

Bloggging

**“Be yourself; everyone else is already take”
- Oscar Wilde**

What happened in the media?

— [Video

What happened in the media?

— [Video

— Netflix uses actors, Blockbuster files chapter 11

Blogging - What it is...

— [A Voice, Yours...

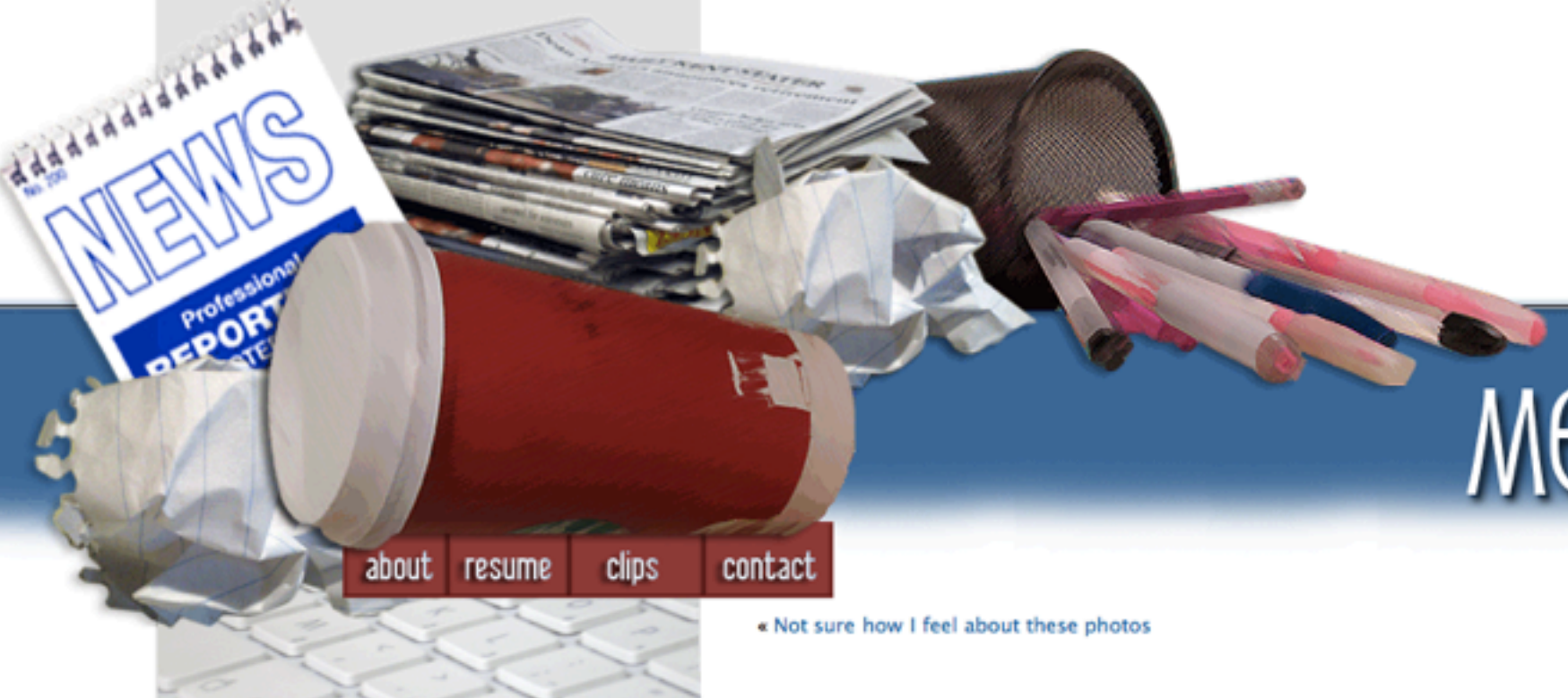
— [Great for marketing your skills and building a brand

— [Platforms come and go, blogs are forever

— [They are now part of the journalistic ecosystem

— [Dealbook, Five Thirty Eight, Huffington Post, Politico, TBD, blogTO, Torontoist

Why do you need one ?



Meranda writes

CURIOUS BY NATURE. JOURNALIST BY TRADE

[about](#) [resume](#) [clips](#) [contact](#)

« Not sure how I feel about these photos » QOTD: Each of us should make the most of our lives »

Things to know about Meranda

I read too much. • I listen to NPR, and the only TV I see on a regular basis is the news. • I used to fight with my dad to be the first to read all the sections of the newspaper — except sports. • When I was little I wanted to be an artist. • I'm one of seven kids. • I'm a reporter at a newspaper, eh hem, information center. • As a young girl I would leave our table at restaurants and walk up to strangers to say hello. • I began teaching myself HTML at age 10. • I picked journalism as a major expecting to fail. • My dream jobs are producing content for the NYTimes.com and writing for WIRED magazine. • I love what I do.

'Why is this carbon-based?'

