



# JOURNALISM & BLOGGING

Learn to identify your audience, then write for, interact with and become one of them. Become a one-person news organization with WordPress blogging.



# WARNINGS

According to Bloggingat.com:

1. Your market may be saturated.
2. Your subject matter may lend itself to expert status and you just don't have it.
3. You may not have the time or desire to see the job through to completion.
4. You might get tired of sitting on your ass waiting for "something" to happen.
5. You might be a poor writer.



# WARNINGS

6. You will probably underestimate the amount of effort it takes to promote yourself.
7. You let other people influence you too much.
8. You might just pick the wrong subject to blog about.
9. You might actually be dumb enough to have comments turned off in your blog
10. You give up too soon.



# SO \_\_\_\_\_ ARE YOU BLOGGING?

- WHY?
- ON WHAT?
- HOW OFTEN?
- FOR WHO?



# KNOW YOUR AUDIENCE

## FOR WHO?

- The Sexist
- Fix Journalism
- ....”at a time when traditional routes to journalism careers are being questioned, exceptional journalists can create their own destiny. Their future is in their notepads (or laptops), ready to escape from paper to online and the real world.

The connection with readers, once established, multiplied, and fed, is seductive and unquenchable.



# WRITE FOR THAT AUDIENCE

- Successful bloggers build on the knowledge of others. The Internet does not like the lone writer (usually)

Join the conversation

- Part of the conversation
- Not part of the conversation



# TOOLS

- Trackbacks
- Links
- Blockquotes
- Share This plugin
- Twitter
- Facebook
- Etc.



# BECOME YOUR AUDIENCE

- Communicate
- Participate
- Integrate



# RESOURCES

- “We the Media” by Dan Gillmor
- MediaBloggers.org
- PressThink.org
- CyberJournalist.net
- Beat Blogging.org
- Tweet me: MikeHigdon