Psst...I get my best pitch wins during Xmas wk, bc other PR pros are off (& reporters are not). Could work 4 July 4th #solopr
- 5:13 pm **Narciso17:** Q1: 'Dead Time' is the Right Time 4 Re-Working Your Materials; Re-Visiting Your New Biz Leads; n' Pitching 'Big Picture' Story Ideas #solopr
- 5:13 pm **krisTK:** @PRProSanDiego We've missed you. Hope it means things have been good for you. #solopr

- 5:13 pm **PRProSanDiego:** RT @krisTK: Q1: Holidays can be great time to pitch client news. Retail ads mean short-staffed newsrooms may have > editorial space #solopr
- 5:13 pm **PRVille:** Don't forget #solopr chat is happening right now! Join in if you can! Great people, interesting topics, and usually a few laughs!
- 5:13 pm **rmpapag:** RT @mdbarber: Q1: Holidays great time to pitch community interest/support stories. Outlets need them. #solopr
- 5:14 pm **KateRobins:** @krisTK Yes, dead is all good. #solopr
- 5:14 pm **makasha:** My best pitches happen around Easter and spring break. #solopr
- 5:14 pm **sueyoungmedia:** @PRProSanDiego Hi Gayle- I'm an ex- radio news reporter/director. Solo for 10 yrs now. :) #solopr #GIFB
- 5:14 pm **SoloDovePR:** afternoon #solopr jumping in for a bit.. Freelance publicist from #nj currently working on a domestic violence fundraiser how is everyone?
- 5:14 pm **krisTK:** Great idea! RT @mdbarber: Q1: Holidays great time to pitch community interest/support stories. Outlets need them. #solopr
- 5:14 pm **CommAMMO:** RT @PRVille: Dont forget #solopr chat is happening right now! Join in if you can! Grt pple, int'g topics, & usually a few laughs! #solopr
- 5:14 pm **luannsaid:** Yes--all motivated right now. RT @LauraScholz: Q1: I've found July...a great time for working on branding & strategy w/ clients. #solopr
- 5:14 pm **sandrasays:** RT @Narciso17: Q1: Dead Time is the Time 4 Re-Working Materials; Re-Visiting New Biz Leads; n Pitching Big Picture Story Ideas #soloPR
- 5:15 pm **rmpapag:** Q1: Ed Cals are your friend, add a dash of creativity and you can really get attention during those holiday slow-downs #solopr
- 5:15 pm **KellyeCrane:** Q1: I think it depends on your clients' industry, targets and audience. For ex, some tradt'l pubs still have a combined summer issue #solopr
- 5:15 pm **makasha:** @SoloDovePR I am working on the same thing ... we should connect. #solopr
- 5:15 pm **krisTK:** That's not a phrase you can say every day, but it works here. RT @KateRobins: Yes, dead is all good. #solopr
- 5:15 pm **PRProSanDiego:** LOVE pitching holidays. Media still need content. I also pitch on Sunday. Highest rated TV night of the week. I get great results. #soloPR
- 5:15 pm **Narciso17:** 'Dead Time' is Like Low-Hanging Fruit - Get Some Ripe Stuff When It's a Little Easier to Pluck #solopr
- 5:15 pm **CommAMMO:** RT @LauraScholz: Q1: Ive found July...a great time for working on branding & strategy w/ clients. #solopr
- 5:16 pm **KateRobins:** @KellyeCrane Right. Pitch in the zone for placement upon return. Pitch now/reach people in vacation zones. #solopr
- 5:16 pm **sandrasays:** Q1. We have standard stories that we use around holidays -- great audiobooks for roadtrips, books etc. to help prepare celebrations #soloPR
- 5:16 pm **cgornpr:** RT @Narciso17: Dead Time is Like Low-Hanging Fruit - Get Some Ripe Stuff When Its a Little Easier to Pluck #solopr
- 5:16 pm **KellyeCrane:** Awesome #pradvice RT @PRProSanDiego: ..I also pitch on Sunday. Highest rated TV night of the week. I get great results. #solopr
- 5:17 pm **cgornpr:** Honestly, I have a big event July 15-17 and have been getting a lot of traction this week. It seems to be a good time to pitch. #solopr
- 5:17 pm **PRVille:** RT @PRProSanDiego: LOVE pitching holidays. Media still need content. Also pitch on Sun. Highest rated TV night. great results. #soloPR
- 5:17 pm **KateRobins:** RT @sandrasays: Q1. We have standards we use around hols -- great audiobooks for roadtrips, books etc. to help prepare celebrations #solopr
- 5:17 pm **jillvan:** Agreed. RT @KellyeCrane: Q1: Depends on your clients' industry, targets & aud. For ex, some pubs still hv a combined summer issue #solopr
- 5:17 pm **PRProSanDiego:** @sueyoungmedia Hi Sue, did 15 years in news/talk radio. I still host a nighttime talk show as a fill-in! Radio people ROCK. #soloPR
- 5:17 pm **cgornpr:** RT @PRProSanDiego: ..I also pitch on Sunday. Highest rated TV night of the week. I get great results. #solopr

- 5:17 pm **krisTK:** @rmpapag I need to check in on a few editorial calendars and plan ahead for Labor Day. #solopr
- 5:17 pm **Narciso17:** This is Why 'Dead Times' Don't Really Exist With Good Planning in #PR #solopr
- 5:17 pm **KateRobins:** Thing about July and summer in general is it's intern season. #solopr
- 5:17 pm **luannsaid:** Yes -- pitch your FEATURE stories then. NOT company news (no one's listening). Well, unless it's bad news... #solopr
- 5:17 pm **garrettkuk:** Q1: Yes it's a dead zone, but it can be particularly helpful to push leisure or family-friendly aspects of your organization #solopr
- 5:18 pm **svcathy:** RT @PRProSanDiego: LOVE pitching holidays. Media still need content. I also pitch on Sunday. Highest rated TV night of the week. I get great results. #soloPR
- 5:18 pm **rockstarjen:** A little late today. Jen, 6 years solo, in San Diego checking in. #solopr
- 5:18 pm **PRProSanDiego:** RT @Narciso17: Dead Time is Like Low-Hanging Fruit - Get Some Ripe Stuff When Its a Little Easier to Pluck #solopr <--- Exactly! Love this!
