

Get in on blogging

By WILLIE VOGT

IN today's modern age, readers expect to have a conversation with the editor of a magazine. A key tool for that "conversation" is the Web log — more commonly shortened to "blog" these days. These online journals are weekly (and sometimes more often) additions to our conversations with you, the reader.

The idea of the blog started several years ago when a variety of people came to the Web and wanted to add to the information available. The idea of a Web log where anyone can share their ideas started slowly at first, but now there are hundreds of thousands of blogs out there about anything from top automobile news to who should be president.

Blog evolution

Many early blogs were written by people "outside" the media who weren't working for established publishers. Often, these blogs were opinion-filled and took potshots at others, or espoused specific ideas. This was a jumble of information that Web users found interesting and grew to rely on. And over time, some of these blogs have grown to be widely quoted by established media.

As blogs have matured, established media outlets (including Farm Progress) have joined in this conversation. Our blogs range from thoughts on Southern farming to an extension of an existing column online, such as Farmer Iron. The key is that registered users can "chime in" on a blog and add their own comments and opinions.

Blogs provide a way for readers to interact over ideas. Editors who blog for Farm Progress have covered everything from the election to new technology, from diesel prices to marketing clubs. And the topics will continue to grow in diversity as we fine-tune our own approach to this medium.

As a reader, you have a chance to take part. Share your ideas and experiences in the "blogosphere" at www.PrairieFarmer.com. You can find our list of current blogs by selecting the "blogs" tab from the home page.

While you do have to be registered to respond to a blog, that's easy to accomplish as well. Just sign up, and join the conversation. With a lot of hot topics to cover, your input on these blogs can help, and you'll be assisting us in doing a better job of covering what matters to you.

Another discussion on tap

Comedienne Joan Rivers uses the joke "Can we talk?" to get a person's attention. And while her use is funny, ours is sincere. We want to talk to you, and our new online platform makes that possible.

Any registered users of www.PrairieFarmer.com can also be part of a discussion on the Web site. This is different than a blog because you — the reader — can start a topic and others can join in.

There have been other ag discussion sites out there, and we're new to this area, but we feel Farm Progress readers should have a chance to be part of a discussion.

Just click "Discussion" from the home page tab, and you're on your way. Bring your ideas to the discussion and let's talk.



JOIN THE DISCUSSION: You can start your own conversation under "Discussion" or chime in on a topic one of our editors is writing about in "Blogs." Either way, we want to hear from you.

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