

## #SoloPR Transcript – 4/04/2012

1. What are the cheapest ways you have found to release Press releases?  
(Worded as submitted)
2. Belvedere vodka hasn't commented on FB issue, as outlined in G+M article w/[@jgombita](#) quote <http://bit.ly/HsiZJK>- thoughts?
3. Do you have any tips for finding inexpensive graphic design(ers)?



[SoloPR Apr 04, 2:01pm via TweetGrid.com](#)

Our official time is up! Thanks everyone for joining, and remember we keep chatting on the hashtag all week. [#solopr](#)



[dariasteigman Apr 04, 2:01pm via TweetDeck](#)

@[KerseyKnowsBest](#) Hope the meeting is productive. [#SoloPR](#)



[GnosisArts Apr 04, 2:01pm via Contact Gnosis Media Group](#)

@[LoisMarketing](#) Anothr good point Lois but whether a tightwad or startup, still doesn't chg my hrly rate & when it does my ppl suffer [#solopr](#)



[SoloPR Apr 04, 2:00pm via TweetGrid.com](#)

MT @[KerseyKnowsBest](#): @[GnosisArts](#) I prefer cost concious, or budget concious . [#solopr](#)



[AerialEllis Apr 04, 2:00pm via TweetDeck](#)

Hate I'm missing [#SoloPR](#) today. Got a big birthday weekend coming up. Squeezing in all the work I can today. Enjoy everyone!



[jgombita](#) Apr 04, 2:00pm via web

Yep, @[mitchellfriedmn](#) my short-hand definition of PR: reputation, VALUE and relationship building (h/t @[TerryFlynn](#)) #solopr



[GnosisArts](#) Apr 04, 1:59pm via Contact Gnosis Media Group

@[KellyeCrane](#) So, "inexpensive" is in the eye of the market, not so much the beholder #solopr



[SoloPR](#) Apr 04, 1:59pm via TweetGrid.com

Smart! RT @[fransteps](#): A3: I have found good referrals for graphics experts by polling local Nonprofit folks. They find gr8 nuggets. #solopr



[LoisMarketing](#) Apr 04, 1:59pm via TweetDeck

@[KellyeCrane](#) Yes! Price should not be the main focus but ability to provide services for those w smaller budgets a plus for any #soloPR A3



[KerseyKnowsBest](#) Apr 04, 1:58pm via web

Off to a marathon meeting- but so glad I was able to make it for #SoloPR - have a great Wednesday!



[GnosisArts](#) Apr 04, 1:58pm via Contact Gnosis Media Group

@[KellyeCrane](#) (except rsrch points out that "our standards of beauty really aren't as malleable as we'd all like to think) 2/2 #solopr



[Lockstep](#) Apr 04, 1:58pm via HootSuite

RT @jgombita: Decorum Byte: Don't be Negative; Practice Positive PR2.0 [ow.ly/a50Bd](http://ow.ly/a50Bd) includes great quotes from #solopr @karensxim & @KellyeCrane.



[KellyeCrane](#) Apr 04, 1:58pm via TweetDeck

A3: Different tasks require diff levels of expertise/experience. But agree w/everyone that price should not be main criteria- thx! #solopr



[KerseyKnowsBest](#) Apr 04, 1:57pm via web

@GnosisArts I prefer cost concious, or budget concious .less offensive, but still communicates that you don't want to pay top dollar #solopr



[GnosisArts](#) Apr 04, 1:57pm via Contact Gnosis Media Group

@KellyeCrane "Inexpensive" is in the eye of the beholder the same way "beauty" is 1/2 #solopr



[jgombita](#) Apr 04, 1:57pm via web

@dconconi good luck with the targeted pitching. And thanks, again, for your "PR" for my G&M quote today (and ongoing friendship). #solopr



[olgaorda](#) Apr 04, 1:57pm via HootSuite

Nice ! RT @dariasteigman: As we wind down #solopr, here are some tips to add movement into your day ([bit.ly/HITJpn](http://bit.ly/HITJpn)). [Disclosure:...



[fransteps](#) Apr 04, 1:57pm via TweetChat

A3: I have found good referrals for graphics experts by polling local Nonprofit folks. They find gr8 nuggets. #solopr



[mitchellfriedmn](#) Apr 04, 1:56pm via Twitter for iPad

@[GnosisArts](#) A3 we need to sell value, not hours [#solopr](#)



[GnosisArts](#) Apr 04, 1:56pm via Contact Gnosis Media Group

@[LoisMarketing](#) You make a good point. [#solopr](#)



[LoisMarketing](#) Apr 04, 1:56pm via TweetDeck

@[3HatsComm](#) I am a graphic designer as well so I know exactly what you mean! Grateful to have resources I can count on [#soloPR](#)



[olgaorda](#) Apr 04, 1:56pm via HootSuite

Thanks all for another great chat -- gotta run to blog, tweet, pin and do all those social/work things before day is done ;) [#solopr](#)



[KellyeCrane](#) Apr 04, 1:56pm via TweetDeck

@[GnosisArts](#) Actually, "inexpensive" is in the eye of the beholder, no? Certainly no one here is in favor of slave labor wages! [#solopr](#)



[dariasteigman](#) Apr 04, 1:56pm via TweetDeck

As we wind down [#solopr](#), here are some tips to add movement into your day ([bit.ly/HITJpn](http://bit.ly/HITJpn)). [Disclosure: my @[Workshifting](#) post.]



