

Transcript from October 6, 2010 to October 6, 2010

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All times are Pacific Time

**October 6, 2010**

- 1:07 am **REDMEDIAPR:** am curious - if you could attend one conference, which would you vote is best bang for buck #solopr
- 3:48 am **sandrasays:** RT @gmjameson: I can honestly say as a #solopr rebuilding my media lists w/o a highend database is yielding more personal relationships w/ my contacts!
- 3:54 pm **KellyeCrane:** Excellent advice in comments, too! RT @arikhanson PR advice: What r the best tips you've ever received? <http://bit.ly/bhDjza> #solopr #prtips
- 4:16 pm **KellyeCrane:** Valued participant in our #solopr community, Karen D. Swim, has suffered a family tragedy. Sending heartfelt... <http://fb.me/L7CpROq8>
- 4:30 pm **ChatSchedule:** 30 minutes until #solopr starts - RT if you'll be here
- 4:50 pm **ChatSchedule:** 10 minutes until #solopr starts - RT if you'll be here
- 4:53 pm **deegospel:** cleaned email inbox this morning, #solopr, then some writing. need to query a few mag editors, too. wachoodoin?
- 4:57 pm **krisTK:** Ah, how I've missed #solopr
- 5:00 pm **SoloPR:** Welcome to this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it).
- 5:00 pm **SoloPR:** @krisTK Welcome back, stranger! #solopr
- 5:01 pm **SoloPR:** If you have #solopr questions you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list!
- 5:01 pm **KellyeCrane:** RT @SoloPR: Welcome to this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it).
- 5:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:02 pm **JasmineRBrooks:** Is it really time for #solopr chat? I'm right on time! :)
- 5:03 pm **luannsaid:** Finally have a few minutes for #solopr this week: B2B, professional services PR in Austin, TX. Hi, gang!
- 5:03 pm **amandastock:** Hello. My name is Amanda. Checking out this chat for the 1st time. I've been in online marketing for 9 years and <3 PR. #solopr
- 5:03 pm **krisTK:** Hello from the Deep South. Kristie here from MS Gulf Coast. (20 years exp, 7 as indy, APR, Tulane prof). Taking a break for #solopr
- 5:04 pm **SoloPR:** This is @KellyeCrane moderating- blogger at <http://soloprpro.com/> #solopr
- 5:04 pm **MissSuccess:** In and out for today's #Solopr chat - NYC #solopr
- 5:04 pm **LScribner:** Lori here, from drizzly San Diego (so glad not to be a commuter today!) #solopr
- 5:04 pm **jillvan:** Missing another #solopr chat. Bummer! Hope you all are well.
- 5:04 pm **sandrasays:** will miss it. I'll catch the archive. RT @SoloPR: Welcome 2 ths week's #soloPR chat 4 independent pros in PR & related fields
- 5:04 pm **SoloPR:** Welcome new folks and moldy-oldies alike! :) #solopr
- 5:05 pm **deegospel:** Hi, I'm Dee Stewart. PR. Atlanta. #solopr
- 5:05 pm **deegospel:** @LScribner hey, Lori! #solopr
- 5:05 pm **hashtager:** # If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr

- 5:05 pm **SoloPR:** Q1 is up next... #solopr
- 5:05 pm **luannsaid:** @SoloPR Hey...Would need to have time for more showers in order to get moldy. #solopr
- 5:05 pm **deegospel:** @amandastock Welcome, Amanda! #solopr
- 5:05 pm **JasmineRBrooks:** Jasmine. May 2010 grad now doing marketing in Corp Amer. Second time in #solopr chat! :) Atlanta, also. #solopr
- 5:06 pm **SoloPR:** @luannsaid Touche #solopr
- 5:06 pm **krisTK:** @luannsaid I swear one's on the list for today. Eventually, gets to the top too. #solopr
- 5:06 pm **SoloPR:** Q1: How do you qualify the businesses you work with? Budget? Stability? #solopr
- 5:06 pm **jgombita:** @SoloPR fungism and ageism all in one tweet. Way to make us feel welcome, @kellyecrane! ;-) #solopr
- 5:07 pm **socialitestatus:** #solopr time! Tche from Houston PR & Promotions
- 5:07 pm **SoloPR:** You got me :- ) RT @jgombita: @SoloPR fungism and ageism all in one tweet. Way to make us feel welcome, @kellyecrane! ;-) #solopr
- 5:08 pm **KellyeCrane:** In qualifying possible clients, I'm very careful to look for signs that they are a viable business. #solopr
- 5:08 pm **cathyannsauer:** Hello everyone from clear and cool Orlando! #solopr #solopr
- 5:08 pm **LauraScholz:** Q1: Mission, vision, quality of product/service, potential for growth, chemistry w/ leaders, shared goals/values. #solopr
- 5:08 pm **KellyeCrane:** A1: For example, I work in tech and there are many startups in this space. They all want PR. Not all can afford it. #solopr
- 5:09 pm **lkmccaffrey:** RT @SoloPR: You got me :- ) RT @jgombita: @SoloPR fungism and ageism all in one tweet. Way to make us feel welcome, @kellyecrane! ;-) #solopr
- 5:09 pm **SoloPR:** RT @LauraScholz: Q1: Mission, vision, quality of product/service, potential for growth, chemistry w/ leaders, shared goals/values #solopr
- 5:09 pm **LScribner:** Q1 Startups usually have neither. If they have a small budget and a marketable idea, that's enough in my book #solopr
- 5:10 pm **deegospel:** q1: product & budget. because my clients are mainly recording artists & authors, i must believe the product is noteworthy #solopr
- 5:10 pm **trishlambert:** Jumping in a little late, but at least I'm here! Almost a miracle! Hi everyone from TX Hill Country! #solopr
- 5:10 pm **jgombita:** @SoloPR can you clarify the "qualify?" TIA. Q1: How do you qualify the businesses you work with? Budget? Stability? #solopr
- 5:10 pm **deegospel:** @KellyeCrane a1: same in publishing #solopr
- 5:10 pm **amvandenhurk:** Very wise. @KellyeCrane: In qualifying possible clients, I'm very careful to look for signs that they are a viable business. #solopr
- 5:11 pm **KellyeCrane:** A1: Many pros also have a minimum budget range (below which it's just not worth the administrative effort). #solopr
- 5:11 pm **deegospel:** @MarketingMel Hi! #solopr
- 5:11 pm **luannsaid:** Q1: Prefer referrals. Also gauge the type of Qs they have in initial consultation. Irrational behavior can usually be spotted early. #solopr
- 5:11 pm **rockstarjen:** Better late than never! Jen from San Diego (solo 6 years) here. #solopr
- 5:11 pm **SoloPR:** @MarketingMel Hello - and best of luck with your pitch! #solopr
- 5:11 pm **trishlambert:** Q1: I also use an "engagement memo" that spells out scope, price, terms AND work policies--which have filtered out nonideal clients. #solopr
- 5:11 pm **mlhujber:** Hello, checking into #solopr today!
- 5:11 pm **jgombita:** @MarketingMel hi back and good luck with the client pitch. (Make sure you "qualify" the business.) #solopr
- 5:12 pm **luannsaid:** RT @deegospel: ...i must believe the product is noteworthy << AMEN! #solopr