As I was reading Paul Conley's [latest post](#) about skills students need to get hired, something clicked. He references another post he made that's worth reading: [Folks with resumes need not apply](#). The more important post, however, is the three things [j-school students need to know](#) to get hired.

I agree with that entire post. But here's the thing that clicked:

Few things tell me less about a prospective hire than clips from a college newspaper. Yet most of the students I meet use clips as the center of their job-searching efforts. The students, apparently at the urging of teachers, are often quite proud of their clips. And they have come to believe that the perfect clip will lead to the perfect entry-level job.

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Why do you need one ?

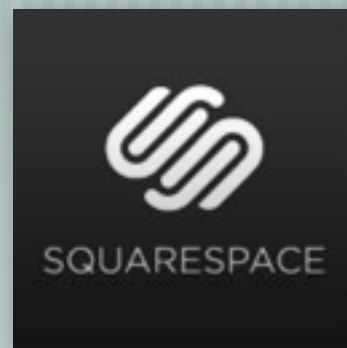
— [Once upon a time (OK, about a year ago) I wanted to be an online journalist when I graduated college. I had all the experience. The Webmaster gigs and the packages I'd produced, plus the right "skills" on my resume. But, I didn't have an online portfolio. I'd never been in a class that asked me to, and quite honestly, during college, I'd be so busy stacking my resume with student media and internship experience that I didn't have the time. That was, until it came up at a job fair about a month before graduation. One of the recruiting editors and I hit it off. We probably spent an hour talking, which is insane at a big job fair. Most of it was about my Web experience and their Web site. Then, she asked me why, given my interest and skills, was I applying on paper. Why was it carbon-based? Good question. The next week, I set up my blog and my portfolio with it. I am confident, beyond a doubt, that it was this site that helped me land interviews and a job. (In fact, the paper I currently work for never got my clips in print.)

So do journalism graduates need a blog? I say yes. If not a blog, then at least something that shows off their work in a professional, organized and easily updated way. I saw a j-school student's tumblelog just the other day that serves this purpose without being a traditional blog.

These things are so easy to create there is just no excuse not to take a weekend and get it together. If you're not willing to, somewhere another j-school graduate who obviously wants that job more than you is willing to take the time. And he or she is going to get that job.

Where to do it ?

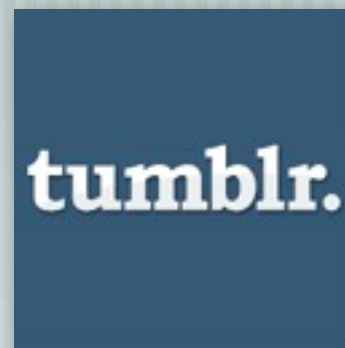
— [Squarespace (Full Site)



— [Wordpress (Full Site)




— [Tumblr (Blog Only)



— [Blogger (Blog Only)



Where to do it ?

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3. [Get Focused](#)

4. [Get Customized](#)

5. [Get Published](#)

6. [Get Flashy](#)

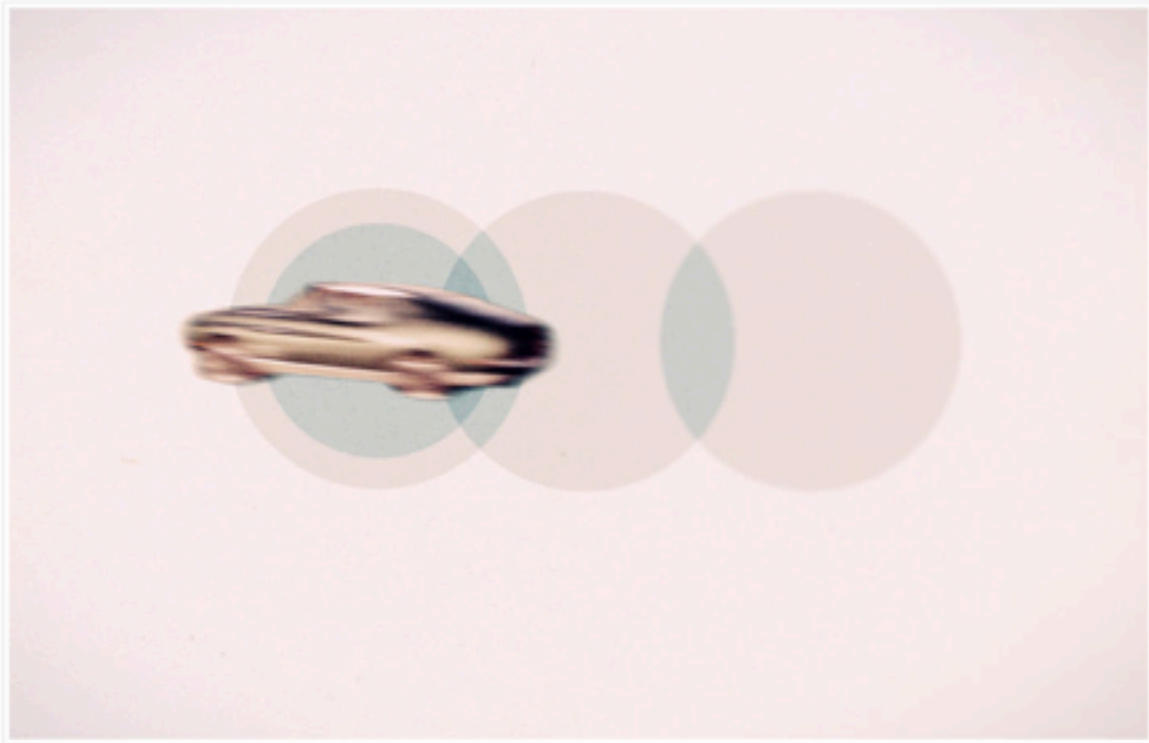
7. [Get Connected](#)