[dariasteigman](#) Apr 04, 1:55pm via TweetDeck

@[GnosisArts](#) Amen. If you want cheap, why shouldn't your clients? [#solopr](#)



[LoisMarketing](#) Apr 04, 1:55pm via [TweetDeck](#)

@[3HatsComm](#) Exactly. That's why I have sought the guidance of instructors for specific projects/needs when budget a concern [#solopr](#)



[LoisMarketing](#) Apr 04, 1:55pm via [TweetDeck](#)

@[GnosisArts](#) We need to evaluate "cheap tightwad" vs. "start up or limited budget" and determine if we get involved [#solopr](#)



[3HatsComm](#) Apr 04, 1:55pm via [TweetChat](#)

@[LoisMarketing](#) They aren't interchangeable. What I design for print.. has to be totally redone and coded for web, just not the same. [#solopr](#)



[GnosisArts](#) Apr 04, 1:54pm via [Contact Gnosis Media Group](#)

A3 I'm starting to train myself to stop using the word "inexpensive" in front of any profession that requires real skill [#solopr](#)



[dconconi](#) Apr 04, 1:54pm via [web](#)

@[LoisMarketing](#) thanks for following me Lois. Great connecting on [#solopr](#).



[GnosisArts](#) Apr 04, 1:54pm via [Contact Gnosis Media Group](#)

A3 "Where can I find an inexpensive PR pro (ahem ... slave laborer) who will get the job done on deadline" [#solopr](#)



[LoisMarketing](#) Apr 04, 1:53pm via TweetDeck

@[GnosisArts](#) @[mdbarber](#) @[KellyeCrane](#) But as soloPR w/solid partners we can offer pro services to those w tighter budgets [#soloPR](#)



[KerseyKnowsBest](#) Apr 04, 1:53pm via web

Toodle-Pip made my day MT @[mediacoach](#) Alas, I must take my leave ladies and gents. Toodle-pip until we meet again. [#soloPR](#)



[SoloPR](#) Apr 04, 1:53pm via TweetGrid.com

RT @[GnosisArts](#): @[mdbarber](#) @[KellyeCrane](#) A3 Right. A good designer commands a high pricetag. Question takes wrong assumptions [#soloPR](#)



[dconconi](#) Apr 04, 1:53pm via TweetChat

Gotta run too. Got some "targeted" pitching on the agenda - before deadline. Thanks for getting my blood pumping today. Next time! [#soloPR](#)



[SoloPR](#) Apr 04, 1:53pm via TweetGrid.com

RT @[3HatsComm](#): A3 note: big difference in print vs. web in looking for graphic designer; graphic illustrator, something else too [#soloPR](#)



[jgombita](#) Apr 04, 1:52pm via web

@[MuslimNewMedia](#) I'm assuming you are not speaking from personal experience.... ;- ) [#soloPR](#)



[GnosisArts](#) Apr 04, 1:52pm via [Contact Gnosis Media Group](#)

@[mdbarber](#) @[KellyeCrane](#) A3 Right. A good designer commands a high pricetag. Question takes wrong assumptions. [#solopr](#)



[LoisMarketing](#) Apr 04, 1:52pm via [TweetDeck](#)

@[3HatsComm](#) Yes, good point. That's why I seek instructors who can recommend those with specific skills [#soloPR](#) A3



[mediacoach](#) Apr 04, 1:52pm via [web](#)

Alas, I must take my leave ladies and gents. It's been top-hole as ever. Toodle-pip until we meet again. [#solopr](#)



[SoloPR](#) Apr 04, 1:52pm via [TweetGrid.com](#)

MT @[3HatsComm](#): A3 e.. depends on what you want. Logo, online factories. Ads, freelance/crowdsource sites [#solopr](#)



[KerseyKnowsBest](#) Apr 04, 1:52pm via [web](#)

@[mdbarber](#) Good luck! Hopefully all works out [#SoloPR](#)



[3HatsComm](#) Apr 04, 1:52pm via [TweetChat](#)

A3 side note: big difference in print vs. web in looking for graphic designer; graphic illustrator, something else too. [#solopr](#)



[KellyeCrane](#) Apr 04, 1:51pm via TweetDeck

@[mdbarber](#) Sometimes as [#solopr](#) pros there are some "nice to have" things for our own businesses,- not essential, so need cost-effective



[dconconi](#) Apr 04, 1:51pm via TweetChat

@[mdbarber](#) yikes! Good luck! [#solopr](#)



[LoisMarketing](#) Apr 04, 1:51pm via TweetDeck

@[mdbarber](#) Hope all is ok with your client. Enjoyed chatting! [#soloPR](#)



[KerseyKnowsBest](#) Apr 04, 1:51pm via web

@[jgombita](#) [#SoloPR](#) Contra has saved me more money. It's easier for a client to give a few hundred in gift certs, than a few hundred \$'s



[3HatsComm](#) Apr 04, 1:50pm via TweetChat

Word. RT @[mdbarber](#): Why the focus, again, on cost? \$\$ not only criteria! [#solopr](#)



[mdbarber](#) Apr 04, 1:50pm via TweetChat

Gotta go. Client calling with emergency. [#solopr](#)



[MissSchoolPR](#) Apr 04, 1:50pm via TweetDeck

RT @[LoisMarketing](#): Some companies and campaigns exist to be a lesson to others. [#soloPR](#) A2



[jgombita](#) Apr 04, 1:50pm via web

Is it a straight \$ transaction? ;- ) RT @[dconconi](#): A3. my husband. But that gets expensive in other ways. ;- )  
[#solopr](#)



[SoloPR](#) Apr 04, 1:49pm via TweetGrid.com

RT @[olgaorda](#): @[KellyeCrane](#), nope not alone! Same issue here :) I tried [99designs.com](#) last year and it worked for me [#solopr](#)



[pug](#) Apr 04, 1:49pm via Twitter for Mac

@[KristK](#) Have fun in New Orleans! [#solopr](#)



[dconconi](#) Apr 04, 1:49pm via TweetChat

@[jgombita](#) glad consumers are getting so much smarter to these kinds of things now. [#solopr](#)



[MuslimNewMedia](#) Apr 04, 1:49pm via TweetChat

@[dconconi](#) sure -- though it would be nice to have the woman involved and empowered in some way  
[#SoloPR](#)



