




## #SoloPR Transcript –8/28/2013

Q1: Do you have any VNR service recommendations? [#solopr](#)


Q2: Seems every news item is an excuse for newsjacking (e.g., random tie-ins to today's MLK anniversary). Where do you draw the line? [#solopr](#)

Q3: The Miley/VMA controversy got top billing on many mainstream outlets. What does this mean for news, and for us? [#solopr](#)




**SoloPR**1:57pm via Twubs

Remember, we keep chatting on the [#solopr](#)hashtag all week! Thanks everyone for joining - transcript up tomorrow!




**jendonovansf**1:57pm via Twitter for iPhone

@gregwbrooks @KellyeCrane @donnamaria @SoloPR Must respectfully disagree, Greg [#solopr](#)




**SoloPR**1:56pm via Twubs

Looks like our time is winding down, and as always this was a smart and fun-filled chat! [#solopr](#)



**karenswym**1:56pm via Twubs

@decillis Well maybe you'll get a box of chocolates, who cares if they're heart shaped :-)[#solopr](#)



**KellyeCrane**1:55pm via tchat.io

@jendonovansf Oy, sad to say, but I'm sure you're right. [#solopr](#)



**decillis** 1:54pm via TweetDeck

@[karensxim](#) She's sending me something romantic back. I'm scared. [#solopr](#)



**karensxim** 1:54pm via Twubs

@[KellyeCrane](#) Ha! Thanks for the tip! [#solopr](#)



**karensxim** 1:54pm via Twubs

@[decillis](#) Oy! Hope your client has a sense of humor [#solopr](#)



**KellyeCrane** 1:53pm via tchat.io

@[donnamaria](#) Do not google twerking, I repeat, do not google it. :- ) [#solopr](#)



**KristK** 1:53pm via Twubs

@[donnamaria](#) For one, it's a verb. [#solopr](#)



**jendonovansf** 1:53pm via Twitter for iPhone

RT @[KellyeCrane](#): @[gregwbrooks](#) There's a difference between your job & personal ick factor. Beauty of [#solopr](#)- we can choose clients we beli...



**decillis** 1:53pm via TweetDeck

@[karensxim](#) Thankfully no. They did capitalize everything though, so my note was super important. [#solopr](#)



**jendonovansf** 1:53pm via Twitter for iPhone

@[KellyeCrane](#) @[donnamaria](#) I'm sure most people know about Miley but not that US going to war in Syria. [#solopr](#)



**donnamaria** 1:53pm via HootSuite

Admission. I don't know what a "twerk" is. Have no idea. Guess I need to follow the trending ...

@[DavidNovich](#) @[gregwbrooks](#) [#solopr](#)



**KellyeCrane** 1:52pm via tchat.io

@[gregwbrooks](#) There's a difference between your job & personal ick factor. Beauty of [#solopr](#)- we can choose clients we believe in! [#solopr](#)



**karenswim** 1:52pm via Twubs

@decillis Did the card have hearts? Lol! [#solopr](#)



**gregwbrooks** 1:52pm via web

@decillis @Teleflora Awkward, intro for a bad porn plot, whatev... [#solopr](#)



**decillis** 1:51pm via TweetDeck

Sorry. Was just thinking out loud there. [#solopr](#)



**SoloPR** 1:51pm via Twubs

So true! RT @KristK A3: Many use social channels to promote events but few are prepared to become meme (pos or neg). [#solopr](#)



**donnamaria** 1:51pm via HootSuite

@gregwbrooks Not really talking about changing the world, just focusing on specific audience, not going with the crowd. [#solopr](#)



**DavidNovich** 1:51pm via web

@donnamaria @gregwbrooks Maybe your keyboard does not twerk...I mean work:) [#solopr](#)



**decillis** 1:51pm via TweetDeck

That awkward moment when the @Teleflora florist sends your client a romantic bouquet instead of the platonic one you ordered. [#solopr](#)



**SoloPR** 1:50pm via Twubs

Your're right-not the same thing MT @donnamaria [change] May not deliver billions of pg views, but can deliver results for brands. [#solopr](#)



**donnamaria** 1:50pm via HootSuite

@gregwbrooks I mean, "Making me think" ... [#solopr](#)



**gregwbrooks** 1:50pm via web

@[donnamaria](#) @[KellyeCrane](#) @[jendonovansf](#) Be the bank-account balance! Deliver client results and don't worry about changing the world. #solopr



**donnamaria** 1:49pm via HootSuite

@[gregwbrooks](#) Making me thing ... #solopr



**KellyeCrane** 1:49pm via TweetDeck

@[jendonovansf](#) @[donnamaria](#) That's a good point- goes back to the newsjacking question earlier. Brands can choose not to pile on #solopr



**KristK** 1:49pm via Twubs

Brilliance --> MT @[gregwbrooks](#) web and social offer mirrors, not lenses -- people seek self-reinforcing content. #solopr



**jendonovansf** 1:48pm via Twitter for iPhone

RT @[karensxim](#): Adding to @[jendonovansf](#) & as readers spreading the news we want to read, don't complacently accept the status quo #solopr



**SoloPR** 1:48pm via Twubs

MT @[PRProblemSolver](#) news outlets make the tragic conflation of what is relevant & what is popular..need to understand the distinction #SoloPR



**donnamaria** 1:48pm via HootSuite

Be the change! May not deliver billions of page views, but can deliver results for individual brands. @[KellyeCrane](#) @[jendonovansf](#) #solopr



**SoloPR** 1:47pm via Twubs

Truth! MT @[karensxim](#) ...as readers spreading the news we want to read, we don't have to complacently accept the status quo #solopr



**KristK** 1:47pm via Twubs

A3: Many use social channels to promote events but few are prepared to become meme (pos or neg). #solopr



