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aiachatt

2012-05-02 to 2012-05-03 | 57 contributors
237 Twitter search results | 74 retweets 81 @replies 0 links

Time	User	Tweet
2012-05-02 6:37 pm	HawkinsArch	Hey all. can we change to **#aiachatt** that may solve some real time issues here..... just a suggestion. #aiachat
2012-05-02 6:38 pm	kmajune9	@HawkinsArch great suggestion **#aiachatt**
2012-05-02 6:38 pm	Bibliobella	Maria here **#aiachatt**
2012-05-02 6:41 pm	kmajune9	@mike_kohn Q3. This is absolutely useful for ongoing media coverage. #aiachat **#aiachatt**
2012-05-02 6:42 pm	AIANational	Let's follow @HawkinsArch and use **#aiachatt** and see if we can keep our convo going, folks. #aiachat
2012-05-02 6:43 pm	RTKLAssociates	@emilymbadger In wanting to see more visual pitches, do see Pinterest as another avenue? **#aiachatt**
2012-05-02 6:43 pm	toryk	RT @AIANational: Let's follow @HawkinsArch and use **#aiachatt** and see if we can keep our convo going, folks. #aiachat
2012-05-02 6:43 pm	cliffkuang	That works. RT @HawkinsArch: Hey all. can we change to **#aiachatt** that may solve some real time issues here. #aiachat **#aiachatt**
2012-05-02 6:43 pm	White_Good	@HawkinsArch Winner! Thx for the suggestion. **#aiachatt**
2012-05-02 6:44 pm	White_Good	RT @AIANational: Lets follow @HawkinsArch and use **#aiachatt** and see if we can keep our convo going, folks. #aiachat **#aiachatt**
2012-05-02 6:44 pm	shamit	RT @AIANational: Let's follow @HawkinsArch and use **#aiachatt** and see if we can keep our convo going, folks. #aiachat
2012-05-02 6:44 pm	kmajune9	@AIANational @HawkinsArch Q4. Can you please repeat Q4? I missed it in all the spam. **#aiachatt**
2012-05-02 6:44 pm	ladyaia	@HawkinsArch Thank you! **#aiachatt**
2012-05-02 6:44 pm	LauraBedrossian	RT @AIANational: Let's follow @HawkinsArch and use **#aiachatt** and see if we can keep our convo going, folks. #aiachat
2012-05-02 6:44 pm	HawkinsArch	This may hold us for a while anyway...I am not sure which of you ppl brought the spammers with you! :-) (jokes) **#aiachatt #aiachatt**
2012-05-02 6:44 pm	emilymbadger	@RTKLAssociates I'm not personally on pinterest, but that is potentially a good idea **#aiachatt**
2012-05-02 6:45 pm	marcymarro	RT @AIANational: Lets follow @HawkinsArch and use **#aiachatt** and see if we can keep our convo going, folks. #aiachat
2012-05-02 6:45 pm	contractmag	RT @AIANational: Let's follow @HawkinsArch and use **#aiachatt** and see if we can keep our convo going, folks. #aiachat
2012-05-02 6:45 pm	contractmag	@AIA_Media chat has shifted to **#aiachatt** to avoid spam
2012-05-02 6:46 pm	JohnKingSFChron	Q3 Also, realize that your idea might end up as part of larger piece on trends, innovations etc. **#aiachatt**
2012-05-02 6:46 pm	White_Good	RT @contractmag: @AIA_Media chat has shifted to **#aiachatt** to avoid spam **#aiachatt**
2012-05-02 6:46 pm	AIA_Media	Q5 Any advice of how to generate more coverage of the work architects do in mainstream and broadcast outlets? **#aiachatt**

2012-05-02 6:46 pm	dstutzman	I hope the publicity goes well beyond images. Explain how you solve a problem **#AIAChatt**
2012-05-02 6:46 pm	crossvilleinc	RT @contractmag: @AIA_Media chat has shifted to **#aiachatt** to avoid spam **#aiachatt**
2012-05-02 6:47 pm	AIANational	@billraia Don't jinx it ;) **#aiachatt**
2012-05-02 6:47 pm	marcymarro	RT @AIA_Media: Q5 Any advice of how to generate more coverage of the work architects do in mainstream and broadcast outlets? **#aiachatt**
2012-05-02 6:48 pm	contractmag	RT @white_good: A3 Everything is visual. Since #FB switched 2 Timeline, video and pic engamnt is up 49% & 52% http://t.co/oZqyeTVY **#aiachatt**
2012-05-02 6:48 pm	kmajune9	@JohnKingSFChron Q3. I think that would be fine with most people. Now add a sidebar with the pictures and you're golden. **#aiachatt**
2012-05-02 6:48 pm	billraia	@AIANational not me. this is my first attempt at an **#aiachatt**
2012-05-02 6:48 pm	ladyaia	A5. PR announcements. We have done 2 live TV interviews, newspaper coverage and featured in blogs all in April! **#aiachatt**
2012-05-02 6:48 pm	emilymbadger	Q5 Helps me gauge value of a story to ponder what headline might be (and if readers will relate). So try thinking this way, too. **#aiachatt**
2012-05-02 6:48 pm	JohnKingSFChron	Q5 Do work that strikes visceral chord with real life. Mainstream media aren't trade journals. Nor blogs to the like-minded. **#aiachatt**
