



## **#SoloPR Transcript – 6/24/2015**

Q1: How do you research the best media/influencer targets? Where do you start?

Q2: What tools are most useful for your media relation efforts? (for outreach, mgmt, etc.)

Q3: When you have news, how do you determine the best timing and avoid conflicts?

Q4: Do you put a press release over the wire? If so, which one is best? Do free wire services work?

Q5: What's the best place for an announcement to "live"? Where do you post?

Q6: What do you do if your pitches are falling flat?

Transcript follows in reverse chronological order:



[SoloPR 2:00pm via tchat.io](#)

[#SoloPR](#) Twitter chats are going on hiatus for the hot and lazy days of summer. But we'll still be "around" on the hashtag anytime.



[Prezly 2:00pm via Echofon](#)

A6 do a trial run on pitches amongst your own team or peers who you can trust for feedback [#soloPR](#)



[KristK 1:59pm via tchat.io](#)

Kudos to [@BusinessWire](#) for listening and offering its perspective to [#solopr](#)



[SoloPR 1:59pm via tchat.io](#)

Reminder: As noted earlier, this is our last Twitter chat until after our summer break!  
[#solopr](#)



[KarenSwim 1:59pm via tchat.io](#)

So true! RT [@jacknewton](#): +1 for getting feedback from the [#SoloPR](#) premium group. Worth its weight in gold and then some.



[SoloPR 1:59pm via tchat.io](#)

Thanks, Jack! RT [@jacknewton](#): +1 for getting feedback from the [#SoloPR](#) premium group. Worth its weight in gold and then some.



[SoloPR 1:59pm via tchat.io](#)

As always, the recap/transcript of this chat will be on the Solo PR blog tomorrow.  
[#solopr](#)



[3HatsComm 1:59pm via TweetDeck](#)

RT @[KristK](#): A6: You know when you're about to pitch story and priority outlet publishes article that wouldve been perfect fit? Me neither. [#solopr](#)



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

[#SoloPR](#) Our duty, sometimes, is to tell them it isn't news and get them to focus on what is or might be [twitter.com/JanetLFalk/sta...](https://twitter.com/JanetLFalk/status)



[SoloPR 1:58pm via tchat.io](#)

Can you believe our official time is drawing to a close? Thanks for joining! Remember, we chat and share on the hashtag 24/7. [#solopr](#)



[jacknewton 1:58pm via TweetChat powered by oneQube](#)

+1 for getting feedback from the [#SoloPR](#) premium group. Worth its weight in gold and then some.



[KristK 1:58pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A6: Sometimes switching from pursuing news coverage to looking at features or bylined articles helps [#solopr](#)



[KristK 1:58pm via tchat.io](#)

A6: You know when you're about to pitch story and priority outlet publishes article that wouldve been perfect fit? Me neither. [#solopr](#)



[SoloPR 1:57pm via tchat.io](#)

[#SoloPR](#) PRO Premium group is great for this! RT @[KellyeCrane](#): A6: If you find yourself super stuck, as your [#SoloPR](#) friends for ideas!



[JanetLFalk 1:57pm via Twitter Web Client](#)

Some clients think that something is news; we know it isn't, but do our duty. [#soloPR](#)



[3HatsComm 1:57pm via TweetDeck](#)

A6 - rethink the story, the angle, what the real news in. the revamp target audience, media. maybe retool for social, other opps [#soloPR](#)



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

A6: If you find yourself super stuck, as your [#SoloPR](#) friends for feedback/ideas!



[SoloPR 1:56pm via tchat.io](#)

Some retooling can often help! RT @[KarenSwim](#): A6: Examine your targets, are you hitting the right people? [#solopr](#)



[KarenSwim 1:56pm via tchat.io](#)

@[KellyeCrane](#) I have always found this to be WAY easier! [#solopr](#)



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

A6: Sometimes switching from pursuing news coverage to looking at features or bylined articles helps [#solopr](#)



[BusinessWire](#) 1:55pm via [Twitter Web Client](#)

AND the secret to building media relations in 2015 is SHARE YOUR COVERAGE. Reporters are rewarded by inbound traffic, drive it! [#soloPR](#)



[jenndunn31](#) 1:55pm via [Twitter Web Client](#)

RT @[BusinessWire](#): The most successful PR program includes a newswire distribution WITH images, PLUS pitching, each activating different aud[#soloPR](#)



[SoloPR](#) 1:55pm via [tchat.io](#)

Yes! MT @[jacknewton](#): A6: ...try and get some solid feedback from a jouro or other solo and adjust accordingly. Don't waste time. [#solopr](#)



[BusinessWire](#) 1:55pm via [Twitter Web Client](#)

The most successful PR program includes a newswire distribution WITH images, PLUS pitching, each activating different audiences [#soloPR](#)



[KarenSwim](#) 1:55pm via [tchat.io](#)

A6: Examine your targets, are you hitting the right people? [#solopr](#)



[KarenSwim](#) 1:54pm via [tchat.io](#)

Yes! RT @[KellyeCrane](#): A6: See if there are other events/news stories beyond your control impacting your response. [#solopr](#)



[KristK](#) 1:54pm via [tchat.io](#)

A6: Adjust pitch when journos aren't responsive. Assess what they are covering and find ways to make your news relevant. [#solopr](#)



[KarenSwim 1:54pm via tchat.io](#)

A6: You may not be hitting the right angle, look at what targeted media is writing, reading, sharing, try new approach [#solopr](#)



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

A6: See if there are other events/news stories beyond your control impacting your response. [#solopr](#)



