



#SoloPR Transcript – 9/23/2015

Q1: (1/2) Volkswagen's emissions cheating scandal is egregious, and breaking news is the CEO has resigned: nytimes.com/2015/09/24/bus...
#solopr

Q1: (2/2) Can Volkswagen come back from this? What would you advise?
#solopr

Q2: Big news week w/Papal visit and more. If your client *must* release news in a busy cycle, what can you do to break through? #solopr

Q3: Post from @mdbarber covers when to hire an intern vs. an assistant: soloprpro.com/pr-interns-or-... Do you have any tips to add? #solopr

Q4: Today is the first day of autumn! Is this your busiest season? What do you do to manage the peaks of business? #solopr

Transcript follows in reverse chronological order:

#solopr transcript – 9/23/2015

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

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[KellyeCrane 1:55pm via TweetDeck](#)

RT @SoloPR: This chat is held the second and fourth Wednesdays of each month. Hope to see you again 10/14 - thanks everyone for participati[#solopr](#)



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

@[PaulaJohns](#) Same to you, Paula! [#solopr](#)



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

@[SageBolden](#) Re: trade shows, I was mainly referring to those my tech clients participate in. So it's all work! J [#solopr](#)



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

This chat is held the second and fourth Wednesdays of each month. Hope to see you again 10/14 - thanks everyone for participating! [#solopr](#)



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

Thanks for the chat, @[SoloPR](#), @[KellyeCrane](#) and [#soloPR](#) community. Enjoy the rest of your day!



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

If you're new to [#SoloPR](#), we're a thriving community of independent communications consultants: soloprpro.com/about
[#solopr](#)



[SoloPR 1:52pm via tchat.io](#)

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



[SoloPR 1:52pm via tchat.io](#)

Looks like we're about out of time - thanks everyone for joining! Remember, we chat and share on the hashtag 24/7. [#solopr](#)



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

@[SoloPR](#) @[KellyeCrane](#) Agreed!! Always looking for ways to work with another [#SoloPR](#)!



[PaulaJohns 1:52pm via tchat.io](#)

So maybe connecting w/ profs is good way to go... MT: @[akenn](#) I've known professors who act as point-person for student internships [#solopr](#)



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

RT @[KellyeCrane](#): If you're busy, don't forget to tap into your fellow [#solopr](#) pros for contract assistance!



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

If you're busy, don't forget to tap into your fellow [#solopr](#) pros for contract assistance!



[jendonovansf 1:50pm via TweetDeck](#)

@[akenn](#) We WILL work together at some point!! Or at least eat great food & drink great wine again at a @[SoloPR](#) event! [#solopr](#)



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

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Great! Often, it's a numbers game. RT @akenn: A4. I've experienced more new business leads already but not all pan out [#solopr](#)



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

A4: I'm always amazed how much my clients expect to accomplish in Q4, and yet they disappear for weeks at holiday time! [#solopr](#)



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

A4: Year end crunch also requires special attention to holiday schedules. Don't forget to plan ahead! [#solopr](#)



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

@[PaulaJohns](#) @[mdbarber](#) I've known professors who act as point-person for their students when it comes to internships [#solopr](#)



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

@[akenn](#) P.S. Sorry about the injury, and glad you're back! [#solopr](#)



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

Glad to hear! RT @[BernadetteDavis](#): These A3 answers are so helpful. Currently trying to figure out if I should hire a virtual asst. [#solopr](#)



[jendonovansf 1:48pm via TweetDeck](#)

@[akenn](#) I'll keep sending them! [#solopr](#)



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

RT @KarenSwim: A4: This time of year is always a sprint to the finish, but the summer was pretty busy too [#solopr](#)



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

True RT @akenn: A4. I've experienced more new business leads already but not all pan out [#solopr](#)



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

A4: This Q actually ties in to Q3. Hiring subcontract help (either a VA or another Solo PR pro) can help you through the peaks [#solopr](#)



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

A4. I've experienced more new business leads already but not all pan out [#solopr](#)



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

A4: This time of year is always a sprint to the finish, but the summer was pretty busy too [#solopr](#)



[BernadetteDavis 1:47pm via Twitter for iPhone](#)

These A3 answers are so helpful! Currently trying to figure out if I should hire a virtual asst. [#solopr](#)



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

@KellyeCrane What are your favorite trad shows you've attended? [#solopr](#)



