



#SoloPR Transcript – 8/13/2014


This week's questions:

1. Do you do rush projects? How do you decide whether to take them, and how do you charge?
2. If you have two different client prospects that are competitors, do you tell them?
3. The Tony Stewart/NASCAR situation is another sticky one for sponsors: usatoday.com/story/sports/n... - how would you handle?
4. Inspired by the Robin Williams coroner reports: how much info is too much? Is it OK to hold some back?

Transcript follows in reverse chronological order:

 [REDMEDIAPR2:00pm via TweetDeck](#)

Great [#solopr](#) chat I enjoy getting other insights, It's such a great group. Remem we can disagree & still be the amaze professionals we are

 [AmazingPRMaven2:00pm via TweetChat powered by oneQube](#)

@[KarenSwim](#) 5 yrs ago when a family shared on suicide with the media - public comments would be horrible now usually only 1-2 are bad [#solopr](#)



[KellyeCrane1:58pm via TweetDeck](#)

@[PaulaJohns](#) @[mdbarber](#) @[KarenSwim](#) Appreciate the kind words! [#soloPR](#)



[KarenSwim1:58pm via tchat.io](#)

@[AmazingPRMaven](#) Agree and good to know that there is progress. [#soloopr](#)



[LoisMarketing1:58pm via TweetDeck](#)

@[SoloPR](#) No doubt -- and get ready for the onslaught! :) Be ready to answer and not criticize when challenged. [#soloPR](#)



[KristK1:58pm via Twubs](#)

Great chat today! [#soloopr](#) Have a good week everyone!



[BernadetteDavis1:57pm via Twitter for iPad](#)

RT @[KarenSwim](#): Thank you so much @[KellyeCrane](#) for all that you do for [#soloopr](#)pros!



[SoloPR1:57pm via tchat.io](#)

@[LoisMarketing](#) I think everyone here is good at what they do! No doubt about that. [#soloopr](#)



[gregwbrooks1:56pm via Twitter Web Client](#)

Have a great day, all! [#soloPR](#)



[NovaComms1:56pm via TweetDeck](#)

Great chat today [#soloopr](#). I've missed everyone these last few weeks. Have a great day!



[PaulaJohns1:56pm via tchat.io](#)

Ditto - thank you! RT @mdbarber I second that! RT @KarenSwim: Thank you so much @KellyeCrane for all that you do for [#solopr](#)pros!



[AmazingPRMaven1:56pm via TweetChat powered by oneQube](#)

@KarenSwim there is stigma everywhere related to mental health, my observation is from many years on these issues [#solopr](#)



[KristK1:56pm via Twitter Web Client](#)

RT @NovaComms: A2: Taking on clients that compete with each other is just bad business. Talking to them is one thing, working for both an [#solopr](#)



[LoisMarketing1:56pm via TweetDeck](#)

In PR I must say BACKBONES are sorely lacking .. and I'm disappointed. Yolu can't be cushy-friendly and be good at what you do. [#soloPR](#)



[SoloPR1:56pm via tchat.io](#)

In the meantime, continue watching and sharing on the [#solopr](#) hashtag anytime, and today's transcript will be on the blog tomorrow.



[3HatsComm1:56pm via TweetDeck](#)

Ditto.. missed the smarts and sass! RT @KarenSwim: Nice to see you all today, I missed you! Have a great, peaceful week! [#solopr](#)



[dariasteigman1:56pm via TweetDeck](#)

RT @SoloPR: Our next chat will be on 8/27, on the always hot topic of health insurance. Hope to see you then! [#solopr](#)



[dariasteigman1:56pm via TweetDeck](#)

Thanks, everyone. Been missing my [#soloPR](#) peeps. Lots of great convo, plus the usual dose of smarts & sass today.



[KarenSwim1:55pm via tchat.io](#)

Good topic! RT @[SoloPR](#): Our next chat will be on 8/27, on the always hot topic of health insurance. Hope to see you then! [#soloPR](#)



[SoloPR1:55pm via tchat.io](#)

Our next chat will be on 8/27, on the always hot topic of health insurance. Hope to see you then! [#soloPR](#)



[KarenSwim1:55pm via tchat.io](#)

Nice to see you all today, I missed you! Have a great, peaceful week! [#soloPR](#)



[SoloPR1:55pm via tchat.io](#)

So, get in on that if you're interested! Thanks everyone for joining and participating today...[#soloPR](#)



[mdbarber1:54pm via tchat.io](#)

I second that! RT @[KarenSwim](#): Thank you so much @[KellyeCrane](#) for all that you do for [#soloPR](#) pros!



[KristK1:54pm via Twubs](#)

RT @[SoloPR](#) .@[TheInkybee](#) is offering a 50% off discount for members of [#SoloPR](#) Pro Premium: soloprpro.com/54-tools-for-p...



[KarenSwim1:54pm via tchat.io](#)

Thank you so much @[KellyeCrane](#) for all that you do for [#solopr](#) pros!



[NovaComms1:54pm via TweetDeck](#)

RT @[SoloPR](#): .@[TheInkybee](#) is offering a 50% off discount for members of [#SoloPR](#) Pro Premium: soloprpro.com/54-tools-for-p...



[AmazingPRMaven1:54pm via TweetChat powered by oneQube](#)

we are moving the needle in small pieces, the fact that many shared prevention info, many did not judge, those are positives [#solopr](#)



[SoloPR1:54pm via tchat.io](#)

.@[TheInkybee](#) is offering a 50% off discount for members of [#SoloPR](#) Pro Premium: soloprpro.com/54-tools-for-p...



[amvandenhurk1:53pm via Twitter Web Client](#)

I'm late for [#soloPR](#) chat today... just stopping in to say, "Hi!"



[KristK1:53pm via Twubs](#)

MT @[AmazingPRMaven](#): Best practices guidelines for journalists to help improve coverage and educate qub.me/1PDbVU [#solopr](#)



[AmazingPRMaven1:53pm via TweetChat powered by oneQube](#)

A4. I was involved with this @[mashable](#) story today about how dialogue and discourse on suicide are changing qub.me/pnrWgQ [#solopr](#)



[REDMEDIAPR1:53pm via TweetDeck](#)

@[AmazingPRMaven](#) yes a plus (if there was one) is that it has put the spotlight back on the mental health convo [#soloPR](#)

[#solopr](#) transcript – 8/13/2014

For more information and resources, visit <http://soloprpro.com/>



[KarenSwim1:53pm via tchat.io](#)

@[AmazingPRMaven](#) Some progress, but still enormous stigma in Afr. Amer. communities [#solopr](#)



[SoloPR1:53pm via tchat.io](#)

Before we go, I wanted to make sure you all saw that we have news of a new discount this week! [#solopr](#)



[3HatsComm1:53pm via TweetDeck](#)

@[dariasteigman](#) @[REDMEDIAPR](#) @[augieray](#) sadly boundaries long since been obliterated and the only privacy some care about is their own [#solopr](#)



[dariasteigman1:52pm via TweetDeck](#)

