

#SoloPR Transcript – 12/7/2011

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

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

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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



[John_Trader1](#) 1:59pm via HootSuite

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



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

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



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

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



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

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



SoloPR 1:57pm via TweetGrid.com

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



dariasteigman 1:57pm via TweetDeck

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



lanarushing 1:57pm via web

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



SoloPR 1:56pm via TweetGrid.com

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



Blisser 1:56pm via TweetDeck

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



dariasteigman 1:56pm via TweetDeck

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



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

In case you missed this @[John_Trader1](#) shared in [#measurepr businessweek.com/technology/sho...](#) [#solopr](#)



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

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



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

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



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

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



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

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



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

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



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

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



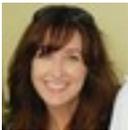
[socialitestatus 1:55pm via TweetDeck](#)

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

just logging in to [#solopr](#)



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



SoloPR 1:27pm via TweetGrid.com

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



AerialEllis 1:26pm via TweetDeck

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



SoloPR 1:26pm via TweetGrid.com

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



jgombita 1:26pm via web

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



Blisser 1:26pm via TweetDeck

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



joeldon 1:26pm via TweetDeck

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



SoloPR 1:22pm via TweetGrid.com

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



JanetL.Falk 1:22pm via TweetDeck

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



criticalmention 1:21pm via TweetChat

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



KristK 1:21pm via TweetGrid.com

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



SoloPR 1:21pm via TweetGrid.com

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



socialitestatus 1:20pm via TweetDeck

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



tronise 1:20pm via TweetDeck

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



akenn 1:14pm via TweetChat

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



AerialEllis 1:13pm via TweetDeck

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



JanetLFalk 1:13pm via TweetDeck

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



SoloPR 1:13pm via TweetGrid.com

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



criticalmention 1:13pm via TweetChat

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



AerialEllis 1:12pm via TweetDeck

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



KellyeCrane 1:12pm via TweetDeck

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



JanetLFalk 1:09pm via TweetDeck

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



mdbarber 1:09pm via TweetChat

@SoloPR Tweetchat rather slow today as well. #soloPR



SoloPR 1:09pm via TweetGrid.com

Q1 is coming up... #soloPR



karenswim 1:09pm via TweetChat

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



criticalmention 1:08pm via TweetChat

@JanetLFalk Great seeing you again :) #soloPR



KellyeCrane 1:08pm via TweetDeck

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



SoloPR 1:08pm via TweetGrid.com

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



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

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



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

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



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

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



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

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



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

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



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

RT @[SoloPR](#): Its time for [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). [#solopr](#)



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

RT @SoloPR: It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it)



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

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



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

RT @SoloPR: It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). [#solopr](#)



[SoloPR 1:03pm via TweetGrid.com](#)

It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). [#solopr](#)