**SoloPR** 1:47pm via Twubs

Well said! RT @[gregwbrooks](#) That's b/c web and social offer mirrors, not lenses -- people seek self-reinforcing content. #solopr



**jendonovansf** 1:46pm via Twitter for iPhone

@[KellyeCrane](#) @[donnamaria](#) tough one, but if brands don't react/comment & provide meaningful stories, we can be part of the change [#solopr](#)



**KeeyanaHall** 1:46pm via HootSuite

@[KellyeCrane](#) @[karensxim](#) @[gregwbrooks](#) Absolutely agree. Relevancy is a lot tougher for outlets in the social age. [#solopr](#)



**gregwbrooks** 1:46pm via web

@[jendonovansf](#) @[donnamaria](#) Nope. My job isn't to change the media or society. My job is client results [#soloPR](#)



**karensxim** 1:46pm via Twubs

RT @[KellyeCrane](#) A3: When I see Charlie Rose (on CBS This Morning) sitting by while twerking is discussed, it is a wacky world IMO! [#solopr](#)



**karensxim** 1:46pm via HootSuite

@[gregwbrooks](#) @[KeeyanaHall](#) Man that was deep [#solopr](#)



**gregwbrooks** 1:46pm via web

@[KeeyanaHall](#) Or, you know, un-newsworthy stories with huge talker potential. B/c that's what works. [#soloPR](#)



**PRProblemSolver** 1:46pm via oneQube TweetChat

RT @[gregwbrooks](#) That's b/c web and social offer mirrors, not lenses -- people seek self-reinforcing content. [#solopr](#) [#SoloPR](#)



**karensxim** 1:46pm via Twubs

@[kcwriter](#) So true, and Sharknado was perfect example @[KellyeCrane](#) [#solopr](#)



**KellyeCrane** 1:45pm via tchat.io

A3: When I see Charlie Rose (on CBS This Morning) sitting by while twerking is discussed, it is a wacky world IMO! [#solopr](#)



**donnamaria** 1:45pm via HootSuite

Yes! We create the expectation! --> MT @jendonovansf: @gregwbrooks @donnamaria Wouldn't it be great to change what they expect?? #solopr



**PRProblemSolver** 1:45pm via oneQube TweetChat

news outlets make the tragic conflation of what is relevant and what is popular. newsrooms need to understand the distinction. #SoloPR



**karensxim** 1:45pm via Twubs

Adding to @jendonovansf and as readers spreading the news we want to read, we don't have to complacently accept the status quo #solopr



**jendonovansf** 1:45pm via Twitter for iPhone

Exactly! MT @KeeyanaHall: A3 #PR pros need to up the ante on providing newsworthy stories to outlets as well. #solopr



**gregwbrooks** 1:45pm via web

@KelyeCrane @karensxim @KeeyanaHall That's b/c web and social offer mirrors, not lenses -- people seek self-reinforcing content. #solopr



**donnamaria** 1:45pm via HootSuite

Yes, it is. But who trains our audience on what do expect? Don't we do that? @gregwbrooks #solopr



**KristK** 1:44pm via Twubs

A3 VMA impact: the ability to express opinions, share content instantly must now be integrated into mgmt of live events. #solopr

**kcwriter** 1:44pm via oneQube TweetChat

@karensxim I agree! And Kellee just made a great point about Sharknado making the news which bolsters your point. #solopr



**karensxim** 1:44pm via Twubs

Yes! RT @jendonovans But if more brands delivered what IS important, we'd be spared the stories of celebs. Create change! #solopr



**PaulaJohns** 1:44pm via Twubs

No doubt all media is struggling MT @karensxim: All news outlets struggle for relevancy, attention & yes dollars in this new world #solopr



**DavidNovich** 1:44pm via web

I think it's always a risk, but the most entertaining and humorous content will usually find its way to the top.  
[@KellyeCrane](#) [#solopr](#)



**jendonovansf** 1:44pm via Twitter for iPhone

[@gregwbrooks](#) [@donnamaria](#) Wouldn't it be great to start changing what they expect?? [#solopr](#)



**KellyeCrane** 1:44pm via tchat.io

[@jendonovansf](#) [@donnamaria](#) I wonder if that's true? Is the celeb-obsessed genie out of the bottle? [#solopr](#)



**KeeyanaHall** 1:43pm via HootSuite

A3 I think it also means for [#PR](#) pros that we need to up the ante on providing newsworthy stories to outlets as well. [#solopr](#)



**PRProblemSolver** 1:43pm via oneQube TweetChat

RT [@gregwbrooks](#) [@donnamaria](#) But if it's what your audience expects, then isn't it, by definition, your mainstream? [#solopr](#) [#SoloPR](#)



**KellyeCrane** 1:43pm via tchat.io

[@karensxim](#) [@gregwbrooks](#) [@KeeyanaHall](#) Agree w/Karen- all media is struggling to maintain relevance today. [#solopr](#)



**jendonovansf** 1:43pm via Twitter for iPhone

[@KellyeCrane](#) [@donnamaria](#) But if more brands delivered what IS important, we'd be spared the stories of celebs. Create change! [#solopr](#)



**KellyeCrane** 1:42pm via tchat.io

[@DavidNovich](#) Excellent point! Why else would the media cover Sharknado? It was a social media phenomenon, so they hopped on. [#solopr](#)



**karensxim** 1:42pm via Twubs

[@gregwbrooks](#) [@KeeyanaHall](#) I think all news outlets struggle for relevancy, attention & yes dollars in this new world [#solopr](#)



**SoloPR**1:41pm via Twubs

MT @DavidNovich: A3: I think it's just schadenfreude amplified by our ability to broadcast opinions on social media. #solopr



**gregwbrooks**1:41pm via web

@donnamaria But if it's what your audience expects, then isn't it, by definition, your mainstream? #solopr