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

That is hard! Glad you're back in the swing. RT @akenn: A4. I hope so! Injury in August has had me on hiatus for past two months! [#solopr](#)



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

@mdbarber Yes, agree. What a missed opportunity for their students. For me, convo w/ univ started out great but then crickets. [#soloPR](#)



[SDITSystems 1:46pm via RoundTeam](#)

RT @PaulaJohns: A3 I recently began the process of hiring an intern but was put off by the univ I was dealing with -- very unresponsive. [#soloPR](#)



[BernadetteDavis 1:46pm via Twitter for iPhone](#)

RT @KellyeCrane: A3: I think fall is a big time people look for help from interns, but often a virtual assistant is a better fit [#solopr](#)



[BernadetteDavis 1:46pm via Twitter for iPhone](#)

RT @KellyeCrane: A3: I've learned that hiring an intern can be a lot of work! It's very rewarding, but often not much easier. [#solopr](#)



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

A4: Fall tradeshow, importance of Q4 in B2B, etc. mean Sept - Dec is always my busiest time! [#solopr](#)



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

A4. I hope so! Injury in August has had me on hiatus for past two months! [#solopr](#)



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

Interested to see what everyone has to say about this question [#solopr](#)
[twitter.com/SoloPR/status/...](#)



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

Must run folks. Lots to do today...before I leave again tomorrow. Great chatting! Have a good week all. [#solopr](#)



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

A3: Sorry @[mdbarber](#), haven't had a chance to read the article yet. [#solopr](#)



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

RT @[SoloPR](#): Q4: Today is the first day of autumn! Is this your busiest season? What do you do to manage the peaks of business? [#solopr](#)



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

Q4: Today is the first day of autumn! Is this your busiest season? What do you do to manage the peaks of business? [#solopr](#)



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

Thanks for your answers on Q3- Q4 is coming up! [#solopr](#)



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

MT @[SageBolden](#): @[PaulaJohns](#) Universities can be the biggest hurdle in connecting with students. You could consider recent grads [#solopr](#)



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

RT @[KellyeCrane](#): A3: When looking for an intern, you can often look at the local PRSSA chapter for candidates. Ask a trusted professor, too [#solopr](#)



[KellyeCrane](#) 1:43pm via TweetDeck

A3: When looking for an intern, you can often look at the local PRSSA chapter for candidates. Ask a trusted professor, too. [#solopr](#)



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

@[PaulaJohns](#) Universities can sometimes be the biggest hurdle in connecting with students. You could consider recent grads [#solopr](#)



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

@[PaulaJohns](#) That's not good. At all. Very unfortunate for the students there. [#solopr](#)



[KellyeCrane](#) 1:42pm via TweetDeck

A3: Virtual assistants (VAs) often bring productivity enhancement ideas to the table, if that's one of your needs. [#solopr](#)



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

A3 I recently began the process of hiring an intern but was put off by the univ I was dealing with -- very unresponsive. [#soloPR](#)



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

@[LisaLamagna](#) Agree with you completely! If the journo covers breaking news, stay away from the heads-up. [#solopr](#)



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

RT @KarenSwim: A3: If tasks are PR specific & you are willing to teach/mentor then consider an intern. [#solopr](#)



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

Exactly. And if not, a VA. RT @KarenSwim: A3: If tasks are PR specific & you are willing to teach/mentor then consider an intern. [#solopr](#)



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

@SageBolden So true about interns bringing new energy. Working with young people keeps things fresh! [#solopr](#)



[SoloPR 1:38pm via TweetDeck](#)

RT @SageBolden: A3: Im a big fan of internships. Students entering the market desperately need them and biz benefit from youth's insight & [#solopr](#)



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

A3: Also all of my internships have built a foundation for how I do business - having an intern = passing down your philosophy [#solopr](#)



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

MT @3HatsComm: A3 depends on level of work; intern = OJT, still learning; an assistant or junior staffer has more experience/skill. [#soloPR](#)



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

A3: If tasks are PR specific & you are willing to teach/mentor then consider an intern. [#solopr](#)



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

A3: Good post from @[mdbarber](#)! If you need defined skill set and accountability, then an assistant may be best. [#solopr](#)



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

A3: I've learned that hiring an intern can be a lot of work! It's very rewarding, but often not much easier. [#solopr](#)