2012-05-02 6:48 pm	dstutzman	A5 great question since most do not even mention the architect **#AIAChatt**
2012-05-02 6:48 pm	emilymbadger	Q5 also: bldgs that provide an entry point to big trends in how cities are changing w/ shifts in demographics, tastes, technology **#aiachatt**
2012-05-02 6:49 pm	cliffkuang	Q5 With mainstream and broadcast, stories must have TENSION **#aiachatt**
2012-05-02 6:49 pm	crossvilleinc	RT @IngaSaffron: @ladyaia @AndrewMikhael Maybe so, but I see my job as covering architecture not architecture firms. **#aiachatt**
2012-05-02 6:49 pm	White_Good	@dstutzman There has to be a story behind it but you have to grab interest in the project before you can tell the story. **#aiachatt**
2012-05-02 6:49 pm	AIANational	@billraia Sorry for the spam in your first chat. It's a first for us, too. **#aiachatt**
2012-05-02 6:49 pm	White_Good	RT @AIA_Media: Q5 Any advice of how to generate more coverage of the work architects do in mainstream and broadcast outlets? **#aiachatt**
2012-05-02 6:49 pm	JohnKingSFChron	Q4 Know target of your pitch! As in, SF Chronicle ain't flying to that nifty LEED Platinum showroom in Tulsa anytime soon. **#aiachatt**
2012-05-02 6:49 pm	cliffkuang	Q5 Tension means: Opposing ideas and interests. Stakeholders and arguments. Hiding the controversy is self defeating **#aiachatt**
2012-05-02 6:50 pm	ladyaia	A5. And always, always, credit your firm's name when you send a photo credit. Designer: xxx Photographer: xxx @dstutzman **#aiachatt**
2012-05-02 6:50 pm	Peppercom	Chime in on the world of architecture--lots of interesting discussion on **#aiachatt** (client)
2012-05-02 6:51 pm	HawkinsArch	I agree. But it seems it takes images to start. RT @dstutzman: hope publicity goes beyond images. Explain how you solve a problem **#AIAChatt**
2012-05-02 6:51 pm	dstutzman	Involve your whole team in the promotion. Credit everyone and get them talking about your work too **#AIAChatt**
2012-05-02 6:51 pm	White_Good	RT @JohnKingSFChron: Q4 Know target of your pitch-SF Chronicle ain't flying to that LEED Platinum showroom in Tulsa anytime soon. #

		aiachatt
2012-05-02 6:51 pm	JohnKingSFChron	@ladyaia @dstutzman DEFINITELY re photogs, illustrators. Otherwise they'll let us know -- via their lawyers :) **#aiachatt**
2012-05-02 6:51 pm	contractmag	RT @ladyaia: A5. always credit your firm's name when you send a photo credit. Designer: xxx Photographer: xxx @dstutzman **#aiachatt**
2012-05-02 6:52 pm	dstutzman	@HawkinsArch Not all audiences are architects looking for images. Some just want a good story **#AIAChatt**
2012-05-02 6:52 pm	billraia	Q5 typically I see an architect mentioned in the paper with something goes wrong. I don't know how to change that **#aiachatt**
2012-05-02 6:52 pm	ladyaia	@JohnKingSFChron EXACTLY, that's what architects need to do in their contracts so our Lawyers will contact folks when not included **#aiachatt**
2012-05-02 6:53 pm	caitlynkoch	RT @Peppercom: Chime in on the world of architecture--lots of interesting discussion on **#aiachatt** (client)
2012-05-02 6:53 pm	kristoncapps	Q5 I feel like the outlook for architects finding more exposure in broadcast media is quite dim. **#aiachatt**
2012-05-02 6:53 pm	kmajune9	With mainstream news of the increase in autism, I would love to hear about design re: autism. **#aiachatt**
2012-05-02 6:53 pm	HawkinsArch	@dstutzman I agree with that. May just be that I'm a visual person & assume most are too. Its a starting place. Like a headline. **#aiachatt**
2012-05-02 6:53 pm	BenUyeda	A5 give credit to the products and services used to build the project. get their PR teams behind you. **#aiachatt**
2012-05-02 6:54 pm	ladyaia	@billraia PR Announcements; letting folks know regularly the good news. **#aiachatt**
2012-05-02 6:54 pm	cliffkuang	Q5 PR and stories are opposed. PR seeks to elide the tensions; stories seek to highlight them **#aiachatt**
2012-05-02 6:54 pm	amandakhurley	@IngaSaffron Totally agree re: green. In my editor days, had to tell folks all the time that gaining LEED is no longer newsworthy **@aiachatt**
2012-05-02 6:55 pm	ladyaia	RT @BenUyeda: A5 give credit to the products and services used to build the project. get their PR teams behind you. **#aiachatt**
2012-05-02 6:55 pm	angelo_arch	A5: Participate more in future thinking/dreaming efforts - big ideas that capture the public's imagination **#aiachatt**
2012-05-02 6:55 pm	sbones	@cliffkuang tensions? what tensions? <insert nervous laughter> **#aiachatt**