RT @[NovaComms](#): @[dariasteigman](#)@[REDMEDIAPR](#) @[augieray](#) Exactly. What do we gain by knowing. Devil is in the details. [#solopr](#)



[KristK1:52pm via Twubs](#)

A4: Work w legal counsel to prep requests for court-ordered injunctions. Have to act fast to beat requests for disclosure. [#solopr](#)



[KarenSwim1:52pm via tchat.io](#)

Oh my gosh so true about the good old days @[KellyeCrane](#) and @[mdbarber](#), sad economics are causing everyone to be sleazy [#solopr](#)



[AmazingPRMaven1:52pm via TweetChat powered by oneQube](#)

A4. But I do think after many years working on suicide and mental health issues, we are making some headway at defeating stigma [#solopr](#)



[KellyeCrane1:52pm via TweetDeck](#)

@[NovaComms](#) Good point! Times have changed. [#solopr](#)



[mdbarber1:52pm via Twitter for Websites](#)

RT @[SoloPR](#): RT @[AmazingPRMaven](#): There are best practices guidelines for journalists to help improve coverage and educate <http://t.co/xVM1fG#solopra> href='http://t.co/xVM1fGxr7o' target='_blank' rel='nofollow'>qub.me/1PDbVU



[REDMEDIAPR1:52pm via TweetDeck](#)

RT @[SoloPR](#): RT @[AmazingPRMaven](#): There are best practices guidelines for journalists to help improve coverage and educate <http://t.co/xVM1fG#solopra> href='http://t.co/xVM1fGxr7o' target='_blank' rel='nofollow'>qub.me/1PDbVU



[NovaComms1:51pm via TweetDeck](#)

@[dariasteigman](#) @[REDMEDIAPR](#) @[augieray](#) Exactly. What do we gain by knowing. Devil is in the details. [#soloPR](#)



[KellyeCrane1:51pm via TweetDeck](#)

@[AmazingPRMaven](#) Thanks for sharing that resource! Great to know it exists. [#solopr](#)



[gregwbrooks1:51pm via Twitter Web Client](#)

@[AmazingPRMaven](#) But that's the rub: "guidelines." Competition trumps that, for better or worse. [#soloPR](#)



[mdbarber1:51pm via tchat.io](#)

Ahhh...the good old days. ;-) RT @[KellyeCrane](#): A4: I remember when only the trashy tabloids covered the details of such things! [#solopr](#)



[AmazingPRMaven1:51pm via TweetChat powered by oneQube](#)

A4. Sharing the information about manner of cause of death with suicide and location can pose a public health risk [#solopr](#)



[SoloPR1:51pm via tchat.io](#)

RT @[AmazingPRMaven](#): There are best practices guidelines for journalists to help improve coverage and educate [qub.me/1PDbVU#solopr](#)



[KarenSwim1:51pm via tchat.io](#)

@[AmazingPRMaven](#) Yes, the good that is coming out of this is educating people about the issue [#solopr](#)



[NovaComms1:51pm via TweetDeck](#)

@[KellyeCrane](#) And printed home addresses! [#solopr](#)



[dariasteigman1:51pm via TweetDeck](#)

@[REDMEDIAPR](#) @[augieray](#) Sadly true. But it also feeds this "must know" culture. We have to respect boundaries -- & privacy. [#soloPR](#)



[KellyeCrane1:51pm via TweetDeck](#)

A4: I remember when only the trashy tabloids covered the details of such things! [#solopr](#)



[AmazingPRMaven1:50pm via TweetChat powered by oneQube](#)

There are best practices guidelines for journalists to help improve coverage and educate [qub.me/1PDbVU](#) [#solopr](#)



[gregwbrooks1:50pm via Twitter Web Client](#)

@[LoisMarketing](#) @[KellyeCrane](#) Given the state of journalism, a reporter who *could* get details and didn't report 'em would be fired. [#soloPR](#)



[KarenSwim1:49pm via Twitter for Websites](#)

RT @[AmazingPRMaven](#): A4. I do a lot of work related to suicide postvention and prevention - some of the things media did violate safe standa[#soloPR](#)



[REDMEDIAPR1:49pm via TweetDeck](#)

@[dariasteigman](#) @[augieray](#) Internet boldens losers w anonymity - they say things they would never say face to face sad & Inapprop [#soloPR](#)



[AmazingPRMaven1:49pm via TweetChat powered by oneQube](#)

A4. I do a lot of work related to suicide postvention and prevention - some of the things media did violate safe standards [#soloPR](#)



[LoisMarketing1:49pm via TweetDeck](#)

@[dariasteigman](#) My response was to Nova whoever -- not to you. Back off. [#soloPR](#)



[SoloPR1:49pm via TweetDeck](#)

The PR pro motto! RT @[REDMEDIAPR](#): @[3HatsComm](#) yes pray for the best plan for the worst [#soloPR](#)



[NovaComms1:49pm via TweetDeck](#)

@[LoisMarketing](#) @[dariasteigman](#) Lois, I'm not sure who you're talking about but it's time to stop please. [#soloPR](#)



[3HatsComm1:49pm via TweetDeck](#)

ITA @[REDMEDIAPR](#) hope is not a plan :)[#soloPR](#)



[LoisMarketing1:48pm via TweetDeck](#)

@[KellyeCrane](#) @[gregwbrooks](#) Yes details might come out in time -- but they were not due yesterday. [#soloPr](#)



[dariasteigman1:48pm via TweetDeck](#)

@[LoisMarketing](#) What's up? Not the place for personal attacks. People have different POVs, and our absolutes will vary. [#soloPR](#)



[KristK1:48pm via Twubs](#)

A4: Easy to shake head at media frenzy/public discourse. Harder to look at mitigating risks of same happening to our clients. [#soloopr](#)



[LoisMarketing1:47pm via TweetDeck](#)

Today's PR doesn't get what matters. Confirmation cause of death. That's all. What's w having to know ALL? Freaks. [#soloPR](#)



[KellyeCrane1:47pm via TweetDeck](#)

@[gregwbrooks](#) I agree- it was a matter of time. But perhaps if handled differently the traditional media wouldn't have reported. [#soloopr](#)



[SDITSystems1:47pm via RoundTeam](#)

RT @[PaulaJohns](#): Agree RT @[KarenSwim](#): A4: Details of suicide...too much. Yes, it is okay to hold something back! [#soloopr](#)



[PaulaJohns1:47pm via tchat.io](#)

True RT @[KellyeCrane](#): A4: Some media may dig for the dirty details - then it's on them, not you. [#soloopr](#)



[REDMEDIAPR1:47pm via TweetDeck](#)

@[3HatsComm](#) yes pray for the best plan for the worst [#soloPR](#)



[gregwbloods1:47pm via Twitter Web Client](#)

@[KellyeCrane](#) Good point. There's a lot of misguided "be open at all costs" advice surrounding crisis comms; it's misguided. [#soloPR](#)



[mdbarber1:47pm via Twitter for Websites](#)

RT @[gregwbloods](#): A4. As the profile of a story rises, it's harder to control hold-back. There was no way Williams' death details wouldn't [g#soloPR](#)



[KristK1:46pm via Twubs](#)