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

A3: Im a big fan of internships. Students entering the market desperately need them and biz benefit from youth's insight & energy [#solopr](#)



[3HatsComm 1:36pm via TweetDeck](#)

A3 would think it depend on level of work; intern = OJT, still learning; an assistant or junior staffer has more experience/skill. [#soloPR](#)



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

A3: I think fall is a big time people look for help from interns, but often a virtual assistant is a better fit [#solopr](#)



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

RT @[SoloPR](#): Q3: Post from @[mdbarber](#) covers when to hire an intern vs. an assistant: [soloprpro.com/pr-interns-or-...](#) Do you have any tips to add? [#solopr](#)



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

RT @SoloPR: Q3: Post from @mdbarber covers when to hire an intern vs. an assistant: soloprpro.com/pr-interns-or-... Do you have any tips to add? [#solopr](https://twitter.com/solopr)



[SoloPR 1:34pm via tchat.io](#)

Q3: Post from @mdbarber covers when to hire an intern vs. an assistant: soloprpro.com/pr-interns-or-... Do you have any tips to add? [#solopr](https://twitter.com/solopr)



[LisaLamagna 1:33pm via Hootsuite](#)

If journalists can smell the story, by being teed up, they can find a way in. And they are fatigued by "Exclusives" [#solopr](https://twitter.com/solopr)



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

Thanks everyone for sharing your wisdom on Q2! Q3 is up next... [#solopr](https://twitter.com/solopr)



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

@[LisaLamagna](#) By "them" I mean the journo in say, NYC, is having her beat covered by bureau chief in LA [#solopr](https://twitter.com/solopr) [twitter.com/LisaLamagna/st...](https://twitter.com/LisaLamagna/status/...)



[mdbarber 1:32pm via Twitter Web Client](#)

RT @[KarenSwim](#): A2: Dealing with this very issue right now, it's tough but doable. [#solopr](https://twitter.com/solopr)



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

A2:... obviously can't do what I just suggested if they can figure out your news and leak it. But can work sometimes. [#solopr](https://twitter.com/solopr)



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

A2: Too late for this week, but sometimes you can alert key journos in advance that you have news coming, so they can be on lookout [#solopr](#)



[LisaLamagna](#) 1:30pm via Hootsuite

@[KellyeCrane](#) clarify *them* ? [#solopr](#)



[KarenSwim](#) 1:30pm via tchat.io

A2: Dealing with this very issue right now, it's tough but doable. [#solopr](#)



[3HatsComm](#) 1:29pm via TweetDeck

RT @[KellyeCrane](#): A2: Media in the "hotspot" cities often get pulled off their beats- but someone in another city is prob covering *them* [#solopr](#)



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

Ha- truth! RT @[LisaLamagna](#) @[mdbarber](#) Religion and politics is a toxic mix for anyone outside of religion and politics [#SoloPR](#)



[mdbarber](#) 1:29pm via Twitter Web Client

RT @[KellyeCrane](#): A2: Media in the "hotspot" cities often get pulled off their beats- but someone in another city is prob covering *them* [#solopr](#)



[SageBolden](#) 1:28pm via Twitter Web Client

A2: I agree, taking advantage of the many formats and platforms out there helps you break through the noise [#solopr](#) [twitter.com/KellyeCrane/st...](https://twitter.com/KellyeCrane/status/240111111111111111)



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

@[PaulaJohns](#) absolutely. As @[3HatsComm](#) says "no clumsy newsjackers wanted!"
[#solopr](#)



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

Definitely a huge caution. RT @[LisaLamagna](#): @[mdbarber](#) Religion & politics is a toxic mix for anyone outside of religion and politics [#SoloPR](#)



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

A2: Media in the "hotspot" cities often get pulled off their beats- but someone in another city is prob covering *them* [#solopr](#)



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

Good point! MT @[mdbarber](#): A2 - Other consideration is what could you distribute you might not want big coverage on. [#solopr](#)



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

Jumping in late, multitasking. Hi all! [#solopr](#)



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

RT @[LisaLamagna](#): @[mdbarber](#) Religion and politics is a toxic mix for anyone outside of religion and politics [#SoloPR](#)



[PaulaJohns](#) 1:27pm via tchat.io

Agree to try to tie in, but be careful about forcing the issue, right @[akenn](#)? MT @[akenn](#)
Find way to tie in? [#solopr](#)



