

JOB FRONT

Hop on the blog bandwagon

UPCOMING JOB FAIRS & EVENTS

TOMORROW — PURSUING A NEW CAREER IN A NEW ECONOMY (ALTERNATIVE ENERGY):
Location: The Roosevelt Hotel, Madison Ave. at 45th Street
Time: 7:30 p.m.
To register: Free orientation. Call Vlad Licko at 347-563-2543.

TOMORROW — DIVERSITY JOB FAIR:
Location: Affinia Manhattan, 371 Seventh Ave.
Time: 10 a.m.-3 p.m.
To register: Free registration at DiversityJobFairs.com or 212-563-1800.

THURSDAY — CCNY'S ANNUAL COLLEGE WIDE CAREER FAIR:
Location: Shepard Hall, Great Hall, 60 Convent Ave., CCNY
Time: 12-4 p.m.
To register: Call 212-650-6789 or 212-650-5327. Open to City College students and alumni only.

FRIDAY — MAGAZINE PUBLISHERS OF AMERICA'S CAREER INSIGHT CONFERENCE:
Location: Time Inc. building, 1671 Sixth Ave., 8th Fl. auditorium
Time: 8 a.m.-12:30 p.m.
To register: Go to Members.Magazine.org/Source/Event. \$35 for recent grads, undergrads and grad students. \$70 for others.

SATURDAY — METROPOLITAN NEW YORK CHARTER SCHOOL CAREER FAIR:
Location: Columbia University Teacher's College Cafeteria and Grace Dodge private dining room
Time: 10:30 a.m.-2 p.m.
To register: Free registration at CharterSchoolJobs.com.

MARCH 10-APRIL 14 — CLEAR FEAR FROM YOUR CAREER SIX-WEEK COURSE:
Location: West Village
Time: Tuesdays, 6:20-7:30 p.m.
To register: E-mail Melissa@GabrielleBernstein.com. \$180 (or \$30 per session).

CAREER CLOSE UP

BLOGGER

BY KAREN TINA HARRISON
 Special to amNewYork

You may find yourself with more free time nowadays. Why not try your hand at blogging? It's fun, free and fulfilling, and in some cases it can become a full-time job, too.

Getting started

The easiest route to blogging is via one of the free or low-cost blogging sites listed in "Learn More."

They will sell ads on your blog for you, but don't expect big bucks — advertising revenue is minimal and accounts to little more than extra pocket change.

While the "blogosphere" embraces everyone from teenagers to celebrities, serious bloggers often have writing backgrounds.

Laurel Touby, "an occasional blogger" who founded MediaBistro.com, an online media community, started out as a magazine editor who hosted press get-togethers.

Josh Friedland, of popular NYC-based food-lovers' site TheFoodSection.com, was a health care editor first.

But not every blogger is a wordsmith. Friedland's wife, Danielle Friedland, was an executive assistant when she started the blog



Bloggers have the benefits of working for themselves and often out of the comfort of their own homes. But the road to revenue can be a long one.



Editor and blogger Laurel Touby started the Web site MediaBistro. (STACY KRANITZ)

Touby suggests owning your own domain name from the beginning, so you can take it with you if your blog really takes off.

In some instances, blogging can pay off in a big way. "Bloggers have gotten TV, movie and book deals or higher-profile media jobs," says Touby. Plus, "a blog can be a platform for selling goods and services."

But remember, the road to real revenue can be a long one.

"Being your own boss and blogging about things you love is the best," says Friedland. "But don't quit your day job yet."

LEARN MORE

- **Information:** Weblogs.about.com
- **Blog sites:** Blogspot.com, Blogger.com, Typepad.com, En.wordpress.com

Celebrity-Babies.com, now part of People.com.

A blogger's life

Professionals such as Josh Friedland — who moonlighted as a blogger for five years before becoming a full-timer — can make a decent living. Friedland says he works "40 to 50 hours a week, when I choose."

"I commute to my

computer. I'm basically a reporter, doing research, going to events, interviewing experts, writing my stories and producing them online," he says.

"Blogging means multitasking. You must be organized, disciplined and comfortable with writing and Web production," he adds.

How to succeed

A blogger's reputation is only as good as the content. "Journalist or not," says Touby, "a blogger needs journalistic ethics and standards."

Friedland adds, "Self-promotion is essential,

because blogs need buzz to succeed."

Reaping the benefits of blogging

Blogs that attract buzz, "page views" and advertising make money.

To make real bucks, you need to spin your blog off into a Web site. As the owner, you can benefit exclusively from advertising revenue.

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