

BuzzMachine


www.buzzmachine.com

BuzzMachine is the personal blog of Jeff Jarvis, the president and creative director of Advance.net. Jarvis has a bee in his bonnet about blogging's potential to revolutionize media and business, and he isn't shy about letting you know just why you should care, too.

Jarvis often breaks with blogging tradition by posting very lengthy entries on his blog. He posts about the news media, freedom of speech, and — as do most bloggers — unpredictable topics he happens to find interesting. His opinionated and reasoned posts attract comments from readers and other bloggers. Jarvis began his blog during the early spike of blog creation in response to the attacks of September 11, 2001. In it, he chronicled his transformation from pacifist to war supporter. He is unapologetically in thrall to blogs and their potential. If you are looking for passionate explorations of blogging issues, look to BuzzMachine, shown in Figure 18-2.

Jarvis's past credentials include some heavy media resume lines: TV critic for *TV Guide* and *People*, creator of *Entertainment Weekly*, Sunday editor of the *New York Daily News*, and a columnist for the *San Francisco Examiner*.

Figure 18-2:
Buzz
Machine,
the personal
blog of
Advance.net
President
Jeff Jarvis.

BuzzMachine	
<i>by Jeff Jarvis</i>	
December 05, 2004	
<p>The First Amendment gets its day in court</p> <p>: Fox – bless 'em – has decided to fight the FCC's record fine against its Married by America, getting the first court test of the FCC's censorship in more than 25 years.</p> <p>Fox Broadcasting Co. is appealing a record-setting \$1.18 million fine for airing racy fare on a show called "Married by America," saying the government's indecency rules for broadcast television are unconstitutional because they don't apply to cable and satellite television.</p> <p>Fox said the show was not indecent, and it argues that over-the-air broadcasters are now treated as "second-class citizens" by a Federal Communications Commission that unfairly holds them but not their rivals to decency standards.</p> <p>If the FCC upholds the fine, Fox could take the case to court, creating the</p>	
	
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