A4: Know what becomes public record -- 911 calls, police reports, autopsies, tox screens, mugshots, arrests -- and steps to stop it [#solopr](#)



[KarenSwim1:46pm via tchat.io](#)

@[gregwbloods](#) Agree, but did not have to get out one day later, so insensitive to family [#solopr](#)



[KellyeCrane1:46pm via TweetDeck](#)

@[dariasteigman](#) Terrible! Some people are losers. [#soloPR](#)



[KarenSwim1:45pm via tchat.io](#)

@[dariasteigman](#) Have seen many misinformed rants on suicide, depression so understand why she left [#solopr](#)



[LoisMarketing1:45pm via TweetDeck](#)

@[NovaComms](#) Oh for heaven's sake. Can't I scold you? Removing? YOU NEED to learn what's proper PR. I You don't. [#soloPR](#)@[dariasteigman](#)



[NovaComms1:45pm via TweetDeck](#)

@[dariasteigman](#) @[augieray](#) How dare people feel they have the right to speak to her. So sad. [#soloPR](#)



[KellyeCrane1:45pm via TweetDeck](#)

A4: If it was a client situation, we can counsel on how to be forthcoming while respectful. [#soloPR](#)



[gregwbrosks1:45pm via Twitter Web Client](#)

A4. As the profile of a story rises, it's harder to control hold-back. There was no way Williams' death details wouldn't get out. [#soloPR](#)



[KristK1:45pm via Twubs](#)

A4: Coroner reports are likely public record. May take court order not to fully disclose. That's where counsel could've jumped in [#soloPR](#)



[LoisMarketing1:44pm via TweetDeck](#)

Freaky what today's 'society' thinks is proper information. Time to take a step back. [#soloPR](#)A4



[NovaComms1:44pm via TweetDeck](#)

@[LoisMarketing](#) @[dariasteigman](#) Lois, you seem to be fired up. I'm not here to be scolded. Removing myself, have a great day [#soloPR](#)



[PaulaJohns1:44pm via tchat.io](#)

Agree RT @[KarenSwim](#): A4: Details of suicide...too much. Yes, it is okay to hold something back! [#soloPR](#)



[3HatsComm1:44pm via TweetDeck](#)

RT @[KellyeCrane](#): A4: Some media may dig for the dirty details - then it's on them, not you. [#solopr](#)



[dariasteigman1:44pm via TweetDeck](#)

Saw from @[augieray](#) that Williams daughter had to leave Twitter b/c of the hater/trolls. We need to readjust our perspective. [#solopr](#)



[KellyeCrane1:44pm via TweetDeck](#)

A4: Some media may dig for the dirty details - then it's on them, not you. [#solopr](#)



[KellyeCrane1:43pm via TweetDeck](#)

Agree! RT @[dariasteigman](#): A4 The public doesn't have a "right to know" everything. Even if we think we do. [#soloPR](#)



[Lois](#)

[Marketing1:43pm via TweetDeck](#)

@[NovaComms](#) Geez Nova. Why not take a breath and learn from each? Unless YOU are the EXPERT. [#solopr](#) @[dariasteigman](#)



[KellyeCrane1:43pm via TweetDeck](#)

RT @[SoloPR](#): Q4:inspired by the Robin Williams coroner reports: how much info is too much? Is it OK to hold some back? [#solopr](#)



[NovaComms1:43pm via TweetDeck](#)

Especially in private matters RT @[dariasteigman](#): A4 The public doesn't have a "right to know" everything. Even if we think we do. [#soloPR](#)



[KarenSwim1:43pm via tchat.io](#)

A4: Details of suicide...too much. Yes, it is okay to hold something back! [#soloPR](#)



[dariasteigman1:43pm via TweetDeck](#)

A4 The public doesn't have a "right to know" everything. Even if we think we do. [#soloPR](#)



[LoisMarketing1:43pm via TweetDeck](#)

@[NovaComms](#) Again Nova. Try learning what they did right and what wrong. Lessons from EACH. [#soloPR](#) @[dariasteigman](#)



[KristK1:43pm via Twubs](#)

RT @[SoloPR](#) Q4: Inspired by Robin Williams coroner reports: how much info is too much? Is it OK to hold some back? [#soloPR](#)



[NovaComms1:42pm via TweetDeck](#)

@[LoisMarketing](#) @[dariasteigman](#) Understanding general best practices, trends, etc is critical, but not analyzing every PR situation [#soloPR](#)



[dariasteigman1:42pm via TweetDeck](#)

RT @[SoloPR](#): Q4: Lois submitted this Q, inspired by the Robin Williams coroner reports: how much info is too much? Is it OK to hold some bac [#soloPR](#)



[LoisMarketing1:42pm via TweetDeck](#)

@[dariasteigman](#) @[NovaComms](#) Actually they can be. Let's not dismiss. Something to learn from EACH. [#soloPR](#)



[dariasteigman1:42pm via TweetDeck](#)

@[KellyeCrane](#) Guilty pleasures. Probably b/c she too is full of smarts & sass. :) [#soloPR](#)



[SoloPR1:42pm via tchat.io](#)

Q4: Lois submitted this Q, inspired by the Robin Williams coroner reports: how much info is too much? Is it OK to hold some back? [#solopr](#)



[NovaComms1:42pm via TweetDeck](#)

@[LoisMarketing](#) @[dariasteigman](#) Disagree. Many [#PR](#) situations don't relate to you or your clients, so why analyze every situation? [#solopr](#)



[BernadetteDavis1:41pm via Twitter for iPad](#)

RT @[SoloPR](#): Yes! RT @[PaulaJohns](#): A3 Ensure existing activities don't appear insensitive. Monitor news, be ready. [#soloPR](#)



[dariasteigman1:41pm via TweetDeck](#)

@[LoisMarketing](#) @[NovaComms](#) Not all are relevant to you. But keeping up with & understanding the relevant ones is very helpful. [#soloPR](#)



[BernadetteDavis1:41pm via Twitter for iPad](#)

RT @[LoisMarketing](#): @[NovaComms](#) Err .. Actually we DO need to analyze them to best form today's responses. [#soloPR](#)@[dariasteigman](#)

[kcwriter1:41pm via TweetChat powered by oneQube](#)

Good pt. Things usually perceived as OK may cause problems MT @[PaulaJohns](#) A3 Ensure existing activities don't appear insensitive. [#soloPR](#)



[SoloPR1:41pm via tchat.io](#)

Thanks everyone for your thoughts on Q3! Q4 is next... [#solopr](#)



[LoisMarketing1:41pm via TweetDeck](#)

@[NovaComms](#) If you're not analyzing EACH you're not learning and adapting. [#soloPR](#)@[dariasteigman](#)



[SoloPR1:40pm via tchat.io](#)

Good pt- this can be ongoing RT @[KristK](#): A4: What if X happened to you? can be a great exercise and client conversation starter. [#solopr](#)



[LoisMarketing1:40pm via TweetDeck](#)

@[NovaComms](#) Err .. Actually we DO need to analyze them to best form today's responses. [#soloPR](#) @[dariasteigman](#)



[SoloPR1:40pm via tchat.io](#)

