
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: We are delighted to announce....
DATE: Today
CC: Everyone else who might otherwise miss it



We are delighted to announce! Sorry people, time to stop being so self-congratulatory

There's always some company, or someone, somewhere, who is "delighted to announce" something.

Me, yes, I'm delighted about their increased level of delight, although, if the truth is to be told, I don't, in reality, give even the smallest of a monkeys' banana.

When I was editor of the monthly business magazine in Leeds ("Leeds Journal") many moons ago, I allowed the 'news' section to grow to some 8-10 pages.

This was mainly to allow those members of the Chamber of Commerce (the publishers of the magazine) who didn't use many of the services or attend many of the events to at least have some financial return for their membership fee.

They were able to as well see some sort of presence within the business environs of the city via their press release in the magazine.

However, my blue pencil always went through any references to their level of "delight" or "pleas-ness".

I allowed them to continue being totally delighted within the private confines of their own offices, rather than worry their fellow Chamber members, or for that matter, me, with their levels of delight.

"For your comfort and safety, this station operates a no-smoking policy" according to the mechanised lady who booms through the PA system every few minutes at railway stations up and down the land to remind passengers not to smoke. No love, I'm afraid you have that completely wrong. You should be saying "Because of government policy, you are not allowed to smoke in this station."

And your other saying, "A selection of hot and cold snacks is available on the train" really needs to be changed. "A selection of over-priced stuff that Health and Safety haven't quite got around to condemning yet, and which you could have otherwise purchased on the High Street for less than half the price, is available on the train."

We seem to have a continual stream of announcements and notices bringing a panoply of important hogwash to our attention wherever we go.

It's the "Sainsbury's effect", where we were warned, once upon a time, with the notice on the jar that stated *"This peanut butter may contain traces of nuts and could therefore be unsuitable for use by people with nut allergies"*.

Ah, so, is it that your peanut butter might otherwise be a fraud and contain cement instead then guys?