

Stouffville Tribune

A Metroland community newspaper
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OPINION



Roy Green

Press releases contain incoherent gobbledygook

The following quotes are from a press release I received last week:

"...has announced that it is incorporating industry leading marketing campaign management software into its end-to-end business intelligence solutions..."

"...enables customers to develop advanced, closed-loop marketing programs..."

"...offer a data mining function, industry-specific data model and hardware and database applications with the ability to exploit that data..."

NO IDEA

I have no idea what any of it means. And I'm getting more and more of this kind of stuff each week - piles of press releases from companies hoping we'll put something in the paper about what they're doing, have done or will do.

But none of it will make it into the paper because the putter-inner (me) can't translate the gobbledygook into coherent English.

REALLY SCARY

What's really scary about all this is that these companies are supposed to be in the business of communication. The unintelligible drivel above, believe it or not, came from IBM.

IBM should know that you write press releases in such a way as to be understood, even by cyber-idiots like me.

I don't believe these companies deliberately set out to confuse us. It's just that they love the jargon, the buzz words, the parlance of cyber-lingo.

The press release uses quotes from an employee whose title is Solutions Executive.

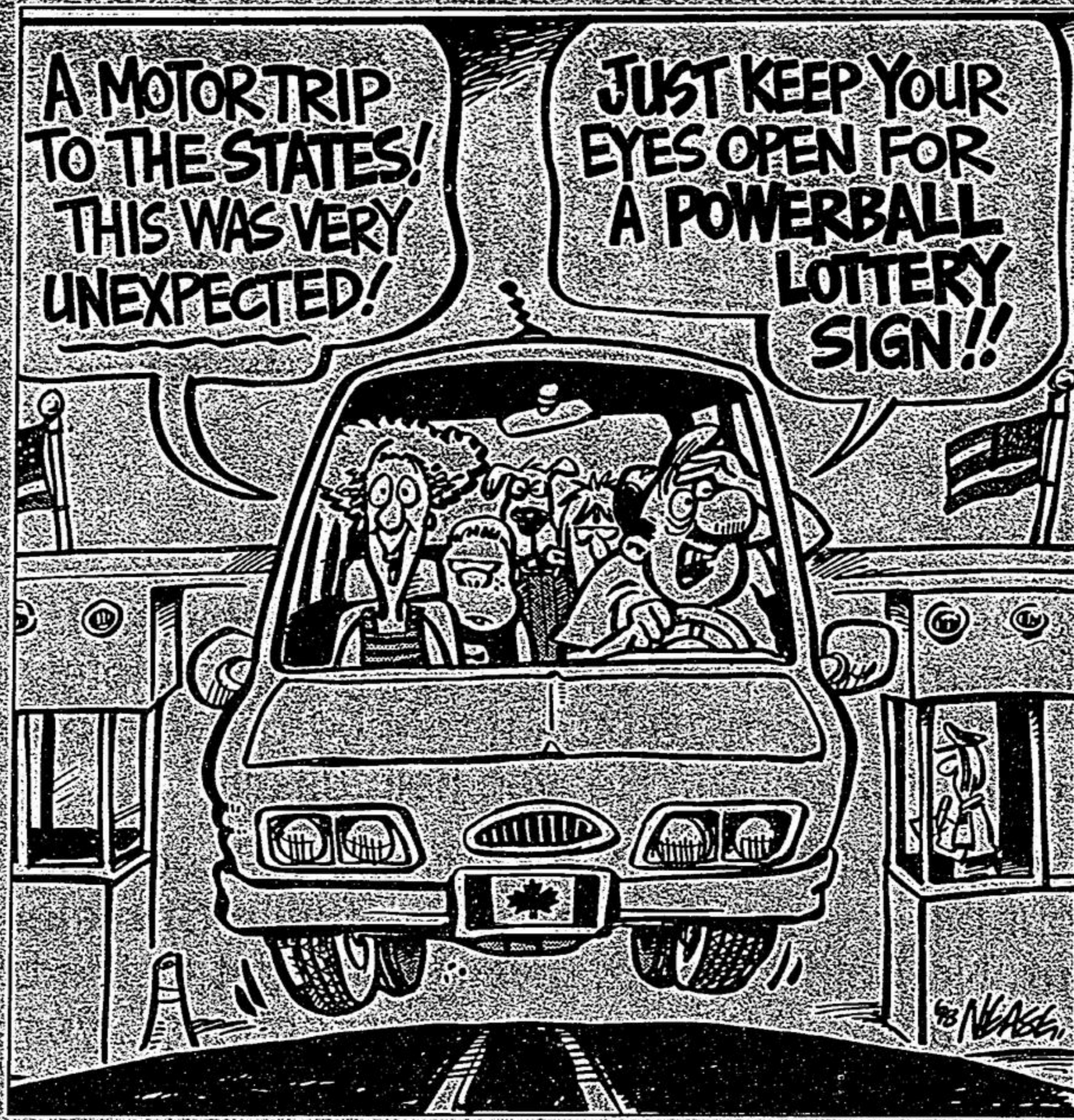
SUSPECT JARGON

I suspect that's jargon for what once was known as a sales or marketing manager.