**KristK**1:41pm via Tweet Button

Had to share: Let Me Explain Why Miley Cyrus' VMA Performance Was Our Top Story This Morning [onion.com/1feLJEk](http://onion.com/1feLJEk) via @TheOnion#solopr



**donnamaria**1:41pm via HootSuite

Ewww, sad --> RT @karensxim: A3: It means that in social, trending age, struggling news outlets prostitute themselves for link love#solopr



**KellyeCrane**1:41pm via tchat.io

@donnamaria Interesting point! #solopr



**gregwbrooks**1:41pm via web

@KeeyanaHall @karensxim So, how is it that CNN is a struggling news outlet? Or HuffPo? Or any of the others that led with Cyrus? #solopr

**sourcePOV**1:40pm via oneQube TweetChat

@jendonovansf @PinterestReptor .. lol .. control, my favorite illusion :) #justsayin #solopr#smchat



**DavidNovich**1:40pm via web

A3: I think it's just schadenfreude amplified by our ability to broadcast opinions on social media. #solopr [bit.ly/148ApEW](http://bit.ly/148ApEW)



**donnamaria**1:39pm via HootSuite

A3 Ugh on the Miley "news". What it said to me was brands must deliver what their audience expects, not go the mainstream route. #solopr



**JasminMartin**1:39pm via HootSuite



@KellyeCrane VERY TRUE [#solopr](#)



**KellyeCrane** 1:39pm via tchat.io

A3: Things we used to think were too low brow for certain outlets aren't any longer. How do we know? [#solopr](#)



**KeeyanaHall** 1:39pm via HootSuite

MRT @karensxim: A3: Means that in this social/trending age, struggling news outlet are forced to prostitute themselves for link love [#solopr](#)



**jendonovansf** 1:39pm via Twitter for iPhone

How so? RT @PinterestReptor: I agree that social media helps PR, but along with advantages comes some loss of control. [#SMChat](#) [#solopr](#)



**KellyeCrane** 1:38pm via tchat.io

A3: I think the media's ever-increasing embrace of pop culture does have an impact on [#PR](#), though. [#solopr](#)



**KristK** 1:38pm via Twubs

MT @karensxim A3: VMA coverage means in this social age, struggling news outlets are forced to prostitute themselves for link love [#solopr](#)

**kcwriter** 1:38pm via oneQube TweetChat

Yep RT @karensxim A3: It means that in this social, trending age, struggling news outlet prostitute themselves for link love [#solopr](#)



**JasminMartin** 1:38pm via HootSuite

RT @karensxim: Me and @ [JasminMartin](#) are definitely from the same hood ;- ) [#solopr](#)



**karensxim** 1:37pm via Twubs

[#solopr](#)



**JasminMartin** 1:37pm via HootSuite

RT @KellyeCrane: A3: I don't know what it is about the word "twerk," but it makes me get my SNL Church Lady face. [#solopr](#)



**PRProblemSolver** 1:37pm via oneQube TweetChat

@KellyeCrane yep :) [#SoloPR](#)



**karenswim** 1:37pm via Twubs

Me and @ [\\_JasminMartin](#) are definitely from the same hood ;-) [#solopr](#)



**gregwbros** 1:37pm via web

@[\\_LoisMarketing](#) @[\\_decillis](#) I think about Newton, and can't get past thinking about the NRA retainer I somehow missed picking up. [#solopr](#)



**KellyeCrane** 1:37pm via tchat.io

@[\\_PRProblemSolver](#) For your band? [#solopr](#)



**decillis** 1:37pm via TweetDeck

@ [\\_JasminMartin](#) I don't wanna learn the appropriate use of a foam finger though! [#solopr](#)



**LoisMarketing** 1:37pm via TweetDeck

@[\\_decillis](#) @[\\_gregwbros](#) The key is to be 'fluid', accept clients' messaging and help them craft it. [#SoloPr](#)



**SoloPR** 1:36pm via Twubs

LOL RT @ [\\_JasminMartin](#) @[\\_decillis](#) EXACTLY! and learn the appropriate use of a foam finger! [#solopr](#)



**PRProblemSolver** 1:36pm via oneQube TweetChat

a2/a3 i capitalized on the Cyrus thing as we have our own tune called "Grind Responsibly" . Too easy not to pass that tie-in up :) [#SoloPR](#)



**SoloPR** 1:36pm via Twubs

RT @[karenswim](#) It means that in this social, trending age, struggling news outlet are forced to prostitute themselves for link love [#solopr](#)



**karenswim** 1:36pm via Twubs

@ [\\_JasminMartin](#) So funny, was typing that exact phrase! [#solopr](#)



**decillis** 1:35pm via TweetDeck

My job is done. RT @[\\_gregwbros](#): @[\\_decillis](#) I love you. That is all. [#soloPR](#)



**LoisMarketing** 1:35pm via TweetDeck

@gregwbrooks @decillis I think about my clients who were touched about the Newtown tragedy and wanted to express condolences [#soloPR](#)



**mycheapjob** 1:35pm via RoundTeam

RT @KellyeCrane: RT @SoloPR: It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#s...](#)



**KellyeCrane** 1:35pm via tchat.io

LOL RT @ \_JasminMartin: @SoloPR it means we're all going to hell in a handbasket [#solopr#solopr](#)



**gregwbrooks** 1:35pm via web

@decillis I love you. That is all. [#soloPR](#)



**decillis** 1:35pm via TweetDeck

@LoisMarketing @gregwbrooks It really has nothing to do with relaxing. [#solopr](#)



**donnamaria** 1:35pm via HootSuite

LOL --> RT @decillis: A3: We all need to learn to twerk? [#solopr](#)



**JasminMartin** 1:35pm via HootSuite

@decillis EXACTLY! and learn the appropriate use of a foam finger! [#solopr](#)



**karensxim** 1:35pm via Twubs

A3: It means that in this social, trending age, struggling news outlet are forced to prostitute themselves for link love [#solopr](#)



