



## Re-vote: PR execs revisit their heavily pro-Hillary election predictions

*PRWeek's informal survey of PR pros predicted unanimously that Hillary Clinton would win Tuesday's presidential election, but Donald Trump decisively won the race. We asked them--and others--what happened.*



### **David Landis, president, Landis Communications**

Personally, I am in shock that America could elect a president — and a Congress — that so divides our great country. On the practical side, I believe the pollsters are not accurately reflecting the mood of the country. I believe this stems from their antiquated approach. The pollsters still don't understand technology and how to tap into those that don't have a land line. Plus I hold the media responsible for not embracing the watchdog role that allows citizens to make informed decisions. The media gave Donald Trump a free ride and he dominated the headlines: and Hillary Clinton was relegated to page 12. From "The Donald," we got sound bites which the media embraced — and people accepted without question. I am very worried for our nation: for its economy, for the Supreme Court, for women's and minority rights and for our position with the rest of the world. God help us.

<http://www.prweek.com/article/1415130/re-vote-pr-execs-revisit-heavily-pro-hillary-election-predictions>