

pretty sight.

- **The election is over. Best commentary** I've read today on the election is from **Anthurian**.
- **Polling doesn't fare to well.** Not like I ever took it seriously, because people don't like to tell the truth to poll-takers. Or, they answer the questions the way they think the poll-taker wants to hear. Same reason I don't buy into focus groups - too easy to mess with. Keep that in mind, PR. Focus groups are for marketing people too afraid to go with logic, but need group think.
- **Robert French of InfOpinions** blogs on the **Cornell.edu Redesign Weblog**. The interesting take on the post isn't what Cornell is doing with their redesign Weblog - the University is rolling out a new logo and a new look - but that it's a good case study on how corporations can use a blog as a messaging tool to the public (hey, **it's about the P in PR**), as well as a collaboration tool, getting information and feedback from others in the community.

Think of other corporations that could be blogging like this - reaching out to the public to collaborate, brand, message.

- **Are you pitching with NFB NDAs?** One of my favorite PR bloggers, **Tom Murphy**, is looking for instances of PR people that are pitching to bloggers, and maybe using a Not For Blogging NDA. Go check out the post ... and ties well into the next posting.
- **PR firms are beginning to notice blogs.** In a "no shit" posting today in **SiliconValleyWatcher** - hey, they made it twice into Snippets - Tom Foremski notes that SV PR firms are beginning to notice blogs.

I guess **Global PR Blog Week** was an anomaly, and not part of the overall PR industry. I guess **Edelman** blogging isn't a sign that the large agencies are noticing blogs.

It would have been a better piece of Tom spoke to any of the PR bloggers, instead of a PR person that is all "baffled what to do" with blogs.