

#SoloPR Transcript – 5/09/2012

1. How can I best break down walls & finally get connected w/hard to reach (but important) media contacts in my field?
2. In your media outreach, how important is radio today? Pros and cons. How about podcasts as an alternative?
3. Have you ever considered/pitched podcasts?
4. It's easy to feel tired/distracted when working from home. What are some of your tips to stay alert?



SoloPR May 09, 2:02pm via TweetGrid.com

Remember, we keep chatting on the hashtag all week -- transcript will be posted tomorrow. [#solopr](#)



SoloPR May 09, 2:01pm via TweetGrid.com

Let's do it! Streeetch everyone - & thx for joining! RT [@dariasteigman](#): Does this mean we should end [#solopr](#) with a group stretch?



[jgombita](#) May 09, 2:01pm via TweetChat

[@dariasteigman](#) :-) We had a Windmill Networking contributors' group hug on Google+ recently. (Suggestion of [@CraigMJamieson](#) [#solopr](#))



[drsanthan](#) May 09, 2:01pm via web

3. I commit to some mid-day activities at home. Making a meal, reading to my 1 year old, watching a fav TV show with wife. [#solopr](#)



[KristK](#) May 09, 2:01pm via TweetGrid.com

I turn the modem off on my computer when I must stay focused and offline. @[3HatsComm](#)
@[dariasteigman](#) #solopr



[KellyeCrane](#) May 09, 2:00pm via [TweetDeck](#)

@[akenn](#) @[andywomyn](#) I don't have kids, but from what I hear, camps are your friend. :-) #solopr



[JanetLFalk](#) May 09, 2:00pm via [TweetDeck](#)

Later #soloPR friends. Hopping to a webinar. Always a productive chat.



[dariasteigman](#) May 09, 2:00pm via [TweetDeck](#)

@[3HatsComm](#) I do the same thing. Esp. when I'm trying to write. #solopr



[SoloPR](#) May 09, 1:59pm via [TweetGrid.com](#)

Many are pop-up addicts to stay on track RT @[JasMollica](#): q4: calendars and schedulers are also very important. Helps keep focused. #solopr



[jgombita](#) May 09, 1:59pm via [web](#)

@[dariasteigman](#) @[karensxim](#) I prefer big stretches (whether upside down or upright) over pushups.
#justsayin #solopr



[3HatsComm](#) May 09, 1:59pm via [TweetChat](#)

@[LoisMarketing](#) I turn things off - TweetDeck, email, FB - when I need to focus; those tweets will still be there. #solopr



[dariasteigman](#) May 09, 1:59pm via TweetDeck

Does this mean we should end [#solopr](#) with a group stretch?



[Full2fab](#) May 09, 1:59pm via TweetChat

RT @[karensxim](#): A4: Best part of our world is you can design the environment, hours, and work that fits you [#solopr](#)



[CarouseIPR](#) May 09, 1:58pm via HootSuite

absolutely. 3x/day and limit reply time. email is a real time killer RT @[JanetLFalk](#) Tame your email by checking less often. [#soloPR](#)



[karensxim](#) May 09, 1:58pm via TweetChat

@[andywomyn](#) Adjust schedule for summer break, work a split shift or shorter hours [#solopr](#)



[akenn](#) May 09, 1:58pm via TweetChat

@[andywomyn](#) I am thinking along the same lines...8 & 11 y.o.'s [#solopr](#)



[LoisMarketing](#) May 09, 1:58pm via TweetDeck

Turn "off" the home office each evening -- even if it's in your living or dining room. Know how to manage and stay healthy. [#soloPR](#) A4



[dariasteigman](#) May 09, 1:57pm via TweetDeck

@[karensxim](#) @[jgombita](#) Pushups are good. I'm not so good upside down, however. [#solopr](#)



[KristK](#) May 09, 1:57pm via [TweetGrid.com](#)

A4: I do miss walking around campus and climbing stairs to boss' office (last job, and I do mean Last Job) [#solopr](#)



[dconconi](#) May 09, 1:57pm via [TweetChat](#)

sometimes, as long as you can do it and not jeopardize the work, just walk away. You'll put in more than enough hours another day [#solopr](#)



[SoloPR](#) May 09, 1:57pm via [TweetGrid.com](#)

RT @[3HatsComm](#): A4 Also, change scenery, get out of the office. I'll pack up my iPad, head to coffee shop once in a while. [#solopr](#)



[JanetLFalk](#) May 09, 1:57pm via [TweetDeck](#)

Tame your email by checking less often. [#soloPR](#)



[KellyeCrane](#) May 09, 1:57pm via [TweetDeck](#)

A4: On [#solopr](#) blog, we used to talk a lot about "guilty pleasures." Taking a break to watch/do something silly reminds you how lucky we are



[MuslimNewMedia](#) May 09, 1:56pm via [TweetChat](#)

yes! I feel a huge difference when i forget RT @[LoisMarketing](#): ...water -- and lots of it. Keeps brain and body hydrated and sharp. [#solopr](#)



[andywomyn](#) May 09, 1:56pm via Twitter for iPhone

Loving all the answers to Q4! Now what to do w/9yo over the summer? He's my biggest distraction.
[#soloPR](#)



[karenswim](#) May 09, 1:56pm via TweetChat

[@jgombita](#) [@dariasteigman](#) Yes! Downward dog brings blood flow to brain, very energizing! Push ups too
[#solopr](#)



[LoisMarketing](#) May 09, 1:56pm via TweetDeck

Don't let chats, SoMe and other things distract you during the day that they extend your work time beyond what's reasonable. [#soloPR](#)



[dariasteigman](#) May 09, 1:56pm via TweetDeck

[@jgombita](#) Suddenly I have the urge to stretch. :) Actually, have to go run errands. [#solopr](#)



[JasMollica](#) May 09, 1:56pm via ÜberSocial for iPhone

RT [@karenswim](#): A4: Best part of our world is you can design the environment, hours, and work that fits you [#solopr](#)



[CarouselPR](#) May 09, 1:56pm via HootSuite

[@KellyeCrane](#) :) [#solopr](#)



[KristK](#) May 09, 1:56pm via TweetGrid.com

RT @karensxim: A4: Best part of our world is you can design the environment, hours, and work that fits you [#solopr](#)



[SoloPR](#) May 09, 1:55pm via [TweetGrid.com](#)

RT @dariasteigman: A4 Treadmill breaks. 10-min chunks to get moving when I'm otherwise at desk all day. Also schedule workouts. [#solopr](#)



[jgombita](#) May 09, 1:55pm via [web](#)

@dariasteigman I think so. Doing a yoga downward dog also helps (for a nice stretch). [#solopr](#)



[KristK](#) May 09, 1:55pm via [TweetGrid.com](#)

@jgombita Yes, we had an, ahem, intervention recently about that. Progress is slow. [#solopr](#)



[LoisMarketing](#) May 09, 1:55pm via [TweetDeck](#)

Best satellite office: my patio :) Birds, flowers, now pollen free thank goodness! Fresh air! [#soloPR](#)



