

Figure 15-2:
The Online News Association used blog software to build the conference coverage Web site.

The screenshot shows the website for the Online News Association (ONA) Hollywood. The header includes the ONA logo and navigation links: "join ona", "renew your membership", and "update your profile". Below the header is a navigation bar with "Top news", "Agenda", "Blog", and "Sponsors". The main content area features a headline: "BBCNews.com, Ventura County Star take top honors" with a sub-headline: "BBCNews.com in the United Kingdom and VenturaCountyStar.com in California win awards for General Excellence in the fifth annual Online Journalism Awards. [Read the full article](#)". Below this is a photo of a panel discussion with the headline "'Super panel' looks back at 2004 election" and a sub-headline: "Panelists agree the Internet got people involved but differ on whether involvement translated into real change. [Read the full article](#)". A photo of Arianna Huffington is also shown with the caption: "Arianna Huffington makes a point. (Beth Welsh photo)". To the right of the main content is a sidebar with a "Photo gallery" section showing a photo of a conference room and the text "Images from the conference". Below that is a "Participants' blog" section sponsored by USATODAY.com, with a link to a "Conference follow-up report on OJB" from Bruce Koon, Knight Ridder Digital (11/22 4:17 PM). At the bottom of the sidebar is a link for "A few suggestions for next year's conference".

During the conference, ONA ran a blog for participants: Any conference attendee could add content during (and after) the conference. Instead of registering every attendee as a blog author — a major headache fraught with forgotten passwords and incorrectly typed e-mail addresses — ONA created a single post and allowed participants to post comments to it. By tweaking the design of the page, the result looks and feels like a blog created by multiple authors, rather than a huge list of comments.

Using Blogs for Project Management

Before I move on to the more creative applications of blog software, take a moment to note that blogs themselves are a natural tool for collaboration and project management.

You can use a blog to keep together a group of team members to do the following:

- ✓ Organize a conference, retreat, or company event.
- ✓ Track bugs and fixes in a process.
- ✓ Help shift workers coordinate progress and schedules.
- ✓ Share meeting notes.
- ✓ Alert each other to new tools and tips that can speed up tasks.