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Improving on ex-Apple marketing guru Guy Kawasaki's "How to Suck Up To A Blogger" February 18 posting on blog.guy.kawasaki.com, Adam Kovacevich of potomacflacks.com offered a "D.C. Edition" of the advice on September 26: "1. Suck up to the bloggers who matter to the people you want in your camp politically." To influence Republicans, concentrate your fire on PowerLine, RedState or The Corner. To stroke Democrats, try HuffingtonPost, MyDD or Daily Kos. "2. Don't pitch a political blogger on a policy issue, and vice versa." Handicappers don't want white papers. "3. Give sympathetic bloggers an action item." Just because bloggers spend a lot of time in their PJs doesn't mean they won't email elected representatives, sign on-line petitions or even telephone a politician's office. "4. Pick Your Battles." If your goal is a corporate tax cut, a lot of bloggers – who see themselves as independent, iconoclastic, anti-establishment rebels – will react with scorn. An earmarks database? "That the kind of transparency-mind, blogger-friendly crusade that can really catch on."