Yes! RT @[PaulaJohns](#): A3 Ensure existing activities don't appear insensitive. Monitor news, be ready. [#soloPR](#)



[KellyeCrane1:39pm via TweetDeck](#)

@[dariasteigman](#) You know I love me some Judge Judy! [#solopr](#)



[NovaComms1:39pm via TweetDeck](#)

@[LoisMarketing](#) @[dariasteigman](#) Not sure we need to analyze every PR situation to learn. Learnings come in many formats [#solopr](#)



[KristK1:39pm via Twubs](#)

A4: What if X happened to you? can be a great exercise and client conversation starter. [#solopr](#)



[PaulaJohns1:39pm via tchat.io](#)

A3 Ensure existing activities don't appear insensitive. Monitor news, be ready. [#soloPR](#)



[KellyeCrane1:39pm via TweetDeck](#)

A3: As others say, I think sponsors have to wait-and-see, while Tony has to mind his legal situation first. [#solopr](#)



[LoisMarketing1:39pm via TweetDeck](#)

Just as with earlier SoMe-related [#chat](#) you can't forget the legal ramifications! [#soloPR](#)



[NovaComms1:38pm via TweetDeck](#)

@[dariasteigman](#) You and my boyfriend both :) [#solopr](#)



[dariasteigman1:38pm via TweetDeck](#)

@[NovaComms](#) I listen to waaay too much sports radio. :) [#solopr](#)



[3HatsComm1:38pm via TweetDeck](#)

RT @[LoisMarketing](#): @[KellyeCrane](#) Agreed Kellye -- Don't 'freak' that he's gone quiet. No doubt legal is in play :) [#soloPR](#)



[LoisMarketing1:38pm via TweetDeck](#)

@[dariasteigman](#) @[NovaComms](#) Whether or not 'fan' you have to analyze the PR :) to learn [#soloPR](#)



[NovaComms1:37pm via TweetDeck](#)

@[dariasteigman](#) Honestly, I've not read much of the coverage so can't comment. Sticky situation. [#soloPR](#)



[KristK1:37pm via Twubs](#)

Amen! RT @[LoisMarketing](#) Stay sharp! See any news incident from the PR perspective: What would YOU do? [#soloPR](#)



[AmazingPRMaven1:37pm via TweetChat powered by oneQube](#)

Arriving late to [#SoloPR](#) but always glad to see [#PR](#) indies sharing great advice



[dariasteigman1:37pm via TweetDeck](#)

@[NovaComms](#) Thanks. I'm not a NASCAR fan per se, but really irks me the bias (and class-ism) in much of the coverage. [#soloPR](#)



[SoloPR1:37pm via tchat.io](#)

Yes, be planning MT @[3HatsComm](#): you have to be careful not to under or overreact. balance. watch careful, have diff plans in place. [#soloPR](#)



[LoisMarketing1:37pm via TweetDeck](#)

@[KellyeCrane](#) Agreed Kellye -- Don't 'freak' that he's gone quiet. No doubt legal is in play :) [#soloPR](#)



[3HatsComm1:36pm via TweetDeck](#)

@[REDMEDIAPR](#) wait and see yes, but I'd review the plans to see if appropriate to scale back, make adjustments. [#soloPR](#)



[NovaComms1:36pm via TweetDeck](#)

Agreed RT @[REDMEDIAPR](#): A3. Wait and see. continue as planned, but no new activities until more comes out. [#tragic](#) [#soloPR](#)

#soloPR transcript – 8/13/2014

For more information and resources, visit <http://soloprpro.com/>



[LoisMarketing1:36pm via TweetDeck](#)

Stay sharp! See any news incident from the PR perspective: What would YOU do? [#soloPR](#)



[KellyeCrane1:36pm via TweetDeck](#)

@[LoisMarketing](#) I'd assume Tony's PR team has to take a backseat to his legal team right now. Do you think that's true? [#solopr](#)



[dariasteigman1:36pm via TweetDeck](#)

@[KellyeCrane](#) True, this is an accident. Not (channeling Judge Judy) "an on purpose." Need to be sensitive, yet not rush to judge. [#solopr](#)



[NovaComms1:36pm via TweetDeck](#)

@[dariasteigman](#) Well said, Daria. [#Solopr](#)



[REDMEDIAPR1:35pm via TweetDeck](#)

A3. Wait and see. continue as planned, but no new activities until more comes out. [#tragic#soloPR](#)



[SoloPR1:35pm via tchat.io](#)

This Q was from Lois! RT @[LoisMarketing](#): The question is if you manage Tony or sponsor PR in the interim- what do you do? or not do? [#soloPR](#)



[LoisMarketing1:34pm via TweetDeck](#)

On the outside we see 'terrible accident' but what do you do 'inside' as PR? [#soloPR](#) A3



[3HatsComm1:34pm via TweetDeck](#)

@[dariasteigman](#) exactly, you have to be careful not to under or overreact. balance. watch careful, have diff plans in place. [#soloPR](#)



[KellyeCrane1:34pm via TweetDeck](#)

A3: It's also difficult because it's not a Tiger Woods situation - a tragedy took place. [#soloPR](#)



[REDMEDIAPR1:34pm via TweetDeck](#)

RT @[dariasteigman](#): A3 At the moment, it's a horrible accident. Without diff info, I'd do nothing diff. But also not do anything new. Balanci[#soloPR](#)



[LoisMarketing1:33pm via TweetDeck](#)

The question is if you manage Tony or sponsor PR in the interim .. what do you do? or not do?[#soloPR](#)



[mdbarber1:33pm via Twitter for Websites](#)

RT @[dariasteigman](#): A3 At the moment, it's a horrible accident. Without diff info, I'd do nothing diff. But also not do anything new. Balanci[#soloPR](#)



[dariasteigman1:33pm via TweetDeck](#)

RT @[mdbarber](#): A3 -- I think the facts need to be sorted out before a rush to judgement. But I definitely would be quieter than I might othe[#soloPR](#)



[dariasteigman1:33pm via TweetDeck](#)

A3 At the moment, it's a horrible accident. Without diff info, I'd do nothing diff. But also not do anything new. Balancing act. [#soloPR](#)



[SoloPR1:33pm via tchat.io](#)

MT @[mdbarber](#): A3 -- I think the facts need to be sorted out before a rush to judgement. But would be quieter than I might otherwise [#soloPR](#)

#soloPR transcript – 8/13/2014

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[KellyeCrane1:33pm via TweetDeck](#)

A3: It's tricky, because the investigation is still ongoing....[#solopr](#)



[KellyeCrane1:32pm via TweetDeck](#)

RT @[SoloPR](#): Q3: The Tony Stewart/NASCAR situation is another sticky one for sponsors:usatoday.com/story/sports/n... - how would you handle? [#solopr](#)



[KellyeCrane1:32pm via TweetDeck](#)

@[3HatsComm](#) @[dariasteigman](#) Yes, the competitor situation has a lot to do with industry. Some are more competitive than others [#solopr](#)



[mdbarber1:32pm via tchat.io](#)