- 5:12 pm **krisTK:** Q1: In qualifying a new client, I consider its reputation and vision for the future. Do I want to be associated with them? #solopr
- 5:12 pm **krisTK:** @MarketingMel Good luck today! #solopr
- 5:12 pm **MarketingMel:** @SoloPR Thanks! I only work w/qualified biz. pro's. Successful biz people pay their bills and value my services #soloPR
- 5:12 pm **trishlambert:** Also ask Qs that indicate if I want to work w/them RT @luannsaid: Q1: Also gauge the type of Qs they have in initial consultation. #solopr
- 5:12 pm **SoloPR:** @jgombita Qualify as in last week's pre-qualify discussion - how do choose who to proceed with (or not) #solopr
- 5:12 pm **rockstarjen:** RT @luannsaid: Q1: Prefer referrals. Also gauge type of Q in initial consultation. Irrational behavior can usually be spotted early. #solopr
- 5:13 pm **deegospel:** q1: also coachability is a big one for me. i can tell early on in an intro meeting if they are. #solopr
- 5:13 pm **SoloPR:** RT @deegospel: q1: product & budget.because my clients are mainly recording artists & authors, i must believe the prod is noteworthy #solopr
- 5:13 pm **deegospel:** RT @KellyeCrane: A1: Many pros also have a minimum budget range (below which it's just not worth the administrative effort). #solopr
- 5:13 pm **deegospel:** @mlhujber hi #solopr
- 5:13 pm **trishlambert:** ExInt point RT @deegospel: q1: also coachability is a big one for me. i can tell early on in an intro meeting if they are. #solopr
- 5:13 pm **SoloPR:** RT @luannsaid: Q1: Prefer referrals. Also gauge the type of Qs they have in initial consultation. #solopr
- 5:13 pm **LScribner:** @deegospel Morning/afternoon Dee! #solopr
- 5:13 pm **mlhujber:** Q1: To date, I've qualified through word-of-mouth. #solopr
- 5:14 pm **socialitestatus:** Q1. I'm learning that budget should be a top priority when taking on new clients. I also have to believe in the project/product. #solopr
- 5:14 pm **rockstarjen:** Q1: in addition to the co's reputation, referral, etc. my gut instinct is a big factor in taking on a client. #solopr
- 5:14 pm **deegospel:** @krisTK a1: so true. "Do I want to be affiliated with them?" #solopr
- 5:14 pm **jgombita:** @SoloPR ta A1. Qualify in foundations of PR: value, reputation & relationship building. Where's it at now? How can you assist/build? #solopr
- 5:14 pm **SoloPR:** RT @krisTK: Q1: In qualifying a new client, I consider reputation and vision for the future. Do I want to be associated with them? #solopr
- 5:15 pm **cathyannsauer:** Does client have realistic objectives and expectations. #solopr
- 5:15 pm **socialitestatus:** @deegospel coachability is helpful. makes the job a little bit easier #solopr
- 5:15 pm **SoloPR:** RT @rockstarjen: Q1: in addition to the co's reputation, referral, etc. my gut instinct is a big factor in taking on a client. #solopr
- 5:15 pm **TechDagan:** Hi, all! Joining late, but I'm here! #solopr
- 5:15 pm **westthirdgroup:** A1: They have to have a specific budget and I can't be their first firm/agency. I'm not interested in deflowering clients. #solopr
- 5:15 pm **torreymcgraw:** Checking in to #solopr on my lunch break for a bit
- 5:15 pm **cidokogiPR:** I see that believing in the product and association are really BIG when choosing companies as clients! #solopr
- 5:15 pm **deegospel:** @socialitestatus exactly. #solopr
- 5:16 pm **TechDagan:** Dagan Henderson, a #solopr consultant with a digital focus in Sacramento, Calif.
- 5:16 pm **trishlambert:** Yes! Even if \$ is good, they could be nightmare 2work with RT @rockstarjen: : ...gut instinct is a big factor in taking on a client. #solopr
- 5:16 pm **luannsaid:** Does anyone do actual background checks on potential clients? #solopr
- 5:16 pm **rockstarjen:** @trishlambert absolutely! i learned that the hard way once. once. ;) #solopr