- 5:18 pm **paulardoin:** Summer may be slow in USA, but if you do work in EMEA it's almost impossible to reach anyone in July/Aug #solopr
- 5:18 pm **KateRobins:** @cgornpr You pitch on Sunday or for Sunday? #solopr
- 5:18 pm **Narciso17:** @cgornpr People Are Out..Actually Taking Some Time 4 Themselves...!..HA! #solopr
- 5:18 pm **LauraScholz:** @luannsaid Thanks for the RT and the good advice! #solopr
- 5:18 pm **CommAMMO:** RT @paulardoin: Summer may be slow in USA, but if you do work in EMEA its almost impossible to reach anyone in July/Aug #solopr
- 5:18 pm **sueyoungmedia:** @PRProSanDiego Agreed! It's always in the blood! I am folloing you :))) #solopr
- 5:19 pm **LauraScholz:** @PRProSanDiego I also find I get a great response from reporters when pitching on weekends--they're managing fewer emails/calls. #solopr
- 5:19 pm **KellyeCrane:** Very true! RT @paulardoin: Summer may be slow in USA, but if you do work in EMEA it's almost impossible to reach anyone in July/Aug #solopr
- 5:19 pm **PRVille:** Amen. RT @Narciso17: This is Why 'Dead Times' Don't Really Exist With Good Planning in #PR #solopr
- 5:19 pm **KateRobins:** @garrettkuk Right. Follow your audiences and pitch, say, the nice-place-name-of-town-here Bulletin #solopr
- 5:19 pm **KateRobins:** @KellyeCrane Except unpaid interns who can be quite great #solopr
- 5:19 pm **mdbarber:** RT @PRVille: Amen. RT @Narciso17: This is Why Dead Times Dont Really Exist With Good Planning in #PR #solopr
- 5:20 pm **krisTK:** RT @mdbarber: RT @PRVille: Amen. RT @Narciso17: This is Why Dead Times Dont Really Exist With Good Planning in #PR #solopr
- 5:20 pm **rmpapag:** So true..Plan ahead? RT @paulardoin: Summer may be slow in USA, in EMEA its almost impossible to reach anyone in July/Aug #solopr
- 5:21 pm **sueyoungmedia:** I have to duck out of #solopr but will connect with you guys. :) #GIFB
- 5:21 pm **KellyeCrane:** FYI- EMEA = Europe, Middle East and Africa. Many abroad still get a whole month off each summer. #solopr
- 5:21 pm **luannsaid:** That's my question, too! RT @KateRobins: @cgornpr You pitch on Sunday or for Sunday? #solopr
- 5:21 pm **garrettkuk:** Good idea, @KateRobins! #solopr
- 5:21 pm **CommAMMO:** @paulardoin That's the case is West Europe too, no? The legendary summer holiday in August? #solopr
- 5:21 pm **KellyeCrane:** Q1: As this discussion shows, the #solopr pro never sleeps! :-)
- 5:22 pm **PRProSanDiego:** @KateRobins Yes I call the desks on Sat. midday for Sun., and call again Sun. AM to follow up. #soloPR
- 5:22 pm **jillvan:** No kidding. I was up working at 3 a.m. today. RT @KellyeCrane: Q1: As this discussion shows, the #solopr pro never sleeps! :-)

- 5:22 pm **bonnieupright:** If media are working, I'm working. RT @KellyeCrane: Q1: As this discussion shows, the #solopr pro never sleeps! :-)
- 5:22 pm **CommAMMO:** @kellyecrane Okay, so the group says planning and pitching still good in summer. But what about business development? #solopr
- 5:23 pm **mdbarber:** Q1: Key is knowing the outlets, their needs and pitching to local customs/events. #solopr
- 5:23 pm **KellyeCrane:** Q2: Where are most of your new clients/prospects coming from today? #solopr
- 5:23 pm **krisTK:** I was about to Google that. RT @KellyeCrane: FYI- EMEA = Europe, Middle East and Africa. #solopr
- 5:23 pm **KateRobins:** @CommAMMO Yes. Aout. If you don't like the French, go to France. #solopr
- 5:23 pm **PRProSanDiego:** Another plus of pitching on weekends: it's slow & editors have time to talk. I get 1st rate tips & intel. Wknd folks are friendlier. #soloPR
- 5:23 pm **Narciso17:** @KellyeCrane True That - The #PR Pro's (solo or not) Work is Never Done...There's Always Something to Do #solopr
- 5:23 pm **KateRobins:** @PRProSanDiego Groan...okay...I'll try that. :) #solopr
- 5:23 pm **SoloDovePR:** @makasha that would be great #solopr whats your email
- 5:24 pm **rmpapag:** Q2: Client Referrals are the bedrock of my business #solopr
- 5:24 pm **bonnieupright:** Strictly referrals. Can't say enough about NETWORKING! RT @KellyeCrane: Q2: Where are your new clients/prospects coming from today? #solopr
- 5:24 pm **cgornpr:** Q2: Getting a lot from referrals and word of mouth. My business would be dying with out it. #solopr
- 5:24 pm **luanssaid:** RT @KateRobins I call the desks on Sat. midday for Sun., and call again Sun. AM to follow up. #solopr
- 5:24 pm **KCDPR:** @KellyeCrane : Q2 We see mostly referalls from existing clients and past colleagues. A few from viewing our web site #solopr
- 5:24 pm **KateRobins:** RT @mdbarber: Q1: Key is knowing the outlets, their needs and pitching to local customs/events. #solopr
- 5:24 pm **3hatscomm:** This! RT @Narciso17: @KellyeCrane True That The #PR Pros (solo or not) Work is Never Done.. Always Something to Do #solopr
- 5:24 pm **rockstarjen:** Q2 - my prospects/clients continue to come directly from former colleagues, or referred by them. #solopr
- 5:24 pm **SoloDovePR:** @PRProSanDiego hmm I never thought of that #solopr my weekend pitching has been minimal
- 5:25 pm **SoloDovePR:** RT @Narciso17: @KellyeCrane True That - The #PR Pro's (solo or not) Work is Never Done...There's Always Something to Do #solopr
- 5:25 pm **PRProSanDiego:** Q2: My new prospects come from referrals, mostly peers. Two current prospects both referred by fellow PRSA member & through PRSA. #soloPR
- 5:25 pm **CommAMMO:** I'm still in the initial build, but yes, most imprt. RT @rmpapag: Q2: Client Referrals are the bedrock of my business #solopr
- 5:25 pm **LauraScholz:** Q1: My friend @lmdupont also points out that summer is a great time to pitch for fall TV shows. #solopr
- 5:25 pm **Narciso17:** @KellyeCrane Q2: Most of My Real Leads / Prospects R Coming Fm Happy Clients & Former Co-Workers Now Working in a Diff Facet of Comm #solopr
- 5:25 pm **rockstarjen:** Q2 follow up: I've actually had a couple of calls via LinkedIn recently, as well. #solopr
- 5:25 pm **luanssaid:** @KateRobins @PRProSanDiego LOL. My clients HATE doing interviews on weekends. But sometimes I force them. #solopr