[SoloPR](#) Apr 04, 1:49pm via TweetGrid.com

MT @[LoisMarketing](#): Get to know graphic arts instructors in local colleges who can recommend interns looking to build portfolios [#solopr](#)



[3HatsComm](#) Apr 04, 1:49pm via TweetChat

A3 Difference in 'inexpensive' and cheap aside.. depends on what you want. Logo, online factories. Ads, freelance/crowdsource sites [#solopr](#)



[brittont13](#) Apr 04, 1:49pm via Seismic

Nope-Common! RT [@KellyeCrane](#): A3: I find it difficult to find reliable, deadline-oriented designers for simple tasks. Am I alone? [#solopr](#)



[jgombita](#) Apr 04, 1:48pm via web

Oh! Contra agreements an excellent one! RT [@KerseyKnowsBest](#): [@SoloPR](#) Recent grads, and contra agreements - you'll save a bundle.. [#SoloPR](#)



[KerseyKnowsBest](#) Apr 04, 1:48pm via web

[@SoloPR](#) Sadly- sometimes it is the criteria that counts the most [#SoloPR](#) [@mdbarber](#) Why the focus, again, on cost? \$\$ not only criteria!



[SoloPR](#) Apr 04, 1:48pm via TweetGrid.com

RT [@mdbarber](#): Why the focus, again, on cost? \$\$ not only criteria! [#solopr](#)



[olgaorda](#) Apr 04, 1:48pm via HootSuite

[@KellyeCrane](#), nope not alone! Same issue here :) I tried [99designs.com](#) last year and it worked for me [#solopr](#).



[mediacoach](#) Apr 04, 1:48pm via web

A3 [#solopr](#) [Elance.com](#) is a good source - but get a referral too.



[dconconi](#) Apr 04, 1:47pm via TweetChat

A3. my husband. But that gets expensive in other ways. ;-) [#solopr](#)



[KellyeCrane](#) Apr 04, 1:47pm via TweetDeck

@[3HatsComm](#) If only it were that simple, silly! ;-) [#solopr](#)



[mdbarber](#) Apr 04, 1:47pm via TweetChat

A3 - What are your program goals? What are you trying to achieve? [#solopr](#)



[KerseyKnowsBest](#) Apr 04, 1:47pm via web

THIS! @[LoisMarketing](#) Get to know graphic arts instructors in local colleges to recommend interns looking to build their portfolios. [#soloPR](#)



[jgombita](#) Apr 04, 1:47pm via web

@[dconconi](#) yes. As I mentioned to the columnist (Susan Krashinsky), I was pleased to read some comments as mine about a "buy out." [#solopr](#)



[3HatsComm](#) Apr 04, 1:47pm via TweetDeck

@[KellyeCrane](#) In that case, here you go: [bit.ly/HoqTBh](http://bit.ly/HoqTBh) ;-) [#solopr](#)



[KellyeCrane](#) Apr 04, 1:47pm via TweetDeck

A3: For some reason, I find it difficult to find reliable, deadline-oriented designers for simple tasks. Am I alone? [#solopr](#)



[mdkbarber](#) Apr 04, 1:46pm via TweetChat

Why the focus, again, on cost? \$\$ not only criteria! RT @SoloPR: Q3:have any tips for finding inexpensive graphic design(ers)? [#solopr](#)



[KerseyKnowsBest](#) Apr 04, 1:46pm via web

@SoloPR Recent grads, and contra agreements - you'll save a bundle.. [#SoloPR](#)



[dconconi](#) Apr 04, 1:46pm via TweetChat

@MuslimNewMedia ...police carting him off in handcuffs? [#solopr](#)



[LoisMarketing](#) Apr 04, 1:46pm via TweetDeck

Get to know graphic arts instructors in local colleges/tech schools who can recommend interns looking to build their portfolios. [#soloPR](#) A3



[jgombita](#) Apr 04, 1:46pm via web

A3. Students in post-secondary arts schools. (Would be @OCAD in Toronto.) [#solopr](#)



[KellyeCrane](#) Apr 04, 1:46pm via TweetDeck

This one is from me --> :-> RT @SoloPR: Q3: Do you have any tips for finding inexpensive graphic design(ers)? [#solopr](#)



[dconconi](#) Apr 04, 1:45pm via TweetChat

RT @SoloPR: Q3: Do you have any tips for finding inexpensive graphic design(ers)? [#solopr](#)



[MuslimNewMedia](#) Apr 04, 1:45pm via TweetChat

not advocating, but: what if the ad had two pics, #2 w/the guy getting some kind of retribution (elbow in gut, water in face) ? [#SoloPR](#)



[KellyeCrane](#) Apr 04, 1:45pm via TweetDeck

@[jgombita](#) Why thanks! [#solopr](#)



[dconconi](#) Apr 04, 1:45pm via TweetChat

@[jgombita](#) interesting to see how accepting the donation is now backfiring on RAINN too [#solopr](#)



[KellyeCrane](#) Apr 04, 1:45pm via TweetDeck

@[3HatsComm](#) @[mdbarber](#) @[LoisMarketing](#) Any excuse to show a chick in a bikini, apparently. [#solopr](#)



[SoloPR](#) Apr 04, 1:45pm via TweetGrid.com

Q3: Do you have any tips for finding inexpensive graphic design(ers)? [#solopr](#)



[3HatsComm](#) Apr 04, 1:44pm via TweetDeck

RT @[KellyeCrane](#): @[mdbarber](#) @[LoisMarketing](#) "too hot for TV!" ads, that then get run on all the news shows. <<-And YouTube. [#solopr](#)



jgombita Apr 04, 1:43pm via web

@KellyeCrane you are such a smartypants. Namaste. #solopr



SoloPR Apr 04, 1:43pm via TweetGrid.com

Interesting discussion, everyone -- Q3 is up next (and hopefully no tech difficulties on this one!)... #solopr



mdbarber Apr 04, 1:42pm via TweetChat

So true: @KellyeCrane Tired of this strategy: "too hot for TV!" ads, that then get run on all the news shows. #solopr