**KellyeCrane** 1:35pm via tchat.io

A3: I don't know what it is about the word "twerk," but it makes me get my SNL Church Lady face. [#solopr](#)



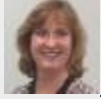
**kflahertycom** 1:35pm via Twitter for iPhone

@decillis Nothing wrong acknowledging tragedy, showing empathy. Tastefully, of course, not in a newsjack attempt. [#soloPR](#)



**SoloDovePR** 1:35pm via Echofon

RT @KellyeCrane: A2: I'm not an "all news is good news" kinda gal. Consider any possible backlash before proceeding. [#solopr](#)



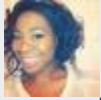
**KristK** 1:35pm via Twubs

A3: Excessive VMA coverage means I'll plan any outreach to mass media way B4 the 2014 ceremony. [#solopr](#)



**donnamaria** 1:35pm via HootSuite

Thanks, learning a lot from the interesting [#solopr](#) Tweets @karensxim @SoloPR @PressRM



**JasminMartin** 1:35pm via HootSuite

@SoloPR it means we're all going to hell in a handbasket [#solopr](#)



**LoisMarketing** 1:35pm via TweetDeck

@gregwbrooks @decillis Relax a bit. Listen to your client. If they have a heart about a certain incident allow them to communicate [#soloPR](#)



**KellyeCrane** 1:34pm via tchat.io

RT @SoloPR: Q3: The Miley/VMA controversy got top billing on many mainstream outlets. What does this mean for news, & for us? [#solopr#solopr](#)



**gregwbrooks** 1:34pm via web

@SoloPR A3: It means that page views are more important than news judgment. And that is not surprising. [#soloPR](#)



**decillis** 1:34pm via TweetDeck

A3: We all need to learn to twerk? [#solopr](#)



**KristK** 1:34pm via Twubs

RT @SoloPR Q3: The Miley/VMA controversy got top billing on many mainstream outlets. What does this mean for news, and for us? [#solopr](#)



**PRProblemSolver** 1:34pm via oneQube TweetChat

yep, this RT @KellyeCrane A2: I'm not an "all news is good news" kinda gal. Consider any possible backlash before proceeding. #SoloPR



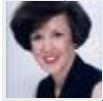
**PaulaJohns** 1:34pm via Twubs

Yep> MT @KellyeCrane: A2: When offering experts for commentary, you can send 1:1 notes to your media contacts (don't have to do NR). #solopr



**karenswym** 1:33pm via Twubs

RT @SoloPR Q3: The Miley/VMA controversy got top billing on many mainstream outlets. What does this mean for news, and for us? #solopr



**LoisMarketing** 1:33pm via TweetDeck

@decillis As PR pros we help craft and control the message that is sincere and well-received. A large part of what we do! #soloPR



**gregwbrooks** 1:33pm via web

@LoisMarketing @decillis No, THAT is opportunity. (Although I agree with Betsy that going quiet is the best shot most of the time.) #soloPR



**SoloPR** 1:33pm via Twubs

Q3: The Miley/VMA controversy got top billing on many mainstream outlets. What does this mean for news, and for us? #solopr



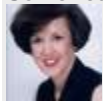
**decillis** 1:33pm via TweetDeck

@LoisMarketing If your brand has nothing to do with it, I question that concern and think you're doing it because everyone else is. #solopr



**SoloPR** 1:32pm via Twubs

Some read my mind for Q3, BTW... #solopr



**LoisMarketing** 1:32pm via TweetDeck

@decillis It's important to relax and allow genuine sharing of concern, when 'gain' is not meant or expected. Many do that well. #soloPR



**decillis** 1:32pm via TweetDeck

@LoisMarketing It's definitely not expected. No one will say boo if you go quiet. #solopr



**LoisMarketing** 1:32pm via TweetDeck

@decillis You cross the line when you attempt to use that event for your own gain -- THAT is wrong. [#soloPR](#)



**EddieBrownPR** 1:31pm via TweetDeck

@gregwbrooks :side-eye: [#solopr](#)



**SoloPR** 1:31pm via Twubs

Great discussion all! Not everyone views it the same way, which is what makes [#solopr](#) interesting, no? Q3 coming up...



**decillis** 1:31pm via TweetDeck

@LoisMarketing It feels close to capitalizing off of a tragedy. You're going to get engagement that will boost you. It feels gross. [#solopr](#)



**LoisMarketing** 1:31pm via TweetDeck

@decillis Share genuine concern, sadness, grief. It's ok! Whether you are a company or an individual. Expected and appreciated. [#soloPR](#)



**kflahertycom** 1:31pm via Twitter for iPhone

Exactly RT @KellyeCrane: I think the key is to not make light of a bad situation. That's always in bad taste, no matter the medium. [#solopr](#)



**karenschwim** 1:30pm via Twubs

@SDITSystems Have seen a lot of those stories and yuck! cc @PaulaJohns [#solopr](#)



**SoloPR** 1:30pm via Twubs

Good pt- ind. news MT @PaulaJohns For A2. In B2B tech there are always opps to tie into key trends - i.e., BYOD, cloud, Apple, etc. [#solopr](#)



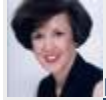
**JasminMartin** 1:30pm via HootSuite

RT @PaulaJohns: Saw a story on LI today: "How to Brand Like Miley Cyrus." Really? RT @karenschwim: there's always twerking ;-)  
[#solopr](#)



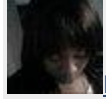
**decillis** 1:30pm via TweetDeck

@KeeyanaHall I can see many natural fits. Probably not positive. ;) [#solopr](#)



**LoisMarketing** 1:30pm via TweetDeck

@decillis I must disagree. Everyone -- brands, companies, individuals should be free to express such. [#soloPR](#)