2012-05-02 6:56 pm	PaulDGerber	@billraia I also see articles on new bldgs where the architect doesn't even get a passing mention!! Maybe there wasn't one? lol **#aiachatt**
2012-05-02 6:56 pm	JohnKingSFChron	@BenUyeda Challenge re credits in print, not room for all worthies. I get architect in, other if central to what we experience **#aiachatt**
2012-05-02 6:56 pm	billraia	@ladyaia I'm in a 4 person office. Marketing usually is doing a good job and keeping clients happy. No time to do mailings **#aiachatt**
2012-05-02 6:56 pm	amandakhurley	(I'm sure @kristoncapps has encoutered that too...) **#aiachatt**
2012-05-02 6:56 pm	HawkinsArch	That is the million dollar question!! RT @aia_media: Q6 What is the best way for architects to articulate the value of design? **#aiachatt**
2012-05-02 6:57 pm	contractmag	RT @AIA_Media: Q6 What is the best way for architects to articulate the value of design? **#aiachatt**
2012-05-02 6:57 pm	White_Good	Q5 Funny-seems architecture is profession often romanticized in pop culture-Loving Frank Devil in the White City The Fountainhead. **#aiachatt**
2012-05-02 6:57 pm	JohnKingSFChron	Q6 Speak and write in plain English. Laypeople care about the built

		terrain more than intellectual buzz. **#aiachatt**
2012-05-02 6:57 pm	kristoncapps	Q6 Good design does not "speak for itself." We spend lots of time speaking for good design! It helps when architects provide data. **#aiachatt**
2012-05-02 6:57 pm	jsscshr	I can second what everyone's saying. My firm's buildings are frequently covered in the news with no mention of the architect **#aiachatt**
2012-05-02 6:57 pm	emilymbadger	@kmajune9 Dunno about autism specifically but intersection of health + arch is exactly kind of interdisciplinary story I want **#aiachatt**
2012-05-02 6:58 pm	amandakhurley	RT @kristoncapps: Q6 Good design does not "speak for itself." We spend lots of time speaking for good design! It helps when architects provide data. **#aiachatt**
2012-05-02 6:58 pm	zdevans	RT @AndrewMikhael: Everyone is the "architect of" something, except bldgs, where everyone but architect is named in local papers **#aiachatt**
2012-05-02 6:58 pm	RTKLAssociates	RT @kristoncapps: Q6 Good design does not "speak for itself." We spend lots of time speaking for good design! It helps when architects provide data. **#aiachatt**
2012-05-02 6:58 pm	JohnKingSFChron	good point @kristoncapps -- the more data we have at start, the better. **#aiachatt**
2012-05-02 6:58 pm	billraia	@PaulDGerber Paul, I scream when I see no mention. It is not fair. **#aiachatt**
2012-05-02 6:59 pm	JohnKingSFChron	@jsscshr unfortunately, happens w/general reporters all the time. I see in the paper and wince in sympathy, but by then too late. **#aiachatt**
2012-05-02 6:59 pm	PaulDGerber	@AIA_Media Q6 preparing quality docs for a quality design. Word of mouth travels as quickly (or quicker) than newspaper articles **#aiachatt**
2012-05-02 6:59 pm	kmajune9	@PaulDGerber @billraia It's like what happens to the writers of TV shows/movies, they never get the credit, only the actors do. **#aiachatt**
2012-05-02 6:59 pm	WhoDatConsults	Q6 **#aiachatt** | impact of design on community, building & users. Be excited about the project from inception. Awareness of who, what, when...
2012-05-02 6:59 pm	billraia	@ladyaia thanks. I will take a look **#aiachatt**
2012-05-02 7:00 pm	emilymbadger	Q6 frame how design is useful to ppl, making places more sustainable, economically vibrant, livable **#aiachatt**
2012-05-02 7:00 pm	HawkinsArch	Q6: The value of great design is invisible. It's the intangible stuff that just 'feels' right when you are in a place. It works! **#aiachatt**
2012-05-02 7:00 pm	kristoncapps	Q6 Architectural journalists are not moon people. Find a journo you like and send an email, be a source, share some ideas. **#aiachatt**
2012-05-02 7:00 pm	dnahinga	RT @HawkinsArch: Q6: The value of great design is invisible. It's the intangible stuff that just 'feels' right when you are in a place. It works! **#aiachatt**
2012-05-02 7:01 pm	PaulDGerber	@billraia Bill or just a passing mention of the firm, with no input as to the features or design innovations/intent **#aiachatt**
2012-05-02 7:01 pm	dnahinga	RT @AIA_Media: Q6 What is the best way for architects to articulate the value of design? **#aiachatt**
2012-05-02 7:01 pm	emaleigh	Looks like the #aiachat about Architecture & Media moved over to **#aiachatt** with an extra *t* to combat spam. Go forth twittering there.

