Twitter Thread by Nimish Dubey



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THREAD: A letter to the PR professionals out there:

Dear PR Professional,

Whether you are part of an agency representing a company or part of the corporate communications department of an organisation, I always find it a pleasure talking to you, provided I am not tied up.

This puzzles some people who often end up asking why I do not simply ask you to send me a briefing note via mail or text. Why do I always end up taking calls that sometimes last several minutes, even when there is very little chance of my using the information provided?

You see, I have been where you are.

I have taken briefs from clients who wanted nothing but front page coverage in every publication on earth (fortunately, websites were not that popular then).

I have gone to meetings carrying clippings of coverage of an event with happiness in my heart, only to be told about which publications and channels had not covered the event. I have been screamed at by managers, by clients, who seemed convinced I had not tried my best.

I have also had a number of interactions with mediapersons. Some were kind and understanding and heard me through. Some asked me to "dump the release, get out." But worst of all, most were indifferent, treating me as if I was a pesky mosquito who could not be got rid of.

Of all the things I had to endure in my job this was the worst of all. Simply because it reduced me to something worse than nothingness - something that could not be cured and had to be endured.

Now, I cannot control the folks you report to. Or your clients. What I can ensure is that when you speak to me, you will never - NEVER - feel negligible. I will tell you honestly if what you are pitching is of any use to me or not.

What I will never do is cut you in mid-sentence, hang up on you, make you wait for hours in a corridor, or simply tell you to dump a release and get out.

Yes, some of your pitches may annoy me by their persistence. But heck, I know you are doing your job and not trying to be a pain to me personally. I reckon there's someone out there pushing you.

Even if someone is not and you are just the pushy and aggressive type (and I know a lot of you are), I am going to try to hear you out. And then perhaps ask you to relax and turn down the hype. Come on, I have that right, don't I?

Because it is not just having been in your shoes. It is not just about having worked in PR.

It is about being human.

It is about ensuring that you know that you matter to me.

Your pitch might not make it to my story or to any publication I write for. You might irritate me endlessly with your chit-chat.

But you are doing a job. And as a professional, I respect that.

I might not agree with you, but the least I can do is hear it out.

If I do not have time, I will tell you so. And try to get back. It is the least I can do. I will not demand exclusive attention - that is your call.

All I ask of you is to understand and respect my limitations in terms of time and ability.

As a human being, you have as much right to being on this planet as I have. That someone up there made you with a lot of care. That you are trying your best. No one can ask for more.

To me, you will always matter.

Keep calling. If I can, I will answer.

Regards,
Nimish

This is a very old post. Some folks wanted to see it again. Well here you are. Apologies for the boredom.

Oh and it still applies. Everything I said? Still applies.