Which reminds me of those help-wanted ads for seat-assembly associates or custodial associates.

To paraphrase Casey Stengel - can't anybody here speak the language?

The irony of the information age, it seems, is that as the quantity of available information increases, the quality of that information declines.



LETTERS TO THE EDITOR

'Squeegee Gran' good employment opportunity

Open letter to the residents and employers of Stouffville:

I have reluctantly come to the conclusion that my employable years are nearing an end. I am now considered "past it". Apart from 10 years off when the children were young, I have always worked outside the home (full or part-time), until last year. Now, I am "not qualified enough". Admittedly, my computer skills need updating (when don't they?) for office work, but I couldn't even be accepted for a menial job washing dishes or toilets. You've guessed it. Being a dishwasher wasn't enough. A university degree in engineering and home economics might have helped. I also don't drive, so our almost non-existent bus service doesn't help me to apply for situations in Markham/Unionville anymore.

So, I am considering starting my own business in Stouffville. Squeegee Gran. Now, that's unique.

There are five sets of lights on Main Street. I could work at each set (Monday through Friday) and maybe employ other "over-50s" for Saturdays (Sundays off).

Only very mature, unemployed people need apply. Must be nimble (mind the vehicles), fairly good eyesight (watch the traffic lights), enjoy working outside (no rainy days), flexible hours (rush hours preferred), and rather deaf (cuts out drivers' abuse). So keep off, kids, this is our "patch". Do you think the

mayor would support my idea? He might even promote my business on his next international trip. No, neither do I. Another business empire smothered by bureaucratic red tape.

All joking aside, I really am looking for employment in Stouffville. If anyone has any (sensible, please) suggestions or offers I would be most interested.

I am in my late 50s (but not "over the hill"), live in Stouffville, enjoy walking (no car), need to earn money (to help husband to pay mortgage, etc., and retire before we're 90), and miss the companionship and job satisfaction. Unfortunately, I do possess an English sense of humour, which is not always appreciated.

JOAN MAY
STOUFFVILLE

We'll help promote music

The Music Town, Ontario committee of Whichurch-Stouffville invites all individuals and organizations hosting musical concerts now and in the future to utilize our services in promoting such events.

In this way, a duplication of program and concert dates can hopefully be avoided. In addition, your co-operation will add credence to our municipality's music town symbol.

Please feel free to contact the undersigned by mail or by phone.

JIM THOMAS
SECRETARY MUSIC TOWN, ONTARIO
STOUFFVILLE

Views ON THE News
A FORUM FOR PUBLIC OPINION

Q: The provincial government has approved the extension of Hwy. 407 east to Brock Road in Pickering without conducting an environmental assessment. Does the need for improved transportation outweigh the desire to protect rural land from large-scale development?

I would hardly call the extension of Hwy. 407 to Pickering "paving paradise".

While it may be trite to say so in this world, there must be progress. And progress in this particular instance means completion of Hwy. 407.

Amidst all the uproar over the completion of this highway it may be worth recalling that the 407 was initiated with great enthusiasm by former NDP Premier Bob Rae. At that time it was envisaged as an alternative route to the 401 which even then could be a nightmare to negotiate. Many old road maps clearly show the proposed course of Hwy. 407 and no secret was made of its purpose or construction.

The passage of time has only worsened the situation on the 401. A properly completed 407 would do much to alleviate the problem. The 407 should and must be extended to connect with the 401 in the east - not in stages but completely and as soon as possible.

Of course there will be environmental concerns, but virtually everything mankind does affects the environment. Against this must be weighed the benefits. Reducing traffic congestion on the 401 and its many feeder roads will significantly lower pollution. Construction of the remainder of the 407 may be anathema to those living near its path, but no more so than the proliferation of high-density housing.

ERICA VICCARY, MARKHAM

No. Definitely not. We must protect the environment - we're giving up everything and not enough people care or realize how special it is. We're giving up our very life and breath for speed. Purely economics vs. humanity.

JEAN STEWART, MARKHAM

We need to protect the eco-systems - there's not much need for the 407; it's always empty anyways.

JOE LAVIOLA, RICHMOND HILL

THIS WEEK'S QUESTION

Q: Some municipalities are now offering rewards for information leading to the arrest of vandals. What would your solution to this apparently increasing crime against public and private property be?

Submit contributions to
Views on the News, fax: (905) 640-5477
E-mail: themib@istar.ca

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