[LisaLamagna](#) 1:27pm via Hootsuite

@[mdbarber](#) Religion and politics is a toxic mix for anyone outside of religion and politics [#SoloPR](#)



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

@[KellyeCrane](#) Good point. I bet @[alysiacook](#) would add [#Periscope](#) to that list. [#solopr](#)



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

RT @[3HatsComm](#): A2: also plz don't try a clumsy newsjack effort. It'll damage credibility, relationships trying to force unrelated pitch. [#soloPR](#)



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

Ah, good one! RT @[mdbarber](#): A2 - Other consideration is what could you distribute you might not want big coverage on. [#solopr](#)



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

RT @[akenn](#): Papal visit puts emph on religion in gen'l + variety of political issues that media will be covering this week-find way to tie i[#solopr](#)



[3HatsComm](#) 1:26pm via TweetDeck

A2: also plz don't try a clumsy newsjack effort. It'll damage credibility, relationships trying to force unrelated pitch. [#soloPR](#)



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

A2: It becomes more important to offer your news in various formats that will meet journos needs (e.g., livestream press conf) [#solopr](#)



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

A2: As long as it's relevant and newsworthy (REALLY newsworthy), when they're zigging... you should zag. [#solopr](#)



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

So true, I've learned this the hard way. MT @[KellyeCrane](#) A1: Search for the date to see if any big news is anticipated. [#solopr](#)



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

@[akenn](#) This was planned deception and corruption. Will take a generation or two to come close to the brand rep of 3 weeks ago, IMO. [#solopr](#)



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

Papal visit puts emph on religion in gen'l + variety of political issues that media will be covering this week-find way to tie in? [#solopr](#)



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

RT @[3HatsComm](#): A2 Have 1) solid news 2) highly targeted 3) very relevant to both media and audience. then put in the time. [#soloPR](#)



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

RT @[KellyeCrane](#): A1: @[PaulaJohns](#) reminds us: always do a search for the date you're planning to see if any big news is anticipated on that [#solopr](#)



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

RT @[SageBolden](#): A2: Depending on your industry you could pitch to niche influential bloggers who probably won't cover Papal visit [#SoloPR](#)



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

Great way to put it Davina. [#solopr](#) [twitter.com/3HatsComm/stat...](#)



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

A1: @[PaulaJohns](#) reminds us: always do a search for the date you're planning to see if any big news is anticipated on that date. [#solopr](#)



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

Agreed. There needs to be some variety in coverage. [#solopr](#)
[twitter.com/SageBolden/sta...](#)



[3HatsComm](#) 1:23pm via TweetDeck

exactly. if everyone's looking over there, make opportunity from the other direction.
[#soloPR](#) [twitter.com/SageBolden/sta...](#)



[SoloPR](#) 1:23pm via tchat.io

MT @[PaulaJohns](#): Q2 I'm also planning around Google news for a client announcement. Fall in general is a very competitive time! [#soloPR](#)



[akenn](#) 1:23pm via tchat.io

Lots of steps in recovery process for VW - fix their internal processes, customer service for diesel custs, then brand repair [#solopr](#)



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

A2 Have 1) solid news 2) highly targeted 3) very relevant to both media and audience. then put in the time. [#soloPR](#)

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

A2: Even with 1 major news story dominating headlines, there needs to be variety within the paper/mag, right? [#solopr](#)



[SoloPR 1:22pm via tchat.io](#)

RT @[mdbarber](#): A2 - ...in Seattle, you can add the Chinese President's visit. Can't imagine trying to get out news this week here. [#solopr](#)



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

A2: Depending on your industry you could pitch to niche influential bloggers who probably won't cover Papal visit [#SoloPR](#)



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

A2 - Other consideration is what could you distribute you might not want big coverage on. Some siting HC's Keystone announcement. [#solopr](#)



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

A2: I know people trying to have a (legitimate) press conference in Washington, DC this week. [#solopr](#)



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

Q2 I'm also planning around upcoming Google news for a client announcement. Fall in general is a very competitive time for news! [#soloPR](#)



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

A2 - Good question. And in Seattle, you can add the Chinese President's visit. Can't imagine trying to get out news this week here. [#solopr](#)



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

RT @SoloPR: Q2: Big news week w/Papal visit and more. If your client *must* release news in a busy cycle, what can you do to break through? [#solopr](#)