KristK Apr 04, 1:42pm via TweetDeck

RT @LoisMarketing: Some companies and campaigns exist to be a lesson to others. #soloPR A2



jgombita Apr 04, 1:41pm via web

A2. Bonus. Check out the March 24th update on charity's FB page, including reactions/comments of disgust: [facebook.com/RAINN01](https://www.facebook.com/RAINN01) #solopr



KellyeCrane Apr 04, 1:41pm via TweetDeck

@mdbarber @LoisMarketing But \*not\* offensive posts/advertising about violence. Duh. #solopr



dconconi Apr 04, 1:41pm via TweetChat

@mdbarber thanks! ;-) #solopr



[dconconi](#) Apr 04, 1:41pm via TweetChat

And to think I used to buy Belvedere... [#solopr](#)



[KellyeCrane](#) Apr 04, 1:41pm via TweetDeck

[@mdbarber](#) [@LoisMarketing](#) One ex of successful "controversy"- "too hot for TV!" ads, that then get run on all the news shows. [#solopr](#)



[mdbarber](#) Apr 04, 1:40pm via TweetChat

[@LoisMarketing](#) One day. We can hope. [#solopr](#)



[mdbarber](#) Apr 04, 1:40pm via TweetChat

I agree with [@dconconi](#) and am so tired of the "S\*&^ disturbers. It's getting so immature" [#solopr](#)



[KerseyKnowsBest](#) Apr 04, 1:40pm via web

Just in time to catch the last 20 mins of [#SoloPr](#)!



[LoisMarketing](#) Apr 04, 1:40pm via TweetDeck

[@mdbarber](#) One day, maybe, they will learn: This is going to backfire. [#soloPR](#)



[jgombita](#) Apr 04, 1:40pm via web

[@KellyeCrane](#) for me wouldn't need to know the name(s) of perpetrators. Simply position level & "rationale" re: ad--MAY be innocuous! [#solopr](#)



[KristK](#) Apr 04, 1:39pm via Twitter for BlackBerry®

No [#solopr](#) chat for me today during a quick trip to New Orleans. Will check out the transcript but I'm still missing my pals.



[mbarber](#) Apr 04, 1:39pm via TweetChat

@[LoisMarketing](#) Awareness (as in scandal) doesn't equal sales. [#solopr](#)



[KellyeCrane](#) Apr 04, 1:39pm via TweetDeck

@[dconconi](#) One ex of a co protecting an employee- if they manage women, could open them up to EEOC lawsuits. [#solopr](#)



[LoisMarketing](#) Apr 04, 1:39pm via TweetDeck

@[dconconi](#) True! If you can't be the "sexiest man on earth" be a frat boy! [#soloPR](#)



[mbarber](#) Apr 04, 1:39pm via TweetChat

@[LoisMarketing](#) Exactly. And, it's a question I think too many people ask...and assume is a smart strategy. Doubt it works tho. [#solopr](#)



[dconconi](#) Apr 04, 1:38pm via TweetChat

in the booze mrkting world everyone wants to be a S\*&^ disturber. It's getting so immature. [#solopr](#)



[LoisMarketing](#) Apr 04, 1:38pm via TweetDeck

@[mdbarber](#) Remember the women fighting over the ham in "Mad Men"? LOL! [#soloPR](#)



[olgaorda](#) Apr 04, 1:37pm via HootSuite

[waving hello ~~~] too @[dariasteigman](#)! [#solopr](#)



[LoisMarketing](#) Apr 04, 1:37pm via TweetDeck

@[mdbarber](#) No -- not at all -- but always a question in our minds! [#soloPR](#)



[jgombita](#) Apr 04, 1:37pm via TweetChat

RT @[MuslimNewMedia](#): a2 if good reporting/chain of command/ accountability is in place, this would have never seen light of day 2/2 [#SoloPR](#)



[LoisMarketing](#) Apr 04, 1:37pm via TweetDeck

Speaking of "cheap" -- is a bit of tawdry publicity a "cheap" solution for so-called success with a campaign? [#soloPR](#) A2



[KellyeCrane](#) Apr 04, 1:37pm via TweetDeck

@[dconconi](#) I haven't seen the word "hack" used- did I miss something (very possible!)? [#solopr](#)



[dconconi](#) Apr 04, 1:37pm via TweetChat

@[KellyeCrane](#) that would be a best case crisis scenario for Belvedere. Would hate to think the mrkting team was supportive of this [#solopr](#)



[mdbarber](#) Apr 04, 1:37pm via TweetChat

But is that really best strategy? MT @[LoisMarketing](#): Do we create the most publicity by purposely creating scandal? [#solopr](#)



[TheMediaMktinCo](#) Apr 04, 1:36pm via HootSuite

@[dconconi](#) @[jgombita](#) Just caught up on @[belvederevodka](#) fiasco [bit.ly/HsiZJK!!](#) What a dreadful lack of judgement! [#solopr](#)



[3HatsComm](#) Apr 04, 1:36pm via TweetChat

@[dariasteigman](#) Have that head shaking all the time; you can't please everyone, but it seems some brands don't even try. [#solopr](#)



[MuslimNewMedia](#) Apr 04, 1:36pm via TweetChat

a2 if good reporting/chain of command/ accountability is in place, this would have never seen light of day 2/2 [#SoloPR](#)



[jgombita](#) Apr 04, 1:36pm via TweetChat

RT @[dconconi](#): Love it! RT @[LoisMarketing](#): Some companies and campaigns exist to be a lesson to others. [#soloPR](#) A2 [#solopr](#)



[dariasteigman](#) Apr 04, 1:36pm via TweetDeck

@[olgaorda](#) Hi Olga. [waving hello ~~~] [#solopr](#)