- 5:25 pm **KateRobins:** RT @rmpapag: Q2: Client Referrals are the bedrock of my business #solopr
- 5:25 pm **mlhujber:** Q2: So far, all of my new clients/prospects are coming from contacts I had from previous employment. #solopr
- 5:26 pm **sandrasays:** Q2. I'm seeing referrals from clients and peers, mostly. #soloPR

- 5:26 pm **SoloDovePR:** Q2 Tri State area NJ/NY/ CT #solopr
- 5:26 pm **LauraScholz:** Q2: client referrals/friends/speaking engagements/Twitter #solopr
- 5:26 pm **rmpapag:** Cool! Hope they pan out! @rockstarjen: Q2 follow up: I've actually had a couple of calls via LinkedIn recently, as well. #solopr
- 5:26 pm **KateRobins:** RT @CommAMMO: Im still in the initial build, but yes, most imprt. RT @rmpapag: Q2: Client Referrals are the bedrock of my business #solopr
- 5:26 pm **SoloDovePR:** RT @mdbarber: Q1: Key is knowing the outlets, their needs and pitching to local customs/events. #solopr
- 5:26 pm **CommAMMO:** Q2: my last gig was referred by IABC chapter Prez... #solopr
- 5:27 pm **youplusmeCEO:** lurking while working on a launch - #solopr
- 5:27 pm **PRProSanDiego:** RT @bonnieupright If media are working, I'm working. <---Fantastic! I've used this line for years. This attitude is key for me. #soloPR
- 5:27 pm **KateRobins:** @rockstarjen Really! Cold calls? 1st-relation links or 2nd/3rd? #solopr
- 5:27 pm **KCDPR:** Us too! Tried their ads as well RT @rockstarjen: Q2 follow up: I've actually had a couple of calls via LinkedIn recently, as well. #solopr
- 5:27 pm **KellyeCrane:** RT @Narciso17: Q2: Most of My Real Leads/Prospects R Coming Fm Happy Clients & Former Co-Workers Now Working in a Diff Facet of Comm #solopr
- 5:27 pm **jillvan:** Q2: Looks like most people are getting work from referrals...nice! #solopr
- 5:27 pm **IONRyan:** Seems too late? RT @LauraScholz: Q1: My friend @lmdupont also points out that summer is a great time to pitch for fall TV shows. #solopr
- 5:27 pm **svcathy:** @KellyeCrane client and former co-worker referrals #soloPR
- 5:27 pm **krisTK:** Q2: Just did first RFP proposal. Didn't get it but now I have a template for future. Referrals are still way to go. #solopr
- 5:27 pm **JaneDoelink:** @rmpapag: Q2: Client Referrals are the bedrock of my business #solopr [agreed. Who I know and how I treat them has kept my business afloat.]
- 5:28 pm **KellyeCrane:** I love doing this, too. RT @KateRobins: @KellyeCrane From other soloprs who want to tag-team. LOVE THAT! #solopr
- 5:28 pm **rockstarjen:** @KateRobins Isn't that crazy? One was 1st relation, the other 3d. They did a key word search on bios, I believe. #solopr
- 5:28 pm **PRProSanDiego:** @luannsaid @KateRobins Yep, I sometimes have clients balk. But the smart ones get it & get coverage. One success & they are hooked. #soloPR
- 5:28 pm **KateRobins:** RT @IONRyan: RT @LauraScholz: Q1: My friend @lmdupont also points out that summer is a great time to pitch for fall TV shows. #solopr
- 5:28 pm **rmpapag:** Q2: I think that is why #solopr is successful. No Big Brand name, just solid work ethic backed up by super solid results!
- 5:28 pm **akenn:** For the first time I recently had a prospective client get in touch w/me after reading my blog #solopr
- 5:29 pm **KellyeCrane:** [regarding LinkedIn] - RT @rockstarjen: One was 1st relation, the other 3d. They did a key word search on bios, I believe. #solopr
- 5:29 pm **CommAMMO:** @rockstarjen Keyword search on bios? Ay carumba, another item to examine... #solopr
- 5:29 pm **luannsaid:** Q2: At the moment, many referrals are coming from other solo PR consultants who don't have time/feel I'm a better fit. #solopr
- 5:29 pm **PRjeff:** Q2: Networking and referrals. #solopr
- 5:29 pm **PRProSanDiego:** @krisTK I've had little success with RFPs. Hard for a solo to compete. I answer very few. Anyone have RFP tips? Maybe for a future #soloPR?
- 5:29 pm **rockstarjen:** RT @rmpapag: Q2: I think that's why #solopr is successful. No Big Brand name, just solid work ethic backed up by solid results! #solopr
- 5:29 pm **KateRobins:** @rockstarjen Way to go, Rock Star lady! #solopr
- 5:29 pm **sandrasays:** @CommAMMO amazing how you have to optimize everything these days, even your LinkedIn profile. #soloPR

- 5:30 pm **CommAMMO:** @PRjeff What kind of networking opps have been best 4U? Comms orgs? SocMed clubs? Specif industries? #solopr
- 5:30 pm **rockstarjen:** @CommAMMO @katerobins i ultimately had to refer them to someone else (full plate), but was def interesting to get the call. #solopr
- 5:30 pm **svcathy:** I love LinkedIn! RT @rockstarjen: Q2 follow up: I've actually had a couple of calls via LinkedIn recently, as well. #solopr
- 5:30 pm **PRProSanDiego:** @akenn Yes, I secured a new client this year through blogging - on politics! Read me at www.sdrostra.com I'm "The Libertarian Lass." #soloPR
- 5:30 pm **FabBrownGirl:** Lurking and loving it... :) #solopr
- 5:30 pm **KellyeCrane:** @KCDPR Did you see any results from the LinkedIn ad? #solopr
- 5:30 pm **sandrasays:** @luannsaid I've referred work to other Solo PR pros because I thought the project needed more time than I could give it. #soloPR
- 5:30 pm **CommAMMO:** @sandrasays opt'zing is only tangentially in my skill set. So much to know... #solopr
- 5:31 pm **youplusmeCEO:** ok watching the news conference on the McChrystal - are you? #solopr
- 5:31 pm **KateRobins:** @PRProSanDiego Extremely time-consuming. Good exercise though. Good to work another part of brain. But if you have to eat... #solopr
- 5:31 pm **LauraScholz:** @IONRyan I think it would depend on outlet. @lmdupont--are you talking local/nat'l or both? #solopr
- 5:31 pm **JaneDoelink:** Many of my referrals are coming from other solo PR consultants who don't have time/feel I'm a better fit. #solopr (via @luannsaid)
- 5:31 pm **luannsaid:** @PRProSanDiego: @krisTK Anyone have RFP tips? << My buddy @JennaSnacks is a master proposal writer. #soloPR
- 5:31 pm **KCDPR:** Agreed and often times client is looking for free ideas RT @PRProSanDiego: @krisTK I've had little success with RFPs. #soloPR?
