The dawn of a new (communications) era

One of the first things that signaled the start of the new Obama administration was the changeover of the Whitehouse.gov website. The new website, which shares many elements with the Obama campaign website, was up and running at 12 noon, even before the flubbed swearing-in took place. In a sense, the new website is the product of people who haven't been in the White House very long. It still has the campaign feel, talking about the Agenda, and showing the Whistle Stop tour Obama and Biden took the weekend before the Inaugural. What is more updated about the website is that you can now sign up for email updates and like many other organizational websites in America today, it has a blog. And, as the website claims:

"WhiteHouse.gov will be a central part of
President Obama's pledge to make his
the most transparent and accountable
administration in American history."

The website has been getting a lot of attention. Here's an article from Politico via Yahoo on the presidential bios on the website.

Obama will certainly be a more "electronic" president. Much has been made about his BlackBerry "addiction." He was able to garner much of his support among the GenY/media/social media savvy people because of his campaign know-how regarding Web 2.0. Let's see how this plays out.

Update: Interesting takefrom the *Atlanta Journal-Constitution* on the PR skills of the new administration, helping create a positive perception, and apparently an area where Bush was not as media-savvy.