[dariasteigman](#) Apr 04, 1:35pm via TweetDeck

@[3HatsComm](#) I agree w/ you. I just wondered what they could possibly have been thinking to begin with.  
[#solopr](#)



[olgaorda](#) Apr 04, 1:35pm via HootSuite

Hi everyone! Just joining late now on [#solopr](#)



[LoisMarketing](#) Apr 04, 1:35pm via TweetDeck

There's always the question: Do we create the most publicity by purposely creating scandal? Hmmm  
[#soloPR](#) A2



[KellyeCrane](#) Apr 04, 1:35pm via TweetDeck

@[dconconi](#) That's my guesstimate on what happened- a couple warped employees run amuck. As I say, I hope that's all it was! [#solopr](#)



[dconconi](#) Apr 04, 1:34pm via TweetChat

@[jgombita](#) assuming not the frat boy but the wealthy "I can have anything I want" guy. [#solopr](#)



[MuslimNewMedia](#) Apr 04, 1:34pm via TweetChat

A2 what I find as i do a few more crisis mgmt proposals is how disorganized internal comm. and accountability is for many orgs 1/2 [#SoloPR](#)



[jgombita](#) Apr 04, 1:34pm via web

@[LoisMarketing](#) of course the "creative" was not done by a @[belvederevodka](#) agency--still lifted from humo(u)r company's "viral" video [#solopr](#)



[3HatsComm](#) Apr 04, 1:34pm via TweetChat

@[dariasteigman](#) Catch: nothing stays with the core audience these days. Even if you're pitching group A, groups H-T will see it. [#solopr](#)



[dconconi](#) Apr 04, 1:33pm via TweetChat

Love it! RT @[LoisMarketing](#): Some companies and campaigns exist to be a lesson to others. [#soloPR](#) A2 [#solopr](#)



[dconconi](#) Apr 04, 1:33pm via TweetChat

@[KellyeCrane](#) P.S. Why protect an employee who would do such a thing - especially if he is the hacker? [#solopr](#)



[jgombita](#) Apr 04, 1:33pm via web

+1 RT @[LoisMarketing](#): So wrong on so many levels--From creation onward. More concerned w/ initial creation than lack of response [#soloPR](#) A2



[dariasteigman](#) Apr 04, 1:33pm via TweetDeck

A2 They might have a strong approval process. They clearly don't have a good test-outside-the-fishbowl process. [#solopr](#)



[LoisMarketing](#) Apr 04, 1:32pm via TweetDeck

Some companies and campaigns exist to be a lesson to others. [#soloPR](#) A2



[jgombita](#) Apr 04, 1:32pm via web

@[dconconi](#) what I found weird was how the ad was appealing to a frat-boy male demographic. Do they even drink vodka?! [#solopr](#)



[KellyeCrane](#) Apr 04, 1:32pm via TweetDeck

A2: I assume (hope?) they didn't have a strong approval process, and the post didn't make it very far up the chain. [#solopr](#)



[dconconi](#) Apr 04, 1:32pm via TweetChat

@[KellyeCrane](#) so you think the Facebook hacking is an inside job? [#solopr](#)



[MuslimNewMedia](#) Apr 04, 1:32pm via TweetChat

RT@[jgombita](#) Rather than "buying" its way out, @[belvederevodka](#) should offer assurance for FUTRE female input on creative/approvals [#SoloPR](#)



[dariasteigman](#) Apr 04, 1:31pm via TweetDeck

They didn't really. Sigh. Wonder who they think their core audience is to start with. [#solopr](#)



[dconconi](#) Apr 04, 1:31pm via TweetChat

@[jgombita](#) agreed. If that's the case, say so and then look into how to keep it from happening in the future. [#solopr](#)



[jgombita](#) Apr 04, 1:31pm via web

@[mediacoach](#) agreed. But like most "social media crisis" likely the uproar will die down as soon as the next "transgression." [#solopr](#)



[mediacoach](#) Apr 04, 1:31pm via web

@[KellyeCrane](#) How kind. I'm still here, sipping tea with my little finger extended. [#solopr](#)



[KellyeCrane](#) Apr 04, 1:31pm via TweetDeck

A2: Speculating, but the lawyers are probably involved, and they can't say what happened because it would out an employee. [#solopr](#)



[GoldRushPR](#) Apr 04, 1:30pm via web

@[KatieMcKiever](#) Thanks, Katie! [#solopr](#) is something I've wanted to do for a very long time. I finally launched it!



[LoisMarketing](#) Apr 04, 1:30pm via TweetDeck

So wrong on so many levels -- From creation onward. I'm more concerned with initial creation than lack of response [#soloPR](#) A2



[jgombita](#) Apr 04, 1:30pm via web

@[dconconi](#) speculation that the Facebook account was "hijacked." But to what purpose?! That's why I think they must "come clean." [#solopr](#)



[KellyeCrane](#) Apr 04, 1:29pm via TweetDeck

@[mediacoach](#) Darn! And I was hoping we'd have a smooth chat for our smooth chap across the pond! :-)  
[#solopr](#)



[mediacoach](#) Apr 04, 1:29pm via web

@[jgombita](#) Thanks. What an appalling error. [#solopr](#)



[dconconi](#) Apr 04, 1:29pm via TweetChat

Q2: bottom line: lame apology can't fix bad judgement [#solopr](#)



[mdbarber](#) Apr 04, 1:29pm via TweetChat

Is this the link for Q2? RT @[jgombita](#): Here @[mediacoach](#): When social media go anti-social [theglobeandmail.com/report-on-busi...](http://theglobeandmail.com/report-on-busi...) [#solopr](#)



[mdbarber](#) Apr 04, 1:28pm via TweetChat

@[LoisMarketing](#) Hope it works out. I lost all my @ messages; got them back & stream won't load. [#solopr](#)



[fransteps](#) Apr 04, 1:28pm via TweetChat

A2: Will bookmark article for later! [#solopr](#)