- 5:31 pm **KellyeCrane:** @FabBrownGirl Welcome to you and all the lurkers! #solopr
- 5:31 pm **krisTK:** Q2: Goal with LinkedIn is for profile to come up when the search is for someone "like me," not by name. #solopr
- 5:32 pm **KellyeCrane:** @youplusmeCEO Doh! That was our next question. #solopr
- 5:32 pm **sandrasays:** RT @krisTK: Q2: Goal with LinkedIn is for profile to come up when the search is for someone "like me," not by name. #soloPR
- 5:32 pm **KateRobins:** @CommAMMO People from previous incarnations who know I'm fast, fussy, and not too much of a pain in the neck to work with. #solopr
- 5:32 pm **JaneDoelink:** @luannsaid: You're on point with that last post! Do your best work and treat people well. It often comes back to you. #solopr
- 5:32 pm **socialitestatus:** Hi #solopr chat! I'm late and lurking today :)
- 5:33 pm **youplusmeCEO:** ooops :(my bad... RT @KellyeCrane: @youplusmeCEO Doh! That was our next question. #solopr
- 5:33 pm **KateRobins:** RT @sandrasays: @luannsaid Ive referred work to other Solo PR pros; thought the project needed more time than I could give it. #solopr
- 5:33 pm **CommAMMO:** RT @KateRobins: @CommAMMO People from previous incarnations who know Im fast, fussy, ¬ 2much of a pain in the neck 2work with. #solopr
- 5:33 pm **Narciso17:** Right On @krisTK > Goal with #LinkedIn is for profile to come up when the search is for someone "like me," not by name #solopr
- 5:33 pm **KateRobins:** @KellyeCrane What linkedin ad? #solopr
- 5:33 pm **KCDPR:** @KellyeCrane: Seen a decent click rate so far (just started last week) and set a budget, have had 2 email inquiries. Not bad ;) #solopr
- 5:34 pm **iammsparker:** I'm getting real-time search results at TweetGrid <http://tweetgrid.com/> #solopr
- 5:34 pm **cloudspark:** Missing #solopr for the #thebizofwp
- 5:35 pm **PRville:** Heart this. RT @krisTK: Q2: Goal with LinkedIn is for profile to come up when the search is for someone "like me," not by name. #solopr

- 5:35 pm **KateRobins:** @KCDPR Oh... that linkedin ad. Your ad. Got it. #solopr
- 5:35 pm **KellyeCrane:** [Re LI ad] RT @KCDPR: Seen a decent click rate so far (just started last wk)and set a budget, have had 2 email inquiries. Not bad ;) #solopr
- 5:36 pm **KellyeCrane:** @KateRobins Similar to Facebook, you can purchase ads on LinkedIn that are served in the sidebar. #solopr
- 5:36 pm **iammsparker:** Any advice for a newbie/career transition PR Pro? #solopr
- 5:36 pm **KellyeCrane:** Q3: The Gen McChrystal interview scandal fallout continues, and the PR person who set it up has "resigned"... #solopr
- 5:36 pm **kescovedo:** @LauraScholz combined knowledge of Rent lyrics & #solopr got my attention. Thought I'd drop in even though I'm just a part timer.
- 5:36 pm **KateRobins:** @KellyeCrane Thanks. Eager to hear how that goes for ppl. #solopr
- 5:36 pm **KellyeCrane:** Q3:...Has your spokesperson ever gone off message? What do you do? #solopr
- 5:37 pm **KateRobins:** @iammsparker In here? Lots. What do you want to know? #solopr
- 5:37 pm **krisTK:** @kescovedo Good to see you here, Kristen. I'm a regular. Love this chat. #solopr
- 5:38 pm **KateRobins:** @KellyeCrane If I'm there with them I become Marcel Marceau and go visibly nuts. #solopr
- 5:38 pm **KCDPR:** Q3: Jump into the interview and attempt to steer client back on message #solopr
- 5:38 pm **rockstarjen:** Q3 oooh. i haven't a spokesperson off message in ages. if so, quick recap (and sometimes interjection from me) is necessary. #solopr
- 5:38 pm **SoloDovePR:** #solopr RT @PublicityGuru: Don't Do This: The Press Release Mad-Lib <http://bit.ly/a01CJv>
- 5:38 pm **akenn:** @KellyeCrane I'm not following the press conference; why do you write "resigned" in quotation marks? #solopr
- 5:38 pm **krisTK:** Q3: I've actually kicked a colleague under the table during an interview. The "look" wasnt doing the job. #solopr
- 5:38 pm **3hatscomm:** @KellyeCrane Q3: is it live or memorex ;-)) if off message? If live you have to jump in, refocus back to topic, message #solopr
- 5:39 pm **luannsaid:** Scream, then pout. Kidding. RT @KellyeCrane: Q3:...Has your spokesperson ever gone off message? What do you do? #solopr
- 5:39 pm **akenn:** Yes, and follow up afterward to plead w/writer RT @KCDPR Q3: Jump into the interview and attempt to steer client back on message #solopr
- 5:39 pm **rmpapag:** Funny! RT @krisTK: Q3: I've actually kicked a colleague under the table during an interview. The "look" wasnt doing the job. #solopr
- 5:39 pm **PRjeff:** Q3: Tackle them. Makes for really great live TV. #solopr
- 5:39 pm **kescovedo:** @krisTK I listen to your advice often via the Twitter stream. #solopr
- 5:39 pm **arikhanson:** Q3: Use it as a "coachable moment" afterwards. Ensure consistency and learning down the road. #solopr
- 5:39 pm **KateRobins:** I'll RT that. RT @krisTK: Q3: Ive actually kicked a colleague under the table during an interview. The "look" wasnt doing the job. #solopr
- 5:39 pm **KellyeCrane:** Q3: If it's a quick slip (like an upcoming product feature), I sit poker-faced until I see how the reporter reacts. #solopr
- 5:40 pm **sandrasays:** Q3. what I do is going to depend on the circumstances. There are times when intervening would actually hurt the interview more. #soloPR
- 5:40 pm **rockstarjen:** we might not see @mdbarber for a bit. her iphone 4 just showed up. harumph. #solopr
- 5:40 pm **KateRobins:** Yes. PR IS a contact sport! RT @PRjeff: Q3: Tackle them. Makes for really great live TV. #solopr
- 5:40 pm **bonnieupright:** RT @arikhanson: Q3: Use it as a "coachable moment" afterwards. Ensure consistency and learning down the road. #solopr
- 5:40 pm **KellyeCrane:** @PRjeff Or, you can keep poking the reporter while they say "stop touching me!" a million times (did you see that vid?). :) #solopr

