

Tech Journalist Blogs That Matter



The following is a sampling of blogs written by journalists working at traditional media outlets such as newspapers, magazines and tech web sites. SWMS has chosen them to represent how blogs complement the roles and augment the reach of traditional tech influencers. Also see story at right.

Chris Anderson <http://longtail.typepad.com/>

Frank Barnako <http://barnako.typepad.com/barnakocom/>

David Berlind <http://radio.weblogs.com/0143327/>

Hiawatha Bray <http://www.monitortan.com>

Om Malik -- <http://www.gigaom.com>

Matt Marshall and Michael Bazeley <http://www.siliconbeat.com/>

The following is a sampling of blogs written by independent tech journalists who have built followings on their own. Some are sole proprietors; others are set up as branded businesses, seeking advertising and, perhaps, investment. Edit quality is on par with that of traditional tech media outlets.

A Girl's Guide to Gadgets <http://wirelessdigest.typepad.com/shinyshiny/>

Rafat Ali <http://www.paidcontent.org>

RealTechNews -- <http://www.aliceandbill.com>

Engadget – <http://www.engadget.com>

Glenn Fleishmann <http://wifinetnews.com/>

Gizmodo – <http://www.gizmodo.com>

James Kendrick -- <http://jkontherun.blogs.com/about.html>

Techdirt – <http://www.techdirt.com>

Tech Blogger Independents Use Voice and 'Tude to Stand Apart

Blogging's tech independents run the gamut. Individuals and organizations. Serious and silly. They all have one thing in common, and that's voice -- a component often deficient in traditional tech titles.

The hot indie tech blog for the moment is RealTechNews.com, formerly known as AliceandBill.com. The site is produced by Alice Hill and Bill Machrone, both of whom worked together at Ziff Davis in the '90s. This page explains

how the site straddles the worlds of traditional tech media and blogs. Sites positioned this way are ideal for tech advertisers and tech PR pros.

Expect both Engadget and Gizmodo to receive VC money or be acquired in 2005. If and when that happens, CNet.com will have its first serious competition in many years.

Consumer tech blogging, however, may always remain the domain of the opinionated

individual. Mike Masnick at Techdirt is always annoyed about one industry development or another. He also sells research to tech vendors so PR pros should definitely treat him with respect.

Glenn Fleishmann and James Kendrick are bona fide experts in wireless and gadgets, respectively. Rafat Ali patrols the intersection of content and technology. And Katie Lee (from the UK) knows what girls like in consumer tech.

Our 2¢ on the Pros

Wired Magazine EIC Chris Anderson began blogging only last October. He uses his blog as a bully pulpit for what he calls "the long tail," a philosophy which asserts that in any given market, niche product will dominate. So, if your PR pitch dovetails with Anderson's long tail philosophy, lucky you.

Barnako.com belongs to Marketwatch columnist Frank Barnako, who sometimes uses his blog to critique other journalists. He's an independent so he can do that sort of thing. The Boston Globe's Hiawatha Bray, being a staff reporter, has to be careful whom he besmirches -- so he plays it safe by pointing to links. He consistently finds the offbeat stuff that the Globe would never run. He might thank you if you sent him something wacky.

ZDNet's David Berlind likes to get behind industry causes. Last year it was anti-spam. This year he uses his own blog (not the ZDNet one) to propose "transparency" for journalists.

Om Malik specializes in broadband coverage and produces much more than his employer -- Business 2.0 -- could ever hope to publish. Here's a case where the magazine cheerfully permits the writer to build his own brand.

Likewise, last fall the San Jose Mercury News turned loose staff writers Matt Marshall and Michael Bazeley to produce a blog called SiliconBeat. Just as Malik can produce lots of overflow copy "vertically" within the broadband segment, Marshall and Bazeley crank out lots of overflow copy "horizontally" across the vast newsmaking territory that is Silicon Valley.

SWMS chose to spotlight each of these blogs because they each represent an approach to pitching. There most certainly are others. Please share your own views and ideas: sam@mediasurvey.com.