[tj228 1:53pm via Twitter Web Client](#)

RT @[BusinessWire](#): Plus if you want to get your news into Google News you only have two ways to do it - post it in your optimized newsroom o[#solopr](#)



[jacknewton 1:53pm via TweetChat powered by oneQube](#)

A6: If falling flat, try and get some solid feedback from a jouro or other solo and adjust accordingly. Don't waste time. [#solopr](#)



[KateRobins 1:53pm via TweetChat powered by oneQube](#)

@[KristK](#) @[SoloPR](#) A6. A lot of community service. [#solopr](#)



[SoloPR 1:53pm via tchat.io](#)

RT @[JanetLFalk](#): @[SoloPR](#) I email; then call & simultaneously email. If no response, I change pitch or drop effort. [#solopr](#)



[TycoonStrategy 1:53pm via Twitter Web Client](#)

RT @[BusinessWire](#): Plus if you want to get your news into Google News you only have two ways to do it - post it in your optimized newsroom or [#solopr](#)



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

[#soloPR](#) Also good to see when journos subscribe to client blogs, etc.  
[twitter.com/KristK/status/...](https://twitter.com/KristK/status/...)



[JanetLFalk 1:52pm via Twitter Web Client](#)

@[SoloPR](#) I email; then call & simultaneously email. If no response, I change pitch or drop effort. [#solopr](#)



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

A6: If pitches are falling flat, see if there's another angle to try (beyond what's in the announcement). [#solopr](#)



[KateRobins 1:52pm via TweetChat powered by oneQube](#)

@[ccwriter](#) "Saw" is soft. Saw, as in corner of cone of vision? "Covered" is easy to prove, although harder to get. [#solopr](#)



[KristK 1:52pm via Twitter Web Client](#)

RT @[KarenSwim](#): Boom! MT @[BusinessWire](#): [#solopr](#) But newswires do not replace pitching! :-)



[BusinessWire 1:51pm via Twitter Web Client](#)

Plus if you want to get your news into Google News you only have two ways to do it - post it in your optimized newsroom or newswire. [#solopr](#)



[KarenSwim 1:51pm via tchat.io](#)

Boom! MT @[BusinessWire](#): [#solopr](#) But newswires do not replace pitching! :-)



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

RT @[SoloPR](#): Q6: What do you if your pitches are falling flat? [#solopr](#)



[KristK 1:51pm via Twitter Web Client](#)

RT @[SoloPR](#): Q6: What do you if your pitches are falling flat? [#solopr](#)



[SoloPR 1:51pm via tchat.io](#)

@[BusinessWire](#) Great, thanks for sharing! [#solopr](#)



[Prezly 1:51pm via Echofon](#)

@[3HatsComm](#) Agreed -- we believe in integrating social media to the distribution process as part of [#PR](#) [#soloPR](#)



[KristK 1:51pm via tchat.io](#)

A5: Love it when a journo subscribes to our newsroom's RSS feed and then requests interviews. Make me smile! [#solopr](#)



[tjb228 1:51pm via Twitter Web Client](#)

RT @[BusinessWire](#): [#solopr](#) Studies are showing that the more VISIBLE the news, the more coverage and impact it has. But newswires do not rep...



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

@[JanetLFalk](#) They want your biz, so see what they say. Also, note BW has a 20% discount for non-profits, too. c: @[KarenSwim](#) [#solopr](#)



[BusinessWire](#) 1:50pm via Twitter Web Client

[#solopr](#) Studies are showing that the more VISIBLE the news, the more coverage and impact it has. But newswires do not replace pitching! :-)



[KateRobins](#) 1:50pm via TweetChat powered by oneQube

RT @[SoloPR](#) Q6: What do you if your pitches are falling flat? [#solopr](#)



[BusinessWire](#) 1:50pm via Twitter Web Client

[#solopr](#) - We wrote that piece because we knew there were a lot of misconceptions surrounding benefits.



[KateRobins](#) 1:50pm via TweetChat powered by oneQube

RT @[SoloPR](#): Definitely! MT @[Prezly](#): A5 creating a dedicated 'press room' to house all your [#PR](#) coverage can be effective [#soloPR](#)



[KarenSwim](#) 1:50pm via tchat.io

@[PaulaJohns](#) Bye Paula have a great day! [#solopr](#)



[SoloPR](#) 1:50pm via tchat.io

Q6: What do you if your pitches are falling flat? [#solopr](#)



[SoloPR 1:50pm via tchat.io](#)

Thanks everyone for the insights! Q6 is a biggie... [#solopr](#)



[3HatsComm 1:49pm via TweetDeck](#)

@[Prezly](#) press rooms are good, once you get the right people there. the catch: is your target gonna see it there or say FB? [#soloPR](#)



[BusinessWire 1:49pm via Twitter Web Client](#)

We actually wrote Why Newswires to outline the benefits of using a wire service for news amplification. [medium.com/@BusinessWire/...](#) [#solopr](#)



[SoloPR 1:49pm via tchat.io](#)

Definitely! MT @[Prezly](#): A5 creating a dedicated 'press room' to house all your [#PR](#) coverage can be effective [#soloPR](#)



[PaulaJohns 1:49pm via tchat.io](#)

Sorry, have to drop off chat early. Have a great day everyone -- great discussion! [#soloPR](#)



[ccwriter 1:48pm via Twitter Web Client](#)

.@[KateRobins](#) C suite wants metrics that show millions saw the press release, or "covered" us. Guess which is the best way to do that [#soloPR](#)



[SoloPR 1:48pm via tchat.io](#)

