

PR companies must be more selective in what they send out

Far too often these days PR companies are clogging up inboxes with unwanted, large size pictures.

While I appreciate the efforts put in by PR companies to get their clients' message across in the form of editorial and as an editor I look forward to being kept informed, but what I do object to is being bombarded via email with large size accompanying pictures. This is especially so when the subject matter is not relevant to your publication. In today's age of electronics it is a simple procedure to send small thumb prints or put in a request for pictures to be sent.

I write this in frustration of being sent 13.3MB of pictures in one email. Yes 13.3MB. What have I done? I hit the delete button without any shame.

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