8. [Get Famous](#)

9. [Get Mobile](#)

10. [Get Heroic](#)

From Zero to Hero



Always wanted to be a blogging superstar? Or simply want to learn your way around WordPress.com?

You've come to the right place. Go from blogging zero to blogging hero in 10 quick levels.

Let's [Get Started](#). »

What to do it on?

- [Niche topics
- [Your interests, hobbies, future beat
- [Everyone has a niche that they are involved in, the more obtuse the better the traction

Some Examples...

— [Dealbook.com

— *Andrew Ross Sorkin* - deals on wall street

— [Techcruch.com

— *Michael Arrington* - VC to blogger, just sold to AOL for 30 million

— [FiveThirtyEight.com

— *Nate Silver* - statistician and baseball fan made PECOTA/sold it to Baseball Prospectus - 538 sold to NYT

What to do it on?

Questions to ask yourself

What are your hobbies?

- What things do you like and enjoy doing?
- How do you spend your free time?
- What are your favorite topics to talk about?
- When you were young, what was fun for you?
- What topics do you know more than most about?
- Are there certain classes that you have taken extensively?

Getting started

- [Title it well - It will last a lifetime

- [Own your domain name

- Hover, Godaddy, Dreamhost etc...

How to do it

— [Strategies for success

- Plan your writing
- Create a headline bank
- Time yourself
- Series approach
- Get to the “meat” of the problem

Plan your writing

— [Come up with a format for posts

— Headline

— Question

— Tactics/explanation

— Conclusion

— Call to action

Create a headline bank

- [Headlines are the single most important factor in blog writing and web writing in general
- [They travel everywhere, Facebook, Twitter, SEO, and other blogs

Create a headline bank

Questions

Is your Twitter campaign sinking? Do you know where the best places to eat are?

Stats

500 million flock to Facebook

Numbered tips

Top five ways to get your blog read

Short stories (good and bad)

A Tale of Two Twitter Users, The Great Escape

Time yourself

- [Don't make perfect the enemy of good
- [Timing yourself is great practice for deadline writing
 - Less than an hour at most per post to start

The series approach

— [Break down your task

— “5 Steps to get your business on Twitter”

- Monday: Set Up Your Twitter Account
- Tuesday: Choose Your Twitter Name
- Wednesday: Upload Picture
- Thursday: Upload Your Best Link
- Friday: Write an Interesting Twitter Bio

The series approach

— [Tweak and repeat

- Monday: How to Set Up Your Twitter Account to Attract More Business
- Tuesday: 3 Steps to Avoid When Crafting Your Twitter Name
- Wednesday: Using Your Twitter Picture to Attract Targeted Prospects
- Thursday: Link-building with Twitter: Upload Your Best Link for Success
- Friday: How Writing an Interesting Twitter Bio Can Make You Millions

The “meat” of problem

- [Provide value, teach not preach, and don't repeat
 - research, comment, share, add to the conversation
 - be helpful and thoughtful

How to write it

- [Add videos, pics, links and other rich media sources
- [Be conversational
- [Link love

How not to do it...

— [Simple mistakes to avoid...

- Auto loading music - *kill me*
- Dark background and light text - *Cheryl will kill you*
- Sidebar clutter - *noisy*
- Plagiarism - *this is the real deal AND searchable*
- No 'click here' - *when you mean 'study released' etc*
- Don't be mean - *or I'll beat you up*

Global connections

Update: 19 years in prison

Toronto-based blogger faces execution in Iran

Article

Published On Tue Sep 21 2010

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MICHAEL STUPARYK/TORONTO STAR

Kate Allen
Staff Reporter

The strange saga of a Toronto-based blogger jailed in Iran on propaganda charges took an alarming twist Tuesday after his supporters said prosecutors requested the death penalty.

Hossein Derakhshan is known as the Iranian "blogfather" for launching the dissident Persian blogosphere — an act of defiance he committed from Toronto, where he lived for eight years after becoming a Canadian citizen.

Toronto was the launching pad for his most daring cyber-caper, when he visited Israel on his Canadian passport and blogged from inside Iran for a massive Persian-speaking web following.

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