RT @[JanetLFalk](#): @[KellyeCrane](#) Release should link to other pages on company website: product info, exec bio, video, white paper, etc. [#soloPR](#)

*#solopr transcript – 6/24/2015*

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



[KarenSwim 1:47pm via tchat.io](#)

@[EEPaul](#) Exactly Paul, sometimes people forget that but it's a great opp to capture your audience [#solopr](#)



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

A5: Also SEO benefits to having pointers go to your client's site, of course! [#solopr](#)



[JanetLFalk 1:47pm via Twitter Web Client](#)

@[KellyeCrane](#) Release should link to other pages on company website: product info, exec bio, video, white paper, etc. [#soloPR](#)



[Prezly 1:46pm via Echofon](#)

A5 creating a dedicated 'press room' or microsite to house all your [#PR](#) coverage can be effective, ex: [bit.ly/1eHCQdV](http://bit.ly/1eHCQdV) [#soloPR](#)



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

[#soloPR](#) Agree, Karen. Make the client the go-to destination [twitter.com/KarenSwim/stat...](https://twitter.com/KarenSwim/stat...)



[SoloPR 1:46pm via tchat.io](#)

RT @[KristK](#): A5: We want the client's website to be hub of their news. We post there first. [#solopr](#)



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

A5: Much better to pt people to the announcement on your client's website, where you have other info they can peruse. [#solopr](#)

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



[3HatsComm](#) 1:45pm via [TweetDeck](#)

@[KristK](#) agree. use social to promote, direct and track inbound traffic as per strategy. [#soloPR](#)



[KristK](#) 1:45pm via [Twitter Web Client](#)

RT @[KarenSwim](#): A5: Client's site of course, but don't forget to repurpose - blog, video channel, client newsletter, etc [#solopr](#)



[JanetLFalk](#) 1:45pm via [Twitter Web Client](#)

@[BusinessWire](#) @[PRNewswire](#) @[Marketwired](#) are you listening? [#soloPR](#) represents potential for you.



[KarenSwim](#) 1:45pm via [tchat.io](#)

A5: Client's site of course, but don't forget to repurpose - blog, video channel, client newsletter, etc [#solopr](#)



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

A5: I think it's a mistake to dist an announcement over a wire, and then pt people to it on the wire's website. [#solopr](#)



[KristK](#) 1:44pm via [tchat.io](#)

A5: We want the client's website to be hub of their news. We post there first. [#solopr](#)



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

RT @[SoloPR](#): Q5: What's the best place for an announcement to "live"? Where do you post? [#solopr](#)



[KateRobins](#) 1:43pm via [TweetChat powered by oneQube](#)

@[ccwriter](#) I never do delivery service. Lists are ok for checking email addresses but spray and pray is lethal. [#solopr](#)



[KristK](#) 1:43pm via [Twitter Web Client](#)

RT @[SoloPR](#): Q5: What's the best place for an announcement to "live"? Where do you post? [#solopr](#)



[SoloPR](#) 1:43pm via [tchat.io](#)

Q5: What's the best place for an announcement to "live"? Where do you post? [#solopr](#)



[SoloPR](#) 1:43pm via [tchat.io](#)

MT @[ccwriter](#) Looked at various press release delivery services. Main issue was we still had to pitch directly to our main reporters. [#solopr](#)



[JanetLFalk](#) 1:43pm via [Twitter Web Client](#)

@[KarenSwim](#) @[KellyeCrane](#) Will have to check pricing. The Big 3 used to be expensive for nonprofit & small biz. [#solopr](#)



[SoloPR](#) 1:42pm via [tchat.io](#)

Love this convo! Q5 is up next... [#solopr](#)



[SoloPR](#) 1:42pm via [tchat.io](#)

MT @[3HatsComm](#) esp for small biz (aka no budget) clients.. local or regional story, small market.. better to target than pay for wire [#soloPR](#)



[ccwriter](#) 1:41pm via Twitter Web Client

.@[KateRobins](#) Looked at various press release delivery services. Main issue was we still had to pitch directly to our main reporters. [#solopr](#)



[KarenSwim](#) 1:41pm via tchat.io

@[KellyeCrane](#) @[JanetLFalk](#) Marketwired too. All of the major services will customize and you can negotiate package deals [#solopr](#)



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

RT @[KarenSwim](#): Good point! RT @[EEPaul](#): [#soloPR](#) ... and location. Not all wire services are equal betw US and UK, for example [twitter.com/KellyeCrane/st...](https://twitter.com/KellyeCrane/status/511111111)



[KarenSwim](#) 1:40pm via tchat.io

@[3HatsComm](#) Wires are pretty cheap these days but 1:1 is always a good plan [#solopr](#)



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

@[JanetLFalk](#) ...and that's just an example. There are lots of circuit choices. [#solopr](#)



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

@[JanetLFalk](#) Definitely BusinessWire and I believe PR Newswire. You can select a single state & still get Internet dist. [#solopr](#)



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

@[KristK](#) I've had inbound requests for clients like Microsoft, IBM, Intel, etc. Some journos have alerts set for the biggies [#solopr](#)



[KarenSwim 1:39pm via tchat.io](#)

Good point! RT @EEPaul: [#soloPR](#) ... and location. Not all wire services are equal betw US and UK, for example [twitter.com/KellyeCrane/st...](#)



[JanetLFalk 1:38pm via Twitter Web Client](#)

@[KellyeCrane](#) Which ones customize distro lists? [#solopr](#)



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

@[KarenSwim](#) esp for small biz (aka no budget) clients.. local or regional story, small market.. better to target than pay for wire. [#soloPR](#)



