

## BLOG CONTENT + ONLINE JOURNALISM (lessons learned as editor of GearJunkie.com)

**'Never Be Boring!'** – The No. 1 policy at GearJunkie.com ... DON'T BE BORING. Boring is not good. People want timely, newsworthy, relevant, fun, humorous, real, PASSIONATE content.

**Write GREAT Headlines** – Readers skim online. Headlines capture attention. Make them fun, intriguing, suck-you-in-and-make-you-click. Don't skimp on the headline.

**Lead With Big, Dramatic Photo** – After the headline, suck readers in further with a great (often big) image up top.

**Get To The Point** – Hit the ground running. Don't back into the story. No slack, no B.S. Get to the point. Details, context, scene, color, and description right away. GO!

**Nut Graf** – Declare the purpose of the story in the second or third paragraph. Make it concise.

**AP Style (But 'Web' Tone)** – Write newspaper style, as described above. Use quotes, cite sources. Follow basic AP protocol. Keeps things tidy and pro.

**LOL & OMG!** – No emoticons. No ampersands, no shorthand, LOL's or other text-messaging derivatives. Treat your reader like a grown-up

**Call To Action** – End with a question. Ask for reader comments and feedback. Encourage social media shares. The web is a two-way medium. Remember that before getting on a soapbox.

**You Want More?** – Sources, Links, Photo Rights, Social Friendly, Fact Check... Socialize To The World. Bam.

**ABOUT THE SPEAKER:** Journalist Stephen Regenold served as a writer for the **New York Times** from 2005 - 2009, publishing dozens of articles in the newspaper and on NYT.com. He is Founder and Editor of **GearJunkie.com**, a site the sees up to 1million pageviews a month. Regenold is a partner at the Minneapolis creative agency **Monopoint Media**, which this winter launched "**Checkpoint MN**," a statewide outdoor scavenger hunt sponsored by Explore Minnesota.

The screenshot shows a GearJunkie blog post. The header includes the GearJunkie logo and navigation links: Main, OR Show, 2014 Olympics, Hike, Footwear, Backpacks, Bike, Tech/Gadgets. The post title is "'Buff Balaclava' Will Keep Your Face Warm" with a date of January 31, 2014, 2:22 pm. The main image is a person wearing a black and white patterned balaclava. Below the image, the text reads: "At GearJunkie we're big fans of the multi-use headwear known by the company name, Buff. We even gave it a 'best gear of 10 years' nod for its simple, utilitarian design. (Our founding editor seems to use a Buff every day of the year, winter to summer, in various configurations.) New for 2014, the company has a balaclava. The X Tech balaclava is a neat-looking ninja style piece made for super cold days."

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