[mdbarber 1:20pm via Twitter Web Client](#)

RT @SoloPR: Q2: Big news week w/Papal visit and more. If your client *must* release news in a busy cycle, what can you do to break through? [#solopr](#)



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

Q2: Big news week w/Papal visit and more. If your client *must* release news in a busy cycle, what can you do to break through? [#solopr](#)



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

A1: A car is a significant investment... even if customers don't trust VW, will they trade in their cars? [#solopr](#)



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

True but much bigger co? RT @KellyeCrane: @jendonovansf I avoided Exxons for decades. They survived. :-) [#solopr](#)



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

Terrific discussion on Q1- thanks all! Q2 is coming up... [#solopr](#)



[SageBolden 1:18pm via Twitter Web Client](#)

@[BluePepperPR](#) I agree, I think the public has a short memory. That plus some community work (which they do already) will build trust [#solopr](#)



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

Will be interesting to watch! MT @[BluePepperPR](#): A1: Apology + service coupon = [many] current customers overlooking breach in trust. [#solopr](#)



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

@[BluePepperPR](#) true for those with diesel cars but doesn't help those of us who don't trust the brand now. [#solopr](#)



[thecharlesiwas 1:18pm via Twitter for Android](#)

RT @[KellyeCrane](#): A1: As others note, the love of the brand will go a long way here (who doesn't love a Beetle?!). [#solopr](#)



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

MT @[mdbarber](#): A1:... The problem is w diesel cars but affects mindset of all cust. [#solopr](#)



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

A1 - What % of their sales are diesel. They are the owners affected directly. But VW buyers are loyal to brand & likely not affected [#solopr](#)



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

@[jendonovansf](#) I avoided Exxons for decades. They survived. :-) [#solopr](#)



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

RT @SoloPR: RT @SJAbbott The challenge is that whole value equation for VW diesel is destroyed, not just weaker. Recovery? Remember Blackbe#solopr



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

A1: An apology + service coupon = [many] current customers overlooking the breach in trust. [#solopr](#)



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

A! - Agree that their steps in the coming days and weeks are critical. The problem is w diesel cars but affects mindset of all cust. [#solopr](#)



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

RT @SJAbbott The challenge is that whole value equation for VW diesel is destroyed, not just weaker. Recovery? Remember Blackberry [#solopr](#)



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

fixing the software, cars will also be legal step one to appeasing govt interests [#soloPR](#)
[twitter.com/PaulaJohns/sta...](https://twitter.com/PaulaJohns/status/2444444444)



[mdbarber 1:16pm via Twitter Web Client](#)

RT @PaulaJohns: A1 A lot will depend on how they remedy the situation -- can they fix the cars and make everything right for the consumer? [#soloPR](#)



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

Exactly. Depends on that value/price/trust balance MT @3HatsComm: @jendonovansf it's the value ppl place on trust. [#solopr](#)



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

MT @[PaulaJohns](#) A1 A lot depends on how they remedy the situation-can they fix the cars and make everything right for the consumer? [#soloPR](#)



[jendonovansf 1:15pm via TweetDeck](#)

@[3HatsComm](#) @[mdbarber](#) Agreed. But to my “short attention span” comment, I don’t recall the Chevy or Toyota issues. [#solopr](#)



[SJAbbott 1:15pm via TweetDeck](#)

A1 The challenge is that whole value equation for VW diesel is destroyed, not just weaker. Recovery? Remember Blackberry. [#solopr](#)



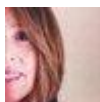
[mdbarber 1:15pm via tchat.io](#)

@[KellyeCrane](#) I do remember the Toyota stuff and would feel the same way with them. Still thinking on the VW. [#solopr](#)



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

RT @[BluePepperPR](#): A1: VW loyalists/fans will forgive. Others, won't... but they're not (and probably never would be) the customers. [#solopr](#)



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

A1 A lot will depend on how they remedy the situation -- can they fix the cars and make everything right for the consumer? [#soloPR](#)



[jendonovansf 1:14pm via TweetDeck](#)

@[KellyeCrane](#) I say that about @[Starbucks](#) and will stick to it, but losing my biz doesn't impact them much :) [#solopr](#)



[3HatsComm](#) 1:14pm via [TweetDeck](#)

@[mdbarber](#) @[jendonovansf](#) it's the value ppl place on trust. Chevy, Toyota, VW.. if the price is 'right' (some) ppl will buy. [#soloPR](#)