[KarenSwim 1:37pm via tchat.io](#)

Agree RT @[KellyeCrane](#): A4: So, much of the reasoning for the free wire services to exist went away, IMO. [#solopr](#)



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

A4: As some have noted, most wires will customize a circuit for you. Get exposure & save big \$ by not using US1. [#solopr](#)



[Prezly 1:36pm via Echofon](#)

.@[KellyeCrane](#) Correct, our platform makes it easy to create, distribute, and measure all media distribution [bit.ly/1SKKIPB](#) [#soloPR](#)



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

[#soloPR](#) ... and location. Not all wire services are equal betw US and UK, for example [twitter.com/KellyeCrane/st...](#)

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[SoloPR 1:36pm via tchat.io](#)

Thx for shrraring! RT @[KristK](#): A4: Newswise for health/science news and research studies. LOVE its embargo svc. [#solopr](#)



[KristK 1:36pm via tchat.io](#)

A4: I've never had an interview request from a wire distribution (except for those who recd release via microlist email). [#solopr](#)



[JanetLFalk 1:36pm via Twitter Web Client](#)

@[KristK](#) Used Newswise once for a medical-related nonprofit. Got no response. [#solopr](#)



[KarenSwim 1:35pm via tchat.io](#)

A4: NEVER free, waste of time. Marketwired and Newswise when the news warrants it, and always 1:1 custom pitching [#solopr](#)



[Prezly 1:35pm via Echofon](#)

RT @[SeeDepthInc](#): @[SoloPR](#) A4: seems many brands still do; still want that reach. Some free wire services work; depends on goal. We like @[pitchengine](#) [a href="#" class="\\_quickSearchPopup hash" title="solopr">#solopr](#)



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

A4: Effectiveness can depend on industry and client. If your client is well-known, you can get inbound queries from wire. [#solopr](#)



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

A4: I do sometimes @PRNews is the one I have used they have free and paid platforms  
[#solopr](#) [twitter.com/solopr/status/...](#)



[Prezly 1:34pm via Echofon](#)

A4 we collected 250+ #PR tools for media distribution including @helpareporter  
@BusinessWire @ProfNet [bit.ly/1eHBZcZ](#) #soloPR



[JanetLFalk 1:34pm via Twitter Web Client](#)

I use @prweb occasionally for SEO & do not expect pick-up. I send email pitches to target media. #solopr



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

@Prezly Great- I assume you house those social media releases on your own website?  
[#solopr](#)



[SoloPR 1:33pm via tchat.io](#)

MT @Prezly: A4 we're fans of crafting social media press rls: incorporating visual content, social share-ability, and SEO friendly #soloPR



[KristK 1:33pm via tchat.io](#)

A4: Newswise for health/science news and research studies. LOVE its embargo svc. (EurekaAlert is too "science-y for my clients) #solopr



[KateRobins 1:33pm via TweetChat powered by oneQube](#)

@ccwriter @SoloPR Haven't seen benefit of free services. PR Newswire can be useful in an indirect way. #solopr



[SoloPR 1:32pm via tchat.io](#)

MT @[KristK](#): A4: Newswire distribution has its value, for select projects. I'm a fan of PR Newswire microlists add-ons. [#solopr](#)



[SeeDepthInc 1:32pm via TweetChat powered by oneQube](#)

RT @[KateRobins](#): RT @[KellyeCrane](#) A4: With Google's Panda update, most SEO benefits of press release postings were eliminated. [#solopr](#)



[SeeDepthInc 1:32pm via TweetChat powered by oneQube](#)

@[SoloPR](#) A4: seems many brands still do; still want that reach. Some free wire services work; depends on goal. We like @[pitchengine](#). [#solopr](#)



[Prezly 1:32pm via Echofon](#)

A4 we're fans of crafting social media press releases: incorporating visual content, social share-ability, and SEO friendly [#soloPR](#)



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

A4: So, much of the reasoning for the free wire services to exist went away, IMO. [#solopr](#)



[KristK 1:32pm via tchat.io](#)

A4: Newswire distribution has its value, for select projects but not all of them. I'm a fan of PR Newswire microlists add-ons. [#solopr](#)



[KateRobins 1:31pm via TweetChat powered by oneQube](#)

RT @[KellyeCrane](#) A4: With Google's Panda update, most SEO benefits of press release postings were eliminated. [#solopr](#)



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

A4: With Google's Panda update, most SEO benefits of press release postings were eliminated. [#solopr](#)



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

RT @[SoloPR](#): Q4: Do you put a press release over the wire? If so, which one is best? Do free wire services work? [#solopr](#)



[KristK 1:30pm via Twitter Web Client](#)

RT @[SoloPR](#): Q4: Do you put a press release over the wire? If so, which one is best? Do free wire services work? [#solopr](#)



[SoloPR 1:29pm via tchat.io](#)

Q4: Do you put a press release over the wire? If so, which one is best? Do free wire services work? [#solopr](#)



[SeeDepthInc 1:29pm via TweetChat powered by oneQube](#)

@[EEPPaul](#) [#greatminds](#) think alike! [#solopr](#)



[SoloPR 1:29pm via tchat.io](#)

Good stuff! Q4 is coming up... [#solopr](#)



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

[#soloPR](#) If it is relevant to the industry event content, piggyback off the interest. Care re [#hashtaghijacks](#) though [twitter.com/KellyeCrane/st...](https://twitter.com/KellyeCrane/st...)