[jgombita](#) Apr 04, 1:28pm via web

Here @[mediacoach](#): When social media go anti-social [theglobeandmail.com/report-on-busi...](http://theglobeandmail.com/report-on-busi...) [#solopr](#)



[dconconi](#) Apr 04, 1:27pm via TweetChat

I am still in shock about how this got through an approval process. Did they think they could pull the "do it and apologize later"? [#solopr](#)



[LoisMarketing](#) Apr 04, 1:27pm via TweetDeck

@[mdbarber](#) Very busy with Twitter posts for clients myself -- fingers crossed TD continues to cooperate!  
[#soloPR](#)



[mdbarber](#) Apr 04, 1:27pm via TweetChat

@[dconconi](#) Glad it's a system problem. Wish they could fix it, or at least admit it. [#soloPR](#)



[fransteps](#) Apr 04, 1:26pm via TweetChat

@[SoloPR](#) Tweetchat is totally messed up today..out of order! [#soloPR](#)



[KellyeCrane](#) Apr 04, 1:26pm via TweetDeck

Q2: Oh phooey - here's the article link, in case it's not working for ya: [bit.ly/HsiZJK](http://bit.ly/HsiZJK) [#soloPR](#)



[mdbarber](#) Apr 04, 1:26pm via TweetChat

@[SoloPR](#) My regular apps are slow too and not loading -- desktop and mobile. Really not what I need today. ;-) [#soloPR](#)



[jgombita](#) Apr 04, 1:26pm via web

A2. Rather than "buying" its way out, think @[belvederevodka](#) should offer assurance for FUTRE female input on creative/approvals. [#soloPR](#)



[LoisMarketing](#) Apr 04, 1:26pm via TweetDeck

@SoloPR Yes, link is not working -- will you repost Q2? #soloPR



dconconi Apr 04, 1:26pm via TweetChat

@mdbarber I am - wondered if it was just me. Really slow today #soloPR



mediacoach Apr 04, 1:25pm via web

A2 #soloPR Sorry - don;t know the story and the link doesn't work. Radio silence from me for 15 min.



LoisMarketing Apr 04, 1:25pm via TweetDeck

@mdbarber TweetDeck has worked fine for me -- so far! -- but I understand TweetChat and other apps have been very slow #soloPR



SoloPR Apr 04, 1:25pm via TweetGrid.com

@mdbarber Yes, it seems like Twitter is slow for us a lot of the time during our chats! #soloPR



mdbarber Apr 04, 1:25pm via TweetChat

@LoisMarketing Glad I'm not the only one! Frustrating. #soloPR



KellyeCrane Apr 04, 1:24pm via TweetDeck

MT @SoloPR: Q2-Belvedere vodka hasn't commented on FB issue, as outlined in G+M article - <http://t.co/fBJBq3mk> thoughts? #soloPR



SoloPR Apr 04, 1:24pm via TweetGrid.com

Sorry- that last Tweet was Q2 [#solopr](#)



[LoisMarketing](#) Apr 04, 1:24pm via [TweetDeck](#)

@[mdbarber](#) Yes there have been some tech problems with Twitter -- streams very slow for many this a.m. [#solopr](#)



[mdbarber](#) Apr 04, 1:23pm via [TweetChat](#)

Having some major trouble with Twitter this morning? Anyone else having issues with stream/chat loading? [#solopr](#)



[jgombita](#) Apr 04, 1:23pm via [web](#)

Was Q2 stifled? [#solopr](#)



[SoloPR](#) Apr 04, 1:23pm via [TweetGrid.com](#)

Belvedere vodka hasn't commented on FB issue, as outlined in G+M article w/@[jgombita](#) quote [bit.ly/HsiZJK](#)- thoughts? [#solopr](#)



[SoloPR](#) Apr 04, 1:20pm via [TweetGrid.com](#)

Great input everyone - Q2 is up next... [#solopr](#)



[KellyeCrane](#) Apr 04, 1:20pm via [TweetDeck](#)

A1: Stifling additional commentary on my last comment. :- ) [#solopr](#)



[fransteps](#) Apr 04, 1:20pm via TweetChat

@[KellyeCrane](#) "no amount of counsel" --how true! [#solopr](#)



[jgombita](#) Apr 04, 1:18pm via web

@[fransteps](#) true. Better to cultivate reporter whose work is produced in more than one publication (or show).... [#solopr](#)



[KellyeCrane](#) Apr 04, 1:18pm via TweetDeck

A1: Sometimes a client says "we need a rls on this!" and no amount of counsel will dissuade them. You can just post to the website. [#solopr](#)



[SoloPR](#) Apr 04, 1:17pm via TweetGrid.com

Welcome to those joining mid-stream and/or are new to our chat! No need to lurk... this group is very welcoming, so hop right in. [#solopr](#)



[3HatsComm](#) Apr 04, 1:17pm via TweetChat

"Cheap" = red flag. RT @[fransteps](#): A1: Question makes me think client wants national campaign on local budget <wink>. [#SoloPR](#)



[dconconi](#) Apr 04, 1:16pm via TweetChat

@[jgombita](#) add a point in the smart gal PR column [#solopr](#)



[mdbarber](#) Apr 04, 1:16pm via TweetChat

I was thinking the same thing. RT @[fransteps](#): A1: Question makes me think client wants national campaign on local budget. [#solopr](#)



[SoloPR](#) Apr 04, 1:16pm via [TweetGrid.com](#)

RT @[LoisMarketing](#): Rather than "cheapest" always think "most valuable" and "most efficient"! [#solopr](#)



[DGPRwire](#) Apr 04, 1:15pm via [TweetGrid.com](#)

RT @[SoloPR](#): RT @[dconconi](#): A1. don't use the usual services much anymore. Find that individualized pitches are far more effective [#solopr](#)



[dconconi](#) Apr 04, 1:15pm via [TweetChat](#)