[dconconi](#) May 09, 1:55pm via [TweetChat](#)

so invaluable! RT @JasMollica: @KellyeCrane q4: calendars and schedulers are also very important. Helps keep focused. [#solopr](#)



[karensxim](#) May 09, 1:55pm via [TweetChat](#)

A4: Best part of our world is you can design the environment, hours, and work that fits you [#solopr](#)



[SoloPR](#) May 09, 1:54pm via [TweetGrid.com](#)

And sound alerts - ugh! RT @[MarcJudeSamson](#): A4: Best move I ever made to improve productivity was to turn of gchat [#solopr](#)



[MuslimNewMedia](#) May 09, 1:54pm via [TweetChat](#)

nk, that works! :) RT @[KellyeCrane](#): A4: Have ridiculous deadlines for yourself that dont allow you to slack off. (kidding) [#solopr](#)



[dconconi](#) May 09, 1:54pm via [TweetChat](#)

@[jgombita](#) Food Drive for Covenant House at Y-D Square on May 16, Newstalk 1010 - John Moore talking it up for us next week [#solopr](#)



[KellyeCrane](#) May 09, 1:54pm via [TweetDeck](#)

@[MarcJudeSamson](#) I like working from home, too. No dress code, no commute, just work - so I can finish faster! [#solopr](#)



[dariasteigman](#) May 09, 1:54pm via [TweetDeck](#)

@[jgombita](#) It's key, isn't it? To staying alert -- and to being healthy. [#solopr](#)



[karenswim](#) May 09, 1:54pm via [TweetChat](#)

A4: Be realistic about your needs, everyone does not perform well working solo, may need co-working office or traditional [#solopr](#)



[3HatsComm](#) May 09, 1:53pm via TweetChat

A4 Also, change scenery, get out of the office. I'll pack up my iPad, head to coffee shop once in a while.
[#solopr](#)



[dariasteigman](#) May 09, 1:53pm via TweetDeck

A4 Treadmill breaks. 10-min chunks to get moving when I'm otherwise at desk all day. Also schedule workouts. [#solopr](#)



[CarouselPR](#) May 09, 1:53pm via TweetChat

RT @[karensxim](#): A4: Take breaks, change routine, MOVE during the day, group like tasks together and work in blocks, then break [#solopr](#)



[KellyeCrane](#) May 09, 1:53pm via TweetDeck

Ooh! I like that idea... RT @[CarouselPR](#): A4: Essential oils are nice, I use a mix of rosemary and citrus to keep alert [#solopr](#)



[jgombita](#) May 09, 1:53pm via TweetChat

A4. Occasional chocolate breaks. (As rewards.) [#solopr](#)



[karensxim](#) May 09, 1:53pm via TweetChat

Agree w/ @[MarcJudeSamson](#) home office distraction free, and I actually one have 1 cup of coffee per day!
[#solopr](#)



[MarcJudeSamson](#) May 09, 1:53pm via web

A4: Best move I ever made to improve productivity was to turn off gchat [#solopr](#)



[KristK](#) May 09, 1:52pm via TweetGrid.com

A4: Have office hours but allow yourself to vary. I like to write/think on weekends, but then I balance with weekday chores [#solopr](#)



[KellyeCrane](#) May 09, 1:52pm via TweetDeck

A4: I find calling a non-work friend for a chat when I'm dragging can be a huge help. [#solopr](#)



[jgombita](#) May 09, 1:52pm via TweetChat

@[KristK](#) same true of being on social media.... [#solopr](#)



[LoisMarketing](#) May 09, 1:52pm via TweetDeck

Enjoy that cup or two of coffee in the morning then drink water -- and lots of it. Keeps brain and body hydrated and sharp. [#soloPR](#) A4



[JasMollica](#) May 09, 1:52pm via ÜberSocial for iPhone

@[KellyeCrane](#) q4: calendars and schedulers are also very important. Helps keep focused. [#solopr](#)



[CarouselPR](#) May 09, 1:52pm via HootSuite

A4: Essential oils are nice, I use a mix of rosemary and citrus to keep alert [#solopr](#)



[MuslimNewMedia](#) May 09, 1:51pm via TweetChat

a4 coffee, cigarettes (latter on the way out, happy to say); Continuous drone of CNN or AlJazeera actually helps me focus [#solopr](#)



[prweb](#) May 09, 1:51pm via TweetDeck

Of course, I catch [#solopr](#) right as it's ending. [#disappointed](#)



[KristK](#) May 09, 1:51pm via TweetGrid.com

A4: Stop working and call it a day. Seriously, don't "pop in" after hours (even when it's down the hall). [#solopr](#)



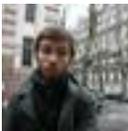
[JanetLFalk](#) May 09, 1:51pm via TweetDeck

A4 Perception, judgment are key to best decisions. Market Mind Games [#denisekshull](#) [#soloPR](#)



[CarouselPR](#) May 09, 1:51pm via HootSuite

A4: Caffeine, no distractions, short breaks for a quick stretch, eating light but healthy lunches. [#solopr](#)



[MarcJudeSamson](#) May 09, 1:51pm via web

A4: I actually find working from home to be extraordinarily productive - no distractions, just work (lots of coffee helps, too) [#solopr](#)



[SoloPR](#) May 09, 1:50pm via TweetGrid.com

Great point! RT @CarouselPR: A4:...Working at home 24/7 is too distracting for me. Much more productive in the office [#solopr](#)



[jgombita](#) May 09, 1:50pm via TweetChat

A4. Getting up and stretching (or walking around) every 20-30 minutes. Esp. if at keyboard a lot. [#solopr](#)



[JasMollica](#) May 09, 1:50pm via ÜberSocial for iPhone

Yes! RT @KellyeCrane: A4: Have a separate, designated work area. And have a set routine for "work hours" (doesn't have to be 9-5). [#solopr](#)



[karenskim](#) May 09, 1:50pm via TweetChat

A4: Take breaks, change routine, MOVE during the day, group like tasks together and work in blocks, then break [#solopr](#)



[LoisMarketing](#) May 09, 1:50pm via TweetDeck

It's not healthy to sit for long periods of time, plus sunshine and oxygen are invigorating. Move! throughout the day :) [#soloPR](#) A4



[KristK](#) May 09, 1:50pm via TweetGrid.com

A4: Step away from workspace regularly. Walk, play, move. [#solopr](#)



[KellyeCrane](#) May 09, 1:50pm via TweetDeck

A4: Have ridiculous deadlines for yourself that don't allow you to slack off. (kidding) [#solopr](#)



[jgombita](#) [May 09, 1:49pm](#) via [TweetChat](#)

@[dconconi](#) cool beans! What is the event so that I can listen for it? (Plus what station(s)) [#solopr](#)



[CarouselPR](#) [May 09, 1:49pm](#) via [HootSuite](#)

A4: I have to mix up the work environment. Working at home 24/7 is too distracting for me. Much more productive in the office [#solopr](#)



[JanetLFalk](#) [May 09, 1:49pm](#) via [TweetDeck](#)

A4 Get enough sleep. Take breaks. Client is neuroscience economist. Says do not work when tired; perception, judgment are impaired. [#soloPR](#)