- 5:17 pm **cidokogiPR:** I look for a standard of professionalism too.. How do they carry themselves when they are dealing with their business? #solopr
- 5:17 pm **rockstarjen:** I "ask around" RT @luannsaid: Does anyone do actual background checks on potential clients? #solopr
- 5:17 pm **SoloPR:** Fascinating! RT @westthirdgroup: A1: ... I can't be their first firm/agency. I'm not interested in deflowering clients. #solopr
- 5:17 pm **deegospel:** @westthirdgroup i agree with your position. i have lost a lot of time this year on deflowering #solopr
- 5:17 pm **trishlambert:** Q1: I test for a partnership mentality. There are still ppl using a "master-servant" model w/contractors & that doesn't work 4 me! #solopr
- 5:17 pm **SoloPR:** RT @cidokogiPR: I look for a standard of professionalism too.How do they carry themselves when they are dealing with their business? #solopr
- 5:17 pm **westthirdgroup:** I love talk about how values fit into client selection -- even as I note that, yes, I would take money from Just About Anyone(tm). #solopr
- 5:17 pm **kgombita:** @rockstarjen @trishlambert "Fool me once, shame on you. Fool me twice...." #solopr
- 5:18 pm **kgombita:** @westthirdgroup why am I not surprised? ;-) #solopr
- 5:18 pm **deegospel:** @rockstarjen I do checks and I do a market reach analysis, because sometimes potentials don't have a large enough platform to work/w #solopr
- 5:18 pm **TechDagan:** @luannsaid Beyond due diligence checks? #solopr
- 5:18 pm **trishlambert:** LOL. Eventually found that didn't work well for me, sigh. RT @westthirdgroup: I would take money from Just About Anyone(tm). #solopr
- 5:18 pm **KellyeCrane:** Me too. RT @rockstarjen: I "ask around" RT @luannsaid: Does anyone do actual background checks on potential clients? #solopr
- 5:18 pm **krisTK:** Amen! RT @trishlambert: Q1: I test for a partnership mentality. "Master-servant" model w/contractors doesn't work 4 me! #solopr
- 5:19 pm **natureandyou:** RT @trishlambert: Q1: I test for a partnership mentality. There are still ppl using a "master-servant" model w/contractors & that doesn't work 4 me! #solopr
- 5:19 pm **deegospel:** @trishlambert lol #solopr
- 5:19 pm **KellyeCrane:** A1. If a client referral comes to me from someone I trust who's already working with them, that's the best! #solopr
- 5:19 pm **westthirdgroup:** @kgombita I like to think that, between the two of us, we balance the universe. #solopr
- 5:20 pm **MarketingMel:** @westthirdgroup @kgombita Once again you two are giving me a great Wednesday laugh #soloPR
- 5:20 pm **SoloPR:** Glad to see everyone brought their senses of humor today. ;-) #solopr
- 5:20 pm **trishlambert:** Yes! Wish I had more of those! RT @KellyeCrane: A1. If referral comes from someone I trust whos working with them, thats the best! #solopr
- 5:20 pm **luannsaid:** And if they generally speak poorly about other vendors/consultants that work for them; play the blame game ...no thank you. #solopr
- 5:20 pm **kgombita:** @KellyeCrane to build on your A1. Talking to someone who \*once\* worked for the company is also extremely helpful. (Pro or \*con\*.) #solopr
- 5:20 pm **deegospel:** RT @KellyeCrane: A1. If a client referral comes to me from someone I trust who's already working with them, that's the best. #solopr
- 5:20 pm **rockstarjen:** Ideal. RT @KellyeCrane: A1. If a client referral comes to me from someone I trust whos already working with them, thats the best! #solopr
- 5:21 pm **SoloPR:** Before we head on to Q2, a brief "programming note"... #solopr
- 5:21 pm **krisTK:** Q1: potential clients dont realize we're assessing them just as much as they're assessing us. #solopr
- 5:21 pm **kgombita:** @westthirdgroup possibly. As long as you don't have me in the Pollyanna role; not a good fit. #solopr
- 5:21 pm **deegospel:** @luannsaid true. character means a great deal when qualifying #solopr

- 5:21 pm **luannsaid:** Yes!! RT @KellyeCrane: A1. If a client referral comes to me from someone I trust whos already working with them, thats the best! #solopr
- 5:21 pm **SoloPR:** If you'll be at the #PRSA conf or in the #DC area, hope you can come to our first #solopr meetup: <http://solopr.eventbrite.com/>
- 5:21 pm **Worob:** RT @krisTK: Q1: potential clients dont realize we're assessing them just as much as they're assessing us. #solopr
- 5:21 pm **deegospel:** Very true. RT @krisTK: Q1: potential clients dont realize we're assessing them just as much as they're assessing us. #solopr
- 5:21 pm **rockstarjen:** A1 i had a prospect come to me complaining/accusing straight away of current agency. i'll pass, thanks. #solopr
- 5:22 pm **krisTK:** RT @SoloPR: If you'll be at #PRSA conf or in #DC area, hope you can come to first #solopr meetup: <http://solopr.eventbrite.com/>
- 5:22 pm **dconconi:** sorry - just signing in. catching up. #solopr
- 5:23 pm **deegospel:** RT @SoloPR: If you'll be at the #PRSA conf or in the #DC area, hope you can come to our first #solopr meetup: <http://solopr.eventbrite.com/>
- 5:23 pm **SoloPR:** So true. RT @krisTK: Q1: potential clients dont realize we're assessing them just as much as they're assessing us. #solopr
- 5:23 pm **trishlambert:** Laugh! That's true!!! RT @krisTK: Q1: potential clients dont realize were assessing them just as much as theyre assessing us. #solopr
- 5:23 pm **luannsaid:** RT @SoloPR: If you'll be at the #PRSA conf or in the #DC area, hope you can come to our first #solopr meetup: <http://solopr.eventbrite.com/>
- 5:23 pm **torreymcgraw:** I agree RT @cidokogiPR: I see that believing in the product and association are really BIG when choosing companies as clients! #solopr
- 5:23 pm **PRjeff:** Depends HOW they're complaining RT @rockstarjen: A1 i had a prospect come to me complaining/accusing straight away of current agency #solopr
- 5:23 pm **cathyannsauer:** Yes, red flag! RT @luannsaid:if they generally speak poorly about other vendors/consultants; play the blame game ...no thank you. #solopr
- 5:23 pm **SoloPR:** Q2: Is the press tour/teletour dead? Do you still recommend them to clients? #solopr
- 5:24 pm **dconconi:** RT @SoloPR: Q2: Is the press tour/teletour dead? Do you still recommend them to clients? #solopr
- 5:24 pm **JamieLaceyPR:** Agree! RT @KellyeCrane: A1. If client referral comes from someone I trust who's already working w/them, that's the best! #solopr
- 5:24 pm **deegospel:** @PRjeff that's true. they could be complaining about a concept they don't understand. #solopr
- 5:24 pm **PRjeff:** If the client simply feels former PR agency didn't deliver, and client is civil abt it, I'm fine w/taking them on #solopr
- 5:25 pm **jgombita:** @SoloPR there's that P word, again. #solopr
- 5:25 pm **dconconi:** Q2 - I don't think the press tour is dead but the press conference seems to be #solopr
- 5:25 pm **cidokogiPR:** RT @krisTK: Q1: potential clients dont realize were assessing them just as much as theyre assessing us. < PREACH! #solopr
- 5:25 pm **rockstarjen:** A2 Great question! I haven't been an in-person press tour in years. You really need to have something big & meaty for this. #solopr
- 5:25 pm **cathyannsauer:** RT @SoloPR: Q2: Is the press tour/teletour dead? Do you still recommend them to clients? #solopr
- 5:26 pm **krisTK:** Q2: My clients aren't a good fit for press tours/teletours, but I'd like to hear from those who have used them #solopr
- 5:26 pm **steveMwade:** RT @trishlambert: Laugh! That's true!!! RT @krisTK: Q1: potential clients dont realize were assessing them just as much as theyre assessing us. #solopr
- 5:26 pm **akenn:** Unless you're a major brand RT @dconconi Q2 - I don't think the press tour is dead but the press conference seems to be #solopr #solopr



