

A blog is media. Its a platform to communicate that can reach anyone within reach of an internet connection. I've been writing this blog for more than 2 years and that time has allowed me to recognize the difference between a blog and traditional media and why the two will never successfully meet.

In traditional media, you are first defined by your medium. There is some constraint to the physical or digital definition of the medium the content is delivered on or by, that for the most part determines how you are perceived.

There is a cost vs time vs interest vs access series of constraints that determines who your audience is, how you reach them and what they expect of you. Over time, that has evolved our media into very defined roles.

Blogs are different. There really isn't a cost constraint. It costs nothing to create a blog. There are time constraints, but less so than traditional media. Bloggers don't have to publish or show on a schedule. In a nutshell, blogging is personal. Which is really where the paths of blogging and traditional media diverge. Traditional media has become almost exclusively corporate while blogging remains almost exclusively personal.

Therein lies the rub. Sure there are bloggers that want to make money from their blogs. Yes there are blogging networks that are corporations that want to make money. They are the infinitesimal minority. 99% of blogs are about what someone has to say. 99% of traditional media is about making money. Which is exactly what leads to the resentment between bloggers and traditional media and why blogging on traditional media websites will find it tough to be successful.

I can write about anything. I can write opinion. I can report facts. I can ask questions. I can jump from topic to topic to topic. Sports, the NBA, business, personal experiences, technology, movies, entertainment, hdtv, whatever I want to write about. One minute I'm a reporter, communicating what happened and where, the next I'm an opinion columnist. The next I'm op-ed, punching or counter punching someone in traditional media, just to see if they can take a punch as well as they can throw one. It's all up to me and it's fun. My blog is just that. Mine.

Traditional media members can't do any of the above. They get hired for a specific job and they have to do that job. They get hired by a corporation that is most likely public, which means their senior management, the people they ultimately report to, have to put getting the stock price up above all else. That is really what blogging vs traditional media in 2006 has come down to. **Bloggers drive blogs, share price drives traditional media. Blogging is personal, traditional media is corporate.**

Which is exactly why blog readership is going up, while traditional media is consolidating, if not contracting. Traditional media goes to work, bloggers live their work.

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