@[jgombita](#) that will be interesting! [#solopr](#)



[SoloPR](#) Apr 04, 1:15pm via [TweetGrid.com](#)

RT @[dariasteigman](#): Don't do media. But wonder if looking for "cheapest" option is really best option... [#solopr](#)



[jgombita](#) Apr 04, 1:15pm via [web](#)

@[LoisMarketing](#) @[dconconi](#) what was fun was other subject experts were all male & worked for ad/marketing agencies. I was female & PR. [#solopr](#)



[makasha](#) Apr 04, 1:14pm via [UberSocial for Android](#)

Lurking in [#solopr](#) from my tablet



[SoloPR](#) Apr 04, 1:14pm via [TweetGrid.com](#)

@[fransteps](#) Hi! Please tell us more about how you're using Scribd. [#solopr](#)



[MarketingMel](#) Apr 04, 1:14pm via [Twitter for iPhone](#)

Crazy! “@[dconconi](#): @[MarketingMel](#) I know. What's with Wednesdays of late? [#solopr](#)”



[SoloPR](#) Apr 04, 1:14pm via [TweetGrid.com](#)

RT @[fransteps](#): A1: I do fewer "blast" releases these days. Focus on making valuable content avail to journos, so web, Scribd, etc. [#solopr](#)



[LoisMarketing](#) Apr 04, 1:14pm via [TweetDeck](#)

Rather than "cheapest" always think "most valuable" and "most efficient"! [#soloPR](#) A1



[jgombita](#) Apr 04, 1:14pm via [web](#)

@[dconconi](#) we're actually going to cover this question a bit later in [#solopr](#) Check out [facebook.com/RAINN01](#) (March 24th) update re: \$\$.



[KellyeCrane](#) Apr 04, 1:13pm via [TweetDeck](#)

A1: Of course, the cheapest of them all is to just post announcement on your website and point people to it! [#solopr](#)



[dariasteigman](#) Apr 04, 1:13pm via [TweetDeck](#)

Great pt by @mdbarber. Your time has value too. So need to factor your time, not just service cost, vis-a-vis different options. [#solopr](#)



[KellyeCrane](#) Apr 04, 1:13pm via TweetDeck

True! RT @jgombita: LOL! Know "(worded as submitted)" a preemptive strike when I see it ;-)  
[#solopr](#)



[mediacoach](#) Apr 04, 1:13pm via web

A1 [#solopr](#) Own-brand cola is cheap too, but that doesn't mean you should buy it.



[KellyeCrane](#) Apr 04, 1:12pm via TweetDeck

A1: If seeking SEO & press release placements (and perhaps occasional inbound inquiries), the big 3-4 are still the best. [#solopr](#)



[dconconi](#) Apr 04, 1:12pm via TweetChat

@GoldRushPR congrats! You're in good company here! [#solopr](#)



[prweb](#) Apr 04, 1:12pm via TweetDeck

@KellyeCrane Appreciate the [#solopr](#) shout :) Hope you all are doing well this week!



[LoisMarketing](#) Apr 04, 1:12pm via TweetDeck

Very general question and concerned about the term "cheapest". The web enables us to readily ID, target and reach key contacts! [#soloPR](#) A1



[dconconi](#) Apr 04, 1:12pm via TweetChat

[@jgombita](#) absolutely! SO good to read a voice of reason when all reason seems lost. [#solopr](#)



[shashib](#) Apr 04, 1:11pm via TweetDeck

RT [@KellyeCrane](#): A1: Are you looking to distribute for SEO, media coverage, or both? If the former, many vouch for [@prweb](#) [#solopr](#)



[KellyeCrane](#) Apr 04, 1:11pm via TweetDeck

A1: Are you looking to distribute for SEO, media coverage, or both? If the former, many vouch for [@prweb](#) [#solopr](#)



[jgombita](#) Apr 04, 1:11pm via web

LOL! Know "(worded as submitted)" a preemptive strike when I see it [@KellyeCrane](#) [@SoloPR](#) ;-) [#solopr](#)



[mdbarber](#) Apr 04, 1:10pm via TweetChat

A1 -- don't just look at hard cost and choose cheapest. What does your time cost? What are you trying to do with the release? [#solopr](#)



[mediacoach](#) Apr 04, 1:10pm via web

A! [#solopr](#) Using good grammar helps (unlike my last tweet)



[GoldRushPR](#) Apr 04, 1:10pm via web

So this is what it feels like to launch a [#solopr](#) agency - absolutely wonderful. [#CLT](#)



[SoloPR Apr 04, 1:10pm via TweetGrid.com](#)

RT @larsv: Agree: Objective, audience, timeframe RT @KellyeCrane: A1: The main question (as with most things) is, what is your goal? [#solopr](#)



[fransteps Apr 04, 1:10pm via TweetChat](#)

A1: I do fewer "blast" releases these days. Focus on making valuable content avail to journos, so web, Scribd, etc. [#solopr](#)



[dariasteigman Apr 04, 1:10pm via TweetDeck](#)

Great point. Start w/ the end (goal) in mind. RT @KellyeCrane: A1: The main Q (as with most things) is, what is your goal? [#solopr](#)



[mdbarber Apr 04, 1:10pm via TweetChat](#)

Cost shouldn't be the only evaluative in a decision like this. \$\$ is also only one aspect of the effort. How much of your time? [#solopr](#)



[jgombita Apr 04, 1:09pm via web](#)

@dconconi awww...thanks for noticing my 15-minutes of @globeandmail "quote" fame. xo Beautiful day in the T-dot, eh? [#solopr](#)



[larsv Apr 04, 1:09pm via HootSuite](#)

Agree: Objective, audience, timeframe RT @KellyeCrane: A1: The main question (as with most things) is, what is your goal? [#solopr](#)



[SoloPR](#) Apr 04, 1:09pm via [TweetGrid.com](#)