- 5:26 pm **jpgombita:** @dconconi A2. I disagree. If it's truly newsworthy (and affecting many people), the media conference is still alive and well. #solopr
- 5:26 pm **SoloPR:** @jpgombita True- but in this case I think it frames the question accurately (as submitted by the community) #solopr
- 5:27 pm **trishlambert:** Me neither. Sign o'the times: Internet+recession=way fewer tours RT @rockstarjen: A2 I havent seen in-person press tour in yrs.... #solopr
- 5:27 pm **luannsaid:** A2: Could be the opposite: TV/radio are under more pressure than ever to crank out content 24/7. #solopr
- 5:28 pm **deegospel:** q2: book review media outlets have diminished, however book blogger #s have increased, so the junket has become <on site & >online #solopr
- 5:28 pm **KellyeCrane:** A2. If you have an intricate product that can only be demonstrated in person, a tour may work. Otherwise, tough sell. #solopr
- 5:28 pm **jpgombita:** RT @luannsaid: A2: Could be the opposite: TV/radio are under more pressure than ever to crank out content 24/7. #solopr
- 5:28 pm **cathyannsauer:** Q2 Hotels, attractions, etc. still like press/blogger fams. #solopr
- 5:28 pm **krisTK:** Q2: Pol candidates or new corporate execs often do the editorial board circuit (not my clients) #solopr
- 5:28 pm **jpgombita:** @luannsaid the "press" not so much.... ;- ) (My bad. Sorry @solopr.) #solopr
- 5:29 pm **deegospel:** @KellyeCrane true. it could be best to host a media party at a tradeshowappearance to max the expense dollars #solopr
- 5:29 pm **KellyeCrane:** A2: Consider instead doing sharable video that the media (tradtl and otherwise) can use online. #solopr
- 5:29 pm **MissSuccess:** Q2: Press tour (including desksides) are still v relevant. But you have to make sure that your product/news are legit. #solopr
- 5:29 pm **cidokogiPR:** I still think the public appreciates physical interaction... not so much the press #solopr
- 5:29 pm **westthirdgroup:** A2: Shocking confession -- media is <5% of my work. However, I'm with @jpgombita -- you can still rock a media event. #solopr
- 5:29 pm **krisTK:** RT @deegospel: q2: book review media outlets have diminished but book blogger #s have grown. Junket has become <on site & >online #solopr
- 5:30 pm **luannsaid:** (Think of all the cable -- and now internet and satellite -- news shows now as opposed to 10 years ago...) #solopr
- 5:30 pm **rockstarjen:** Love this. RT @KellyeCrane: A2: Consider instead doing sharable video that the media (tradtl and otherwise) can use online. #solopr
- 5:30 pm **jpgombita:** @krisTK (federal) leader of the opposition Liberal party, Michael Ignatieff, spent most of the summer on a bus tour across Canada. #solopr
- 5:30 pm **SoloPR:** RT @cathyannsauer: Q2 Hotels, attractions, etc. still like press/blogger fams. #solopr
- 5:30 pm **MissSuccess:** Q2: You can also conduct a press "tour" via Skype or teleconference by scheduling multiple interviews in the same day. #solopr
- 5:30 pm **janetfalk:** NYC PR Pro. Also subcontract. A2 If out of town and need to become known to Wall Street press, it is vital to book in-person appts. #soloPR
- 5:31 pm **Shelly1125:** RT @rockstarjen: Love this. RT @KellyeCrane: A2: Consider instead doing sharable video that the media (tradtl and otherwise) can use online. #solopr
- 5:31 pm **krisTK:** Link to example pls? RT @KellyeCrane: A2: Consider instead doing sharable video that media (tradtl and otherwise) can use online #solopr
- 5:31 pm **socialitestatus:** Good info from Q2. What about utilizing youtube pages? #solopr
- 5:31 pm **SoloPR:** RT @MissSuccess: Q2: You can also conduct a press "tour" via Skype or teleconf by scheduling multiple interviews in the same day #solopr
- 5:31 pm **jpgombita:** @KellyeCrane b-rolls are alive and kicking, eh? (They can't be overtly marketing, though. Not for serious media.) #solopr
- 5:32 pm **deegospel:** @MissSuccess true. i see evidence of that in local media when they interview a celeb for a movie junket. #solopr