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

A3: If I'm pitching a local market, I check TV/daily paper websites. Good to know what's going on before calling the newsroom. [#solopr](#)



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

@[JanetLFalk](#) No, it's not. Frankly, having worked in the media, I'm very cognizant of putting clients "out there," seeming slimy. [#soloPR](#)



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

MT @[SeeDepthInc](#): A3: piggybacking on timing is good too- e.g., ad-related news during AdvertisingWeek; add value to conversation [#solopr](#)



[SDITSystems 1:28pm via RoundTeam](#)

RT @[PaulaJohns](#): A3. Check for conflicts w/ major industry events. Having your tech news go out when Apple's launches is futile, for ex. [#soloPR](#)



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

@[KellyeCrane](#) Yes it is! [#solopr](#)



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

@[KarenSwim](#) Yes, it's easy to get so heads-down working on a launch that you fail to see something new brewing. [#solopr](#)



[RiselahENG 1:27pm via Twitter for iPhone](#)

RT @Prezly: A1: @muckrack @anewstip @ProductHunt @traackr are great platforms to begin #influencer searches #soloPR



[SeeDepthInc 1:27pm via TweetChat powered by oneQube](#)

A3: piggybacking on timing is good too. For example, delivering ad-related news during AdvertisingWeek; add value to conversation #soloPR



[KarenSwim 1:27pm via Twitter Web Client](#)

RT @JasMollica: A3: I try to, honestly, look at what may be developing with that day's news. Understanding the media is key in this instance #SoloPR



[CBSHILL 1:26pm via Twitter for iPhone](#)

RT @JasMollica: A3: I try to, honestly, look at what may be developing with that day's news. Understanding the media is key in this instance #SoloPR



[Prezly 1:26pm via Echofon](#)

RT @KarenSwim: A3: Research intended timing but also important to monitor in case you need to delay, e.g. big national story that dominates #soloPR



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

A3: Also check industry tradeshow calendars to make sure there's not some niche event you've never heard of conflicting. #soloPR



[JanetLFalk 1:26pm via Twitter Web Client](#)

Check the two Calendar websites that list the Day, Week & Month being honored. Contact me for URLs. #soloPR



[KarenSwim 1:26pm via tchat.io](#)

A3: Research intended timing but also important to monitor in case you need to delay, e.g. big national story that dominates [#solopr](#)



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

[#SoloPR](#) Agree with Janet. Did have a weekly with a Weds deadline: great 4 early exposure. Know your press days! [twitter.com/JanetLFalk/sta...](https://twitter.com/JanetLFalk/status/611111111)



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

@[PaulaJohns](#) I think we just jinxed about Apple news. Can you tell we're both in tech? Ha! [#solopr](#)



[Prezly 1:25pm via Echofon](#)

A3 if planning news for a launch or important announcement, do your homework and monitor upcoming events that may conflict [#soloPR](#)



[SoloPR 1:25pm via tchat.io](#)

MT @[3HatsComm](#): A3 watch trends, ID when you want it to hit, then work backwards to place at right time... [#soloPR](#)



[SeeDepthInc 1:25pm via TweetChat powered by oneQube](#)

RT @[SoloPR](#): RT @[JanetLFalk](#): When possible, aim for Tues/Wed to avoid Mon, plus Thurs deadlines of weeklies. Check for religious holidays. [##solopr](#)



[RiselahENG 1:24pm via Twitter for iPhone](#)

Doing press today with a client. Coming and going. Checking the whole chat soon :D  
Alejandra from the Tijuana-San Diego area [#soloPR](#)



[JanetLFalk 1:24pm via Twitter Web Client](#)

@[JasMollica](#) Always exciting to capitalize on breaking/trending news. Not applicable to every client. [#solopr](#)



[SeeDepthInc 1:24pm via TweetChat powered by oneQube](#)

@[Prezly](#) @[SoloPR](#) as a related side note, what did you think of this report on media relations skills? [bit.ly/1HhftT0](http://bit.ly/1HhftT0) [#soloPR](#)



[SoloPR 1:24pm via tchat.io](#)

RT @[JanetLFalk](#): When possible, aim for Tues/Wed to avoid Mon, plus Thurs deadlines of weeklies. Check for religious holidays. [#solopr](#)



[PaulaJohns 1:24pm via tchat.io](#)

A3. Check for conflicts w/ major industry events. Having your tech news go out when Apple's launches is futile, for ex. [#soloPR](#)



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

A3: You can turn up things like "Apple is expected to announce it's latest product on [your date] - eek! (2/2) [#SoloPR](#)



[Prezly 1:23pm via Echofon](#)

A3 if/when tragedy strikes in the news, remember to be human and remove any scheduled messaging. quickly regroup on next steps [#soloPR](#)



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

A3: I do a Google search for the prospective date of the announcement. (1/2) [#SoloPR](#)



[SeeDepthInc 1:22pm via Buffer](#)

YES [#PR](#) [#mediarelations](#) RT @[KellyeCrane](#): A2: 1 thing our [#SoloPR](#) pros agree on: "spray & pray" email blasts don't work. 1:1 outreach is key



[Prezly 1:22pm via Echofon](#)

A3 use intuition -- comes with years of experience to find the right balance of timing and value [#soloPR](#)



[3HatsComm 1:22pm via TweetDeck](#)

A3 watch trends, ID when you want it to hit, then work backwards to place at right time. have plan to work around conflicts [#soloPR](#)



[JanetLFalk 1:22pm via Twitter Web Client](#)

@[SoloPR](#) When possible, aim for Tues/Wed to avoid Mon, plus Thurs deadlines of weeklies. Check for religious holidays. [#solopr](#)