[KellyeCrane](#) [May 09, 1:49pm](#) via [TweetDeck](#)

A4: Have a separate, designated work area. And have a set routine for "work hours" (doesn't have to be 9-5). [#solopr](#)



[3HatsComm](#) [May 09, 1:48pm](#) via [TweetChat](#)

A4 Caffeine. Office w/ doors; amazing how just closing them can shut out distractions. Loud music helps too. [#solopr](#)



[LoisMarketing](#) [May 09, 1:48pm](#) via [TweetDeck](#)

@[SoloPR](#) Workout! Midday -- take a brisk walk. Get fresh air -- and often. [#soloPR](#) A4



[KristK](#) [May 09, 1:48pm](#) via [TweetGrid.com](#)

RT @SoloPR: Q4: It's easy to feel tired/distracted when working from home. What are some of your tips to stay alert? [#solopr](#)



[MuslimNewMedia](#) May 09, 1:48pm via [TweetChat](#)

@[CarouselPR](#) for electronica, im sure its still a key center.. skronky free jazz, proly not so much right now:) Love the city though! [#solopr](#)



[CarouselPR](#) May 09, 1:48pm via [TweetGrid.com](#)

RT @SoloPR: Q4: It's easy to feel tired/distracted when working from home. What are some of your tips to stay alert? [#solopr](#)



[jgombita](#) May 09, 1:47pm via [web](#)

@[MuslimNewMedia](#) green apples help to get your juices flowing, meaning you don't get a dry throat when speaking. Try it, it works. [#solopr](#)



[KristK](#) May 09, 1:47pm via [TweetGrid.com](#)

MT @[LoisMarketing](#): don't waste time with podcasts to promote your service, company, product or blog. News sources = different. [#solopr](#)



[SoloPR](#) May 09, 1:47pm via [TweetGrid.com](#)

Q4: It's easy to feel tired/distracted when working from home. What are some of your tips to stay alert? [#solopr](#)



[jgombita](#) May 09, 1:47pm via [web](#)

Oops @[karensxim](#). Meant this show: An introvert who says her kind matters -- @[susancain](#) talks with @[cbtapestry](#). [bit.ly/H4IvUL](#) [#solopr](#)



[karenskim](#) May 09, 1:46pm via TweetChat

@[jgombita](#) Ha in the US we cannot even count on major outlets to spell the headlines correctly! [#solopr](#)



[KristK](#) May 09, 1:46pm via TweetGrid.com

MT @[3HatsComm](#): @[KristK](#) Always comes back to educating clients on what will (and what won't) earn targeted results [#solopr](#)



[LoisMarketing](#) May 09, 1:46pm via TweetDeck

@[MuslimNewMedia](#) Cool :) thanks !! [#solopr](#)



[KristK](#) May 09, 1:45pm via TweetGrid.com

A3: Podcasters who want to be pitched need to be able to be found and researched. I need stats, contact info [#solopr](#)



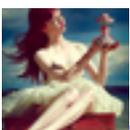
[SoloPR](#) May 09, 1:45pm via TweetGrid.com

So much smartness today (as always)! Time for a quick Q4.... [#solopr](#)



[jgombita](#) May 09, 1:45pm via web

@[karenskim](#) calibre of journalists & interviews. BTW, fab interview with (introvert book) author @[susancairn](#) on @[TheCurrentCBC](#) site. [#solopr](#)



[CarouselPR](#) May 09, 1:45pm via HootSuite

@[MuslimNewMedia](#) @[jgombita](#) it's definitely still going on here, that's why i relocated [#solopr](#)



[LoisMarketing](#) May 09, 1:45pm via [TweetDeck](#)

Overall -- IMHO -- don't waste your time with podcasts to promote your service, company, product or blog. News sources = different. [#solopr](#)



[3HatsComm](#) May 09, 1:45pm via [TweetChat](#)

@[KristK](#) Always comes back to that, doesn't it - Educating clients on what will (and what won't) earn targeted results. [#solopr](#)



[MuslimNewMedia](#) May 09, 1:44pm via [TweetChat](#)

@[LoisMarketing](#) ah..gotcha now. :) [#solopr](#)



[KellyeCrane](#) May 09, 1:44pm via [TweetDeck](#)

@[dconconi](#) @[JanetLFalk](#) I interned in radio (last century!), and PSAs had the best chance of getting on. [#solopr](#)



[JanetLFalk](#) May 09, 1:44pm via [TweetDeck](#)

@[jgombita](#) Agree that CBC , and NPR, subscribers listen to podcasts when convenient for themselves. [#soloPR](#)



[SoloPR](#) May 09, 1:43pm via [TweetGrid.com](#)

MT @[KristK](#): A3: Clients don't always respect podcasts, question their reach... Have to educate them [#solopr](#)



[LoisMarketing](#) May 09, 1:43pm via TweetDeck

@[MuslimNewMedia](#) No. Missed point. Any company submitting release is "hot prospect". No buying or selling. Just happens. [#soloPR](#)



[MuslimNewMedia](#) May 09, 1:43pm via TweetChat

@[jgombita](#) tell me about the green apple, havent heard that one, lol [#soloPR](#)



[3HatsComm](#) May 09, 1:43pm via TweetChat

@[KristK](#) @[jgombita](#) Heard that before, re: smiling - it does change your voice. [#soloPR](#)



[jgombita](#) May 09, 1:43pm via TweetChat

Again, I'm talking specifically about [@cbradio](#), [@JanetLFalk](#). It is exceptional and has a worldwide audience as a result. [#soloPR](#)



[karenswym](#) May 09, 1:43pm via TweetChat

@[jgombita](#) Very true Judy! [#soloPR](#)



[CarouselPR](#) May 09, 1:42pm via HootSuite

@[MarcJudeSamson](#) Hello Marc, will have to check your work, seems very interesting! [#soloPR](#)



[LoisMarketing](#) May 09, 1:42pm via TweetDeck

I think most are scanners of print, not listeners. Some value of podcasts but overall not a given. [#soloPR](#)



[jgombita](#) May 09, 1:42pm via TweetChat

@[KristK](#) it doesn't help that some podcasters come across as amateurs. Rambling discussions. Self-absorbed. Way too long. [#solopr](#)



[dconconi](#) May 09, 1:42pm via TweetChat

@[JanetLFalk](#) @[KellyeCrane](#) drivetime DJ is doing the same for me for an upcoming non-profit event. [#solopr](#)



[karenswym](#) May 09, 1:42pm via TweetChat

RT @[KristK](#): Clients dont always respect podcasts, question their reach. (Almost like theyre ham radio operators) Have to educate [#solopr](#)



[MuslimNewMedia](#) May 09, 1:41pm via TweetChat

nice touch RT @[CarouselPR](#): A3: as Im doing album PR I always have a DJ mix or music to pitch for the podcast, also exclusive [#solopr](#)



[karenswym](#) May 09, 1:41pm via TweetChat

@[jgombita](#) I've listened to more Canadian radio/archives online than American, seems to be better marketed & pop. than US [#solopr](#)



[JanetLFalk](#) May 09, 1:41pm via TweetDeck

@[jgombita](#) They archive podcast. But who knows to look for it? Client website, [#SM](#) drive the process. Perhaps subscribe to podcast. [#soloPR](#)