- 5:40 pm **iammsparker:** There are so many branches to #PR, I guess I'd like to know everyone's definition on it. #solopr
- 5:40 pm **3hatscomm:** ITA with follow up! RT @akenn: Yes, and follow up afterward to plead w/writer RT @KCDPR Q3: Jump in to steer client back on message #solopr
- 5:40 pm **mdbarber:** RT @krisTK: Q3: Ive actually kicked a colleague under the table during an interview. The "look" wasnt doing the job. #solopr
- 5:41 pm **krisTK:** Q3: Going off message tends to happen more when interview becomes a conversation. I interrupt and ask leading question of my own. #solopr
- 5:41 pm **sandrasays:** q3 if it's not live & I have a good relationship w reporter, I've interrupted 2 clarify a point. I've also cleared items up in recap #soloPR
- 5:41 pm **KateRobins:** @rockstarjen NOT an excuse. Make her sit out the rest of the month until Aug. #solopr
- 5:41 pm **KellyeCrane:** RT @3hatscomm: Q3: is it live or memorex ;-) if off message? If live you have to jump in, refocus back to topic, message #solopr
- 5:41 pm **mdbarber:** @rockstarjen I'm trying to multi-task. Figure it's a good experiment. Set up, sync & chat all at once. :-) #solopr
- 5:41 pm **akenn:** @KellyeCrane good pt; there are different degrees of "off message;" McChrystal interview is extreme example #solopr
- 5:41 pm **PRjeff:** Q3: I once had a CEO get off on some crazy esoteric, unprovable science junk, & the newspaper reporter just put her pen down #solopr
- 5:41 pm **Narciso17:** @KellyeCrane Q3: It's Important to Keep in Mind That Not Every Slip Up is as Big as a 'Fire' - If It's a Slip, Make a Joke & Move On #solopr
- 5:41 pm **youplusmeCEO:** Q3 OH good god yes... but as any good PR person, it's your job to rein them in & bring them back (and min the alcohol) #solopr
- 5:41 pm **sandrasays:** @KellyeCrane the "stop touching me" was bizarre. WHAT WAS THAT? :-) #soloPR
- 5:41 pm **KateRobins:** RT @KellyeCrane: @PRjeff Or, you can keep poking the reporter while they say "stop touching me!" a million times #solopr
- 5:42 pm **krisTK:** @KellyeCrane That video reminded me of car trips as a child. Sister would whine "she's touching me" when I was just pointing at her. #solopr
- 5:42 pm **luannsaid:** RT @krisTK: Going off message tends to happen when interview becomes a conversation. I interrupt & ask leading question of my own. #solopr
- 5:42 pm **3hatscomm:** @Narciso17 Humor, yes.. smart way to smooth things over, don't make it a bigger deal than it is #solopr
- 5:42 pm **KellyeCrane:** LOL RT @PRjeff: Q3: I once had a CEO get off on some crazy esoteric, unprovable science junk, & the reporter just put her pen down #solopr
- 5:42 pm **PRjeff:** @CommAMMO I think you should go to all different kinds of networking opps. I really like trade shows #solopr
- 5:42 pm **KateRobins:** @akenn Well that, reportedly was backbiting and all sorts of other bad behavior that's never "on" #solopr
- 5:43 pm **rockstarjen:** @KateRobins @kellyecrane @prjeff that's a case where the PR pro is shockingly off message. ;) #solopr
- 5:43 pm **KellyeCrane:** @krisTK You. Just. Nailed it. #solopr
- 5:43 pm **mdbarber:** RT @krisTK: Q3: Going off message tends to happen more when interview becomes a conv. I interrupt and ask leading ? of my own. #solopr
- 5:43 pm **svcathy:** @KellyeCrane Q3 Depending, interject and steer the conversation back on course. I will also followup w/reporter #soloPR
- 5:43 pm **mlhujber:** Q3 Very little you can do during the interview without raising the suspicions of the reporter. Key is to good prep beforehand. #solopr
- 5:43 pm **kescovedo:** @KellyeCrane I was shocked the touching, poking, and general creeping didn't work as an effective media strategy. #solopr
- 5:43 pm **KateRobins:** @KellyeCrane If CEOs go off, they're going to go off. That's a high level corp problem. #solopr

- 5:44 pm **KCDPR:** Been there as well RT @PRjeff: Q3: I once had a CEO get off on a esoteric, unprovable science junk, & the reporter put her pen down #solopr
- 5:44 pm **youplusmeCEO:** Q3 the circomstances were perfect storm - damn volcano causing delays & alcohol - loose lips sink ships? #solopr
- 5:44 pm **Narciso17:** @3hatscomm Yep - You've Got to Be a Little More Fluid For Times Like These "...It's Just a Bigger Wave Than Ur Used To..." #solopr
- 5:44 pm **krisTK:** There goes their credibility RT @PRjeff: Q3: CEO went off on some crazy, unprovable science junk & reporter just put her pen down #solopr
- 5:44 pm **jillvan:** Q3: If it's a subtle going off message, I sit tight and recap primary msg at end if necessary. #solopr
- 5:44 pm **sandrasays:** @mlhujber that's what I mean, sometimes interrupting or intervening can make it worse. #soloPR
- 5:44 pm **KellyeCrane:** Q3: To help prevent, I've learned to tell clients during media training "remember, the reporter is not your friend." #solopr
- 5:44 pm **arikhanson:** RT @krisTK: Q3: Going off message tends to happen more when int. becomes a convo. I interrupt and ask leading question of my own. #solopr
- 5:44 pm **rockstarjen:** Q3 A client was so "on" message he wouldn't answer the reporter's question or steer. Reporter actually hung up on us. As he should. #solopr
- 5:44 pm **PRjeff:** Q3: You just can't stress the ground rules from the start enough for spokespeople. They HAVE to buy in BEFOREhand. #solopr
- 5:45 pm **sandrasays:** RT @KellyeCrane: To help prevent, Ive learned to tell clients during media training "remember, the reporter is not your friend." #soloPR
- 5:45 pm **KellyeCrane:** Yes! RT @mlhujber: Q3 Very little you can do during the interview without raising suspicions... Key is to good prep beforehand #solopr
- 5:45 pm **kescovedo:** RT @mlhujber: Q3 Very little you can do during the interview without raising the suspicions of the reporter. Key is to good prep beforehand. #solopr
- 5:45 pm **sandrasays:** @KellyeCrane I also remind that everything is on the record, assume the camera is always on #soloPR
