

# UNSUBSCRIPTION MADNESS

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The following e mail correspondence gives an example of how effective e mails should not be written and how the use of language gives a very improper impression of what is being written.

Alpha Engineering Works had an internal e-mail network which included all the employees of the company. Off late all the employees became victims of mass internal e-mails made by different individuals/ departments regarding various announcements. As employees were perturbed over the mass e-mail each individual requested to be removed from this list and this in turn generated more e-mails. The IT department of Alpha Engineering Works tried to solve this problem by e-mailing the procedure through which the employees could remove themselves from the mass e-mailing list. But they did in a manner that created some unpleasantness and which is documented in the attached.

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**From:** Sheeda Gujar  
**Sent:** Friday, September 26, 2008 8:30 AM  
**To:** ALL  
**Subject:** IMPORTANT Information  
**Importance:** High

Dear User,

Sending an "unsubscribe" e-mail to [events@alphaindustry.com](mailto:events@alphaindustry.com) will NOT unsubscribe you from the mailing list. Please follow the instructions below to unsubscribe:

1. Browse <http://alphaindustry.com> and click on the group that you want to unsubscribe from.
2. Scroll down and enter your email address
3. Click on "unsubscribe"
4. You will see a screen which shows that "The confirmation email has been sent"
5. Check your email, click on the link that will be given there.
6. A window will appear, click on the "Unsubscribe" button
7. You will get an email confirming your removal.

Thank you

Sheeda Gujar  
Manager Network Services  
Alpha Engineering Works.  
Phone: 1231231213

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**From:** Meeda Badmaash  
**Sent:** Friday, September 26, 2008 9:32 AM  
**To:** ALL  
**Subject:** Unsubscription Madness..

Dear All,

The deluge of email messages that started yesterday with the mantra of 'unsubscribe me' reminded me of lemmings tumbling down a cliff. Please understand that each message to the group generates in excess of 3000 emails **\*and\*** it does not lead to automatic unsubscription.

There were some voices of sanity in the group who tried to refer to messages that had been sent in the past about steps required to unsubscribe but their utterances got buried in the cacophony that this group-think-cum-group-madness generated.

Having ventilated my feelings, let me tell you what we have done so far:

1. The Industry Events group has been converted into a moderated list: messages sent to it will be monitored and sent forth only if they genuinely belong to that group;
2. We would encourage that the Employee Events group (where employees are subscribers) is used by (and for) employees to communicate;
3. We will create Employees Events/Activities group to which that group will subscribe (the current surge in messages started with all the different societies sending messages, meant for employees, to all and sundry).
4. Given the overhead that mass emails generate, we may have no choice but to levy a mass email fine on repeat offenders.

For those of you who still don't want to be part of the Industry Events group, please refer to Sheeda's message sent today to unsubscribe.

Take care and Eid Mubarik

Meeda Badmaash  
Director IT  
Alpha Engineering Works.  
Phone: 1231231213

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**From:** Maula Jatt  
**Sent:** Friday, September 26, 2008 10:11 AM  
**To:** ALL  
**Subject:** RE: Unsubscription Madness..

Dear Mr. Meeda,

That the people who sent these emails did not know that this would not work, and that they ignored the emails that told them the process is fine...and as Director IT you do rightly point it out. But to call the people who sent these mails lacking sanity is surely beyond necessary...and you neither have the right nor justification to do that....here I refer to your paragraph quoted below, the title of your mail and the tone in which you refer to those who had sent these mails: ' There were some voices of sanity in the group who tried to refer to messages that had been sent in the past about steps required to unsubscribe but their utterances got buried in the cacophony that this group-think-cum-group-madness generated'

As one of those who was tired of event mails and had sent an unsubscribe mail...I take strong exception to being termed as lacking sanity by you...irrespective of the truth or falsehood of the accusation/statement!

Jatt.

Maula Jatt.  
Alpha Engineering Works.  
Phone: 1231231213

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**From:** Meeda Badmaash  
**Sent:** Friday, September 26, 2008 11:14 AM  
**To:** Maula Jatt, ALL  
**Subject:** RE: Unsubscription Madness..

Unqualified apology to all those whose feathers have been ruffled. The intent was not to hurt or denigrate.

Ciao,

Meeda Badmaash  
Director IT  
Alpha Engineering Works.  
Phone: 1231231213

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**From:** Maula Jatt

**Sent:** Friday, September 26, 2008 12:18 PM

**To:** Meeda Badmaash; ALL

**Subject:** RE: Unsubscription Madness..

"feathers have been ruffled" !!! Meeda sb...that tells a lot about the apology as well. But I will not say anything more on the issue.

Have a wonderful eid.

Jatt.

Maula Jatt.

Alpha Engineering Works.

Phone: 1231231213