**KeeyanaHall** 1:30pm via HootSuite

@decillis Ha! I'd love to be there to see this too. [#solopr](#)



**decillis** 1:29pm via TweetDeck

@karensxim ME TOO! I feel like we are blessed. [#solopr](#)



**SDITSystems** 1:29pm via RoundTeam

RT @PaulaJohns: Saw a story on LI today: "How to Brand Like Miley Cyrus." Really? RT @karensxim: there's always twerking ;-)  
[#solopr](#)



**PaulaJohns** 1:29pm via Twubs

For A2. In B2B tech there are always opps to tie into key trends - i.e., BYOD, cloud, Apple, etc. It helps to stay up on latest news [#solopr](#)



**KellyeCrane** 1:29pm via tchat.io

@kflahertycom LOL- I think the key is to not make light of a bad situation. That's always in bad taste, no matter the medium. [#solopr](#)



**KristK** 1:29pm via Twubs

A2: Recd major coverage for medical experts by being ready when a celeb made "hidden" disease newsworthy [#solopr](#)



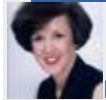
**decillis** 1:29pm via TweetDeck

Related to A2: I hate when people give their condolences on social to a tragedy they have nothing to do with. Just go quiet. [#solopr](#)



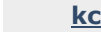
**karensxim** 1:29pm via Twubs

@gregwbrooks @PaulaJohns Thankfully I've managed to avoid seeing something I can never unsee :-)  
[#solopr](#)



**LoisMarketing** 1:29pm via TweetDeck

@[PressRM](#) Of course. Once again -- IF they can provide assistance, insight, etc. That's the idea. [#soloPR](#)

 **kcwriter** 1:29pm via [oneQube TweetChat](#)

Good pt! Being helpful works RT @[kflahertycom](#) Tragedy not off limits if client is expert who can provide context, resources. [#soloPR](#) [#solopr](#)



**gregwbrooks** 1:28pm via [web](#)

@[LoisMarketing](#) Excellent point, Lois. [#soloPR](#)



**LoisMarketing** 1:28pm via [TweetDeck](#)

In a crisis moment, a time of tragedy, etc. if your client can offer benefit and insight, coach them in best approach. [#soloPR](#) A2



**KellyeCrane** 1:28pm via [tchat.io](#)

A2: I'm not an "all news is good news" kinda gal. Consider any possible backlash before proceeding. [#solopr](#)



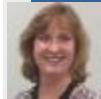
**PressRM** 1:28pm via [TweetDeck](#)

@[LoisMarketing](#) Definitely. Depends on client / brand. Tread lightly though [#solopr](#)



**karensxim** 1:28pm via [Twubs](#)

@[donnamaria](#) Yes please join! cc @[SoloPR#solopr](#)



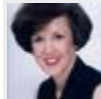
**KristK** 1:27pm via [Twubs](#)

RT @[kflahertycom](#) Tragedy not off limits if client can provide context, resources. If said client is fashion designer, not so much. [#soloPR](#)



**gregwbrooks** 1:27pm via [web](#)

@[PaulaJohns](#) @[karensxim](#) Be warned: I have a foam finger and am working on my moves. Next stop: Competing with Edelman! [#solopr](#)



**LoisMarketing** 1:27pm via [TweetDeck](#)

Don't run from tragedy, bad news, harsh news if your client is tied in or can provide perspective. That is part of the PR role! [#soloPR](#) A2



**SoloPR** 1:27pm via [Twubs](#)



Good pt! RT @PRProblemSolver a2 but since i focus on crisis stuff, news events are often good case studies for the blog #SoloPR



**decillis** 1:26pm via TweetDeck

Jorts just made it into the dictionary. I will shake the hand of anyone that newsjacks that. #solopr

**kcwriter** 1:26pm via oneQube TweetChat

Yes! RT @KellyeCrane A2: When offering experts for commentary, send 1:1 notes to media contacts (don't have to do rls). #solopr



**kflahertycom** 1:26pm via Twitter for iPhone

Tragedy not off limits if client is expert who can provide context, resources. If said client is fashion designer, not so much. #soloPR



**KeeyanaHall** 1:26pm via HootSuite

RT @decillis: A2: Local newsjacking isn't done enough. Less competition and more of a direct connection to your audience. #solopr



**KristK** 1:26pm via Twubs

MT @KellyeCrane A2: When offering experts for commentary, send 1:1 notes to your media contacts (don't have to issue a release). #solopr



**SoloPR** 1:25pm via Twubs

@donnamaria Definitely! Everyone is welcome to join- we cover a lot of general #PR topics. #solopr



**PaulaJohns** 1:25pm via Twubs

Saw a story on LI today: "How to Brand Like Miley Cyrus." Really? RT @karenskim: there's always twerking ;- ) #solopr



**LoisMarketing** 1:25pm via TweetDeck

@decillis Didn't I say that? Be open minded .. just appropriate #solopr



**SoloPR** 1:24pm via Twubs

RT @PRProblemSolver a2 if it fits and is genuine and can be localized, its ok. dont stretch or be desperate #SoloPR



**decillis** 1:24pm via TweetDeck

@[LoisMarketing](#) That can be a little short-sighted on social. You should always be aware of your audience's interests. [#solopr](#)



**KellyeCrane** 1:24pm via tchat.io

A2: When offering up experts for commentary, you can always send 1:1 notes to your media contacts (don't have to do a rls). [#solopr](#)



**PRProblemSolver** 1:24pm via oneQube TweetChat

a2 but since i focus on crisis stuff, news events are often good case studies for the blog [#SoloPR](#)



**karensxim** 1:24pm via Twubs

RT @[KristK](#) Used to say: "I can't create the weather, but I can ride the wave." Prep, position ur experts 2 comment on breaking news [#solopr](#)