- 5:45 pm **mdbarber:** RT @youplusmeCEO: Q3 remember its your job to direct the convo & manage the environment - that will help keep on-topic #solopr
- 5:45 pm **KCDPR:** Why we offer media training! RT @KellyeCrane: @krisTK You. Just. Nailed it. #solopr
- 5:45 pm **rmpapag:** Great #pradvice RT @KellyeCrane: Q3 To help prevent, tell clients during media training "remember, the reporter is not your friend" #solopr
- 5:46 pm **krisTK:** Some may need a tattoo? RT @KellyeCrane: Q3: I tell clients during media training "remember, the reporter is not your friend." #solopr
- 5:46 pm **KateRobins:** @sandrasays Amen #solopr
- 5:46 pm **CommAMMO:** Q3: big issue if interv-ee is only partly media trained and has a big ego. Focusing on objective in prep can help avoid prob. #solopr
- 5:46 pm **luannsaid:** Q3: I've "recapped" before. Reporters get it--know small biz owners (like my clients) don't get interviewed every day. #solopr
- 5:46 pm **akenn:** @KateRobins yes, less about being unprepared for an interview #solopr
- 5:46 pm **KellyeCrane:** Q3: Obviously, you can be very friendly w/reporters. But in #tech, they often lower the client's guard by geeking out w/them. #solopr
- 5:46 pm **cgornpr:** RT @KellyeCrane: Q3: I tell clients during media training "remember, the reporter is not your friend." #solopr
- 5:46 pm **3hatscomm:** Good point. gotta watch the flow RT @rockstarjen: Q3 A client was so "on" message he wouldn't answer the reporters question #solopr
- 5:47 pm **krisTK:** @kescovedo I just favorited that tweet. #solopr
- 5:47 pm **KateRobins:** @KellyeCrane And our objective isn't to make new friends. #solopr
- 5:47 pm **mlhujber:** Q3 In my opinion, the press person was just as bad, if not worse, than the general and (again my opinion) he deserved to be fired. #solopr

- 5:47 pm **KCDPR:** Great tactic I use as well. Usually better then defensive stance RT @krisTK: Q3:I interrupt and ask leading question of my own. #solopr
- 5:47 pm **paulardoin:** People have higher BS detectors now. Staying "on message" is tough b/c ppl are starting to recognize when ur not answering the ?s #solopr
- 5:47 pm **CommAMMO:** @mlhujber Kind of sounded from the reports this am that the offensive comments were before the formal int'vw - "always on record" #solopr
- 5:47 pm **sandrasays:** q3 the truth is that going off message is really easy to do, especially if you don't interview frequently. you both learn from it #soloPR
- 5:48 pm **SoloDovePR:** @KellyeCrane re Q3 thats why I stay away from #tech PR I would be so lost #solopr
- 5:48 pm **Narciso17:** It's Important to Keep in Mind That U Leverage Whatever Natural TalentsUr Spokesperson Has - This Will Help Keep Him/Her on Topic #solopr
- 5:48 pm **KCDPR:** @mlhujber : he's doing his job, finding a great story #solopr
- 5:48 pm **KateRobins:** Before they pick up phone, ask them again why they're doing this. Can remind them gently during the interview. #solopr
- 5:48 pm **rockstarjen:** @3hatscomm 3-way conf call and no way to help steer. lesson learned. luckily, reporter took call again in a few after damage control #solopr
- 5:49 pm **sandrasays:** @paulardoin but there are some best practices to make sure you presented your message, your side without being sidetracked #soloPR
- 5:49 pm **KellyeCrane:** @Narciso17 Great point- it's part of our jobs to pick the right spokesperson for each interviewer. #solopr
- 5:49 pm **jillvan:** True. RT @mlhujber: Q3 Little u can do during the interview without raising suspicions of the reporter. Key is good prep beforehand. #solopr
- 5:49 pm **krisTK:** Q3: I remind students, interns that reporters love happy hours -- get lots of inside scoop from tipsy lips. #prstudchat #solopr
- 5:50 pm **bonnieupright:** Excellent point! RT @KellyeCrane: @Narciso17 Great point- it's part of our jobs to pick right spokesperson for each interviewer. #solopr
- 5:50 pm **3hatscomm:** ITA and follow up w/ add'l media training after. RT @kescovedo: RT @mlhujber: Key is to good prep beforehand. #solopr
- 5:50 pm **rockstarjen:** Exactly. RT @KellyeCrane: @Narciso17 Great point- its part of our jobs to pick the right spokesperson for each interviewer. #solopr
- 5:50 pm **mdbarber:** So true. Can make huge diff: @Narciso17 Great point- its part of our job to pick the right spokesperson for each interviewer. #solopr
- 5:50 pm **sandrasays:** RT @Narciso17: Keep in Mind That U Leverage Whatever Natural TalentsUr Spokesperson Has - Will Help Keep Him/Her on Topic #soloPR
- 5:50 pm **Narciso17:** @KellyeCrane Yepper - Bring The Right Tool for the Right Job #solopr
- 5:50 pm **iamparker:** @makasha I love your view on that! hilarious but true #solopr
- 5:50 pm **KateRobins:** @paulardoin There's a diff between answering Q and being truthful. Dodging is balony. Intvee can say, I'd like to get back to... #solopr
- 5:50 pm **sandrasays:** RT @KellyeCrane: its part of our jobs to pick the right spokesperson for each interviewer. #soloPR
- 5:50 pm **PRjeff:** @jillvan Yeah, sounds funny now, but I wasn't laughing back then! A bottled water co. CEO said water had "donor electrons!" #solopr
- 5:51 pm **jgombita:** Bizarre to see Ontario/Quebec peeps (twits & media) twittering #earthquake and then others ("muricans, etc) calmly chatting about #solopr
- 5:51 pm **tressalynne:** RT @krisTK: Q3: I remind students, interns that reporters love happy hours -- get lots of inside scoop from tipsy lips. #prstudchat #solopr
- 5:51 pm **KateRobins:** @sandrasays Yes. Presumably a CEO can talk about what he does without notes. #solopr
- 5:51 pm **sandrasays:** q3 media prep is one of the things I do consistently, but the interview is only going to be as good as the interviewee. #soloPR
- 5:51 pm **jillvan:** Q3: I WANT my clients 2 develop good relationships w/ journos so I like when they just talk. But need to balance w/ ground rules. #solopr