A3 -- I think the facts need to be sorted out before a rush to judgement. But I definitely would be quieter than I might otherwise. [#solopr](#)



[dariasteigman1:32pm via TweetDeck](#)

RT @[SoloPR](#): Q3: The Tony Stewart/NASCAR situation is another sticky one for sponsors:usatoday.com/story/sports/n... - how would you handle? [#solopr](#)



[mdbarber1:31pm via Twitter for Websites](#)

RT @[SoloPR](#): Q3: The Tony Stewart/NASCAR situation is another sticky one for sponsors:usatoday.com/story/sports/n... - how would you handle? [#solopr](#)



[3HatsComm1:31pm via TweetDeck](#)

@[dariasteigman](#) I've turned down clients that were partial competition (offering only segment of client's portfolio). Still a no go [#soloPR](#)



[SoloPR1:30pm via tchat.io](#)

Q3: The Tony Stewart/NASCAR situation is another sticky one for sponsors: usatoday.com/story/sports/n... - how would you handle? [#solopr](#)



[LoisMarketing1:30pm via TweetDeck](#)

@[KellyeCrane](#) Again it's being 'savvy' to what's going on. Many [#soloPR](#) miss it.



[LoisMarketing1:29pm via TweetDeck](#)

@[gregwbros](#) Glad you know everything there is to know. Our Greggers. LOL. [#soloPr](#)



[KellyeCrane1:29pm via TweetDeck](#)

@[LoisMarketing](#) This situation can happen via referrals, too! Has happened to me. [#soloPR](#)



[gregwbros1:28pm via Twitter Web Client](#)

@[LoisMarketing](#) Nah. I like the check, they're aware and want me on board. I *have* had to recuse myself on some convos. [#soloPR](#)



[LoisMarketing1:28pm via TweetDeck](#)

@[KellyeCrane](#) You don't know how you're being 'played' and chances are you're being 'played'. [#soloPR](#)



[SoloPR1:28pm via tchat.io](#)

Interesting discussion on Q2 everyone! Q3 is up next... [#solopr](#)



[3HatsComm1:28pm via TweetDeck](#)

RT @dariasteigman: @PaulaJohns I think so. But where one is existing client, agree: need to give them heads up first. [#soloPR](#)



[LoisMarketing1:27pm via TweetDeck](#)

@[KellyeCrane](#) Maybe maybe not. Don't assume. Bow out -- and frankly work from referrals. [#soloPR](#)



[mdbarber1:27pm via tchat.io](#)

@[gregwbros](#) That should be an interesting discussion to see if they're both still comfortable with your representing them. [#solopr](#)



[PaulaJohns1:27pm via tchat.io](#)

@[dariasteigman](#) Definitely. Agreed. [#soloPR](#)



[KellyeCrane1:27pm via TweetDeck](#)

@[gregwbros](#) Ugh, hate that! Have had to resign a client before for that reason. [#solopr](#)



[dariasteigman1:27pm via TweetDeck](#)

There are orgs I've avoided going to where my quals are ideal but would create issues for existing client rel'ship. [#soloPR](#)



[LoisMarketing1:26pm via TweetDeck](#)

RT @[gregwbros](#): I'm in a similar situation now -- two clients (not prospects) who weren't (but have become) competitors. [#soloPR](#) < Choose 1



[KellyeCrane1:26pm via TweetDeck](#)

@[LoisMarketing](#) Usually you're further down the pipeline w/one, so you can say you've been contacted. Can help them commit. [#solopr](#)



[gregwbros1:26pm via Twitter Web Client](#)

I'm in a similar situation now -- two clients (not prospects) who weren't (but have become) competitors. [#soloPR](#)



[LoisMarketing1:25pm via TweetDeck](#)

@[SoloPR](#) @[KristK](#) If it's seen you're playing one against the other (and they watch for that) you won't win either. [#soloPR](#)



[dariasteigman1:25pm via TweetDeck](#)

@[PaulaJohns](#) I think so. But where one is existing client, agree: need to give them heads up first. [#soloPR](#)



[SoloPR1:25pm via tchat.io](#)

Yes, true RT @[PaulaJohns](#): Q2 I think this Q is referring to 2 competing prospects -- neither of which are existing clients, true? [#soloPR](#)



[KarenSwim1:25pm via Twitter for Websites](#)

RT @[dariasteigman](#): A2 You likely can't do work for both. But being upfront is about YOUR reputation. My policy is disclose, which people ap[#soloPR](#)



[SoloPR1:24pm via tchat.io](#)

Good pt re: names! RT @[3HatsComm](#): @[KristK](#) perhaps not initially but as negotiations develop, I'd not name names but would disclose[#soloPR](#)



[dariasteigman1:24pm via TweetDeck](#)

A2 You likely can't do work for both. But being upfront is about YOUR reputation. My policy is disclose, which people appreciate. [#soloPR](#)



[SoloPR1:24pm via tchat.io](#)

Or make u more desireable? MT @[KristK](#): A2: could lead to "whoever signs gets me" discussion, which could lead to scaring both off. [#solopr](#)



[PaulaJohns1:24pm via tchat.io](#)

Q2 I think this Q is referring to negotiations with 2 competing prospects -- neither of which are existing clients, true? [#soloPR](#)



[LoisMarketing1:23pm via TweetDeck](#)

You're best as a [#solopr](#) or agency that you commit NOT to representing or even communicating w client competitors. Not a ? [#soloPR](#)



[mdbarber1:23pm via tchat.io](#)

Q2 -- I only deal with competitors if it's approved ahead of time. It would be unethical to do without being open. [#solopr](#)



[REDMEDIAPR1:22pm via TweetDeck](#)

As you should - eventually it gets messy =) RT @[KarenSwim](#): A2: i try not to work with competitors [#solopr](#)



[3HatsComm1:22pm via TweetDeck](#)

@[KristK](#) perhaps not initially but as negotiations develop, I'd not name names but would disclose [#soloPR](#)



[KellyeCrane1:22pm via TweetDeck](#)

A2: Many prospects don't ask you to sign an NDA, but are sharing details with you [#solopr](#)



[dariasteigman1:22pm via TweetDeck](#)

A2 Following on @[KellyeCrane](#), if both "want" you, yes. B/c you want to broach the convo, not let it be their ethics issue. [#solopr](#)



[KristK1:22pm via Twubs](#)

RT @[gregwbrooks](#) A2. If you inked an NDA during courtship, you may not be *able* to tell them. NDAs are for clients, not prospects. [#soloPR](#)



[LoisMarketing1:22pm via TweetDeck](#)

I'm all about referrals. Once I've retained a client I will not even consider convo with their competitor. [#soloPR](#)



[KarenSwim1:22pm via tchat.io](#)

A2: i try not to work with competitors [#solopr](#)



[KellyeCrane1:21pm via TweetDeck](#)

A2: ...anything beyond that and you should disclose it. Especially if either company is sharing info w/you [#solopr](#)



[3HatsComm1:21pm via TweetDeck](#)

A2 if you offer exclusivity, you have to let them know [#soloPR](#)



[KristK1:21pm via Twubs](#)