**gregwbrooks** 1:24pm via web

I'll newsjack civil rights leaders when their families are making bank by licensing his speech and likeness for 50 years. [#solopr](#)



**karensxim** 1:23pm via Twubs

@[dariasteigman](#) there's always twerking ;- ) cc @[KellyeCrane](#) [#solopr](#)



**KeeyanaHall** 1:23pm via HootSuite

@[KristK](#) That grinds my gears. If it's at the misfortune of others, just pass on the news opp. You'd think folks would get it by now. [#solopr](#)



**KellyeCrane** 1:23pm via tchat.io

@[gregwbrooks](#) @[LoisMarketing](#) Ha- ABB! [#solopr](#)



**KristK** 1:23pm via Twubs

A2: Used to say: "I can't create the weather, but I can ride the wave." Prepare, position your experts to comment on breaking news [#solopr](#)



**PRProblemSolver** 1:23pm via oneQube TweetChat

a2 if it fits and is genuine and can be localized, its ok. dont stretch or be desperate [#SoloPR](#)



**LoisMarketing** 1:22pm via TweetDeck

When the tie-in is natural, comfortable and effective that's one thing. Don't rely on a 'star' or 'star story' .. Create your own! [#soloPR](#)



**donnamaria** 1:22pm via Twittelator

I am liking the conversation on [#solopr](#). Can I join the chat, even if I don't lead my own PR firm or work for or with one?



**gregwbrooks** 1:22pm via web

@[LoisMarketing](#) I thought Rule 1 was "Always be billing." [#solopr](#)



**decillis** 1:22pm via TweetDeck

@[gregwbrooks](#) Tweet of the day! [#solopr](#)



**decillis** 1:21pm via TweetDeck

@[LoisMarketing](#) put local icons etc up in the same vein as the light show. Extremely effective for telling their story. [#solopr](#)



**JasminMartin** 1:21pm via HootSuite

@[KristK](#) AMEN! [#solopr](#)



**dariasteigman** 1:21pm via TweetDeck

@[KellyeCrane](#) @[karenskim](#) Darn it. What am I supposed to write my next blog post on now? [#solopr](#)



**KeeyanaHall** 1:21pm via HootSuite

@[decillis](#) Indeed. I try to get my clients to focus local first but can sometimes be a challenge. [#solopr](#)



**Jess AsPRing** 1:21pm via Twitter for iPad

@[SoloPR](#) newsjacking a civil rights leader is where we should ALL draw the line. Tragedies & heavy politics too. [#solopr](#)



**karenskim** 1:21pm via Twubs

@[KeeyanaHall](#) Yes! You can see through it like a cheap suit! [#solopr](#)



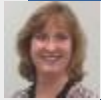
**LoisMarketing** 1:21pm via TweetDeck

Rule 1 of Effective PR: Keep your head when all around you are losing theirs! [#soloPR](#)



**KellyeCrane** 1:21pm via tchat.io

@[gregwbrooks](#) Reminder: Not everyone here knows your sense of humor. :- ) [#solopr](#)



**KristK** 1:21pm via Twubs

A2: Shouldn't need to be said, but many need reminding: Avoid using tragedies, crises, disasters for your own profit, promotion. [#solopr](#)



**MilaU5** 1:21pm via RoundTeam

RT @[KellyeCrane](#): RT @[SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#s...](#)



**decillis** 1:21pm via TweetDeck

@[LoisMarketing](#) Oops, sorry. Local client had a light show event (more to it than that). They used the love from that event and... [#solopr](#)



**MarketingMel** 1:20pm via Twitter for iPhone

Waving Hi to my [#solopr](#) peeps! Sorry I can't join the convo today. Will catch the transcript.

**kcwriter** 1:20pm via oneQube TweetChat

RT @[SoloPR](#) RT @[decillis](#) A2: Local newsjacking isn't done enough. Less competition & more direct connection to your audience. [#solopr](#)



**KellyeCrane** 1:20pm via tchat.io

A2: Solemn/momentous occasions, deaths, wars/revolts (remember Kenneth Cole?)- should be off limits. [#solopr](#)



**gregwbrooks** 1:20pm via web

@[decillis](#) @[LoisMarketing](#) I tried to use the royal baby for a Planned Parenthood tie in. Mildly ineffective; would not do again. ;) [#solopr](#)



**KeeyanaHall** 1:20pm via HootSuite

@[karensim](#) Haha! I've seen that line crossed one too many times. I always want to yell "just don't do it!" [#solopr](#)



**LoisMarketing** 1:19pm via TweetDeck

@decillis But that was international story. Tie in of local to local could be effective [#soloPR](#)



**Jess\_AsPRing** 1:19pm via Twitter for iPad

RT @SoloPR: RT @decillis A2: Local newsjacking isn't done enough. Less competition and more of a direct connection to your audience. [#soloPR](#)



**KristK** 1:19pm via Twubs

A2: When your clients provide expert commentary, local angle for major news, newsjacking makes sense. [#soloPR](#)



**SoloPR** 1:19pm via Twubs

MT @KeeyanaHall: A2: If you have to reach, stretch, pull, re-adjust and then reach some more...don't cross that story line. [#soloPR](#)



**decillis** 1:19pm via TweetDeck

@KeeyanaHall SO TRUE! People care more about the local, so it's almost always more effective. [#soloPR](#)



**dariasteigman** 1:19pm via TweetDeck

This is the opposite of newsjacking. Get press (and eyeballs) by commemorating, not by jumping onto. [#soloprpic.twitter.com/0PmNfT6OBM](#)



**decillis** 1:18pm via TweetDeck

@LoisMarketing I used the royal baby to help promote a local kids clothing shop. It hit at the right time and I only alluded. [#solopr](#)



**SoloPR** 1:18pm via Twubs

RT @decillis A2: Local newsjacking isn't done enough. Less competition and more of a direct connection to your audience. [#solopr](#)



**nlinton** 1:18pm via web

RT @KellyeCrane: A2: A lot of newsjacking is super cheesy, IMO. "Ways the March on Washington was like social media" -just say no. [#solopr](#)



**karenswim** 1:17pm via Twubs

RT @[KristK](#) A1: Providing packaged video to media seems old-school, but having quality video is more imp't than ever [#solopr](#)



[KeeyanaHall](#) 1:17pm via HootSuite

@[decillis](#) I agree with you there! I think a lot of people focus on the "big stories" and don't really see the power in local. [#solopr](#)



[kflahertycom](#) 1:17pm via Twitter for iPhone

“@[karensxim](#): A2: I draw the line at gimmicky, tasteless & completely irrelevant [#solopr](#)” Agree. You can only stretch so far. Stay relevant.



