

Blog Like a Journalist

Establishing Your Voice
in the Digital Age

Blogging is so 2005



In 2016, social media rule



21806 581



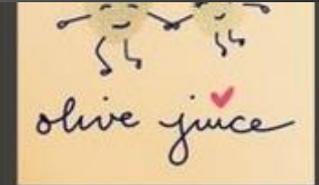
32853 498



9420 178



29573 227



17515 177



10553 281



34467 308



33076 679



9398 187



10176 245



Even Andrew Sullivan got out



But there's a downside to social



You can write for *yourself*.

Or you can serve *someone else's agenda* without getting paid for it.

(Or, like most of us, you can do a little of both.)



A blog is your
own digital
homestead

What is a blog?



Taking the most expansive definition possible, a blog consists of content, usually text or mostly text, that is published online in reverse chronological order.

Dave Winer



“A ***blog*** is the
unedited ***voice*** of
a ***person***.”

Elements of a journalistic blog post

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- Add value by bringing in other sources of information
- Offer your own perspective and analysis; strive for disciplined informality

How to keep it going

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- If you're not doing original reporting, stay away from talking about motives
- Learn to use photos within the limits of copyright law

Platforms



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- Tumblr, Medium and Blogger all have their good and bad points

How often should you blog?

The old rule was as often as possible — once a day or more.

Social media and WordPress' email option have lessened the stress.



Blogging can help you
stand out from the crowd



Blogging can help you stand out from the crowd

- Be part of a larger conversation

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- Hone your journalistic voice

Blogging can help you stand out from the crowd

- Be part of a larger conversation
- Hone your journalistic voice
- Enhance your career

And it's fun





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VIEW INCENTIVES 

LEGAL

 French Toast Alert Level: **Elevated**. [Explanation](#).

Something that looked like a Molotov cocktail hurled through window of black, gay South Boston resident

By [adamg](#) - 3/20/16 - 4:42 pm

Being investigated as a hate crime, the Herald reports.

3 comments [Add new comment](#)

Honor among crows

By [adamg](#) - 3/20/16 - 12:15 pm

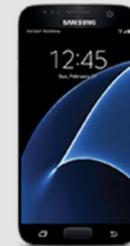


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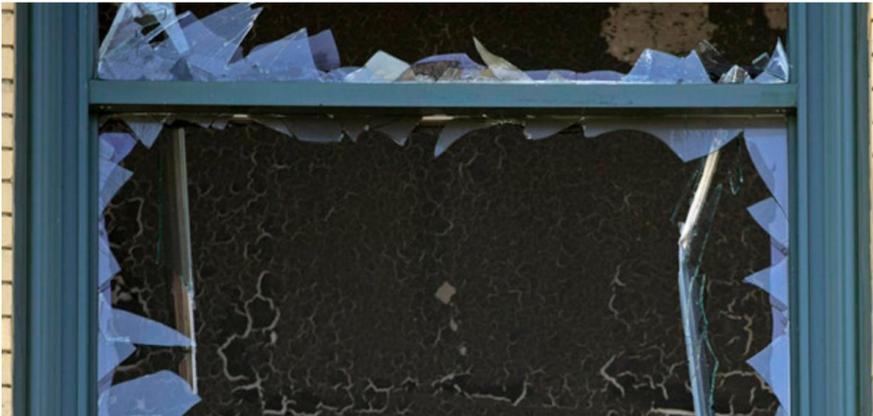
Open meeting
in [Instead of a Colossus, we could build a Venus](#)

Busy Boston spot news Saturday.

by markadmin

POSTED: MONDAY, 3/7/2016

I photographed the aftermath of a fatal fire in Dorchester, and then quickly left there and responded to a call about a car in the water near the JFK Library/UMASS Boston campus. A woman living in the large Dorchester apartment building perished in the early morning fire, and the man involved in the car-in-water incident, apparently drove himself to his untimely death. I always try to highlight the positives, i.e a rescue attempt, when it comes to covering these events, but sadly, there were none.



SEARCH FOR A PHOTO

MY SOCIAL NETWORKS



ARCHIVES

March 2016

February 2016

January 2016

December 2015

October 2015

September 2015

August 2015

July 2015

June 2015

May 2015

April 2015

www.dankennedy.net

Media Nation

By Dan Kennedy • The press, politics, technology, culture and other passions

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The *Globe* will shutter *Crux* and reposition *BetaBoston*

[3 Replies](#)

The word "CRUX" is displayed in a large, bold, red, serif font. The letters are thick and have a slightly distressed or hand-drawn appearance.

Crux, a standalone website "Covering all things Catholic" that was launched by the *Boston Globe* in the fall of 2014 (see [my WGBHNews.org piece](#) from that time), is shutting down, according to a memo I

"A former media critic for the Boston Phoenix, Dan Kennedy continues to write incisively about the print and digital universe at his blog, Media Nation."
— [New York Observer, 5/15/2015](#)

"Dan Kennedy ... exercises the blogger's imperative to bloviate beyond his expertise."

FRONT PAGE



My firsthand experience at a Trump rally



By Armando

Sunday Mar 20, 2016 · 5:45 PM EDT

33 Recommends

8/8 Comments

7 Shares

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12 5 cinepost

I read the rec list so you don't have to, no. 8.



50 46 Essephreak

www.theroot.com/blogs/journalisms.html

The screenshot shows the website's navigation bar with 'THE ROOT' logo, 'NEW STORIES' dropdown, 'NEWSLETTER', and social media icons. Below the navigation are three news teasers: '13 Times Trump or His Supporters Got Ugly at His Events' by Sharee Silerio, 'GOP Debate Cancellation Triggered By Trump Pullout' by Stephen A. Crockett Jr., and 'No Hope, No Change: The GOP Buries Its Own Autopsy' by Virgie M. Rollins. The main article is 'If Media Were More Diverse, They Would Call Out Trump's Racism and Xenophobia More Readily' by Richard Prince, posted on March 15, 2016. The article text begins with 'There's the idea that journalists of color are being relegated to the "ethnic" questions, while Trump's presidential campaign is getting away with blatant racism.' A sidebar on the right features a 'HITMAN' advertisement and a list of related articles: 'Air Pollution', '10 Outrageous Lawsuits', 'ADHD And Obesity', and 'Antarctic Penguins Boost Their Breed By Melting Snow With Poop'. A social media sidebar on the left shows 97 likes and 22 shares.

THE ROOT 0 NEW STORIES NEWSLETTER f t g+ u

13 Times Trump or His Supporters Got Ugly at His Events BY SHAREE SILERIO

GOP Debate Cancellation Triggered By Trump Pullout BY STEPHEN A. CROCKETT JR.

No Hope, No Change: The GOP Buries Its Own Autopsy BY VIRGIE M. ROLLINS

Home | Blogs | Journal-isms

If Media Were More Diverse, They Would Call Out Trump's Racism and Xenophobia More Readily

There's the idea that journalists of color are being relegated to the "ethnic" questions, while Trump's presidential campaign is getting away with blatant racism.

BY: RICHARD PRINCE
Posted: March 15 2016 6:29 PM

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2 10 Outrageous Lawsuits

3 ADHD And Obesity

4 Antarctic Penguins Boost Their Breed By Melting Snow With Poop

97 Like

22

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www.dankennedy.net

For more information, see “Blog Like a Journalist:
The Revolutionary Gleam Has Faded.
Yet Blogging Remains at the Center of the
Digital Media Toolbox,” by Dan Kennedy.
Medium, August 13, 2014.

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