MilBlogging Conference AAR â€“ Part I

Description

Part II

I canÃ¢â‚¬â„¢t help but feel something pretty powerful happened yesterday, and, with luck, years from now, about 150 of us can say Ã¢â‚¬Å“back at the first conference, we wore jeans and T-ShirtsÃ¢â‚¬Â¦none of this fancy black tie stuff was allowed!Ã¢â‚¬Â•

While the air of informality reigned, it was the meeting and greeting and putting faces to text, followed by exciting conversation and thought provoking panel discussions.

Top levels Ã¢â‚¬Å“take awayÃ¢â‚¬Â• points:

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1) Ã¢â‚¬Å“Stay in your laneÃ¢â‚¬Â• is good guidance. Blog on what you know. With a rule like that, you should be bulletproof if a question is posed about how factual your commentary is.

2) DonÃ¢â‚¬â„¢t underestimate the Ã¢â‚¬Å“max effective rangeÃ¢â‚¬Â• of your comments. The well placed furor over FranÃ¢â‚¬â„¢s Steakhouse lease began when FbLÃ¢â‚¬â„¢s not very big readership blog made those fateful remarks, that, within days, became national level news in the MSM! Other stories were told that indicated similar results, in the most unexpected manner.

3) Your stories relating to military life and issues can be a powerful factor in closing the gap between the military/ex-military and the non-serving public. Share them wisely.

4) A lady who does marketing for a living indicated the rise of the blogosphere pretty much coincides with the declining readership of the dead tree media. One more powerful point: They donÃ¢â‚¬â„¢t augment their understanding of events with blogs, they turn to the blogs for info. Take a moment to soak that one in.

5) She also said psychology studies show when a message of fear is delivered via TV, the viewer connects Ã¢â‚¬Å“betterÃ¢â‚¬Â• with the message, which also makes the viewer more attentive to the commercials. That means the fear produces better results for the advertisers, which means the show/network can make more dollars this way. It pays to make us fearfulÃ¢â‚¬Â¦.

6) Chuck Z says heÃ¢â‚¬â„¢s upset that the MSM doesnÃ¢â‚¬â„¢t tell the bad. Interesting point that makes you go Ã¢â‚¬Å“HUH?Ã¢â‚¬Â• until you hear the rest. He told of an insurgent who gunned down his own nephew so he could get a shot at two of ChuckÃ¢â‚¬â„¢s sergeants. That was never in the news. Other examples followed that one.

7) Also from Chuck Z, he says itÃ¢â‚¬â„¢s a great feeling to walk into a wounded service personÃ¢â‚¬â„¢s room and bring them a laptop that makes a significant change in their life. Valour-IT Ã¢â‚¬â€œ itÃ¢â‚¬â„¢s making a difference in a big way.

8) Given the changing sources of sought out information coming from blogs, we bloggers have become Ã¢â‚¬Å“accidental journalists.Ã¢â‚¬Â• IÃ¢â‚¬â„¢d say not only is that interesting, it also should give us some reason to not repeat those mistakes we complain about the MSM making, lest we fall victim to them ourselves as time passes and this form of info sharing becomes part of the MSM of the future.

9) Our efforts provide Ã¢â‚¬Å“individuals with discrete knowledge.Ã¢â‚¬Â• Back to take away lesson 1: Use it wisely, particularly by staying in your area of expertise. Resist the urge to pretend you know more than you do.

More to come. Iâ€™m still enroute home and visiting.

Category

1. Blogging
2. History
3. Military
4. Supporting the Troops

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