A2: Disclosure could lead to "whoever signs first, gets me" discussion, which could lead to scaring both off. [#solopr](#)



[NovaComms1:21pm via TweetDeck](#)

A2: Taking on clients that compete with each other is just bad business. Talking to them is one thing, working for both another [#solopr](#)



[gregwbrooks1:21pm via Twitter Web Client](#)

A2. If you inked an NDA during courtship, you may not be *able* to tell them. Which is why NDAs are for clients, not prospects. [#soloPR](#)



[dariasteigman1:21pm via TweetDeck](#)

RT @SoloPR: Q2: If you have two different client prospects that are competitors, do you tell them? [#solopr](#)



[KellyeCrane1:20pm via TweetDeck](#)

A2: I think it depends where you are in the process. If you're just reaching out to them to start a convo, no. But... [#solopr](#)



[LoisMarketing1:20pm via TweetDeck](#)

I work on a referral basis. The first in the industry to win me over gets my attention. :) No, I don't entertain competitors. [#soloPR](#)



[KristK1:20pm via Twubs](#)

A2: As prospects, I may not. When one is a client, definitely. [#solopr](#)



[REDMEDIAPR1:20pm via TweetDeck](#)

Think if you get to final round yes, bc ultimately if you win one you have to turn other down [#solopr](#)



[3HatsComm1:20pm via TweetDeck](#)

@[KellyeCrane](#) @[KristK](#) 'magic' isn't easy. clients need to know that it's a often a choice: either it's fast or it's good. [#soloPR](#)



[pamgilchrist1:20pm via Twitter Web Client](#)

@[SoloPR](#) @[KarenSwim](#) always [#solopr](#) be transparent

[kcwriter1:20pm via TweetChat powered by oneQube](#)

As long as they don't expect every job to be rush MT @[KristK](#) A1: Developing rep as magician can lead to long-term clients, projects. [#solopr](#)



[mdbarber1:20pm via Twitter for Websites](#)

RT @[SoloPR](#): Q2: If you have two different client prospects that are competitors, do you tell them? [#solopr](#)



[PaulaJohns1:19pm via tchat.io](#)

Oooh, interesting Q...RT @[SoloPR](#) Q2: If you have two different client prospects that are competitors, do you tell them? [#solopr](#)



[KristK1:19pm via Twubs](#)

RT @[SoloPR](#) Q2: If you have two different client prospects that are competitors, do you tell them? [#solopr](#)



[KellyeCrane1:19pm via TweetDeck](#)

How cool! RT @[dariasteigman](#): My brother, @[MagicPeaceLove](#), actually is a magician. So I'll leave the magic making to him. :) [#solopr](#)



[KristK1:19pm via Twubs](#)

A1: Help a client or pal out of a bind, and their gratitude could lead to \$\$\$, referrals. Don't discount opps just cuz it's a rush. [#solopr](#)



[KarenSwim1:19pm via Twitter for Websites](#)

RT @SoloPR: Q2: If you have two different client prospects that are competitors, do you tell them? [#solopr](#)



[SoloPR1:19pm via tchat.io](#)

Q2: If you have two different client prospects that are competitors, do you tell them? [#solopr](#)



[SoloPR1:18pm via tchat.io](#)

Thanks everyone for weighing in - moving on to Q2... [#solopr](#)



[LoisMarketing1:17pm via TweetDeck](#)

RT @gregwbrooks: @LoisMarketing And we are deeply, deeply grateful for that concern. [#soloPR](#)<< No you're not.



[KarenSwim1:17pm via Twitter for Websites](#)

RT @KellyeCrane: A1: Existing clients are a different matter. We have to be ready to act if a social media or competitive situation pops up [#solopr](#)



[gregwbrooks1:17pm via Twitter Web Client](#)

@LoisMarketing And we are deeply, deeply grateful for that concern. [#soloPR](#)



[KellyeCrane1:17pm via TweetDeck](#)

@[KristK](#) Personally, I'm not cut out to be a magician on a regular basis (eek!), but many folks love the adrenaline. [#solopr](#)



[LoisMarketing1:17pm via TweetDeck](#)

It's all about the CLIENT -- how far you reach and how much you do :) [#soloPR](#)



[3HatsComm1:17pm via TweetDeck](#)

RT @[KristK](#): A1: Developing rep as a magician who can quickly solve problems, produce results can lead to long-term clients, projects. [#solopr](#)



[3HatsComm1:16pm via TweetDeck](#)

RT @[KellyeCrane](#): A1: Existing clients are a different matter. We have to be ready to act if a social media or competitive situation pops up [#solopr](#)



[LoisMarketing1:16pm via TweetDeck](#)

@[mdbarber](#) Thanks again Mary. [#soloPR](#)



[mdbarber1:16pm via Twitter for Websites](#)

RT @[SoloPR](#): Good pt! RT @[KristK](#): A1: Accepted rush projects for PR pals who weren't clients. If I can help a friend out of a bind, I will. [#solopr](#)



[LoisMarketing1:16pm via TweetDeck](#)

C'mon [#soloPRs](#)! You can build a business AND have a life! Why question my questions? I'm concerned for you. [#soloPR](#)



[SoloPR1:15pm via tchat.io](#)

Good pt! RT @[KristK](#): A1: Accepted rush projects for PR pals who weren't clients. If I can help a friend out of a bind, I will. [#solopr](#)

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For more information and resources, visit <http://soloprpro.com/>



[mdbarber1:15pm via tchat.io](#)

@[LoisMarketing](#) I don't think they are necessarily irresponsible clients. Each person needs to assess that. Situations differ. [#solopr](#)



[KellyeCrane1:15pm via TweetDeck](#)

A1: For me, when it's an existing client and we're reacting out of necessity, I don't charge extra. [#solopr](#)



[LoisMarketing1:15pm via TweetDeck](#)

@[dariasteigman](#) I think that's what I said. [#soloPR](#) @[SoloPR](#) @[gregwbrooks](#)



[dariasteigman1:14pm via TweetDeck](#)

@[LoisMarketing](#) @[SoloPR](#) @[gregwbrooks](#) Not about that. But there are times it may make sense for you. Or not. [#solopr](#)



[KristK1:14pm via Twubs](#)

A1: Developing rep as a magician who can quickly solve problems, produce results can lead to long-term clients, projects. [#solopr](#)



[NovaComms1:14pm via TweetDeck](#)

@[LoisMarketing](#) @[gregwbrooks](#) @[SoloPR](#) We all work differently, so what works for you might not for others, or for other clients [#solopr](#)



[KellyeCrane1:14pm via TweetDeck](#)

A1: Existing clients are a different matter. We have to be ready to act if a social media or competitive situation pops up. [#solopr](#)



[mdbarber1:14pm via Twitter for Websites](#)

RT @gregwbrooks: Some of the highest rates are charged by top-tier crisis comms firms -- folks who, by definition, come in on rush jobs. [#soloPR](#)



[LoisMarketing1:14pm via TweetDeck](#)

@mdbarber I know that Mary. But why put your life at the mercy of irresponsible clients? [#soloPR](#) @gregwbrooks



[gregwbrooks1:14pm via Twitter Web Client](#)