2012-05-02 7:01 pm	cliffkuang	Indeed. Stories develop over time RT @kristoncapps: Q6 Arch journos are not moon people. Find a journo, share some ideas. #**aiachatt**
2012-05-02 7:02 pm	amandakhurley	RT @AndrewMikhael: Everyone is the "architect of" something, except bldgs, where everyone but architect is named in local papers #**aiachatt**
2012-05-02 7:02 pm	BenUyeda	A5 use product placement and pitch to media outlets who take ad money from those companies. Not elegant but can work **#aiachatt**
2012-05-02 7:02 pm	emilymbadger	@HawkinsArch but it is not invisible when tax base of a community increases or population grows or new development occurs nearby. #**aiachatt**
2012-05-02 7:02 pm	JohnKingSFChron	@kristoncapps agreed re Q6 Part of our "job" is the "perceptual scoop" -- putting into words what's in the air. **#aiachatt**
2012-05-02 7:02 pm	FirmAbility	RT @PaulDGerber: @AIA_Media Q6 preparing quality docs for a quality design. Word of mouth travels as quickly (or quicker) than newspaper articles **#aiachatt**
2012-05-02 7:02 pm	ladyaia	RT @kristoncapps: Q6 Architectural journalists are not moon people. Find a journo you like send an email, be a source, share ideas #**aiachatt**
2012-05-02 7:03 pm	cliffkuang	Um. No. It can't. RT @BenUyeda: A5 Pitch to media outlets who take ad money from those companies. Not elegant but can work **#aiachatt**
2012-05-02 7:03 pm	White_Good	Amazing. When promoting a project that uses a clients' product, we ALWAYS state architect. It adds credibility in our opinion. **#aiachatt**
2012-05-02 7:03 pm	WhoDatConsults	RT @billraia: @PaulDGerber Paul, I scream when I see no mention. It is not fair. **#aiachatt** | rampant in d/b projects where gc subs arch
2012-05-02 7:03 pm	mike_kohn	RT @kristoncapps: Q6 Arch journalists are not moon people. Find a journo you like + send an email, be a source, share some ideas. #**aiachatt**
2012-05-02 7:04 pm	billraia	@kmajune9 @PaulDGerber I hate watching an actor play an architect on TV or in the movies. I am typically disappointed.**#aiachatt**
2012-05-02 7:04 pm	kmajune9	@emilymbadger @HawkinsArch Nicely stated! **#aiachatt**
2012-05-02 7:04 pm	HawkinsArch	@emilymbadger not sure I follow your meaning? Give me another 140 to describe. We may be speaking abt different things. **#aiachatt**
2012-05-02 7:04 pm	RTKLAssociates	RT @JohnKingSFChron: @kristoncapps agreed re Q6 Part of our "job" is the "perceptual scoop" -- putting into words what's in the air. #**aiachatt**
2012-05-02 7:05 pm	AIA_Media	Q7 How is social media having any impact on how you report and cover architecture and urban issues? **#aiachatt**
2012-05-02 7:05 pm	BenUyeda	A6 Understand other peoples def of value, don't constantly project your own and show the hard cold data **#aiachatt**
2012-05-02 7:05 pm	HawkinsArch	On a local level, they dont always have to be Arch journalists either. Just a friendly foot in the door. @kristoncapps **#aiachatt**
2012-05-02 7:05 pm	contractmag	RT @AIA_Media: Q7 How is social media having any impact on how you report and cover architecture and urban issues? **#aiachatt**
2012-05-02 7:05 pm	JohnKingSFChron	RT @IngaSaffron: Now that so many buildings are green, it seems like being green isn't enough to make a project a story. **#aiachatt**
2012-05-02 7:06 pm	shamit	RT @HawkinsArch: Q6: The value of great design is invisible. It's the intangible stuff that just 'feels' right when you are in a place. It works! **#aiachatt**
2012-05-02 7:06 pm	PaulDGerber	@kristoncapps Q6 arch mags serve the AEC community. Not many

		ppl in the general public read arch mags. they're captive audiences #**aiachatt**
2012-05-02 7:06 pm	JohnKingSFChron	Q7 Good for keeping eye on buzz. Finding unexpected nuggets. Bad in terms of how it diffuses energy and audience. #**aiachatt**
2012-05-02 7:06 pm	White_Good	RT @AIA_Media: Q7 How is social media having any impact on how you report and cover architecture and urban issues? #**aiachatt**
2012-05-02 7:07 pm	AndrewMikhael	Pet peeve of media, reaching out then implying we must buy ad space to publish. No one here tho! #**aiachatt**