[KellyeCrane](#) May 09, 1:41pm via TweetDeck

A3: I personally haven't targeted any podcasts- there aren't any that would likely produce results for my clients, so not priority. [#solopr](#)



[KristK](#) May 09, 1:41pm via TweetGrid.com

A3: Clients don't always respect podcasts, question their reach. (Almost like they're ham radio operators) Have to educate them [#solopr](#)



[MuslimNewMedia](#) May 09, 1:41pm via TweetChat

@[LoisMarketing](#) but doesnt that cross over into 'pay for play' or media buying territory? [#solopr](#)



[jgombita](#) May 09, 1:40pm via web

A perfect fit RT @[karensxim](#): A3: In the past when I did work with authors, publishing podcasts were absolutely part of the strategy [#solopr](#)



[dconconi](#) May 09, 1:40pm via TweetChat

@[MuslimNewMedia](#) yep it's a new economic reality [#solopr](#)



[JanetLFalk](#) May 09, 1:40pm via TweetDeck

@[KellyeCrane](#) Only radio success was story in drive time for nonprofit client's shopathon where %age of sales went to charity. [#soloPR](#)



[SoloPR](#) May 09, 1:40pm via TweetGrid.com

RT @KristK: A3: Podcasts can be great -- I've pitched BlogTalkRadio hosts and industry podcasters w success. [#solopr](#)



[MuslimNewMedia](#) May 09, 1:39pm via [TweetChat](#)

@[jgombita](#) @[CarouselPR](#) love Berlin as well. Great music scene in the early 90s, was there a lot [#solopr](#)



[LoisMarketing](#) May 09, 1:39pm via [TweetDeck](#)

RT @[MuslimNewMedia](#): @[dconconi](#) interesting re getting hit up by the ad guys...desperate for biz.,! [#solopr](#) << Or seizing an opportunity!



[desertronin](#) May 09, 1:39pm via [TweetGrid.com](#)

RT @KristK: RT @[SoloPR](#): Let's call this Q3: Have you ever considered/pitched podcasts? [#solopr](#)



[SoloPR](#) May 09, 1:39pm via [TweetGrid.com](#)

Interesting RT @[karensxim](#): A3: In the past when I did work with authors, publishing podcasts were absolutely part of the strategy [#solopr](#)



[CarouselPR](#) May 09, 1:39pm via [HootSuite](#)

A3: Yes, but as I'm doing album PR I always have a DJ mix or music to pitch for the podcast, also exclusive [#solopr](#)



[LoisMarketing](#) May 09, 1:38pm via [TweetDeck](#)

@[KellyeCrane](#) @[KristK](#) Had to love that the newest shake flavor was in the headlines that morning! Just too funny! [#soloPR](#)



[KellyeCrane](#) May 09, 1:38pm via TweetDeck

@[JanetLFalk](#) Same holds true for my clients, but consumer stuff seems to lend itself well to radio (I'm learning today!). [#soloPR](#)



[MuslimNewMedia](#) May 09, 1:38pm via TweetChat

@[dconconi](#) interesting re getting hit up by the ad guys...desperate for biz.,! [#soloPR](#)



[jgombita](#) May 09, 1:37pm via TweetChat

Good ones @[KristK](#). Plus eat a green apple prior. Have tepid/room temperature water at hand (not cold). [#soloPR](#)



[karenswim](#) May 09, 1:37pm via TweetChat

RT @[KristK](#): A3: Podcasts can be great -- Ive pitched BlogTalkRadio hosts and industry podcasters w success. [#soloPR](#)



[KristK](#) May 09, 1:37pm via TweetGrid.com

@[LoisMarketing](#) Bet that drove traffic to the stores too! [#soloPR](#)



[andywomyn](#) May 09, 1:37pm via Twitter for iPhone

Very intetested in your answers. RT @[SoloPR](#): Let's call this Q3: Have you ever considered/pitched podcasts? [#soloPR](#)



[KellyeCrane](#) May 09, 1:37pm via TweetDeck

@[LoisMarketing](#) We Atlantans do love our Chick Fil A! [#soloPR](#)



[LoisMarketing](#) May 09, 1:37pm via [TweetDeck](#)

@[SoloPR](#) We (clients and I) appreciated being go-to source for news and updates on the development. [#soloPR](#)



[karenswim](#) May 09, 1:37pm via [TweetChat](#)

A3: In the past when I did work with authors, publishing podcasts were absolutely part of the strategy [#solopr](#)



[JanetLFalk](#) May 09, 1:37pm via [TweetDeck](#)

@[CarouselPR](#) Spots can be watched, when viewers are directed to them by website or [#socialmedia](#). [#soloPR](#)



[KristK](#) May 09, 1:37pm via [TweetGrid.com](#)

A3: Podcasts can be great -- I've pitched BlogTalkRadio hosts and industry podcasters w success. [#solopr](#)



[MarcJudeSamson](#) May 09, 1:37pm via [web](#)

A3: I've tried.. but with zero success.. [#solopr](#)



[SoloPR](#) May 09, 1:36pm via [TweetGrid.com](#)

Thx RT @[LoisMarketing](#): @[SoloPR](#) News mentions as clients were involved in large local govt projects, expansion. We = source. [#solopr](#)



[LoisMarketing](#) May 09, 1:36pm via TweetDeck

Best PR/marketing coup ever = new Chick Fil A milkshake flavor as news story on #1 radio here. Loved it!
:) [#soloPR](#) A2



[JanetLFalk](#) May 09, 1:36pm via TweetDeck

Radio/TV issue is fleeting nature of broadcast. If you did not hear it, you cannot recapture it. Unlikely to search station website. [#soloPR](#)



[CarouselPR](#) May 09, 1:36pm via HootSuite

true, but cool TV spots can be watched over and over online RT [@JanetLFalk](#) A2 Almost no radio and TV. Too fleeting. [#soloPR](#)



[SoloDovePR](#) May 09, 1:35pm via HootSuite

Didn't know that RT [@KristK](#): A2: Many stations still offer local news and welcome phone interviews. M-F drive-time [#solopr](#)



[LoisMarketing](#) May 09, 1:35pm via TweetDeck

[@SoloPR](#) News mentions as clients were involved in large local govt projects, expansion. We = source. [#soloPR](#) A2



[KellyeCrane](#) May 09, 1:35pm via TweetDeck

RT [@SoloPR](#): Q3: Have you ever considered/pitched podcasts? [#solopr](#)



[DanBischoff](#) May 09, 1:35pm via [TweetGrid.com](#)

RT @SoloPR: RT @KristK: A2: Radio only makes sense for some projects, some clients. One client doesn't value it; others like it [#solopr](#)



[KristK](#) May 09, 1:35pm via [TweetGrid.com](#)

RT @SoloPR: Let's call this Q3: Have you ever considered/pitched podcasts? [#solopr](#)



[dconconi](#) May 09, 1:35pm via [TweetChat](#)

RT @SoloPR: Let's call this Q3: Have you ever considered/pitched podcasts? [#solopr](#)