Some of the highest rates are charged by top-tier crisis comms firms -- folks who, by definition, come in on rush jobs. [#soloPR](#)



[PaulaJohns1:14pm via tchat.io](#)

Yep MT @dariasteigman: For existing ones, will do it if it makes sense (and fits my sched). If everything's a rush, training time. [#soloPR](#)



[KellyeCrane1:13pm via TweetDeck](#)

@mdbarber True, crises are by their nature a rush situation. [#solopr](#)



[3HatsComm1:13pm via TweetDeck](#)

A1: my thing w/ rush is 1) client knows this; pays, expects fees and results accordingly 2) knows to plan better for future [#soloPR](#)



[mdbarber1:13pm via tchat.io](#)

Everyone works differently. MT @gregwbrooks Wasn't trying to be funny, @LoisMarketing. It's how I work; works for me & my clients. [#soloPR](#)



[KarenSwim1:13pm via tchat.io](#)

Agree with [@3HatsComm](#), a rush can sometimes be a last minute opp, we need to be flexible (had this happen Friday) [#solopr](#)



[NovaComms1:13pm via TweetDeck](#)

[@gregwbrooks](#) [@LoisMarketing](#) [@SoloPR](#) If the work gets done well, doesn't matter when it gets done. [#solopr](#)



[LoisMarketing1:12pm via TweetDeck](#)

[@dariasteigman](#) Do you always want to be a short-notice resource? [#soloPR](#) [@SoloPR](#) [@gregwbrooks](#)



[gregwbrooks1:12pm via Twitter Web Client](#)

[@LoisMarketing](#) [@SoloPR](#) Wasn't trying to be funny, [@LoisMarketing](#). It's the way I work, and it works for me and my clients. [#soloPR](#)



[3HatsComm1:12pm via TweetDeck](#)

A1 it's not always a 'deal breaker' per se. sometimes it's not client's fault, but rather a last minute opp. [#soloPR](#)



[dariasteigman1:12pm via TweetDeck](#)

RT [@gregwbrooks](#): Other way to look at it: If you can always handle the rush with nary a blink, you can charge more. [#soloPR](#)



[KarenSwim1:12pm via tchat.io](#)

Great attitude! RT [@KristK](#): A1: Accepted rush projects for PR pal..If I can help a friend out of a bind, I will. [#solopr](#)



[SoloPR1:11pm via TweetDeck](#)

Truth RT @gregwbrooks: Other way to look at it: If you can always handle the rush with nary a blink, you can charge more. [#soloPR](#)



[dariasteigman1:11pm via TweetDeck](#)

@LoisMarketing I guess it depends on your work style. @SoloPR @gregwbrooks [#soloPR](#)



[CharleneQuiller1:11pm via RoundTeam](#)

RT @LoisMarketing: And with existing clients 'does this need to be a rush?' Can we all take a breath and create strategy? Rush not w client [#soloPR](#)



[mdbarber1:11pm via tchat.io](#)

When it's a crisis situation it's likely a rush. Hopefully you've planned for it, but the need for speed (& touch points) is there. [#solopr](#)



[SoloPR1:11pm via TweetDeck](#)

RT @NovaComms: A1: Not a fan of being brought in at the last minute, but if it's something I know I can do, I'll consider [#solopr](#)



[KellyeCrane1:11pm via TweetDeck](#)

@BernadetteDavis Welcome! [#solopr](#)



[dariasteigman1:11pm via TweetDeck](#)

@3HatsComm Exactly. For existing ones, will do it if it makes sense (and fits my sched). If everything's a rush, training time. [#soloPR](#)



[KristK1:11pm via Twubs](#)

A1: Accepted rush projects for PR pals who weren't clients. If I can help a friend out of a bind, I will. [#soloPR](#)



[SoloPR1:10pm via tchat.io](#)

True RT @[LoisMarketing](#): And with existing clients 'does this need to be a rush?' Can we all take a breath and create strategy? [#soloPR](#) A1



[gregwbrooks1:10pm via Twitter Web Client](#)

Other way to look at it: If you can always handle the rush with nary a blink, you can charge more. [#soloPR](#)



[mdbarber1:10pm via Twitter for Websites](#)

RT @[SoloPR](#): RT @[KristK](#): A1: Always try to discover reason behind the rush b4 saying yes. Could be symptom of deep problems you want no part [#soloPR](#)



[LoisMarketing1:10pm via TweetDeck](#)

NOT funny. RT @[SoloPR](#): Ha! RT @[gregwbrooks](#): A1. I procrastinate, so it's all a rush project. [#soloPR](#)



[dariasteigman1:10pm via TweetDeck](#)

@[KarenSwim](#) I've Skimr subscribed already. Agnostic: like the vibe, but mostly know the news already. (Gold Star.) [#soloPR](#)



[3HatsComm1:10pm via TweetDeck](#)

@[dariasteigman](#) it's a trap, esp. for new clients; you don't want them expecting miracles every time. [#soloPR](#)



[mdbarber1:10pm via Twitter for Websites](#)

RT @SoloPR: Q1: Do you do rush projects? How do you decide whether to take them, and how do you charge? [#solopr](#)



[SoloPR1:10pm via tchat.io](#)

RT @KristK: A1: Always try to discover reason behind the rush b4 saying yes. Could be symptom of deep problems you want no part of [#solopr](#)



[LoisMarketing1:10pm via TweetDeck](#)

YOU are the one to define what is 'rush'. C'mon SoloPRs! [#soloPR](#) A1



[SoloPR1:09pm via tchat.io](#)

Ha! RT @gregwbrooks: A1. I procrastinate, so it's all a rush project. [#soloPR](#)



[lauraazuly1:09pm via Twitter for iPad](#)

RT @LoisMarketing: Never EVER rush into anything. NEVER be that desperate. Try taking step back, breathing, then answering RFP. [#soloPR](#) A1



[KristK1:09pm via Twubs](#)

A1: Rush projects intrigue me, even tempt me, but I tend to decline. I'm not desperate, esp for drama. [#solopr](#)



[BernadetteDavis1:09pm via Twitter for iPad](#)

Joining [#solopr](#) chat from Texas.



