

# Blogging - Why?

04 07 04 (40th birthday of the IBM System/360)

Jim Zellmer / zellmer@mailbag.com

www.zmetro.com

**I. In the beginning**, there was www.scripting.com.

**II What is blogging?**

“An independent view of a particular subject, reported as accurately as possible.”

“scavengers/scrapers” - living among/off the whales

**III Why do I blog?**

- I've lived a great, blessed life. I want to give back & share as much as possible.
- I'm used to finding information quickly, going deep when necessary (difficult with traditional media)
- Believe many in the traditional media underestimate the public's intelligence
- Times are changing (great opportunity to be heard, play a role in politics, business, education, culture & civic issues)  
see Dean, raise money on the internet, blow it on TV
- Opportunity to share information that I find useful
- Encourage others to speak up, get involved (public service)
- Learn
- Educate - John Byrne column on Entrepreneurs in Wisconsin (or not)

**IV The process:**

- I find things interesting to me, that perhaps might be useful to others
- Permanent record, unlike some of the big pubs who use DRM schemes to lock down content (public radio/mp3)
- Take full advantage of the possibilities, rather than live in the past
- I generally blog mornings & evenings. Special topics - School Board elections tend to take much more time. Think Strategically
- What about Journalistic Standards? Should bloggers follow any standards? Are there standards?

**V. The future - where is it going?**

- Understand business & technology
- Understand who is trying to control information & where (smart tags, every internet click will have a microsoft ad)
- Understand what business & technological implications mean for your career & employer, or business you might own
- Industry took 30 years to switch from steam power to electricity.... (“the mortality rate will take care of some of these issues” Steve Jobs)

## **Books**

Foiled by Randomness:  
The Hidden Role of Chance in the Markets and in Life  
Nassim Nicholas Taleb

Backstory  
Ken Auletta

Ghost Wars  
Steve Coll (Washington Post)

Kaizen  
Masaaki Imai

Illusions  
Richard Bach

The Maverick and his Machine:  
Thomas Watson, Sr. and the making of IBM  
Kevin Maney

Fast Food Nation  
The Dark Side of the All-American Meal  
Eric Schlosser

Pattern Recognition  
William Gibson

[http://www.zmetro.com/archives/cat\\_books.html](http://www.zmetro.com/archives/cat_books.html)

## **WWW**

<http://www.instupundit.com>

<http://www.buzzmachine.com>

<http://www.scripting.com>

<http://www.wonkette.com>

<http://www.andrewsullivan.com>

<http://www.wired.com>

<http://www.zmetro.com>

<http://www.economist.com>

Several passengers whose names are on the no-fly list said security personnel apparently enforce the list only occasionally because they have been stopped on only about half of the flights they have taken recently.

"I'm not stopped every time -- which shows you what a deeply flawed system we have," Fathi said.

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"With Microsoft, the first hit is always free--remember that all your life. They're going to all these different Web sites and having them become .Net Web sites. They say they're not going to make any money. For now, they'll not charge you for access to your Passport environment. Maybe soon they'll charge you \$50. That's \$50 that they're charging you for info that they stole from you." Scott McNealy, Chairman, SUN Microsystems