[SoloPR](#) May 09, 1:35pm via [TweetGrid.com](#)

Good to know! RT @KristK: A2: Many stations still offer local news and welcome phone interviews. M-F drive-time [#solopr](#)



[KristK](#) May 09, 1:34pm via [TweetGrid.com](#)

A2: Phone interview tips: stand up and don't multi-task. Rehearse your key messages and have release/info in front of you. [#solopr](#)



[jgombita](#) May 09, 1:34pm via [web](#)

@CarouselPR Lucky. Berlin is currently my all-time favourite European city. Especially (former) East Berlin parts. [#solopr](#)



[travis_chambers](#) May 09, 1:34pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Try to seek out your contacts on social media - not for pitching, just for blding rel. [#solopr](#)



[SoloPR](#) May 09, 1:34pm via [TweetGrid.com](#)

Let's call this Q3: Have you ever considered/pitched podcasts? [#solopr](#)



[CarouselPR](#) May 09, 1:33pm via [HootSuite](#)

@[jgombita](#) I am! From Boston but living and working in Berlin now in the electronic music world :) [#solopr](#)



[3HatsComm](#) May 09, 1:33pm via [TweetChat](#)

@[KristK](#) Agree.. sometimes, a project or campaign is very visual in nature, so value isn't there. [#solopr](#)



[SoloPR](#) May 09, 1:33pm via [TweetGrid.com](#)

RT @[KristK](#): A2; Radio only makes sense for some projects, some clients. One client doesnt value it; others like it [#solopr](#)



[KristK](#) May 09, 1:33pm via [TweetGrid.com](#)

A2: Many stations still offer local news and welcome phone interviews. M-F drive-time [#solopr](#)



[KellyeCrane](#) May 09, 1:33pm via [TweetDeck](#)

A2: I haven't done anything w/radio in years, but all of my clients are B2B and audience is elsewhere. [#solopr](#)



[dconconi](#) May 09, 1:32pm via TweetChat

@[LoisMarketing](#) ha ha lately, seems every time I send a release or advisory I get a message from their ad guys [#solopr](#)



[karenswim](#) May 09, 1:32pm via TweetChat

Attention diverted now caught up on Q2, great answers and yes if your market is listening to radio by all means don't ignore [#solopr](#)



[MuslimNewMedia](#) May 09, 1:32pm via TweetChat

@[CarouselPR](#) indeed, all's good :) new client/project, and band getting busy with new release pending.. [#solopr](#)



[CarouselPR](#) May 09, 1:32pm via TweetGrid.com

RT @[SoloPR](#): Go get 'em, tiger! RT @[CarouselPR](#): @[LoisMarketing](#) :::pulls up big girl pants::: [#solopr](#)



[SoloPR](#) May 09, 1:31pm via TweetGrid.com

@[KristK](#) @[LoisMarketing](#) Are you all getting news mentions, or booking ppl on the (usually Sunday) talk shows? [#solopr](#)



[KristK](#) May 09, 1:31pm via TweetGrid.com

A2; Radio only makes sense for some projects, some clients. One client doesn't value it; others like it [#solopr](#)



[jgombita](#) May 09, 1:31pm via TweetChat

@[LoisMarketing](#) there is still no advertising on @[cbcradio](#) One. [#solopr](#)



[CarouselPR](#) May 09, 1:31pm via TweetGrid.com

RT @[KristK](#): @[CarouselPR](#) What about monitoring the sources they do choose and finding connections there, leading to possible intro? [#solopr](#)



[CarouselPR](#) May 09, 1:30pm via HootSuite

@[MuslimNewMedia](#) all good! hope with you as well :) [#solopr](#)



[John Trader1](#) May 09, 1:30pm via TweetChat

RT @[KristK](#): A2: Getting on the radio will still make phone ring in many markets. [#solopr](#)



[SoloPR](#) May 09, 1:30pm via TweetGrid.com

Does anyone use radio for B2B, or mainly B2C? [#solopr](#)



[KristK](#) May 09, 1:30pm via TweetGrid.com

@[SoloPR](#) Did radio-specific project for series of events so obvious which event they were calling about (and which interview). [#solopr](#)



[LoisMarketing](#) May 09, 1:29pm via TweetDeck

Only hurdle is that clients are inundated with radio advertising sales reps! [#soloPR](#) A2



[LoisMarketing](#) May 09, 1:29pm via TweetDeck

Only hurdle is that clients are inundated with radio advertising sales reps! [#soloPR](#) A2



[MuslimNewMedia](#) May 09, 1:29pm via TweetChat

@[KellyeCrane](#) howdy :) missed everyone... how are folks? [#solopr](#)



[CarouselPR](#) May 09, 1:29pm via HootSuite

A2: I work in music, so radio & podcasts are quite important, but for in depth radio coverage, best to find a radio plugger [#solopr](#)



[KristK](#) May 09, 1:29pm via TweetGrid.com

@[CarouselPR](#) What about monitoring the sources they do choose and finding connections there, leading to possible intro? [#solopr](#)



[SoloDovePR](#) May 09, 1:29pm via HootSuite

RT @[SoloPR](#): Q2: In your media outreach, how important is radio today? Pros and cons. How about podcasts as an alternative? [#solopr](#)



[LoisMarketing](#) May 09, 1:29pm via TweetDeck

@[CarouselPR](#) Let's talk offline sometime if you'd like. Glad to help as I can :) [#soloPR](#) @[SoloPR](#)



[SoloPR](#) May 09, 1:28pm via TweetGrid.com

Do you use special phone # for tracking? RT @KristK: A2: Getting on the radio will still make phone ring in many markets. [#solopr](#)



[dconconi](#) May 09, 1:28pm via TweetChat

RT @jgombita: A2.In Canada getting on (pub. broadcaster) @cbcradio is major coup. something about power of human voices. Hot medium. [#solopr](#)



[KellyeCrane](#) May 09, 1:28pm via TweetDeck

@MuslimNewMedia Howdy, stranger! [#solopr](#)



[SoloPR](#) May 09, 1:27pm via TweetGrid.com

Go get 'em, tiger! RT @CarouselPR: @LoisMarketing :::pulls up big girl pants::: [#solopr](#)



[LoisMarketing](#) May 09, 1:27pm via TweetDeck

Radio -- in the car and online -- remains huge in the Atlanta market. Don't neglect it. I think that's the case in many markets [#soloPR](#) A2



[dconconi](#) May 09, 1:27pm via TweetChat

A2: tough one. I love and believe in radio but finding it harder to pitch. Just finished an ANR for a client - feels like cheating. [#solopr](#)



[TailoredInNYC](#) May 09, 1:27pm via TweetDeck

RT @LoisMarketing: Offer an "exclusive" -- an expanded interview, a special photo opp, invite to pre-opening. [#soloPR](#) A1



[MuslimNewMedia](#) May 09, 1:27pm via TweetChat

@[jgombita](#) I'd imagine same for Europe as well, re radio. [#solopr](#)



[KristK](#) May 09, 1:27pm via TweetGrid.com

A2: Getting on the radio will still make phone ring in many markets. [#solopr](#)