- 5:32 pm **KellyeCrane:** @MissSuccess Yes, the media loves Skype, too. Many find it more efficient than an in-person meeting. #solopr
- 5:32 pm **REDMEDIAPR:** Still curious - if you could attend one conference, which would you vote is best bang for buck #solopr
- 5:33 pm **westthirdgroup:** @jgombita One of the real opps today is creating "serious media" from the ground up on behalf of a client or cause. #solopr
- 5:33 pm **krisTK:** RT @KellyeCrane: media loves Skype. Many find it more efficient than an in-person meeting. #solopr
- 5:33 pm **SoloPR:** What do you all think? RT @IACEZ: @KellyeCrane What about a live event or trade show? #solopr
- 5:33 pm **rockstarjen:** Skype is fantastic. RT @krisTK: RT @KellyeCrane: media loves Skype. Many find it more efficient than an in-person meeting. #solopr
- 5:33 pm **trishlambert:** Great...very time/cost effective for everyone involved. RT @MissSuccess: Q2: Conduct press "tour" w/Skype or teleconference... #solopr
- 5:34 pm **akenn:** In addition to video, Skype, also consider GoToMeeting,webcast, phone, etc & pick one that best fits media targets & message #solopr
- 5:34 pm **TechDagan:** @jgombita @KellyeCrane Some newsrooms have policies against b-roll, though. Still, not a waste of time. #solopr
- 5:34 pm **luannsaid:** My good friend @storyassistant calls this the "vitch" (video pitch). Always loved that. #solopr
- 5:34 pm **westthirdgroup:** @REDMEDIAPR Probably a non-helpful answer but: In nearly all cases, conference money is better spent on biz-dev. #solopr
- 5:34 pm **jgombita:** RT @westthirdgroup @jgombita One of the real opps today is creating "serious media" from the ground up on behalf of client or cause. #solopr
- 5:34 pm **TechDagan:** @trishlambert For me, New Communications Forum. #solopr
- 5:34 pm **SoloPR:** RT @akenn: In addition to video, Skype, also consider GoToMeeting,webcast, phone, etc & pick one that best fits media targets & msg #solopr
- 5:34 pm **krisTK:** @REDMEDIAPR I attend several: PRSA for natl, SPRF and @prsasw regional, and local/state ones. Good content, networking opps #solopr
- 5:35 pm **deegospel:** how do we send a question? #solopr
- 5:35 pm **KellyeCrane:** @krisTK Will have to dig up a few examples- will share after the chat. #solopr
- 5:35 pm **jgombita:** @westthirdgroup @REDMEDIAPR pal told me his board questioned his conference attendance/speaking gigs vs cost of making a video! #solopr
- 5:35 pm **krisTK:** Q2: Goal is to get comfy with Skype in 2011. #solopr
- 5:36 pm **trishlambert:** A2. Check out Glance.net for screen sharing (\$10 for day pass). Glance+telecon line does the same as gotomeeting for far less dinero #solopr
- 5:36 pm **SoloPR:** New questions for discussion here can be sent by @ or DM to @KellyeCrane #solopr
- 5:36 pm **trishlambert:** You will LOVE it! RT @krisTK: Q2: Goal is to get comfy with Skype in 2011. #solopr
- 5:36 pm **akenn:** RT @jgombita @westthirdgroupThe real opp today is creating "serious media" from the ground up on behalf of client or cause. #solopr
- 5:36 pm **cathyannsauer:** RT@akenn: In addition to video, Skype, also consider GoToMeeting,webcast, phone, etc & pick one that best fits media targets & msg #solopr
- 5:36 pm **SoloPR:** RT @trishlambert: A2. Glance.net for screen sharing. Glance+telecon line does the same as gotomeeting for far less dinero #solopr
- 5:37 pm **mpaluchowski:** RT @krisTK: Q1: potential clients dont realize we're assessing them just as much as they're assessing us. #solopr
- 5:37 pm **LScribner:** Q2 No doubt,bloggers have changed the entire media landscape for better and worse. #solopr
- 5:38 pm **trishlambert:** Keeps us on our toes...laugh! RT @LScribner: Q2 No doubt,bloggers have changed the entire media landscape for better and worse. #solopr

- 5:38 pm **Shelly1125:** @Kellyecrane Q: Media is getting BP Gulf Oil spill fatigue. New ways to keep story relevant for seafood/tourism industries? #Solopr
- 5:39 pm **3hatscomm:** RT @trishlambert: Keeps us on our toes RT @LScribner: Q2 bloggers have changed the entire media landscape for better and worse. #solopr
- 5:39 pm **kgombita:** @LScribner check out transcript from Monday's #commschat. Led by a journo, mainly about PR/journo relations, changes b/c of Internet #solopr
- 5:39 pm **LScribner:** @trishlambert I'll remember to laugh the next time I'm hung up on lol #solopr
- 5:39 pm **TechDagan:** A2. DimDim offers a fantastic online meeting room. Best of all, it's free for 20 or fewer attendees. (dimdim.com). #solopr
- 5:39 pm **MissSuccess:** Glad you mentioned Youtube pages @socialitestatus bc they just debuted a page dedicated to Travel --> <http://bit.ly/9ICNOH> #solopr
- 5:40 pm **kgombita:** @TechDagan shame about the name. #solopr
- 5:40 pm **LScribner:** @TechDagan I've used DimDim...works very well, priced right! #solopr
- 5:40 pm **trishlambert:** @LScribner Call me when it happens...I will commiserate and then make sure you're laughing before we hang up!!! #solopr
- 5:40 pm **SoloPR:** Q3: How can you re-fresh a stale story? i.e., @Shelly1125's question on oil spill 4 seafood/tourism industries? #solopr
- 5:40 pm **krisTK:** @kgombita my thought exactly. #solopr
- 5:40 pm **TechDagan:** @kgombita lol Yeah. But I use them all the time. #solopr
- 5:41 pm **trishlambert:** @TechDagan Has dimdim improved? Tried it last year and it was very glitchy.... #solopr
- 5:41 pm **MissSuccess:** Forgot to note that the YT travel channel is sponsored by Norwegian cruise line @socialitestatus #solopr
- 5:41 pm **kgombita:** @TechDagan does that make you a DimDimmer? :- ) #solopr
- 5:43 pm **KellyeCrane:** A3: I think you always have to look at new angles, regardless of the kind of story. #solopr
- 5:43 pm **TechDagan:** @trishlambert Yes it has. Vastly. #solopr
- 5:43 pm **westthirdgroup:** @SoloPR The cascade of interest (most to least): Results, people, plans, money, process. Stale story? Move the focus upward. #solopr
- 5:43 pm **deegospel:** q3: find a relevant angle to a new story. like last week author Brian King was on CNN because of the ATL bishop allegations. #solopr
- 5:43 pm **akenn:** RT @kgombita check out transcript from Mondays #commschat. Led by a journo, mainly about PR/journo relations,changes b/c of Internet #solopr
- 5:43 pm **LScribner:** Q3 Real stories, from real victims of the spill, business, families, etc #solopr
- 5:43 pm **trishlambert:** @TechDagan Great news!!! I'll check them out again...thanks!!! #solopr
- 5:44 pm **3hatscomm:** @Shelly1125 @SoloPR Q3: refresh stale story with NEW: facts, stats, human interest angles; update the older info #solopr
- 5:44 pm **KellyeCrane:** A3: @Shelly1125 Is it possible that having the oil spill piece of the story die is actually good for seafood/tourism industries? #Solopr
- 5:44 pm **dconconi:** great idea. RT @KellyeCrane: A2: Consider instead doing sharable video that the media (tradtl and otherwise) can use online. #solopr
- 5:44 pm **krisTK:** Q3: identify new perspectives: how has seafood industry impact affected churches, schools, social svc? #solopr
- 5:44 pm **SoloPR:** RT @deegospel: q3: find a relevant angle to a new story. like last wk author Brian King was on CNN because of ATL bishop allegations #solopr
- 5:45 pm **MissSuccess:** Q3: Read the dailies + if your client is relevant in any way then you should pitch reporters for a 2nd day story. #solopr
- 5:45 pm **dconconi:** RT @SoloPR: Q3: How can you re-fresh a stale story? #solopr
- 5:45 pm **SoloPR:** RT @MissSuccess: Q3: Read the dailies + if your client is relevant in any way then you should pitch reporters for a 2nd day story #solopr
- 5:46 pm **SoloPR:** @Shelly1125 Hope that helps! #solopr