2012-05-02 7:07 pm	HawkinsArch	Sometimes that is not an easy thing to do. You must admit. But I agree, facts & data are always good to have. #**aiachatt** @emilymbadger
2012-05-02 7:07 pm	contractmag	Q7 We learn a lot about pulse of the design world from discussions on LinkedIn, Twitter, Facebook #**aiachatt**
2012-05-02 7:07 pm	billraia	@PaulDGerber @kristoncapps and the mags want to keep it that way. #**aiachatt**
2012-05-02 7:08 pm	MelissaRDaniel	#**aiachatt** Q5 is there any non-design related media here? I think the best way to get us out there is getting us designers out there
2012-05-02 7:08 pm	emilymbadger	@JohnKingSFChron @IngaSaffron I definitely agree. the word "green" alone will not get my attention #**aiachatt**
2012-05-02 7:08 pm	WhoDatConsults	RT @billraia: @kmajune9 @PaulDGerber I hate watching an actor play an architect on TV or in the movies. I am typically disappointed.#**aiachatt**
2012-05-02 7:09 pm	career_resource	Many companies are using LinkedIn for this purpose now. RT @AIA_Media: Q7 How is social media having any impact .... #**aiachatt**
2012-05-02 7:09 pm	HawkinsArch	But it can focus & concentrate them fast too! MT @johnkingsfchron: Q7 Good = keep eye on buzz. Bad = diffuses energy and audience. #**aiachatt**
2012-05-02 7:09 pm	RTKLAssociates	@HawkinsArch @emilymbadger Agreed! #**aiachatt**
2012-05-02 7:09 pm	FirmAbility	@ladyaia Much agreed! Hope you'll join us soon on our site dedicated to design & construction! #**aiachatt**
2012-05-02 7:09 pm	shamit	#**aiachatt** Question is are u making buildings that the general public wants to read about. Media will carry anything that its readers want
2012-05-02 7:09 pm	PaulDGerber	@AIA_Media Q7...again social media does not always have arch "consumers" following architects, lots of other firms, manufs etc. #**aiachatt**
2012-05-02 7:09 pm	emilymbadger	@HawkinsArch you're right, and you have to wait months, years to see impact, so that arguments takes time to build. #**aiachatt**
2012-05-02 7:09 pm	JohnKingSFChron	@MelissaRDaniel They're all busy on their daily stories! #**aiachatt**
2012-05-02 7:10 pm	emilymbadger	Q7 absolutely. wrote a piece today that originated from a twitter interaction. that happens often. #**aiachatt**
2012-05-02 7:10 pm	career_resource	@PaulDGerber Some of our clients are checking out our LinkedIn page. We're using LinkedIn analytics to track. #**aiachatt**
2012-05-02 7:11 pm	IngaSaffron	One thing I learned anew during my Harvard Loeb year is that architects don't know how to talk to civilians. #**aiachatt**
2012-05-02 7:11 pm	JohnKingSFChron	General comment: in general press, more interested in what exists than what proposed, unless design is for a visible project. #**aiachatt**
2012-05-02 7:11 pm	PaulDGerber	@billraia Bill agreed...the mags know who butters their bread. good for peer recognition but not public #**aiachatt**
2012-05-02 7:11 pm	billraia	it is tough to get someone interested in a nice addition or a good

		renovation.**#aiachatt**
2012-05-02 7:12 pm	HawkinsArch	Its often tough sell in current world of "everything is instant!" Lots of ppl seem to have lost sight of long game. @emilymbadger **#aiachatt**
2012-05-02 7:12 pm	emilymbadger	Q7 I also like to crowdsource ideas on twitter, since I write about cities but cannot know about/travel to all of them. **#aiachatt**
2012-05-02 7:12 pm	JohnKingSFChron	@IngaSaffron And civilians, ultimately, are the people all of you need to connect with. It's their world you're designing. **#aiachatt**
2012-05-02 7:13 pm	billraia	@IngaSaffron clients are civilians. We talk to them everyday. **#aiachatt**
2012-05-02 7:13 pm	emaleigh	RT @IngaSaffron One thing I learned anew during my Harvard Loeb year is that architects don't know how to talk to civilians. **#aiachatt**
2012-05-02 7:13 pm	White_Good	A7 Many PR leads come from editors posting requests OR us reading their tweets so we know what has currently caught their eye. **#aiachatt**
2012-05-02 7:14 pm	IngaSaffron	@JohnKingSFChron That's the truth! **#aiachatt**
2012-05-02 7:14 pm	MelissaRDaniel	@JohnKingSFChron **#aiachatt** Damn it! We need to be on their radar. But how? Call on Brad Pitt?