RT @[dconconi](#): A1. don't use the usual services much anymore. Find that individualized pitches are far more effective [#solopr](#)



[MuslimNewMedia](#) Apr 04, 1:09pm via [TweetChat](#)

A1 -- hand built email list; [#PitchEngine](#) can supplement, but they lack a lot of categories I need right now [#SoloPR](#)



[KellyeCrane](#) Apr 04, 1:09pm via [TweetDeck](#)

A1: The main question (as with most things) is, what is your goal? [#solopr](#)



[fransteps](#) Apr 04, 1:09pm via [TweetChat](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Q1: What are the cheapest ways you have found to release Press releases? (worded as submitted) [#solopr](#)



[dconconi](#) Apr 04, 1:08pm via [TweetChat](#)

@[MarketingMel](#) I know. What's with Wednesdays of late? [#solopr](#)



[3HatsComm](#) Apr 04, 1:08pm via [TweetChat](#)

Ditto. RT @[dconconi](#): A1. dont use the usual services much anymore. Find that individualized pitches are far more effective [#solopr](#)



[mediacoach](#) Apr 04, 1:08pm via [web](#)

A1 [#solopr](#) The obvious answer is digital. However, the most cost-effective are a direct personalised release for each journo.



[dariasteigman](#) Apr 04, 1:08pm via TweetDeck

Don't do media. But wonder if looking for "cheapest" option is really best option... [#solopr](#)



[mdbarber](#) Apr 04, 1:08pm via TweetChat

Agree. RT [@dconconi](#): A1. dont use the usual services much anymore. Find that individualized pitches are far more effective [#solopr](#)



[MuslimNewMedia](#) Apr 04, 1:08pm via TweetChat

good morning !-- in and out today for [#solopr](#) [#SoloPR](#)



[3HatsComm](#) Apr 04, 1:07pm via TweetChat

[@LoisMarketing](#) Hey yourself. [#solopr](#)



[KellyeCrane](#) Apr 04, 1:07pm via TweetDeck

RT [@SoloPR](#): Q1: What are the cheapest ways you have found to release Press releases? (worded as submitted) [#solopr](#)



[dconconi](#) Apr 04, 1:07pm via TweetChat

A1. don't use the usual services much anymore. Find that individualized pitches are far more effective [#solopr](#)



[MarketingMel](#) Apr 04, 1:07pm via Twitter for iPhone

Hello to my [#soloPR](#) friends! Sorry so busy on Wed's lately. Sticking my head in the door a minute from beautiful East Tennessee!



[LoisMarketing](#) Apr 04, 1:07pm via TweetDeck

RT @3HatsComm: Little late joining [#soloPR](#) chat, nice sunny day in Atlanta. << Hi 'neighbor'!



[dariasteigman](#) Apr 04, 1:06pm via TweetDeck

Joining [#solopr](#). How's everyone today?



[SculptCreative](#) Apr 04, 1:06pm via web

[#SOLOPR](#) Tiffany Hubert in Tampa, Fl. joining in the chat!



[dconconi](#) Apr 04, 1:06pm via TweetChat

RT @SoloPR: Q1: What are the cheapest ways you have found to release Press releases? (worded as submitted) [#solopr](#)



[3HatsComm](#) Apr 04, 1:06pm via Twitter for iPad

Little late joining [#soloPR](#) chat, nice sunny day in Atlanta.



[SoloPR](#) Apr 04, 1:05pm via TweetGrid.com

Q1: What are the cheapest ways you have found to release Press releases? (worded as submitted) [#solopr](#)



[mdbarber](#) Apr 04, 1:05pm via TweetChat

Good morning all from Anchorage. 12 years solo; more than double that as pro. Hope you're all doing well. [#solopr](#)



[dconconi](#) Apr 04, 1:05pm via TweetChat

Diana in Toronto with props for our [@jgombita](#) recently quoted in the Globe and Mail w a well-deserved head shake for Belvedere vodka [#solopr](#)



[SoloPR](#) Apr 04, 1:05pm via TweetGrid.com

Great crowd gathering! Q1 is up next... [#solopr](#)



[fransteps](#) Apr 04, 1:04pm via TweetChat

Hi all. From SA, TX. Solo for < 2 years, corp pr for 20, also teach writing & mass comm at college level. Sunny day here in TX! [#solopr](#)



[SoloPR](#) Apr 04, 1:03pm via TweetGrid.com

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



[mediacoach](#) Apr 04, 1:03pm via web

Alan Stevens here in London UK, PR Pro, reputation manager and professional speaker. [#solopr](#)



[jgombita](#) Apr 04, 1:02pm via web

RT @MGreer\_PR: The new world of [#bookPR](#) for authors - build a following, media outreach & get discovered. [bit.ly/Hgrp73](http://bit.ly/Hgrp73) [#solopr](#)



[SoloPR](#) Apr 04, 1:02pm via [TweetGrid.com](#)

@[aimee1986](#) Yes! If you use [tweetchat.com](#) or [tweetgrid.com](#), that makes it easier to follow. [#solopr](#)



[fransteps](#) Apr 04, 1:02pm via [TweetChat](#)

RT @[SoloPR](#): Its time for this weeks [#soloPR](#) chat for independent pros in PR and related fields... [#solopr](#)



[dconconi](#) Apr 04, 1:02pm via [TweetChat](#)

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



[SoloPR](#) Apr 04, 1:02pm via [TweetGrid.com](#)

Welcome to the chat, friends - old and new! [#solopr](#)



[KellyeCrane](#) Apr 04, 1:02pm 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)



[mediacoach](#) Apr 04, 1:02pm via [web](#)

Hello again [#solopr](#) chums. It's been a while..



[aimee1986](#) Apr 04, 1:01pm via web

@SoloPR #solopr start now?



SoloPR Apr 04, 1:01pm via TweetGrid.com

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



SoloPR Apr 04, 1:00pm via TweetGrid.com

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