- 5:51 pm **sandrasays:** RT @krisTK: Q3: I remind students, interns that reporters love happy hours -- get lots of inside scoop from tipsy lips. #prstudchat #soloPR
- 5:52 pm **mdbarber:** RT @krisTK: Q3: I remind students, interns that reporters love happy hours -- get lots of inside scoop from tipsy lips. #prstudchat #solopr
- 5:52 pm **KateRobins:** @rockstarjen I've done that, steering with email. #solopr
- 5:52 pm **luanssaid:** LOL RT @KateRobins: @sandrasays Yes. Presumably a CEO can talk about what he does without notes. #solopr
- 5:52 pm **sandrasays:** Presumably. RT @KateRobins: Presumably a CEO can talk about what he does without notes. #soloPR
- 5:52 pm **KellyeCrane:** Q3: Of course, the old fashioned robo-speak meaning of "on message" will definitely set off b.s. detectors. #solopr
- 5:52 pm **KateRobins:** @jillvan Right. 1) get back to ppl 2) don't lie 3) say when you can't tell someone something #solopr
- 5:52 pm **paulardoin:** @KateRobins @sandrasays Agree: answer reps' Qs, truthful, stay on message is rare talent & fine line. Is media prep the answer? #solopr
- 5:53 pm **SoloDovePR:** #solopr #pr20chat RT @leeodden: What are your favorite Twitter chats? Ex #blogchat
- 5:53 pm **rockstarjen:** @KateRobins i've done that, as well. actually, IM works reat for that. unless you have an unwilling spokesperson. ;) #solopr
- 5:53 pm **iammsparker:** @krisTK wow! i never thought about it, but i do get the best info after a drink or 2. LOL #solopr
- 5:53 pm **jillvan:** @PRjeff Ugh. I'm sure. I probably would have crawled under the table! #solopr
- 5:53 pm **KellyeCrane:** Q3: "On message" in the context of this Q means being detrimental to the organization. #solopr
- 5:54 pm **jillvan:** @KateRobins Definitely! #solopr
- 5:54 pm **sandrasays:** @jillvan @KellyeCrane @paulardoin Media prep is making the interviewee understand what the ground rules are, not evading or lying #soloPR
- 5:54 pm **rockstarjen:** @KateRobins of course, he wasn't a spokesperson for long. bwahaha. #solopr
- 5:55 pm **tressalynne:** RT @PRproSanDiego pitch on weekends: it's slow & editors have time to talk. Get 1st rate tips & intel...friendlier #soloPR #mediarelations
- 5:55 pm **sandrasays:** @KellyeCrane media is going to get frustrated if they don't get the interview they were hoping for, even if you do everything right #soloPR
- 5:55 pm **KellyeCrane:** @jillvan Agree that chatting is great, as long as there is no bean-spillage. :-)
#solopr
- 5:55 pm **KateRobins:** @KellyeCrane Oh crikey! If you're on the clock or payroll -- including July hols -- you're supporting the org or you aren't. #solopr
- 5:56 pm **3hatscomm:** @rockstarjen Happens, but luckily you got call and 2nd chance, client got a clue :-)
#solopr
- 5:56 pm **Narciso17:** It's Like Trying to Pass Off 'Conversational' Spanish When U Only Know 'Textbook' Spanish...Sounds Weird and Like You've 'Practiced' #solopr
- 5:56 pm **jillvan:** Absolutely. RT @sandrasays: Media prep is making the interviewee understand what the ground rules are, not evading or lying #soloPR
- 5:56 pm **kescovedo:** Q3 Media training & prep prior to the interview is always best. Doing much during interviews is dangerous, especially in crisis. #solopr
- 5:56 pm **mlhujber:** One of my most-used pieces of advice! RT: @KellyeCrane Q3: ..."remember, the reporter is not your friend." #solopr
- 5:56 pm **sandrasays:** @paulardoin I'd rather find the person who know the topic best who cn do best interview, even if not CEO. always do media prep #solopr
- 5:56 pm **PRProSanDiego:** I have a library of disastrous interviews & show them to clients. :-) I role play w/clients and we prep loads of Qs prior. #soloPR
- 5:57 pm **tysmink:** RT @PRProSanDiego: Another plus of pitching on weekends: it's slow & editors have time to talk. I get 1st rate tips & intel. Wknd folks are friendlier. #soloPR

- 5:57 pm **rockstarjen:** @3hatscomm a clue - and relieved of his duties. ;) #solopr
- 5:57 pm **KellyeCrane:** @sandrasays Yes- we are responsible for understanding what they want., and giving it to them (unless not in interest of client) #solopr
- 5:58 pm **jillvan:** @KellyeCrane Right. You have to make sure they understand where the line is and what their mission is. #solopr
- 5:58 pm **rockstarjen:** A must do! RT @PRProSanDiego:I role play w/clients and we prep loads of Qs prior. #solopr
- 5:58 pm **KateRobins:** Some of the best ppl who stay on msg are door-to-door salespeople and telemarketers. Don't come around, call up to make friends. #solopr
- 5:59 pm **paulardoin:** RT sandrasays Media prep is making the interviewee understand what the ground rules are, not evading or lying #solopr
- 5:59 pm **KellyeCrane:** Q3: And FYI, the breaking news while we've been chatting: McChrystal was "relieved of his command." #solopr
- 6:00 pm **KateRobins:** @paulardoin Right. And why they're there, what they can get out of it, how, and how not. #solopr
- 6:00 pm **kescovedo:** I think we,as pr folks are often at fault b/c we don't properly train the people we put in front of reporters. #solopr
- 6:00 pm **KellyeCrane:** So, Twitter is starting to act weird for me, but we made it to the end of our hour! #solopr
- 6:00 pm **KateRobins:** @KellyeCrane passive voice. bummer. #solopr
- 6:00 pm **Narciso17:** @KellyeCrane WOOT #solopr
- 6:01 pm **CommAMMO:** @jgombita hazard of using TweetChat - you don't see other items in the stream. #solopr
- 6:01 pm **sandrasays:** Often true. RT @kescovedo: I think we (are often at fault b/c we dont properly train the people we put in front of reporters. #soloPR
- 6:01 pm **KateRobins:** @KellyeCrane Fastest hour there ever was. Remind me to book DMV and other such apps Wed 1 -2 #solopr
- 6:01 pm **KellyeCrane:** Another terrific #solopr discussion - thanks to you all for making this community what it is.
