

Working for a Living: The Workplace Beat  
Monday, March 13, 2006

**GARY DYMSKI:**

I want, I don't care about the television show, like, but I will write about the great article that Planned Home Building has on moisture free basements. I will write about something in This Old House that's a real new twist on something that happens on Long Island. Maybe, you know here's a new twist on oil heat that This Old House has a story on, I'll, I'll refer to that. I'm not big on, you know another family from Long Island being on Extreme Makeover. I mean you know it's a sad story but we've written it a thousand times.

So I think hitting the right target is, is really important for you guys. Don't send me the flower stuff; don't send me the, the fragrance stuff; don't send me the fabric stuff; don't send me the wallpaper stuff. Send me instead the wallpaper that is textured and paint able and goes over all the wallpaper. That's the product I'm looking for okay.

So I hope that helps you a little bit. and one of the things... You know I used to apply a lot for a lot of news paper jobs when I was younger and I would send stuff out. And I was always very careful that my letter and my clips got in the hands of the right person. So I'd call ahead of time. This is before computers; that tells you how old I am. And so what I would do is I would call and get who, who handles you know the hockey coverage at this newspaper because I wanted to write hockey for this news paper. Or who covers the feature writing at this news paper? What's their name? You know, how can I get a hold of them? You know what's the correct title? What's the correct spelling so I wasn't sending my stuff...? But I think it, you know it's the same thing with you guys. If you send Carol Polski something on hammers and nails she's gonna give it to me you know. So you want to hit the right target.

The, the last, the last thing I want to say is, my wife said not to say anything stupid and she said... You know I said, the idea was how would you get things to me you know. Do you know anybody remember Suzie Sales? Yeah I was gonna say you could always clip a ten dollar, five dollar bill to that press release. We take cash no checks; no I'm just kidding.

The only thing, the only other thing I will say is; how many of you deal with those big packets? You know like you send out big packets of information. I would much rather receive like you know a short intro into the product or what you're doing. Maybe and then all the documents on CD ROM would really help me. I mean I get these packets sometimes and these big press kits, there's no way I'm looking through them. But if I get a little, you know like a cover sheet. I'll give you an example. a company called Care Rails just sent me something and it's really intrigued me. They sent me a picture of a little girl going down the stairs. And you know, the stair rails are here and the kids can't grab them so they fall down the stairs. They had some statistics and they have this, this new product that hooks to the existing rails okay. And it's for kids so the little guys between eighteen months and five years can grab the rail okay. It's one page, was, it was a scan able photo on the front. On the back it had all the information and they had a CD ROM there. I mean that's perfect. I don't have to put all that crap on my desk. I got fifteen hundred press packets from the International Builders Show last month, I mean in February, end of January, first of February; I don't have room for all that. So those are the kinds of things I'm looking for and I do appreciate you guys because you help me out a great deal, okay.