2012-05-02 7:14 pm	AIANational	For our guests journalists, are there any tactics you can suggest for @billraia to get coverage of that addition or renovation? **#aiachatt**
2012-05-02 7:14 pm	WhoDatConsults	@IngaSaffron: "architects don't know how to talk to civilians." **#aiachatt** | give them a napkin and they'll sketch away
2012-05-02 7:14 pm	SFCitizen	RT @JohnKingSFChron: Q4 Know target of your pitch! As in, SF Chronicle ain't flying to that nifty LEED Platinum showroom in Tulsa anytime soon. **#aiachatt**
2012-05-02 7:14 pm	shamit	:-) RT @IngaSaffron: One thing I learned anew during my Harvard Loeb year is that architects don't know how to talk to civilians. **#aiachatt**
2012-05-02 7:14 pm	billraia	@PaulDGerber that is how they sell advertisement. Sent only to architects. **#aiachatt**
2012-05-02 7:14 pm	emaleigh	RT @JohnKingSFChron And civilians, ultimately, are the people all of you need to connect with. It's their world you're designing. **#aiachatt**
2012-05-02 7:14 pm	paigeplant10	Great idea! RT @emilymbadger Q7 I also like to crowdsource ideas on twitter, since I write about cities but cannot travel to all **#aiachatt**
2012-05-02 7:15 pm	emilymbadger	@billraia can you layer one more level of intrigue on that nice addition/renovation? crazy energy efficiency? new technique? **#aiachatt**
2012-05-02 7:15 pm	angelo_arch	A7: Twitter & Facebook yes, LinkedIn Groups are still a wasteland IMHO. Activity updates are just starting to get interesting **#aiachatt**
2012-05-02 7:15 pm	contractmag	RT @billraia: @IngaSaffron clients are civilians. We talk to them everyday. **#aiachatt**
2012-05-02 7:15 pm	HawkinsArch	That is usually a given. MT @IngaSaffron: 1 thing I've learned is architects don't know how to explain their work to civilians. **#aiachatt**
2012-05-02 7:15 pm	IngaSaffron	I like using Twitter to report a panel discussion. Such talks don't rise to the story level, but you can pull out good nuggets. **#aiachatt**
2012-05-02 7:16 pm	cubanheat	RT @shamit: :-) RT @IngaSaffron: One thing I learned anew during my Harvard Loeb year is that architects don't know how to talk to civilians. **#aiachatt**
2012-05-02 7:16 pm	PaulDGerber	@billraia Bill, but to you talk (over their head) or communicate w/them? HUGE diff. by 2nd "juxtaposition" in conv I lose interest **#aiachatt**

2012-05-02 7:17 pm	IngaSaffron	@AIANational @billraia If it's an addition to an important building, it might be news. **#aiachatt**
2012-05-02 7:17 pm	billraia	@emilymbadger met the budget. blends in well with existing. happy client. boring, but it keeps clients coming back **#aiachatt**
2012-05-02 7:17 pm	AIANational	Time flies when you’re having fun. We’ve got about 15 more minutes left. **#aiachatt**
2012-05-02 7:17 pm	architectmag	RT @IngaSaffron: I like using Twitter to report a panel discussion. Such talks don't rise to the story level, but you can pull out good nuggets. **#aiachatt**
2012-05-02 7:17 pm	AIA_Media	Attending #aia2012? @IngaSaffron will be part of panel on How to Get Published. Friday 5/18 2:00 session FR205 **#aiachatt**
2012-05-02 7:18 pm	HawkinsArch	I think is abt explaining value of our work to civilians in a non-architect way. That is really where we struggle. **#aiachatt** @ingasaffron
2012-05-02 7:18 pm	MelissaRDaniel	What! We gotta stop talking neg. about architects @shamit: :-) RT @IngaSaffron: architects don't know how to talk to civilians. **#aiachatt** "
2012-05-02 7:18 pm	White_Good	A7 Keep up with editorial calendars. @billraia you might find that a pub is covering renovations down the road. **#aiachatt**
2012-05-02 7:19 pm	kristoncapps	RT @JohnKingSFChron: Note: hyperlocal media DESPERATE for stories. Those reporters will respond to good local designs just to keep the stream flowing **#aiachatt**
2012-05-02 7:19 pm	emilymbadger	@billraia unfortunately, you want to tell your story, but I have to report what's newsworthy to readers. will not always align **#aiachatt**
2012-05-02 7:19 pm	billraia	@PaulDGerber We try not to talk down. All of our work is technical, and we try to take the time to explain. **#aiachatt**
2012-05-02 7:20 pm	JohnKingSFChron	When #architecture has visceral impact on the built terrain we all inhabit it becomes a story, good or bad, addition or new. **#aiachatt**
2012-05-02 7:20 pm	shamit	RT @HawkinsArch: I think is abt explaining value of our work to civilians in a non-architect way. That is really where we struggle. **#aiachatt** @ingasaffron
2012-05-02 7:20 pm	paigeplant10	@HawkinsArch @ingasaffron That's a great point... I think every industry struggles with that issue though. **#aiachatt**
2012-05-02 7:20 pm	White_Good	John, speaking just for urself or do you think true of most local media? @JohnKingSFChron hyperlocal media DESPERATE for stories. **#aiachatt**
2012-05-02 7:20 pm	IngaSaffron	@HawkinsArch Something I think it wouldn't hurt architects to take a basic journalism class, Learn to write/say a 'nut graf'. **#aiachatt**
2012-05-02 7:21 pm	billraia	@IngaSaffron @AIANational We do a variety of projects including church work. The church is very important to a congregation. **#aiachatt**
2012-05-02 7:21 pm	PaulDGerber	AGREED @HawkinsArch: I think is abt explain'g value of r work to civilians in non-architect way. That is REALLY where we struggle **#aiachatt**
2012-05-02 7:22 pm	JohnKingSFChron	@White_Good I referring to Patch etc, the online media for a specific community. Need several stories a day. **#aiachatt**
2012-05-02 7:22 pm	emilymbadger	does anyone have big trend stories in architecture that are not being written about? **#aiachatt** (other than nice individual renovations?)