[karensxim](#) 1:17pm via Twubs

@[KeeyanaHall](#) Laughing! Don't cross that story line! [#solopr](#)



[KristK](#) 1:17pm via Twubs

A1: Providing packaged video to media seems old-school, but having quality video is more imp't than ever [#solopr](#)



[KellyeCrane](#) 1:17pm via tchat.io

@[decillis](#) That sounds like a good one. I think it depends a lot on the nature of the news event. Happy/fun times-different. [#solopr](#)



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

@[decillis](#) Examples of when it has been appropriate and effective? [#newsjacking#soloPR](#) A2



[karensxim](#) 1:16pm via Twubs

@[gregwbros](#) ROFL! Oh I bow to the master :-)[#solopr](#)



[KeeyanaHall](#) 1:16pm via HootSuite

A2: If you have to reach, stretch, pull, re-adjust and then reach some more, chances are you don't need to cross that story line. [#solopr](#)



[KristK](#) 1:16pm via Twubs

RT @[SoloPR](#) Q2: Seems every news item is an excuse for newsjacking (e.g., random tie-ins to today's MLK annv). Where to draw the line?[#solopr](#)



**SoloPR**1:16pm via Twubs

RT @decillis A2: That said, one of my clients has a local kids clothes shop, so royal baby was a natural fit there. But nowhere else. [#solopr](#)



**decillis**1:16pm via TweetDeck

A2: Local newsjacking isn't done enough. Less competition and more of a direct connection to your audience. [#solopr](#)



**EddieBrownPR**1:16pm via TweetDeck

Super late to @SoloPR weekly chat. Been a long time for me! Hello all! [#solopr](#)



**gregwbrooks**1:16pm via web

@karensxim If I eliminated gimmicky, tasteless and completely irrelevant, I'd have no practice![#solopr](#)



**karensxim**1:15pm via Twubs

Yes! RT @kcwriter A2 When it's an obvious stretch or when you're capitalizing on misfortune[#solopr](#)



**SoloPR**1:15pm via Twubs

Oh look, an ans to Q1! :- ) RT @KristK A1: Used to work with TX-based company, @vnr1common video projects. [vnr1.com](#) [#solopr](#)



**PRProblemSolver**1:15pm via oneQube TweetChat

A1 VNRs usually not worth the ROI. most TV newsrooms wont use them (Hearst had rules on their stations about VNR use, for example)[#SoloPR](#)



**SoloPR**1:15pm via Twubs

RT @kcwriter A2 When it's an obvious stretch or when you're capitalizing on misfortune [#solopr](#)



**KristK**1:15pm via Twubs

A1: Used to work with TX-based company, @vnr1comm on video projects. [vnr1.com](#)[#solopr](#)



**KellyeCrane**1:15pm via tchat.io

A2: I think it's \*never\* a good idea to try to tie-in to a prominent person's death. Surprising how often we see that. [#solopr](#)

**kcwriter**1:14pm via oneQube TweetChat

A2 When it's an obvious stretch or when you're capitalizing on misfortune [#solopr](#)



**decillis**1:14pm via TweetDeck

A2: That said, one of my clients has a great local kids clothes shop, so the royal baby was a natural fit there. But nowhere else. [#solopr](#)



**karensxim**1:14pm via Twubs

RT @[KellyeCrane](#) A2: A lot of newsjacking is super cheesy, IMO. "Ways the March on Washington was like social media" -just say no.[#solopr](#)



**dariasteigman**1:14pm via TweetDeck

A2 Often newsjacking seems like just the latest form of keynote stuffing. [#solopr](#)



**karensxim**1:14pm via Twubs

A2: I draw the line at gimmicky, tasteless and completely irrelevant [#solopr](#)



**gregwbrooks**1:14pm via web

A2: I draw the line at what works best for my clients. But you know that. [#SoloPR](#)



**SoloPR**1:14pm via Twubs

RT @[decillis](#) @[SoloPR](#) A2: When my brand has NOTHING to do with it. And when it's tasteless.[#solopr](#)



**KellyeCrane**1:13pm via tchat.io

A2: A lot of newsjacking is super cheesy, IMO. "Ways the March on Washington was like social media" -just say no. [#solopr](#)



**LoisMarketing**1:13pm via TweetDeck

Don't be a newsjacker -- unless there is a clear, direct and timely tie-in. Can't control all, just control your clients. [#soloPR](#) A2



**decillis**1:12pm via TweetDeck

@[SoloPR](#) A2: When my brand has NOTHING to do with it. And when it's tasteless. [#solopr](#)





**KellyeCrane** 1:12pm via tchat.io

RT @SoloPR: Q2: Seems every news item is an excuse for newsjacking. Where do you draw the line? [#solopr](#) [#solopr](#)



**gregwbrooks** 1:12pm via web

Chiming in late, yo. Greetings all! [#solopr](#)

**kcwriter** 1:12pm via oneQube TweetChat

RT @KellyeCrane A1: YouTube & sharing videos on your website (or sent to the media when requested) have made VNRs less imp. [#solopr](#)