[KellyeCrane](#) 1:14pm via [TweetDeck](#)

@[mdbarber](#) Yes he does! I will not be replacing my Toyota Rav4 with another of the same. Remember the Toyota stuff? [#solopr](#)



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

A1: A quality product at a good price will transcend this. Customers are forgiving when they are happy with the product. [#solopr](#)



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

Think about what VW brand stands for + what it will take to fulfill that brand promise in future... [#solopr](#)



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

Good ex: MT @[jendonovansf](#): @[AcuraClientCare](#) lost my trust & biz because they refuse to acknowledge or fix a faulty car alarm system. [#solopr](#)



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

MT @[SageBolden](#): A1: ...they are going to have to increase transparency in their operations once the initial shock dies down [#SoloPr](#)



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

@[KellyeCrane](#) when your husband says that, does he follow through? [#solopr](#)



[jendonovansf 1:13pm via TweetDeck](#)

@[mdbarber](#) Good point. @[AcuraClientCare](#) lost my trust & biz because they refuse to acknowledge or fix a faulty car alarm system. [#solopr](#)



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

Interesting. RT @[akenn](#): @[mdbarber](#) he expressed surprise about the findings, which admittedly is most likely the truth [#solopr](#)



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

A1: My husband is the type who says "never again will I buy X!" So there are some out there, but I believe they'll recover. [#solopr](#)



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

Agree. RT @[jendonovansf](#) A1: I believe they can. We have short attention spans & most car buyers won't even remember this. [#solopr](#)



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

@[jendonovansf](#) their following is very loyal and trusting. They broke that trust big time. [#solopr](#)



[3HatsComm 1:12pm via TweetDeck](#)

RT @[BluePepperPR](#): A1: VW loyalists/fans will forgive. Others, won't... but they're not (and probably never would be) the customers. [#solopr](#)



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

Agree MT @[SageBolden](#): A1: I think they will have to increase transparency in their operations once the initial shock dies down [#SoloPr](#)



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

A1: VW loyalists/fans will forgive. Others, won't... but they're not (and probably never would be) the customers. [#solopr](#)



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

@[mdbarber](#) he expressed surprise about the findings, which admittedly is most likely the truth [#solopr](#)



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

Good pt! MT @[SageBolden](#): A1: ..Here in TN people are still supportive due to the VW plant bringing in so many jobs [#SoloPR](#)



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

@[mdbarber](#) Interesting. I could be wrong then :) [#solopr](#)



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

RT @[KellyeCrane](#): A1: As others note, the love of the brand will go a long way here (who doesn't love a Beetle?!). [#solopr](#)



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

A1: I also think they are going to have to increase transparency in their operations once the initial shock dies down [#SoloPr](#)



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

@[jendonovansf](#) I will say, they've definitely lost my trust. I want to know if the promises that came with my car are true or not. [#solopr](#)



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

RT @[3HatsComm](#): @[KellyeCrane](#) it's a true PR move - more for Wall Street, legal, government than doing something for the consumer [#soloPR](#)



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

@[jendonovansf](#) I don't know if I would or not. Thankfully, since I have a new one, they have 3 years to clean up their act. [#solopr](#)



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

A1: As others note, the love of the brand will go a long way here (who doesn't love a Beetle?!). [#solopr](#)



[SageBolden 1:10pm via Twitter Web Client](#)

A1: I think they will definitely come back. Here in TN people are still supportive due to the VW plant bringing in so many jobs [#SoloPR](#)



[mdbarber 1:10pm via tchat.io](#)

@[akenn](#) Which comments are those? I've been traveling and haven't seen a true response yet. [#solopr](#)



[SoloPR 1:10pm via tchat.io](#)

RT @akenn: A1. Of course they can come back. Loyal following helps. CEO's recent immediate comments don't. [#solopr](#)



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

@mdbarber True, just can't see it impacting people's car decisions, can you? You love VWs, would you choose another car next time? [#solopr](#)



[SoloPR](#) 1:10pm via tchat.io

More headlines, too RT @mdbarber: @jendonovansf I hear you but wonder if since this is a criminal/ethical thing people will forget. [#solopr](#)



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

@KellyeCrane it's a true PR move - more for Wall Street, legal, government than doing something for the consumer [#soloPR](#)