2012-05-02 7:22 pm	billraia	@White_Good timing is everything. **#aiachatt**
2012-05-02 7:22 pm	WhoDatConsults	RT @HawkinsArch: I think is abt explaining value of our work to civilians in a non-architect way. That is really where we struggle. **#**

		aiachatt @ingasaffron
2012-05-02 7:22 pm	White_Good	RT @HawkinsArch: It's abt explaining value of our work to civilians in non-architect way...really where we struggle **#aiachatt #aiachatt**
2012-05-02 7:23 pm	cathyguske	@White_Good Excellent Point! As a regional AIA pub, we are always working each issue around a theme **#aiachatt**
2012-05-02 7:24 pm	AndrewMikhael	@IngaSaffron you just expanded my vocab, maybe a journalism class is in order **#aiachatt**
2012-05-02 7:24 pm	billraia	@emilymbadger true. I love my job. I enjoy clients feeling they get value with our firm. That works for me. **#aiachatt**
2012-05-02 7:25 pm	aarieff	RT @JohnKingSFChron: Q6 Speak and write in plain English. Laypeople care about the built terrain more than intellectual buzz. **#aiachatt**
2012-05-02 7:25 pm	emaleigh	For print writers, do U have to fight w/editors 2 get pagespace for impt city dev stories beyond trad. arch/new bldg coverage? **#aiachatt**
2012-05-02 7:25 pm	White_Good	@emilymbadger Been talking about how rise of mixed use has affected parking garage aesthetics. Re: starchitects designing garages **#aiachatt**
2012-05-02 7:25 pm	IngaSaffron	@AndrewMikhael Not just for architects. Heard some sociologists the other day who needed a J course. **#aiachatt**
2012-05-02 7:25 pm	billraia	@emilymbadger Ok, be nice. LOL **#aiachatt**
2012-05-02 7:26 pm	MeredithLovejoy	Great conversation **#aiachatt**.This is validating! MRT@emilymbadger: wrote a piece today that originated from a twitter interaction. that...
2012-05-02 7:26 pm	contractmag	RT @white_good: RT @HawkinsArch: It's ab explaining value of our work 2 civilians in non-architect way. it's a struggle **#aiachatt** **#aiachatt**
2012-05-02 7:27 pm	emilymbadger	@billraia alas a twitter chat cannot show me smiling as I type! **#aiachatt**
2012-05-02 7:27 pm	White_Good	Quid pro quo! RT @cathyguske: @White_Good Excellent Point! As a regional AIA pub, we are always working each issue around a theme **#aiachatt**
2012-05-02 7:27 pm	AIA_Media	lively discussion for sure. thanks to our great panel and big aplogies for the spam bombs! **#aiachatt**
2012-05-02 7:27 pm	JohnKingSFChron	@emaleigh Actually, trad. arch coverage not in demand. Editors want arch/new bldg stories that will strike broad nerve w/readers. **#aiachatt**
2012-05-02 7:27 pm	emilymbadger	@White_Good ohh, I looooove parking stories (they ignite comment sections like nobody's business). **#aiachatt**
2012-05-02 7:27 pm	IngaSaffron	@emaleigh The weird part is they love those stories, yet they don't/can't devote the resources to them. It's a mystery to me. **#aiachatt**
2012-05-02 7:29 pm	AIANational	We've come to the end of our chat today. Big thanks to @JohnKingSFChron @IngaSaffron @cliffkuang @emilymbadger and @kristoncapps. **#aiachatt**
2012-05-02 7:29 pm	White_Good	RT @AIA_Media: lively discussion for sure. thanks to our great panel and big aplogies for the spam bombs! **#aiachatt**
2012-05-02 7:29 pm	billraia	@emilymbadger I am in an open office, so I have to be careful when I laugh out loud. Everyone wants to know why. **#aiachatt**
2012-05-02 7:30 pm	JohnKingSFChron	@emilymbadger @White_Good funny re sexy garages. Took H&dM to put 'em on map. Alas, starchitects still needed 4 national eye **#aiachatt**
2012-05-02 7:30 pm	billraia	@AIA_Media as a newbie, I enjoyed it. thanks **#aiachatt**

2012-05-02 7:30 pm	AIANational	Again, thanks too to @ReedConstrData for sponsoring the chat. Follow them for industry and product news. **#aiachatt**
2012-05-02 7:30 pm	kmajune9	@AIANational @JohnKingSFChron @IngaSaffron @cliffkuang @emilymbadger @kristoncapps Nice chatting with you on some great topics. **#aiachatt**
2012-05-02 7:31 pm	AndrewMikhael	TY for your insight! @JohnKingSFChron @IngaSaffron @cliffkuang @emilymbadger and @kristoncapps. **#aiachatt** **#aiachatt**
2012-05-02 7:31 pm	billraia	@AIANational @JohnKingSFChron @IngaSaffron @cliffkuang @emilymbadger @kristoncapps thank you. **#aiachatt**
2012-05-02 7:31 pm	White_Good	I'll get in touch w/you after the chat. :) RT @emilymbadger: @White_Good looooove parking stories (ignite comment sections) **#aiachatt**
2012-05-02 7:31 pm	gabiiil7	**aiachatt**
2012-05-02 7:31 pm	AIANational	See you June 6, same time, 2 pm EST, same place for next month's chat! **#aiachatt**