- 5:46 pm **dconconi:** absolutely! and current events RT @KellyeCrane: A3: I think you always have to look at new angles, regardless of the kind of story. #solopr
- 5:46 pm **SoloPR:** Q4: When you need assistance, how do you go about finding talent? #solopr
- 5:46 pm **jgombita:** A3. Subject experts' knowledge is the greatest way to allay fears. Ask for relevant stakeholders to ask the tough ?s/provide answers #solopr
- 5:47 pm **dconconi:** RT @SoloPR: Q4: When you need assistance, how do you go about finding talent? #solopr
- 5:47 pm **MissSuccess:** Q3: Play d word association game. Using spill/seafood as an ex. u could talk about how it's affected the catering/events industry. #solopr
- 5:48 pm **socialitestatus:** @MissSuccess that's what I was talking about. My former client has a page as well. <http://bit.ly/a9Jw2z> #solopr
- 5:48 pm **janetfalk:** A3 Partner with another person or org to broaden the scope with a related perspective. Time-deprived reporters love a story in a box #solopr
- 5:48 pm **MissSuccess:** Q4: You should always be building a pipeline of talent. I keep a master list so I know who to call when I'm in a pinch. #solopr
- 5:48 pm **westthirdgroup:** A4: There are maybe 20 people who's opinion I trust. I ask them who I should be talking to. I filter for attitude more than skill. #solopr
- 5:48 pm **krisTK:** Q4: I reach out to people I already know and hopefully have worked with before. I don't like to gamble with unknowns. #solopr
- 5:48 pm **TechDagan:** Q3: Also, if traditional media are bored, fire up via social media to get them re-energized. After all, PR is about the public. #solopr
- 5:48 pm **3hatscomm:** @MissSuccess ITA 2nd day story: build on what's there, use that as opportunity to tell new story relevant to client #solopr
- 5:48 pm **KellyeCrane:** A4: Personal networks are best for finding new talent. Any other ideas? #solopr
- 5:49 pm **MissSuccess:** RT @3hatscomm: @MissSuccess ITA 2nd day story: build on what's there, use that as opportunity to tell new story relevant to client #solopr
- 5:49 pm **dconconi:** Q4 - we created an indiepr group in Toronto - meet offline quarterly & avail by email when need assistance #solopr
- 5:49 pm **jgombita:** @TechDagan (plural): publicS (or stakeholders). #solopr
- 5:49 pm **MissSuccess:** RT @KellyeCrane: A4: Personal networks are best for finding new talent. Any other ideas? #solopr
- 5:49 pm **SoloPR:** RT @janetfalk: A3 Partner with another person or org to broaden the scope... Time-deprived reporters love a story in a box #solopr
- 5:50 pm **krisTK:** Q4: Important to develop a network of colleagues you know and trust, before the need is urgent. #solopr
- 5:50 pm **SoloPR:** RT @TechDagan: Q3: Also, if traditional media are bored, fire up via social media to get them re-energized. .. #solopr
- 5:50 pm **jgombita:** @dconconi interesting. Is it sponsored by an organization or self-driven? #solopr
- 5:50 pm **BudBilanich:** RT @3hatscomm: @MissSuccess ITA 2nd day story: build on what's there, use that as opportunity to tell new story relevant to client #solopr
- 5:50 pm **SoloPR:** RT @dconconi: Q4 - we created an indiepr group in Toronto - meet offline quarterly & avail by email when need assistance #solopr
- 5:50 pm **trishlambert:** Q4: No surprise to anyone who knows me: Elance.com. Have found truly awesome talent there. Trick is a good selection methodology. #solopr
- 5:51 pm **3hatscomm:** ITA Pitch blogs, post own news. RT @TechDagan: Q3: if traditional media are bored, fire up social media. PR is about the public. #solopr
- 5:51 pm **SoloPR:** RT @westthirdgroup: A4: There are maybe 20 people who's opinion I trust. I ask them... I filter for attitude more than skill. #solopr
- 5:51 pm **janetfalk:** @dconconi: indiepr group in Toronto - would LOVE to join or build same in NYC #solopr
- 5:52 pm **KellyeCrane:** A4: For non-client facing work (admin assistance), I have gambled w/ppl who's presence online impressed me. So far so good! #solopr

