

Micro Persuasion

Steve Rubel blogs on how weblogs and citizen journalism are impacting public relations.

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MONDAY, AUGUST 23, 2004

Cornell Blogs Its Web Site Redesign

The Cornell University PR team chronicled the redesign of the school's Web site **with a weblog**. The [cornell.edu site](#) has been in production since late April 2004 and **launched this weekend**. According to [a recent post](#), the PR team used the blog to provide the Cornell University community, and especially the web community, with weekly project updates, background information on the four-year project plan, screenshot previews, and most importantly, opportunities for feedback.

This is a smart idea that anyone developing a product can use as a model.

Monday, August 23, 2004 in [PR](#), [Weblogs](#) | [Permalink](#)



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