[SoloPR](#) May 09, 1:27pm via TweetGrid.com

MT @[KristK](#): A2 Not every market is mass, and not everyone gets news online. Radio still key-esp those markets w/weeklies or no paper [#solopr](#)



[JanetLFalk](#) May 09, 1:27pm via TweetDeck

A2 Almost no radio and TV. Too fleeting. Who goes home and searches network website for what CEO Jones said today? Print and web. [#soloPR](#)



[jgombita](#) May 09, 1:27pm via web

@[CarouselPR](#) are you American? [#solopr](#)



[rockstarjen](#) May 09, 1:26pm via TweetDeck

@[karensxim](#) ditto. will shoot for it again next week. :) [#solopr](#)



[LoisMarketing](#) May 09, 1:26pm via TweetDeck

@[CarouselPR](#) In those cases you are looking for a personal introduction or another way to circumvent the "standard message" [#soloPR](#)



[jgombita](#) May 09, 1:25pm via [TweetChat](#)

A2. In Canada getting on (public broadcaster) [@cbcradio](#) is major coup. There's something about power of human voices. Hot medium. [#solopr](#)



[CarouselPR](#) May 09, 1:25pm via [HootSuite](#)

Thanks! RT "[@dariasteigman](#) [@jgombita](#) Not Berlin. But several other IABC chapters in Europe ([bit.ly/HsYITH](#))" [#solopr](#)



[MuslimNewMedia](#) May 09, 1:24pm via [TweetChat](#)

joining late -- its been a while...how are ya peeps? :) [#solopr](#)



[SoloPR](#) May 09, 1:24pm via [TweetGrid.com](#)

LOL RT [@KristK](#): A1: Rule #1: don't feed journalists s-crap-s and call it dessert. Offer them tasty treats of info, insight. [#solopr](#)



[dconconi](#) May 09, 1:24pm via [TweetChat](#)

RT [@SoloPR](#): Q2: In your media outreach, how important is radio today? Pros and cons. How about podcasts as an alternative? [#solopr](#)



[3HatsComm](#) May 09, 1:24pm via [TweetDeck](#)

True, but not all are active, many are placeholder/feed acct. RT [@KellyeCrane](#): [@muckrack](#) is source of journalists' twitter IDs. [#soloPR](#)



[LoisMarketing](#) May 09, 1:24pm via TweetDeck

@[CarouselPR](#) To be of most benefit to your clients you must power through these types of messages to get to the right people [#soloPR](#)



[dconconi](#) May 09, 1:24pm via TweetChat

@[dariasteigman](#) aw. ;-) waving right back darlin' [#solopr](#)



[KristK](#) May 09, 1:24pm via TweetGrid.com

RT @[SoloPR](#): Q2: In your media outreach, how important is radio today? Pros and cons. How about podcasts as an alternative? [#solopr](#)



[jgombita](#) May 09, 1:23pm via web

@[dariasteigman](#) my suggestion was to attend a (local) event that had (local) journalists on a panel. [#solopr](#)



[LoisMarketing](#) May 09, 1:23pm via TweetDeck

@[CarouselPR](#) You're "buying" the barrier! That's what they want most to think :) You can do it :) [#soloPR](#)



[JanetLFalk](#) May 09, 1:23pm via TweetDeck

@[CarouselPR](#) Send an EM AND LM that makes it clear the value you bring plus any date/deadline info. [#soloPR](#)



[KristK](#) May 09, 1:23pm via TweetGrid.com

A1: Rule #1: don't feed journalists s-crap-s and call it dessert. Offer them tasty treats of info, insight. [#solopr](#)



[SoloPR](#) May 09, 1:23pm via [TweetGrid.com](#)

Q2: In your media outreach, how important is radio today? Pros and cons. How about podcasts as an alternative? [#solopr](#)



[dariasteigman](#) May 09, 1:22pm via [TweetDeck](#)

@[dconconi](#) [~waving hello~] [#solopr](#)



[jgombita](#) May 09, 1:22pm via [web](#)

@[dariasteigman](#) to a certain extent, yes. Altho journos have to be careful not to show bias to any person/organization--called out. [#solopr](#)



[LoisMarketing](#) May 09, 1:22pm via [TweetDeck](#)

Offer an "exclusive" -- an expanded interview, a special photo opp, invite to pre-opening. [#soloPR](#) A1



[SoloPR](#) May 09, 1:22pm via [TweetGrid.com](#)

Some excellent tips on Q1 - thanks! Q2 is coming up... [#solopr](#)



[dariasteigman](#) May 09, 1:22pm via [TweetDeck](#)

@[jgombita](#) Not Berlin. But several other IABC chapters in Europe (bit.ly/HsYITH) [#solopr](#)



[SoloPR](#) May 09, 1:21pm via [TweetGrid.com](#)

RT @[dariasteigman](#): A1. Most journos have blogs (both biz and sometimes outside interest) -- have you tried looking for those? [#solopr](#)



[KellyeCrane](#) May 09, 1:20pm via [TweetDeck](#)

Also, if they'll be at a tradeshow/event, try to meet them in person. RT @[LoisMarketing](#): Picking up the phone works too [#solopr](#)



[jgombita](#) May 09, 1:20pm via [web](#)

Is IABC in Berlin (or Germany) @[CarouselPR](#)? I know the national PR association is quite strong. c
@[dariasteigman](#) [#solopr](#)



[3HatsComm](#) May 09, 1:20pm via [TweetChat](#)

True that. RT @[karensxim](#): A1: Dont stalk them though, thats creepy [#solopr](#)



[dconconi](#) May 09, 1:19pm via [TweetChat](#)

Hi solos - Diana here from TO. Sorry to be late, I'll catch up quietly. Just happy to be here! [#solopr](#)



[LoisMarketing](#) May 09, 1:19pm via [TweetDeck](#)

Consider what can 'boost' the story -- news item, photo opp and approach that way. An "exclusive" perhaps? [#soloPR](#) A1



[karensxim](#) May 09, 1:19pm via [TweetChat](#)

RT @LoisMarketing: Picking up phone works too :) Seriously. So far so good not had trouble connecting with key contacts and outlets [#solopr](#)



[dariasteigman](#) May 09, 1:19pm via TweetDeck

@CarouselPR If the journo's on twitter, watch what they say, do. Maybe you can strike up rel'ship there. [#solopr](#)



[jgombita](#) May 09, 1:19pm via web

So true @karensxim @KelleyCrane. And if you get to the stage where you are sharing confidences-- RESPECT fact and keep them so. [#solopr](#)



[karensxim](#) May 09, 1:19pm via TweetChat

@andywomyn You're welcome! [#solopr](#)



[dariasteigman](#) May 09, 1:19pm via TweetDeck

@jgombita I don't do media relations, but I do ppl rel'ships. And principles of rel'ship building are same everywhere. [#solopr](#)



[KellyeCrane](#) May 09, 1:18pm via TweetDeck

A1: Does your client have partnerships w/bigger cos? Perhaps work on story angles together for more attention. [#solopr](#)



[LoisMarketing](#) May 09, 1:18pm via TweetDeck

Picking up the phone works too :) Seriously. So far so good -- I have not had trouble connecting with key contacts and outlets [#soloPR](#) A1