- 5:52 pm **krisTK:** Q4: if you're trying to get hired, be visible in professional orgs. You never know who's watching. #solopr
- 5:52 pm **TechDagan:** @jgombita Yeah. Those guys. :-) Really, though, isn't it anyone that's not us or our client? #solopr
- 5:52 pm **dconconi:** Amen! RT @TechDagan: if traditional media r bored, fire up social media 2 get them re-energized. After all, PR is about the public. #solopr
- 5:52 pm **SoloPR:** Like what? RT @trishlambert: Q4: No surprise to anyone who knows me: Elance.com. Trick is a good selection methodology. #solopr
- 5:53 pm **LScribner:** Have to cut out a little early fellow #solopr have a great week, another fantastic chat! #solopr
- 5:54 pm **dconconi:** @janetfalk it's a great network for keeping in touch with other pros in other industries to refer or collaborate - easy to build 2 #solopr
- 5:54 pm **jgombita:** @TechDagan stakeholders include: employees, community (groups), government, potential customers..... #solopr
- 5:54 pm **trishlambert:** @SoloPR Via Elance: Writers,researchers,social media geeks,programmers,web/wordpress geeks, more that I can't think of at the moment #solopr
- 5:54 pm **TechDagan:** Sadly, me too. Bye! RT @LScribner: Have to cut out a little early fellow #solopr have a great week, another fantastic chat! #solopr
- 5:54 pm **deegospel:** a4 #solopr
- 5:54 pm **deegospel:** a4: referral #solopr
- 5:55 pm **trishlambert:** @SoloPR Quality of providers on Elance (& others) has gone up, I think due to recession...ppl looking for new revenue channels #solopr
- 5:55 pm **westthirdgroup:** Have a great week, all! Fascinating stuff, as usual. #solopr
- 5:55 pm **cathyannsauer:** Q4 A-Ask trusted colleagues.B-Networking platforms. U can reach out & learn a lot about potential talent. Case in point, this chat. #solopr
- 5:55 pm **SoloPR:** Q5 is a quick community question: what do you call yourself to clients? What would be a badge you'd proudly wear? #solopr
- 5:55 pm **dconconi:** RT @SoloPR: Q5 is a quick community question: what do you call yourself to clients? What would be a badge youd proudly wear? #solopr
- 5:56 pm **SoloPR:** Yes! RT @cathyannsauer: Q4 ...Reach out & learn a lot about potential talent. Case in point, this chat. #solopr
- 5:56 pm **trishlambert:** Me too. I retain client-facing work til I'm sure of my contractor...takes a while RT @KellyeCrane: A4: For non-client facing work... #solopr
- 5:56 pm **jgombita:** @dconconi you still haven't answered my question. :-( #solopr
- 5:56 pm **3hatscomm:** This. RT @cathyannsauer: Q4 Ask trusted colleagues. Networking platforms... Case in point, this chat. #solopr
- 5:56 pm **krisTK:** Q4: My clients and colleagues come from personal connections, not cold calls or emails. #solopr
- 5:56 pm **TechDagan:** @jgombita Don't disagree a bit. But semantics is sometimes challenging in 140 characters. #solopr
- 5:57 pm **SoloPR:** @dconconi Thanks for retweeting the Qs! #solopr
- 5:57 pm **dconconi:** @jgombita I'm sorry - stepped away and now trying to catching up - what was the question? #solopr
- 5:57 pm **janetfalk:** Q5 Public Relations Consultant. If anyone says flak, I take it as a typo. (Falk) #solopr
- 5:58 pm **SoloPR:** Q5 is really about, Are you proud to be a Solo PR Success? #solopr
- 5:58 pm **SoloPR:** @janetfalk Good one! :-) #solopr
- 5:58 pm **dconconi:** @SoloPR my pleasure! #solopr
- 5:58 pm **jgombita:** @TechDagan find it useful to break down publics/stakeholders/differentiate public relations from other disciplines, like marketing. #solopr