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

A3: I try to, honestly, look at what may be developing with that day's news. Understanding the media is key in this instance. [#SoloPR](#)



[KellyeCrane 1:21pm via TweetDeck](#)

RT @[SoloPR](#): Q3: When you have news, how do you determine the best timing and avoid conflicts? [#solopr](#)



[PaulaJohns 1:21pm via tchat.io](#)

A2 I have a media database, use spreadsheets, etc., but my email history is my go-to resource to remind me of past interactions. [#soloPR](#)



[SoloPR 1:21pm via tchat.io](#)

[#SoloPR](#) members are awesome at this! RT @[Prezly](#) A2 leverage your own network to find quality leads. paying it forward in PR goes a long way



[KristK 1:21pm via Twitter Web Client](#)

RT @[SoloPR](#): Q3: When you have news, how do you determine the best timing and avoid conflicts? [#solopr](#)



[KateRobins 1:21pm via TweetChat powered by oneQube](#)

RT @[SoloPR](#) Q3: When you have news, how do you determine the best timing and avoid conflicts? [#solopr](#)



[SoloPR 1:20pm via tchat.io](#)

Q3: When you have news, how do you determine the best timing and avoid conflicts? [#solopr](#)



[Prezly 1:20pm via Echofon](#)

A2 leverage your own network to find quality leads. paying it forward in [#PR](#) goes a long way [#soloPR](#)



[SoloPR 1:20pm via tchat.io](#)

Excellent tips! Q3 is coming up... [#solopr](#)

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



[SoloPR 1:19pm via tchat.io](#)

RT @Prezly: A2: @rapportive for #email @feedly for blog subscriptions also try: @BuzzSumo @MailChimp @Mention #soloPR



[Prezly 1:19pm via Echofon](#)

RT @KellyeCrane: A2: One thing our successful #SoloPR pros agree on: "spray and pray" email blasts don't work. 1:1 outreach is key



[3HatsComm 1:19pm via TweetDeck](#)

yup. and no 'spray and pray' nonsense either. #soloPR [twitter.com/KristK/status/...](https://twitter.com/KristK/status/...)



[SoloPR 1:19pm via tchat.io](#)

Yes! Old-fashioned shoe leather is where it's at. J RT @KristK: A1: love how no one here said "Pull a list off \_\_\_\_\_" #solopr



[KateRobins 1:19pm via TweetChat powered by oneQube](#)

@PaulaJohns Good point. #solopr



[KarenSwim 1:19pm via tchat.io](#)

A2: Google; social media to learn more about targets, trends, audience; muckrack; yesware #solopr



[KateRobins 1:18pm via TweetChat powered by oneQube](#)

RT @KristK A1: love how no one here said "Pull a list off \_\_\_\_\_" #solopr



[SoloPR 1:18pm via tchat.io](#)

RT @[JasMollica](#): A2: social is tremendously effective. But so is a simple phone call.  
[#solopr](#)



[Prezly 1:18pm via Echofon](#)

A2: @[rapportive](#) for [#email](#) @[feedly](#) for blog subscriptions also try: @[BuzzSumo](#)  
@[MailChimp](#) @[Mention](#) [#soloPR](#)



[3HatsComm 1:18pm via TweetDeck](#)

A2 no school like old school email. less disruptive for intro, targeted pitch. then  
spreadsheets to track ed calcs etc. [#soloPR](#)



[KateRobins 1:18pm via TweetChat powered by oneQube](#)

RT @[JasMollica](#) A2: social is tremendously effective. But so is a simple phone call.  
[#solopr](#)



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

A2: One thing our successful [#SoloPR](#) pros agree on: "spray and pray" email blasts don't  
work. 1:1 outreach is key



[KateRobins 1:18pm via TweetChat powered by oneQube](#)

@[SoloPR](#) Q2. My head. Seriously. Beats dry up. Tools can be helpful but nothing makes  
it easy. [#solopr](#)



[KristK 1:17pm via Twitter Web Client](#)

RT @SoloPR: Q2: What tools are most useful for your media relation efforts? (for outreach, mgmt, etc.) [#solopr](#)



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

A2: social is tremendously effective. But so is a simple phone call. [#solopr](#)



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

@[KateRobins](#) @[KellyeCrane](#) ha, ha! Nearly spilled my beer! (it's after 6pm in London, mind) [#soloPR](#)



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

A1: love how no one here said "Pull a list off \_\_\_\_\_" [#solopr](#)



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

@[3HatsComm](#) Yes it is! [#solopr](#)



[PaulaJohns](#) 1:16pm via tchat.io

A1 For high tech, I also go to analyst websites (Gartner, Forrester). Many analysts have blogs now, too, which offer great insight. [#soloPR](#)



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

RT @SoloPR: Q2: What tools are most useful for your media relation efforts? (for outreach, mgmt, etc.) [#solopr](#)



[JasMollica](#) 1:16pm via Twitter for iPhone

RT @SoloPR: Q2: What tools are most useful for your media relation efforts? (for outreach, mgmt, etc.) [#solopr](#)



[SoloPR 1:16pm via tchat.io](#)

RT @KarenSwim: A1: Read! Who is writing/talking about pertinent topics, and more importantly what really interests them. [#solopr](#)



[JasMollica 1:16pm via Twitter for iPhone](#)

RT @SoloPR: Very important pt! RT @JanetLFalk: Consider their target markets & users. Identify the print & online outlets they read. [#soloPR](#)



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

@KarenSwim that's part of the drill down - what media covers, what the angle is vs. what people actually read, watch, share. [#soloPR](#)