[jgombita](#) [May 09, 1:18pm via TweetChat](#)

[@JanetLFalk](#) I was thinking about trying to slip in through the servants' entrance. :-) c [@CarouselPR](#)
[#solopr](#)



[KristK](#) [May 09, 1:18pm via TweetGrid.com](#)

RT [@JanetLFalk](#): No journalist is an island. Find ways to connect with other connections via FB, LI, Tw, even at same media outlet [#solopr](#)



[andywomyn](#) [May 09, 1:18pm via Twitter for iPhone](#)

[@karensxim](#) Re. A1: Good ideas. Thanks - hadn't heard of those tools. [#soloPR](#)



[jgombita](#) [May 09, 1:18pm via TweetChat](#)

[@dariasteigman](#) I thought you didn't do media relations. In what ways do you make use of relationships with journalists for work? [#solopr](#)



[dariasteigman](#) [May 09, 1:17pm via TweetDeck](#)

[@jgombita](#) [@CarouselPR](#) Or suggest a media panel to your local IABC or PR assn. & see if they will participate. [#solopr](#)



[karensxim](#) [May 09, 1:17pm via TweetChat](#)

[@jgombita](#) Agree and as [@KelleyCrane](#) shared, important to be genuine. [#solopr](#)



[SoloPR](#) [May 09, 1:17pm via TweetGrid.com](#)

Love seeing some new faces today! Welcome everyone - we're on Q1 [#solopr](#)



[dariasteigman](#) May 09, 1:17pm via TweetDeck

A1. Most journos have blogs (both biz and sometimes outside interest) -- have you tried looking for those? [#solopr](#)



[jgombita](#) May 09, 1:17pm via web

@[CarouselPR](#) does your national PR association ever hold (panel) events with journalists? It's a great way to meet them. [#solopr](#)



[JanetLFalk](#) May 09, 1:16pm via TweetDeck

@[CarouselPR](#) No journalist is an island. Find ways to connect with other connections via FB, LI, Tw, even at the same media outlet. [#soloPR](#)



[KellyeCrane](#) May 09, 1:16pm via TweetDeck

@[CarouselPR](#) Sometimes, the best way to get big guys' interest is to start getting coverage in mid-tier/trade outlets. [#solopr](#)



[andywomyn](#) May 09, 1:15pm via Twitter for iPhone

Happy Wed! Andy here from Kan. 20yrs, APR, balancing act as work-from-home mom. As such, will be in&out. [#soloPR](#) excellent resource!



[3HatsComm](#) May 09, 1:15pm via web

Late to [#soloPR](#) chat, can't even blame it on Atlanta traffic. ;) Catching up w/ Q1.



[dariasteigman](#) May 09, 1:15pm via TweetDeck

@[CarouselPR](#) Are they on Twitter? Are they in your city/town -- can you figure out what events they go to & meet in person? [#solopr](#)



[jgombita](#) May 09, 1:15pm via TweetChat

Also don't be fawning (in social media) @[KellyeCrane](#) @[karensxim](#). Think the smart journalists see through that. [#solopr](#)



[SoloPR](#) May 09, 1:14pm via TweetGrid.com

RT @[CarouselPR](#): RE: what if just reaching them is like breaching a high security fortress? [#solopr](#)



[LoisMarketing](#) May 09, 1:14pm via TweetDeck

@[John_Trader1](#) Great point :) Engage them, reach out before you need them! @[KellyeCrane](#) [#soloPR](#) A1



[John_Trader1](#) May 09, 1:14pm via TweetChat

A1: I have asked for introductions from other contacts who may carry more clout - worked a couple of times. [#solopr](#)



[CarouselPR](#) May 09, 1:14pm via HootSuite

RE Q1: Great tips so far :) [#solopr](#)



[KellyeCrane](#) May 09, 1:13pm via TweetDeck

True! And don't be transparent, either. Genuinely want to know them. RT [@karensxim](#): A1: Don't stalk them though, that's creepy [#solopr](#)



[karensxim](#) May 09, 1:13pm via TweetChat

[@rockstarjen](#) ships passing in the night :-). Miss you and so appreciate you! Same time next week? :-)
[#solopr](#)



[LoisMarketing](#) May 09, 1:13pm via TweetDeck

RT [@John_Trader1](#): [@KellyeCrane](#) A1 I've found sharing and commenting on their stories gets you noticed. [#solopr](#)



[KellyeCrane](#) May 09, 1:13pm via TweetDeck

[@John_Trader1](#) Yes! Media is under more pressure than ever to get traffic/attention/comments. They like when we help w/that. [#solopr](#)



[CarouseIPR](#) May 09, 1:13pm via HootSuite

RE: Q1 [@dariasteigman](#) [@KellyeCrane](#) what if just reaching them is like breaching a high security fortress? [#solopr](#)



[karensxim](#) May 09, 1:12pm via TweetChat

A1: Don't stalk them though, that's creepy [#solopr](#)



[rockstarjen](#) May 09, 1:12pm via TweetDeck

Looks like my time on the [#solopr](#) chat will be shorter than I'd hoped. I guess I'll try again next week. :(



[SoloPR](#) [May 09, 1:12pm](#) via [TweetGrid.com](#)

MT @[dariasteigman](#): A1 With any contact (media or otherwise), build a rel'ship. ...be a good resource, b/f you ask for anything [#solopr](#)



[karensim](#) [May 09, 1:12pm](#) via [TweetChat](#)

RT @[KristK](#): A1: Read their work and let them know it. Find channels they use (FB, Tw, LI, blog) and comment, RT, etc. [#solopr](#)



[jgombita](#) [May 09, 1:11pm](#) via [TweetChat](#)

A1. If I have a great relationship with a colleague from that media (i.e., in social media), I sometimes ask (offline) for help. [#solopr](#)



[LoisMarketing](#) [May 09, 1:11pm](#) via [TweetDeck](#)

Linked In can be a great resource, whether allowing a direct connection or introduction. Go there and see who can help [#soloPR](#) A1



[karensim](#) [May 09, 1:11pm](#) via [TweetChat](#)

A1: Read and share their work, engage in conversation [#solopr](#)



[SoloPR](#) [May 09, 1:11pm](#) via [TweetGrid.com](#)

RT @[JanetLFalk](#): Be persistent, but not obnoxious in follow-up. Provide value. Compliment on recent stories. Identify trends/sources [#solopr](#)



[KristK](#) May 09, 1:11pm via [TweetGrid.com](#)

A1: Read their work and let them know it. Find channels they use (FB, Tw, LI, blog) and comment, RT, etc. [#solopr](#)



[rockstarjen](#) May 09, 1:11pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Try to seek out your contacts on social media - not for pitching, just for blding rel. [#solopr](#)



[karensxim](#) May 09, 1:11pm via [TweetChat](#)

A1: Agree with others, build relationship. Use tools like Gist and Rapportive to source and keep up to date with activities [#solopr](#)



[John Trader1](#) May 09, 1:11pm via [TweetChat](#)

@[KellyeCrane](#) A1 I've found sharing and commenting on their stories gets you noticed. [#solopr](#)