- 5:59 pm **rockstarjen:** Got pulled away from the last half of #solopr chat. I'll catch the good stuff in the transcript, but hope you all have a great week!
- 5:59 pm **trishlambert:** A5. Depends on who I'm pitching to. I'm a human Swiss Army knife...laugh!!! #solopr
- 5:59 pm **cathyannsauer:** RT @SoloPR: Q5 is a quick community question: what do you call yourself to clients? What would be a badge youd proudly wear? #solopr
- 5:59 pm **krisTK:** @SoloPR I'm proud to say I'm a PR consultant or owner of a PR consulting firm. (I don't call myself a freelancer.) #solopr
- 5:59 pm **SoloPR:** OK, we'll ask later this week. :-) Thanks everyone for sharing some super-smart insights today! #solopr
- 5:59 pm **3hatscomm:** Of course. It's the success that gets tricky ;-) RT @SoloPR: Q5 is really about, Are you proud to be a Solo PR? #solopr
- 5:59 pm **cathyannsauer:** Q5 Problem solver. #solopr
- 6:00 pm **trishlambert:** Some ppl in my target market (solo/small biz) don't understand what PR really is, so sometimes I have to use a different descriptor #solopr
- 6:00 pm **Shelly1125:** Agreed RT @krisTK @SoloPR I'm proud to say I'm a PR consultant or owner of a PR consulting firm. (I don't call myself a freelancer.) #solopr
- 6:00 pm **PRjeff:** Q5: PR Consultant or PR Practitioner work for me. #solopr
- 6:00 pm **krisTK:** Quick round of applause to @3hatscomm for leading session at #sprf2010 for indys #solopr
- 6:00 pm **SoloPR:** Remember that the transcript of today's chat will be on the Solo PR blog by EOD tomorrow. Keep chatting on the hastag all wk! #solopr
- 6:00 pm **trishlambert:** I like it! AND results producer!!! RT @cathyannsauer: Q5 Problem solver. #solopr
- 6:01 pm **SoloPR:** Funny! RT @trishlambert: A5. Depends on who I'm pitching to. I'm a human Swiss Army knife...laugh!!! #solopr
- 6:01 pm **krisTK:** #sprf2010 session for indys was arranged by @amynolanapr (who's moving this week) and @shelly1125. Great group of #solopr
- 6:01 pm **PRjeff:** Indeed! RT @trishlambert: I like it! AND results producer!!! RT @cathyannsauer: Q5 Problem solver. #solopr
- 6:01 pm **trishlambert:** 'bye everyone! So glad I could make it today...am diving back into the depths of my writing projects!! Have a good week.... #solopr
- 6:01 pm **3hatscomm:** Wearer of many hats. RT @trishlambert: A5. Depends on who Im pitching to. Im a human Swiss Army knife...laugh!!! #solopr
- 6:01 pm **Shelly1125:** She was great! RT @krisTK Quick round of applause to @3hatscomm 4 leading session at #sprf2010 for indys #solopr
- 6:02 pm **SoloPR:** So true! RT @cathyannsauer: Q5 Problem solver. #solopr
- 6:02 pm **dconconi:** yes, me too. Sometimes I also use communications consultant RT @PRjeff: Q5: PR Consultant or PR Practitioner work for me. #solopr
- 6:02 pm **cathyannsauer:** RT @SoloPR:transcript of todays chat on the Solo PR blog by EOD tomorrow. Keep chatting on the hastag all wk! #solopr
- 6:02 pm **janetfalk:** Q5 The emphasis on Solo varies; I prefer to be a boutique as I join virtual teams. #solopr
- 6:02 pm **SoloPR:** Is that around 3? :-) RT @3hatscomm: Wearer of many hats. #solopr
- 6:03 pm **3hatscomm:** @SoloPR Snerk.. sometimes more, but 3 sounds better. #solopr
- 6:04 pm **cathyannsauer:** Bye everyone! Have a great week. #solopr
- 6:04 pm **dconconi:** thanks everyone for great chat - multitasking today - my apologies. Have a great week! #solopr
- 6:04 pm **krisTK:** Thanks to @kellyecrane for putting together another great #solopr chat, full of thought-provoking questions/conversation
- 6:04 pm **MissSuccess:** Bookmark this for later use: 5 Ways to Use Formspring to enhance your communications. <http://bit.ly/d0yer8> #solopr

- 6:05 pm **LCaCera\_PR:** RT @krisTK: Q4: if you're trying to get hired, be visible in professional orgs. You never know who's watching. #solopr - Great advice!
- 6:05 pm **dconconi:** @jgombita sadly, don't think any of us are actually CPRS members - just decided to do this for ourselves (and our clients) #solopr
- 6:07 pm **deegospel:** Ditto!! RT @krisTK: Thanks to @kellyecrane for putting together another great #solopr chat, full of thought-provoking questions/conversation
- 6:08 pm **3hatscomm:** @krisTK @Shelly1125 Thanks. Had a fun time talking #soloPR at #SPRF2010.
- 6:08 pm **dconconi:** RT @deegospel: Ditto!! RT @krisTK: Thanks to @kellyecrane for putting together another great #solopr chat, full of thought-provoking questions/conversation
- 6:10 pm **Shelly1125:** That was the collaboration that I needed! Thanks! 3HatsComm @krisTK Had a fun time talking #soloPR at #SPRF2010.
- 6:16 pm **jgombita:** @KellyeCrane (@TechDagan ) if you do post, be to touch on the preferred length for a video. Too many people make them way too long! #solopr
- 6:18 pm **AerialEllis:** Ditto. #solopr RT @strategicgal: I have consultation fees, picking my brain is only for a select few.
- 6:18 pm **KellyeCrane:** @jgombita @TechDagan Great point - will make sure to include! #solopr
- 6:31 pm **SeeboldMarCom:** @KellyeCrane sorry I missed this today - - transcript looks great. Was at smchat but look forward to joining you next week #solopr
- 6:46 pm **inspiredtrain:** @jgombita Is there a transcript for #solopr chat? Would love to see how it went.
- 6:50 pm **ansinanser:** Going to #PRSA10 in DC? Join us for the #solopr meetup Sun 17 Oct 6:30p (non-Solos welcome, too)! <http://bit.ly/a2xiOH> mt @KellyeCrane
- 6:50 pm **jgombita:** @inspiredtrain I don't think @kellyecrane has the transcript up yet, but when she does it will appear here: <http://soloprpro.com/> #solopr
- 6:51 pm **youplumCEO:** Jumping into @SoloPR late q5: my title is "Chief Advocate" - I hope that says it all... #solopr
- 7:06 pm **tomlinsonclean:** Solo housekeeping is a system. Not a difficult system, yet a worthwhile system, of which there are several, to learn. #solopr #maid
- 7:35 pm **KellyeCrane:** @ansinanser Many thanks for tweeting about the #solopr #PRSA10 meetup! <http://bit.ly/a2xiOH>
- 8:50 pm **davispr:** Just saw that Bosses' Day is October 16. I wonder what I should get myself? #solopr
- 9:28 pm **karensim:** Thank you incredible #solopr community & all of you for embracing me with love & support in a difficult time, words cannot express...
- 9:46 pm **rantonette:** Testing out @egnyte for 15 days to host shared account files with my #solopr partners - might have to recommend it!
- 10:05 pm **ansinanser:** @KellyeCrane definitely! will look fwd to seeing you and everyone at #solopr #PRSA10 meetup
- 10:34 pm **dconconi:** Ha!! RT @davispr: Just saw that Bosses' Day is October 16. I wonder what I should get myself? #solopr
- 10:53 pm **mdbarber:** @dconconi @davispr Good idea. I'm thinking the boss may need a mani/pedi! #solopr
- 11:04 pm **dconconi:** my boss would like that too!! RT @mdbarber: @dconconi @davispr Good idea. I'm thinking the boss may need a mani/pedi! #solopr