**SoloPR** 1:12pm via Twubs

Q2: Seems every news item is an excuse for newsjacking (e.g., random tie-ins to today's MLK anniversary). Where do you draw the line? [#solopr](#)



**PressRM** 1:11pm via TweetDeck

@SoloPR A1: Honestly, including Youtube links in pitches / outreach is about it [#solopr](#)



**karenswim** 1:11pm via Twubs

A1: Can't add anything here, I do not use VNRs [#solopr](#)



**SoloPR** 1:11pm via Twubs

On to Q2! [#solopr](#)



**KristK** 1:11pm via Twubs

RT @SoloPR Q1: Do you use Video News Releases (VNRs)? What services do you recommend? [#solopr](#)



**SoloPR** 1:11pm via Twubs

This! RT @PaulaJohns A1. No, haven't used VNRs. I do include links to videos in my NRs when it makes sense, however. [#solopr](#)



**SoloPR** 1:10pm via Twubs

OK, I'll take the silence as a sign this isn't a big area for most. We'll resch and get back to you! [#solopr](#)



**LoisMarketing** 1:10pm via TweetDeck

More integration of video on client sites, but no VNRs. Weighty and ineffective by today's standards, scaling back to basic text [#soloPRA1](#)



**dariasteigman** 1:10pm via TweetDeck

I don't do media, so can't help on the VNR front. [#solopr](#)



**KristK** 1:10pm via Twubs

Kristie here from the beautiful MS Gulf Coast. (20+ years exp, 9 as indy, APR, and PR prof) [#solopr](#)



**PaulaJohns** 1:10pm via Twubs

A1. No, haven't used VNRs. I do include links to videos in my NRs when it makes sense, however. [#solopr](#)



**karenswim** 1:10pm via Twubs

Late but here! [#solopr](#)



**KellyeCrane** 1:10pm via tchat.io

A1: YouTube and sharing videos on your own website (or sent directly to the media when requested) have made VNRs less imp. [#solopr](#)



**decillis** 1:09pm via TweetDeck

Ack! Late for [#solopr](#). But I know nothing about VNRs anyways, so we're good. :)



**SoloPR** 1:09pm via Twubs

Welcome those joining late! Do you have any VNR service recommendations (Q1)? [#solopr](#)



**PaulaJohns** 1:08pm via Twubs

Joining the [#solopr](#) convo as I multi-task from the San Diego area. Happy to stop in and see what's happening!



**KellyeCrane** 1:08pm via TweetDeck

@SoloPR I personally haven't used VNRs in yrs. In many ways, there is less of a need for them (tho still useful in some situations). [#solopr](#)

**kcwriter** 1:08pm via oneQube TweetChat

Kelle Campbell, PR writer in Columbia, MD joining in. [#solopr](#)



**dariasteigman** 1:07pm via TweetDeck

Multitasking thru lunch. Listening to March on Washington speakers, & also going to pop in [#solopr](#) to see hello.



**JasminMartin** 1:07pm via HootSuite

@[KellyeCrane](#) I did! I moved back to LA in June and I visit ATL every other month. [#solopr](#)



**marikalynch** 1:07pm via TweetDeck

Great question RT @[KellyeCrane](#): RT @[SoloPR](#): Q1: Do you use Video News Releases (VNRs)? What services do you recommend? [#solopr#solopr](#)



**KellyeCrane** 1:06pm via TweetDeck

@[PressRM](#) Thanks! And yes, Karen rocks. :-)[#solopr](#)



**KellyeCrane** 1:06pm via tchat.io

RT @[SoloPR](#): Q1: Do you use Video News Releases (VNRs)? What services do you recommend? [#solopr](#) [#solopr](#)



**SoloPR** 1:05pm via Twubs

Q1: Do you use Video News Releases (VNRs)? What services do you recommend? [#solopr](#)



**mdbarber** 1:05pm via tchat.io

Just popping in to say hi and so sorry I can't join you. Those pesky deadlines are in the way. Enjoy! See you next week! [#solopr](#)



**SoloPR** 1:05pm via Twubs

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



**SoloPR** 1:05pm via Twubs

We have room for more Qs this week, so send them to @[KellyeCrane](#) without the hashtag (or by DM)! [#solopr](#)



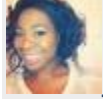
**KellyeCrane** 1:04pm via tchat.io

@ [JasminMartin](#) Did you live in Atlanta at one time? I was confused about that... [#solopr](#)



**PRProblemSolver** 1:04pm via oneQube TweetChat

morning peeps! in and out today [#SoloPR](#)



**JasminMartin** 1:04pm via HootSuite

Jasmin Martin here - PR Specialist & community manager out of Los Angeles. Happy to be back in the chat with you all! [#solopr](#)



**SoloPR** 1:04pm via Twubs

BTW, if you know a good speaker for the 2014 [#SoloPR](#) Summit, get them to submit a proposal by 8/30: [bit.ly/176rOo3](http://bit.ly/176rOo3)



**SoloPR** 1:03pm via Twubs

Many thanks to [@karensxim](#) for stepping in at the last minute last week so the chat could go on (I was under the weather). [#solopr](#)



**KristK** 1:02pm via Twubs

RT [@SoloPR](#) Time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



**SoloPR** 1:02pm via Twubs

If you're joining, please introduce yourself. This is [@KellyeCrane](#), Atlanta-based founder of soloprpro [dot] com. I'm back! [#solopr](#)



**PressRM** 1:02pm via TweetDeck

[@SoloPR](#) Woohoo! Excited to be here :) [@driqotti](#) at the keys [#solopr](#)



**JasminMartin** 1:02pm via HootSuite

I'm ready to chat, its [#solopr](#) time!



**KellyeCrane** 1:02pm via tchat.io

RT [@SoloPR](#): It's time for this week's [#soloprchat](#), for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#)