

Using internal collaboration, project management, and communication

Entertainment industry magazine *Variety* uses an internal blog to keep staff informed of screenings, position changes, and the competition. The Have You Heard blog is just that — a clearinghouse for “around the water cooler” information sharing. Former Web site editor Travis Smith started the blog as an answer to the common office complaint that employees had no way to keep current on everything happening in the company.

The blog was a moderate success within the main newsroom but got rave reviews from employees in *Variety*'s far-flung offices. Have You Heard lets them experience the newsroom culture of the magazine despite the intervening geography, though they do get frustrated when the blog is used to announce that doughnuts are in the break room.

Any staff member can post to the blog or comment on other posts. Interestingly, *Variety* allows staff to post to the blog anonymously; this is not done to permit gossip, but to allow staff to make critical observations that might not ordinarily be exposed to the light of day. You can't visit the blog yourself, but you can take a peek at it in Figure 1-6.

Figure 1-6: Entertainment magazine *Variety* uses an internal blog called Have You Heard to keep staff current.