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

A1: There are times when saying "we screwed up" just isn't enough. [#solopr](#)



[mdbarber](#) 1:09pm via tchat.io

@KellyeCrane That's kind of what I was thinking. When I first heard it, I just couldn't believe that company would do that. [#solopr](#)



[SoloPR](#) 1:09pm via tchat.io

RT @jendonovansf: A1: I believe they can. We have short attention spans & most car buyers won't even remember this. [#solopr](#)



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

A1. Of course they can come back. Loyal following helps. CEO's recent immediate comments don't. [#solopr](#)



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

@[jendonovansf](#) I hear you but wonder if since this is a criminal/ethical thing people will forget. [#solopr](#)



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

@[mdbarber](#) It really is shocking. Just when I think I've seen it all... [#solopr](#)



[3HatsComm](#) 1:08pm via TweetDeck

RT @[jendonovansf](#): A1: I believe they can. We have short attention spans & most car buyers won't even remember this. [#solopr](#)



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

A1: I believe they can. We have short attention spans & most car buyers won't even remember this. [#solopr](#)



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

I completely agree. RT @[KellyeCrane](#): A1: I think the CEO resigning is a good first step. [#solopr](#)



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

A1: I think the CEO resigning is a good first step. [#solopr](#)



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

A1 - I love my VW; just bought my third. But I just don't understand how they could let this happen. Still in shock, like others. [#solopr](#)



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

RT @SoloPR: Q1: (2/2) Can Volkswagen come back from this? What would you advise? [#solopr](#)



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

Good to see so many familiar and longtime solos in the crowd today! [#solopr](#)



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

Q1: (2/2) Can Volkswagen come back from this? What would you advise? [#solopr](#)



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

@KellyeCrane Hi Kellye, great to be joining in after a bit of a hiatus for me. J [#soloPR](#)



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

RT @SoloPR: Q1: (1/2) Volkswagen's emissions cheating scandal is egregious, and breaking news is the CEO has resigned: nytimes.com/2015/09/24/bus... a href="#" class="_quickSearchPopup hash" title="solopr">[#solopr](#)



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

Q1: (1/2) Volkswagen's emissions cheating scandal is egregious, and breaking news is the CEO has resigned: nytimes.com/2015/09/24/bus... [#solopr](#)



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

Great crowd gathering today - welcome everyone! Q1 is up next... [#solopr](#)



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

@[KellyeCrane](#) @[PaulaJohns](#) [#WestCoast](#)=BestCoast :) [#solopr](#) @[PaulaJohns](#)



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

@[akenn](#) I love the die-hard solo PR-er-ers! J [#solopr](#)



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

@[SageBolden](#) Welcome! [#solopr](#)



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

@[SageBolden](#) So glad you could make it! [#solopr](#)



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

@[KellyeCrane](#) I am home...for the day. The trip was fun; great southern hospitality. Tom I'm off to reunion weekend @[whitmancollege](#). [#solopr](#)



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

@[KellyeCrane](#) Ditto, Kellye! [#solopr](#)



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

@[PaulaJohns](#) Hi Paula- we've got quite the west coast crowd gathering today! [#solopr](#)



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

@[SageBolden](#) Welcome! Hope you'll participate a ton and enjoy our group. [#solopr](#)



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

Hello from Boston! I'm also a long-time indie (14 years) and die-hard solo PR-er. [#solopr](#)



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

@[mdbarber](#) Hi Mary- are you back in SEA? Hope the traveling was easy! [#solopr](#)



[SageBolden 1:03pm via Twitter Web Client](#)

Hi there this is Micah-Sage Bolden from Knoxville, TN here for my first [#SoloPR](#) chat. Looking forward to learning from everyone



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

@[jendonovansf](#) Great to see you, Jennifer! [#solopr](#)



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

Hi all...Paula here, joining the [#soloPR](#) chat from the San Diego area. It's been awhile. I'm a long-time indie.



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

We have room for more Qs today, so @ or DM @[KellyeCrane](#) and we'll add them to the list! [#solopr](#)



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

Good morning. This is Mary from the Seattle area. 35+ years in communications; 15+ as indie. [#solopr](#)



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

Good morning [#SoloPR](#) friends. Jennifer from San Francisco here. [#Socialmedia](#) & [#Communications](#) consultant.



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

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



[SoloPR 1:01pm 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!



[mdbarber 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.



[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.



[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.