- 6:01 pm **paulardoin:** @KellyeCrane Sorry, there's no news right now except for World Cup updates. #solopr
- 6:01 pm **jillvan:** I gotta scoot. GREAT conversation with you all. I always learn so much from you #solopr pros! Thanks @kellyecrane!
- 6:02 pm **Narciso17:** Thx to @KellyeCrane 4 Keeping Us All Engaged in Today's #solopr Session
- 6:02 pm **KellyeCrane:** Yes! RT @kescovedo: I think we, as pr folks are often at fault b/c we don't properly train the people we put in front of reporters. #solopr
- 6:02 pm **sandrasays:** @KellyeCrane so glad Twitter behaved this week. thanx for the chat. #soloPR
- 6:02 pm **paulardoin:** Everyone -- thanks for great PR advice and opinions. What a great way to spend an hour! Thanks @KellyeCrane! #solopr
- 6:02 pm **bonnieupright:** .@KellyeCrane Thanks for a great #solopr chat today! Met some great new folks! Looking forward to the next one!
- 6:02 pm **luannsaid:** Wow. Fast. Thanks, all! #solopr
- 6:02 pm **KateRobins:** @sandrasays Often think the only ppl who get this is reporters and pr folk. They really should teach it along w/ sex ed in school. #solopr
- 6:02 pm **iammsparker:** I love this #solopr chat. I'll try to come up with more questions next time. #newbie
- 6:02 pm **kescovedo:** Thanks so much for sharing. Have a great day! #solopr
- 6:03 pm **CommAMMO:** @KellyeCrane Thanks - great chat as usual. cheers for now. #solopr
- 6:03 pm **krisTK:** Promo: #ipaprsa 3rd annual virtual conference for indy PR pros 7-28 on SM/biz dev. Speakers: @jasonfalls @codella (and me). #solopr
- 6:03 pm **PRjeff:** And what? Bit the CEO's kneecap? RT @jillvan: Ugh. I'm sure. I probably would have crawled under the table! #solopr

- 6:03 pm **svcathy:** @KellyeCrane Good chat today. Thank you #soloPR
- 6:03 pm **KateRobins:** @luannsaid Isn't that weird? I mean how fast it goes? #solopr
- 6:04 pm **PRProSanDiego:** Last word for fun: anyone see @jimmyfallon & Brian Williams "Slow Jammin the News" Tues night? See it online. Hilarious! #soloPR Thanks all!
- 6:04 pm **rockstarjen:** thanks @KellyeCrane, et al. great chat! #solopr
- 6:04 pm **iammsparker:** RT @kescovedo: I think we,as pr folks are often at fault b/c we don't properly train the people we put in front of reporters. #solopr
- 6:04 pm **krisTK:** This is fastest hour of my week. I think of it as lunch w friends. RT @KateRobins: @luannsaid Isn't that weird? How fast it goes? #solopr
- 6:04 pm **3hatscomm:** @KellyeCrane @kescovedo True we're responsible to train, but client, spokesperson also has to be willing to be trained #solopr
- 6:05 pm **KateRobins:** Totally. RT @rockstarjen: thanks @KellyeCrane, et al. great chat! #solopr
- 6:05 pm **sandrasays:** @KateRobins As we approach en era where anyone can create media channel online , that may not be off base #solopr
- 6:05 pm **kimpageluckie:** #solopr organizer - can u give a shout to #giymarketing w/ details of your next chat? I have some new tweeps looking for other chats.
- 6:05 pm **rmpapag:** Thanks @KellyeCrane for anther super fast informative hour of #solopr
- 6:07 pm **krisTK:** Thanks to @kellyecrane for putting together another great #solopr chat, full of thought-provoking questions/conversation
- 6:07 pm **KateRobins:** @3hatscomm and if he shows up here next week, we'll welcome him. #solopr
- 6:08 pm **mdbarber:** RT @rmpapag: Thanks @KellyeCrane for anther super fast informative hour of #solopr
- 6:08 pm **3hatscomm:** RT @krisTK: Thanks to @kellyecrane for putting together another great chat full of thought-provoking questions/conversation #solopr
- 6:09 pm **akenn:** RT @krisTK: Thanks to @kellyecrane for putting together another great #solopr chat, full of thought-provoking questions/conversation
- 6:10 pm **KellyeCrane:** @kimpageluckie The #solopr chat is held each Wed, 1-2pm ET. We discuss general #pr topics, as well as running an indie biz #giymarketing
- 6:11 pm **3hatscomm:** @KateRobins Hear ya (actually re: ex-client) but yeah, not all #smallbiz clients will pay for prep, training. Shame #solopr
- 6:11 pm **iammsparker:** @KellyeCrane i can't wait for the next one. thank you! #solopr
- 6:15 pm **nikkidred:** @KellyeCrane i'm a new solopr prof and this was my 1st chat. It was great! #solopr
- 6:19 pm **Tartipants:** RT @nikkidred @KellyeCrane i'm a new solopr prof and this was my 1st chat. It was great! #solopr <http://fook.com>
- 6:19 pm **krisTK:** @luannsaid Amen! Lots of us headed to DC for PRSA conf in October, but Austin would be fun too. #solopr
- 6:19 pm **KellyeCrane:** So glad to hear it! RT @nikkidred: @KellyeCrane i'm a new solopr prof and this was my 1st chat. It was great! #solopr
- 6:28 pm **garrettkuk:** RT @KellyeCrane: Q3: To help prevent, I've learned to tell clients during media training "remember, the reporter is not your friend." #solopr
- 6:49 pm **amynolanapr:** Bummed that I had to miss #SoloPR chat today. Catch you guys next week!
- 8:36 pm **davispr:** RT @krisTK: Promo: #ipaprsa 3d annual virtual conference for indy PR pros 7-28 on SM/biz dev. Speakers @jasonfalls @codella (and me) #solopr
- 8:45 pm **makasha:** @iammsparker thanks. I had a client to call during the chat so I missed this tweet #solopr
- 9:03 pm **SoloDovePR:** For all my #pr #publicist followers lets K.I.T is all about your network esp for me as a #solopr