2012-05-02 7:31 pm	emaleigh	@IngaSaffron Maybe readers need to fight for those stories. I have the back of all PHL journalists! Cuts make me sad for the city. **#aiachatt**
2012-05-02 7:32 pm	HopeworksDesign	RT @AIANational: See you June 6, same time, 2 pm EST, same place for next month's chat! **#aiachatt**
2012-05-02 7:32 pm	AndrewMikhael	Learned: archie editors aren't moon people, architects need to improve their nutgraf, be brief! **#aiachatt** **#aiachatt**
2012-05-02 7:32 pm	IngaSaffron	Nice chatting. Now everyone, back to designing good buildings and places. **#aiachatt**
2012-05-02 7:32 pm	contractmag	RT @AIANational: See you June 6, same time, 2 pm EST, same place for next month's chat! **#aiachatt**
2012-05-02 7:33 pm	alisonrsmith	@emilymbadger We have lots of work for comm. colleges right now thx to Obama focus on them. They are ahead of 4-yr in some areas **#aiachatt**
2012-05-02 7:33 pm	White_Good	RT @AIANational: See you June 6, same time, 2 pm EST, same place for next months chat! **#aiachatt**
2012-05-02 7:34 pm	HawkinsArch	It was at least interesting. Our media chat invaded by spammers! Still some great interactions today! #aiachat & **#aiachatt**
2012-05-02 7:34 pm	White_Good	RT @AndrewMikhael: Learned: archie editors arent moon people, architects need to improve their nutgraf, be brief! **#aiachatt** **#aiachatt**
2012-05-02 7:34 pm	IngaSaffron	@emaleigh Agree about readers fighting for coverage. **#aiachatt**
2012-05-02 7:34 pm	emilymbadger	@White_Good please do! was nice chatting with everyone. **#aiachatt**
2012-05-02 7:36 pm	JohnKingSFChron	Second the motion. RT @IngaSaffron: Nice chatting. Now everyone, back to designing good buildings and places. **#aiachatt**
2012-05-02 7:37 pm	contractmag	Thanx! @aianational RT: We've come to the end. TY @JohnKingSFChron @IngaSaffron @cliffkuang @emilymbadger and @kristoncapps. **#aiachatt**
2012-05-02 7:40 pm	White_Good	RT @emilymbadger: @White_Good please do! was nice chatting with everyone. **#aiachatt**
2012-05-02 7:40 pm	alexbozikovic	RT @JohnKingSFChron: @kristoncapps agreed re Q6 Part of our "job" is the "perceptual scoop" -- putting into words what's in the air. **#aiachatt**
2012-05-02 7:42 pm	HawkinsArch	Stats for today's modified **#aiachatt** have reached 41,039 people via @tweetreachapp || http://t.co/xsoHUN23
2012-05-02 7:43 pm	HawkinsArch	And a bit more for the modified **#aiachatt** || Hashtracking report for #

		aiachatt || http://t.co/kWkFimUA
2012-05-02 7:50 pm	HawkinsArch	And last stats for normal #aiachat today. Big Number! 1 million impressions! | Hashtracking report #aiachat | http://t.co/lQzAxE4l # **aiachatt**
2012-05-02 8:25 pm	emaleigh	RT @IngaSaffron: @HawkinsArch Something I think it wouldn't hurt architects to take a basic journalism class, Learn to write/say a 'nut graf'. #**aiachatt**
2012-05-02 8:56 pm	Fabral	RT @AIA_Media: Attending #aia2012? @IngaSaffron will be part of panel on How to Get Published. Friday 5/18 2:00 session FR205 # **aiachatt**
2012-05-02 9:34 pm	BuildingContent	RT @AIA_Media: Attending #aia2012? @IngaSaffron will be part of panel on How to Get Published. Friday 5/18 2:00 session FR205 # **aiachatt**
2012-05-02 10:53 pm	stevenbrewster	RT @JohnKingSFChron: Q4 Know target of your pitch! As in, SF Chronicle ain't flying to that nifty LEED Platinum showroom in Tulsa anytime soon. #**aiachatt**
2012-05-03 12:06 am	rudolphwidmann	Make that #**aiachatt**
2012-05-03 12:08 am	rudolphwidmann	RT @HawkinsArch: Q6: The value of great design is invisible. It's the intangible stuff that just 'feels' right when you are in a place. It works! #**aiachatt**
2012-05-03 1:14 am	pbsouthwick	RT @ladyaia: RT @kristoncapps: Q6 Architectural journalists are not moon people. Find a journo you like send an email, be a source, share ideas #**aiachatt**
2012-05-03 2:01 am	KrisSchaeffer	RT @JohnKingSFChron: @IngaSaffron And civilians, ultimately, are the people all of you need to connect with. It's their world you're designing. #**aiachatt**
2012-05-03 2:02 am	KrisSchaeffer	"@JohnKingSFChron: Speak and write in plain English. Laypeople care about the built terrain more than intellectual buzz. #**aiachatt**"
2012-05-03 3:48 am	grantrstevens	RT @JohnKingSFChron: When #architecture has visceral impact on the built terrain we all inhabit it becomes a story, good or bad, addition or new. #**aiachatt**
2012-05-03 4:35 am	2Laure	Architecture and the media: Critic and criticism-packed Twitter chat today http://t.co/mcCUDuFu #aiachat #**aiachatt**