[KellyeCrane1:09pm via TweetDeck](#)

A1: Learned the hard way that rush projects are usually a bad scene (the client is in a hurry b/c they don't have act together) [#solopr](#)



[3HatsComm1:09pm via TweetDeck](#)

RT @[dariasteigman](#): A1 Rarely for non-current clients. I don't want to see a bad precedent for myself. [#solopr](#)



[NovaComms1:09pm via TweetDeck](#)

A1: Not a fan of being brought in at the last minute for a rush job, but if it's something I know I can do, I'll consider [#solopr](#)



[LoisMarketing1:09pm via TweetDeck](#)

Don't EVER EVER let a client RUSH you. YOU are the PR. YOU are in control. [#soloPR](#) A1



[3HatsComm1:09pm via TweetDeck](#)

RT @[KristK](#): A1: Always try to discover reason behind the rush b4 saying yes. Could be symptom of deep problems you want no part of [#solopr](#)



[KarenSwim1:08pm via tchat.io](#)

A1: I will do a rush project from an existing client and on occasion a former client [#solopr](#)



[mdbarber1:08pm via tchat.io](#)

Good morning all. Mary here from Anchorage. It's good to see everyone here. [#solopr](#)



[SoloPR1:08pm via tchat.io](#)

RT @[PaulaJohns](#): A1 I do rush projects for existing clients. Not clients I've never worked with. [#soloPR](#)



[PaulaJohns1:08pm via tchat.io](#)

So true, I often procrastinate too. MT @gregwbrooks A1. I procrastinate, so it's all a rush project. No sense in charging extra...[#soloPR](#)



[SoloPR1:08pm via tchat.io](#)

RT @LoisMarketing: Never EVER rush into anything. NEVER be that desperate. Try taking step back, breathing, then answering RFP.[#soloPR](#) A1



[LoisMarketing1:08pm via TweetDeck](#)

And with existing clients 'does this need to be a rush?' Can we all take a breath and create strategy? Rush not w clients too [#soloPR](#) A1



[dariasteigman1:08pm via TweetDeck](#)

A1 Rarely for non-current clients. I don't want to see a bad precedent for myself. [#solopr](#)



[CharleneQuiller1:08pm via RoundTeam](#)

RT @LoisMarketing: Hi from Atlanta. [#soloPr](#)



[SoloPR1:08pm via tchat.io](#)

RT @KellyeCrane: A1: For me, rush project requests from non-clients are politely declined.[#solopr](#)



[KellyeCrane1:07pm via TweetDeck](#)

@KarenSwim @dariasteigman Thanks, guys! Husband asked me "when is school out?" referring to the Tool School posts. Ha! [#solopr](#)



[KarenSwim1:07pm via tchat.io](#)

@[dariasteigman](#) I have Skimr on my list to try, it was a great list! [#soloPR](#)



[PaulaJohns1:07pm via tchat.io](#)

A2 Follow up to previous tweet -- I do have my limits on rush projects, even for existing clients. [#soloPR](#)



[NovaComms1:07pm via TweetDeck](#)

Yes! RT @[KristK](#): A1: Always try to discover reason behind the rush b4 saying yes. Could be symptom of problems you want no part of [#soloPR](#)



[gregwbrooks1:07pm via Twitter Web Client](#)

A1. I procrastinate, so it's all a rush project. No sense in charging extra when it happens to be their rush and not mine. [#soloPR](#)



[dariasteigman1:07pm via TweetDeck](#)

@[KarenSwim](#) I finally figured out (and signed up for) Newsle, thanks to @[KellyeCrane](#). Have more to plow through & test... [#soloPR](#)



[KristK1:07pm via Twubs](#)

A1: Always try to discover reason behind the rush b4 saying yes. Could be symptom of deep problems you want no part of [#soloPR](#)



[PaulaJohns1:06pm via tchat.io](#)

A1 I do rush projects for existing clients. Not clients I've never worked with. [#soloPR](#)



[LoisMarketing1:06pm via TweetDeck](#)

Never EVER rush into anything. NEVER be that desperate. Try taking step back, breathing, then answering RFP. [#soloPR](#) A1



[KellyeCrane1:06pm via TweetDeck](#)

A1: For me, rush project requests from non-clients are politely declined. [#solopr](#)



[dariasteigman1:06pm via TweetDeck](#)

@[KristK](#) [~~Waving hello~~] Missing you too. [#soloPR](#)



[NovaComms1:06pm via TweetDeck](#)

Good morning everyone on the [#soloPR](#) chat. Jennifer, [#socialmedia](#) consultant, from San Francisco here.



[KarenSwim1:06pm via tchat.io](#)

@[dariasteigman](#) That was all @[KellyeCrane](#), she is amazing! [#solopr](#)



[KellyeCrane1:05pm via TweetDeck](#)

@[KristK](#) Missed you too, Krisite! [#solopr](#)



[KristK1:05pm via Twubs](#)

RT @[SoloPR](#) Q1: Do you do rush projects? How do you decide whether to take them, and how do you charge? [#solopr](#)



[dariasteigman1:05pm via TweetDeck](#)

Ha ha ha ha ha (loaded Q). RT @[SoloPR](#): Q1: Do you do rush projects? How do you decide whether to take them, and how do you charge? [#solopr](#)



[KellyeCrane1:05pm via TweetDeck](#)

RT @SoloPR: Q1: Do you do rush projects? How do you decide whether to take them, and how do you charge? [#solopr](#)



[KristK1:05pm via Twubs](#)

Hello to my [#solopr](#) pals. I've missed you! Kristie here from the MS Gulf Coast (24 yrs exp, 10 as indy, APR, and PR prof). Let's do this!



[KellyeCrane1:05pm via TweetDeck](#)

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



[dariasteigman1:05pm via TweetDeck](#)

Popping onto [#solopr](#), where must 1st thank @[KellyeCrane](#) & @[KarenSwim](#) for compiling lists of tool goodness over on the blog.



[LoisMarketing1:05pm via TweetDeck](#)

Hi from Atlanta. [#soloPr](#)



[SoloPR1:04pm via tchat.io](#)

Q1: Do you do rush projects? How do you decide whether to take them, and how do you charge? [#solopr](#)



[KarenSwim1:04pm via tchat.io](#)

Good Afternoon! Karen Swim, solo PR Pro based in Michigan [#solopr](#)



[KellyeCrane1:04pm via TweetDeck](#)

@[3HatsComm](#) A good combo! [#solopr](#)



[KellyeCrane1:04pm via TweetDeck](#)

@[dariasteigman](#) Oh yes, we bring the sass! :-)[#solopr](#)



[Cherishedideas1:04pm via Twitter for iPhone](#)

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



[gregwbrooks1:04pm via Twitter Web Client](#)

Greg Brooks, Vegas-based principal of West Third Group. Loud talker. [#soloPR](#)



[SoloPR1:03pm via tchat.io](#)

Today's chat is our traditional Q&A format- so send 'em in if you've got 'em. Let's get going...[#solopr](#)



[dariasteigman1:03pm via TweetDeck](#)

Moving from [#digitalchat](#) to [#soloPR](#). Clearly a long lunch w/ lots of smarts (and a good dose of sass forthcoming).



[PaulaJohns1:03pm via tchat.io](#)

Hi, this is @[PaulaJohns](#). I'm a San Diego area PR pro. Happy to be joining the chat today.[#soloPR](#)



[3HatsComm1:03pm via TweetDeck](#)

diving into [#soloPR](#) chat from Atlanta, where I'm watering the plants and enjoying another beautiful summer day.



[SoloPR1:03pm via tchat.io](#)

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



[KellyeCrane1:02pm via TweetDeck](#)

Glad to be back on the [#solopr](#) chat after a couple weeks off!



[SoloPR1:02pm via tchat.io](#)

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



[KellyeCrane1:01pm via TweetDeck](#)

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



[KarenSwim1:01pm via Twitter for Websites](#)

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



[NovaComms1:01pm via TweetDeck](#)

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



[SoloPR1:01pm via tchat.io](#)

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