[KellyeCrane](#) May 09, 1:11pm via [TweetDeck](#)

A1: Try to seek out your contacts on social media - not for pitching, just for blding rel. [#solopr](#)



[LoisMarketing](#) May 09, 1:10pm via [TweetDeck](#)

Catch their patterns, how and when they wish news and releases submitted, create a track record to build from [#soloPR](#) A1



[jgombita](#) May 09, 1:10pm via [TweetChat](#)

A1. Search them by name. Sometimes you'll find them in unexpected places. Note: lots of journalists now on @LinkedIn. #solopr



[KellyeCrane](#) May 09, 1:10pm via TweetDeck

A1: Are comments allowed on their stories? Smart (not salesy) regular commenting can catch attention/bld rel. #solopr



[KristK](#) May 09, 1:09pm via TweetGrid.com

RT @SoloPR: Q1: How can I best break down walls & finally get connected w/hard to reach (but important) media contacts in my field? #solopr



[dariasteigman](#) May 09, 1:09pm via TweetDeck

A1 With any contact (media or otherwise), build a rel'ship. Off something of value, be a good resource, b/f you ask for anything. #solopr



[JanetLFalk](#) May 09, 1:09pm via TweetDeck

@SoloPR Be persistent, but not obnoxious in follow-up. Provide value. Compliment on recent stories. Identify trends & sources. #soloPR



[mndbarber](#) May 09, 1:09pm via TweetChat

Good morning. Mary here from Anchorage. 30+ years in PR; 12 solo. Waiting for client call so will be in/out. #solopr



[KellyeCrane](#) May 09, 1:08pm via TweetDeck

RT @SoloPR: Q1: How can I best break down walls & finally get connected w/hard to reach (but important) media contacts in my field? #solopr



[dariasteigman](#) May 09, 1:08pm via TweetDeck

RT @SoloPR: Q1: How to best break down walls & connect w/hard to reach (but important) media contacts in my field? [#solopr](#)



[rockstarjen](#) May 09, 1:08pm via TweetChat

RT @SoloPR: Q1: How can I best break down walls & finally get connected w/hard to reach (but important) media contacts in my field? [#solopr](#)



[ELIEChantS](#) May 09, 1:08pm via Echofon

@SoloPR Hello, I'm Chantelle. I'm a freelancer from NY [#solopr](#)



[rockstarjen](#) May 09, 1:08pm via TweetChat

RT @SoloPR: Q1: How can I best break down walls & finally get connected w/hard to reach (but important) media contacts in my field? [#solopr](#)



[ELIEChantS](#) May 09, 1:08pm via Echofon

@SoloPR Hello, I'm Chantelle. I'm a freelancer from NY [#solopr](#)



[dariasteigman](#) May 09, 1:07pm via TweetDeck

@SoloPR Ooh... I like that. At least as a tagline for the conf. [#solopr](#)



SoloPR May 09, 1:07pm via TweetGrid.com

Q1: How can I best break down walls & finally get connected w/hard to reach (but important) media contacts in my field? [#solopr](#)



[KristK](#) May 09, 1:07pm via [TweetGrid.com](#)

Hello everyone, I'm Kristie (22 years exp, 8 as indy, APR and PR prof based on MS Gulf Coast). [#solopr](#)



[SoloPR](#) May 09, 1:06pm via [TweetGrid.com](#)

Love it! Maybe *that* should be the name of our conference? MT [@dariasteigman](#): Checking in for a little smarts & sass. [#solopr](#)



[jgombita](#) May 09, 1:06pm via [TweetChat](#)

Wondering if [#PRCafe](#) researched what was going on in this day/time re: Twitter chats before starting up. How old this [@KellyeCrane](#)? [#solopr](#)



[dariasteigman](#) May 09, 1:06pm via [TweetDeck](#)

[@KellyeCrane](#) You are cracking me up. One option, to add a number each week after [#solopr](#) to make it marginally harder to randomly find us.



[JanetLFalk](#) May 09, 1:06pm via [TweetDeck](#)

NYC-based PR pro working with nonprofits, small biz, consultants, Wall Street, acctg, law firms. Gloomy and overcast today. [#soloPR](#)



[SoloPR](#) May 09, 1:06pm via [TweetGrid.com](#)

Here comes Q1... [#solopr](#)



[karenswim](#) May 09, 1:05pm via TweetChat

@[dariasteigman](#) Hola Daria! Oh wow, thank you, can't wait to read! [#solopr](#)



SoloPR May 09, 1:05pm via TweetGrid.com

OK, on with the show! Welcome everyone - great crowd gathered! [#solopr](#)



SoloPR May 09, 1:05pm via TweetGrid.com

Hopefully, the bad guys will know better than to mess w/us! But, we may move to a diff hashtag if we have to. [#solopr](#)



[jgombita](#) May 09, 1:05pm via TweetChat

Missed participating with my peeps last week (was attending Toronto's famous @[hotdocs](#) festival--17 films--and other commitments). [#solopr](#)



[CarouselPR](#) May 09, 1:04pm via HootSuite

This is Lauren from @[CarouselPR](#) in Berlin Germany ow.ly/aNPDn hope everyone is having a productive and great week! [#solopr](#)



SoloPR May 09, 1:04pm via TweetGrid.com

If they show up here, please don't use that word, or that attracts more. Also, avoid the word that refers to R2D2 from Star Wars. [#solopr](#)



[rockstarjen](#) May 09, 1:04pm via TweetDeck

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



[KristK](#) May 09, 1:03pm 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) [#solopr](#)



[SoloPR](#) May 09, 1:03pm via [TweetGrid.com](#)

We often call these messages something that starts w/an s and ends w/an m and looks like this:
bit.ly/IJ0SxN :-) [#solopr](#)



[SoloDovePR](#) May 09, 1:03pm via [HootSuite](#)

Two [#pr](#) related chats going on. [#solopr](#) & [#PRCafe](#) check the hashtags



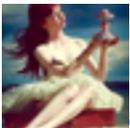
[SoloPR](#) May 09, 1:03pm via [TweetGrid.com](#)

While we gather I have an imp public svc announcement: Lately, I've seen a few chats and hashtags overrun by unwanted messages [#solopr](#)



[rockstarjen](#) May 09, 1:03pm via [TweetDeck](#)

Jen from San Diego here. Ditched the corp/agency life 8 years ago. Hope everyone's having a great week.
[#solopr](#)



[CarouselPR](#) May 09, 1:02pm 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](#)



[dariasteigman](#) May 09, 1:02pm via TweetDeck

Hi, [#solopr](#) peeps. Checking in for a little smarts & sass.



[KellyeCrane](#) May 09, 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)



[SoloPR](#) May 09, 1:01pm via TweetGrid.com

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



[dariasteigman](#) May 09, 1:01pm via TweetDeck

[@karensxim](#) Hola, amiga. BTW, mentioned you in this post on avoiding deadbeat clients: bit.ly/JsNody. [#solopr](#)



[SoloPR](#) May 09, 1:01pm via TweetGrid.com

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



[SoloPR](#) May 09, 1:01pm 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](#)