

# How not to do p.r.

Public relations practitioners are generally good about getting their pitch across. There are those who do it with a soft touch, and then there is this story I had to share with you: <http://tinyurl.com/3ka5h8> I found it through Peter Shankman's twitter feed, regarding a woman who calls herself a PR person, but is really a list provider/spammer. And she's nasty (probably bitter). Public relations is about building positive relations with your target audience, generally using media as a go-between. Insulting the media is never a good idea!!!!