[SoloPR 1:16pm via tchat.io](#)

Q2: What tools are most useful for your media relation efforts? (for outreach, mgmt, etc.) [#solopr](#)



[KristK 1:15pm via tchat.io](#)

A1: Identifying priority media/influences comes first and is a process all its own. Then study their preferences. [#solopr](#)



[KateRobins 1:15pm via TweetChat powered by oneQube](#)

@EEPaul @KellyeCrane Yeah, was working on insomnia drug there. Heard about rough sleepers, thought I'd piggyback on that. Wrong. [#solopr](#)



[Prezly 1:15pm via Echofon](#)

A1 keep it simple: read the internet, find what interests your client/readers, and look for content that serves it [#soloPR](#)



[SoloPR 1:15pm via tchat.io](#)

All great ideas- thanks, everyone. Q2 is up next... [#solopr](#)



[SoloPR 1:14pm via tchat.io](#)

Oooh, hot tip! RT @[PaulaJohns](#): A1 ...competitors' websites (news coverage page). [#soloPR](#)



[SoloPR 1:14pm via tchat.io](#)

Very important pt! RT @[JanetLFalk](#): Consider their target markets & users. Identify the print & online outlets they read. [#soloPR](#)



[KristK 1:13pm via Twitter Web Client](#)

RT @[Prezly](#): A1: @[muckrack](#) @[anewstip](#) @[ProductHunt](#) @[traackr](#) are great platforms to begin [#influencer](#) searches [#soloPR](#)



[Prezly 1:13pm via Echofon](#)

A1 connecting digitally, engaging in conversations, and providing resourceful info is how to max [#influencer](#) relations [#soloPR](#)



[SoloPR 1:13pm via tchat.io](#)

Great ideas! RT @[Prezly](#): A1: @[muckrack](#) @[anewstip](#) @[ProductHunt](#) @[traackr](#) are great platforms to begin [#influencer](#) searches [#soloPR](#)



[KarenSwim 1:12pm via tchat.io](#)

A1: What is target audience listening to, watching, reading? [#solopr](#)



[SoloPR 1:12pm via tchat.io](#)

RT @[KristK](#): A1: Read current articles and past issues. Look at who's advertising too (offers insight). Look at ed cal's [#solopr](#)



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

@[KellyeCrane](#) "Two nations divided by a common language," (and it gets worse when you're in an industry silo) [#soloPR](#)



[KarenSwim 1:12pm via tchat.io](#)

A1: Read! Who is writing/talking about pertinent topics, and more importantly what really interests them. [#solopr](#)



[SoloPR 1:12pm via tchat.io](#)

Yes & who follows them RT @[JasMollica](#) A1 I'll start with looking at whom a client already follows on social, then do a Google search [#soloPR](#)



[PaulaJohns 1:12pm via tchat.io](#)

A1. I search keywords/topics and competitors using hashtags, Google News, as well as on competitors' websites (news coverage page). [#soloPR](#)



[JanetLFalk 1:12pm via Twitter Web Client](#)

@[SoloPR](#) Consider their target markets & users. Identify the print & online outlets they read. My B2B clients are not using [#SM](#) much. [#soloPR](#)

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[Prezly 1:11pm via Echofon](#)

A1: @[muckrack](#) @[anewstip](#) @[ProductHunt](#) @[traackr](#) are great platforms to begin [#influencer](#) searches [#soloPR](#)



[3HatsComm 1:11pm via TweetDeck](#)

fashionably (?) late to [#soloPR](#) from toasty hot Atlanta. I'm Davina, lapsed blogger and always learning.



[KristK 1:11pm via tchat.io](#)

A1: Researching media? Read current articles and past issues. Look at who's advertising too (offers insight). Look at ed cal's [#solopr](#)



[KateRobins 1:11pm via TweetChat powered by oneQube](#)

RT @[KellyeCrane](#) A1: If a new client hasn't done much PR, often a search for their competitors' mentions will turn up good targets. [#solopr](#)



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

A1: If it isn't a conflict, I'll also reach out to trusted colleagues. They may know one that I do not. [#SoloPR](#)



[SoloPR 1:11pm via tchat.io](#)

Good one- many tools to search bios, etc. RT @[EEPaul](#): [#SoloPR](#) A1: Twitter!



[KateRobins 1:10pm via TweetChat powered by oneQube](#)

Q1. First, my head and gut. Then something between Google and Twitter. [#solopr](#)



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

A1: If a new client hasn't done much PR, often a search for their competitors' mentions will turn up good targets. [#solopr](#)



[JasMollica 1:09pm via TweetDeck](#)

A1: I'll start with looking at whom a client already follows on social, then do a Google search. [#soloPR](#)



[EEPaul 1:09pm via TweetDeck](#)

[#SoloPR](#) A1: Twitter!



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

RT @[SoloPR](#): Q1: How do you research the best media/influencer targets? Where do you start? [#solopr](#)



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

@[EEPaul](#) They were smart to use you for that! Too many overlook the importance of local lingo. [#solopr](#)



[KristK 1:09pm via Twitter Web Client](#)

RT @[SoloPR](#): Q1: How do you research the best media/influencer targets? Where do you start? [#solopr](#)



[JasMollica 1:08pm via TweetDeck](#)

RT @[SoloPR](#): Q1: How do you research the best media/influencer targets? Where do you start? [#solopr](#)



[SoloPR 1:08pm via tchat.io](#)

Q1: How do you research the best media/influencer targets? Where do you start? [#solopr](#)



[EEPaul 1:08pm via TweetDeck](#)

@[KellyeCrane](#) re [#translate](#) - I recently did a sanity check for a US firm's news release, wanting to ensure US terms familiar in UK [#soloPR](#)



[KristK 1:08pm via Twitter Web Client](#)

RT @[SoloPR](#): While we gather, make sure you join [#solopr](#) in Aug at the @[FPRA](#) conference. Reg now for room/ticket discounts! [bit.ly/1LnIOxK](http://bit.ly/1LnIOxK)



[Prezly 1:08pm via Echofon](#)

RT @[SoloPR](#): Today we'll be discussing an always central and hot topic for most [#PR](#) pros: media relations. [#solopr](#)



[KateRobins 1:08pm via TweetChat powered by oneQube](#)

Late but here.

[#solopr](#)



[SoloPR 1:08pm via tchat.io](#)

Great crowd gathering, welcome everyone! Today we're discussing media relations best practices. Q1 is coming up... [#solopr](#)



[KristK 1:07pm via tchat.io](#)

@[JanetLFalk](#) Relaxing, which is exactly what I asked for. Thanks for remembering. [#solopr](#)



[PaulaJohns](#) 1:07pm via [tchat.io](#)

Joining the chat a bit late. Paula here, long-time [#soloPR](#) from the San Diego area.



[JanetLFalk](#) 1:07pm via [Twitter Web Client](#)

@[KristK](#) How was your recent birthday? [#soloPR](#)



[JasMollica](#) 1:07pm via [TweetDeck](#)

@[KarenSwim](#) Imagine if we got paid in it! :) [#solopr](#)



[JanetLFalk](#) 1:07pm via [Twitter Web Client](#)

@[KellyeCrane](#) Thx for your FB compliment on the NYT article on my pro bono nonprofit client [bit.ly/1e0FESn](#) [#soloPR](#)



[SoloPR](#) 1:06pm via [tchat.io](#)

While we gather, make sure you join [#solopr](#) in Aug at the @[FPRA](#) conference. Reg now for room/ticket discounts! [bit.ly/1LnlOxK](#)



[BernadetteDavis](#) 1:06pm via [Twitter Web Client](#)

Will miss most of [#solopr](#) chat today due to being in my car for most of the hour. Looking forward to seeing the questions later.



[KristK](#) 1:06pm via [Twitter Web Client](#)

RT @[SoloPR](#): Today we'll be discussing an always central and hot topic for most [#PR](#) pros: media relations. [#solopr](#)



[KarenSwim 1:06pm via tchat.io](#)

@[JasMollica](#) In our world coffee is everything :- ) [#solopr](#)



[KristK 1:06pm via tchat.io](#)

I've missed you all SO MUCH! Kristie here from south MS (APR, 25 yrs exp, 11 yrs indy). [#solopr](#)



[EEPaul 1:06pm via TweetDeck](#)

Thx, @[KellyeCrane](#) [#soloPR](#) My intro: a London, UK solo PR, FCIPR and trying to help our independent practitioners



[KarenSwim 1:05pm via tchat.io](#)

Hi All! Karen Swim, seasoned solo, lover of sunshine and blue skies, help orgs connect with their audiences [#solopr](#)



[SoloPR 1:05pm via tchat.io](#)

If you're new to chatting, we suggest using a tool like tchat.io – makes it easier to keep up. Remember to use the [#SoloPR](#) hashtag!



[JasMollica 1:05pm via TweetDeck](#)

@[KarenSwim](#) Hi Karen... I try to show my appreciation with Starbucks. :) [#solopr](#)



[JanetLFalk 1:05pm via Twitter Web Client](#)

@[SoloPR](#) NYC-based pro advising nonprofits, law firms & consultants on media relations. Also subcontract to busy [#solopr](#) pros.



[KristK 1:05pm via Twitter Web Client](#)

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



[KellyeCrane 1:05pm via TweetDeck](#)

Today's our last chat before a two month break, so come get your chat on! J [#solopr](#)  
[twitter.com/SoloPR/status/...](http://twitter.com/SoloPR/status/...)



[KarenSwim 1:04pm via tchat.io](#)

@[JasMollica](#) Lol! I am sure they love you! [#solopr](#)



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

@[EEPaul](#) Thanks, Paul! We're talking media relations today, so many principles probably translate well. [#solopr](#)



[JasMollica 1:03pm via TweetDeck](#)

Hi [#SoloPR](#) friends! Jason Mollica of JRM Comm, new DC/Metro resident. Friend of the media (hopefully). :)



[SoloPR 1:03pm via tchat.io](#)

Note: This is our last Twitter chat until after our summer break! [#SoloPR](#) Twitter chats are going on hiatus for the lazy days of summer.



[EEPaul 1:02pm via TweetDeck](#)

Mainly a US [#tweetchat](#), but always welcoming to us UK [#soloPR](#)'s [#CIPRIPs](#)  
[twitter.com/SoloPR/status/...](http://twitter.com/SoloPR/status/...)

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[JasMollica 1:02pm via TweetDeck](#)

RT @SoloPR: Today we'll be discussing an always central and hot topic for most [#PR](#) pros: media relations. [#solopr](#)



[SoloPR 1:02pm via tchat.io](#)

Today we'll be discussing an always central and hot topic for most [#PR](#) pros: media relations. [#solopr](#)



[KellyeCrane 1:01pm via TweetDeck](#)

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



[KarenSwim 1:01pm via Twitter Web Client](#)

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



[SoloPR 1:01pm via tchat.io](#)

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



[SoloPR 1:00pm via tchat.io](#)

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