

How I made my sponsors happy (without selling my soul)

ASBPE Chicago Boot Camp
4.20.12

Harry McCracken
Editor at Large, TIME

DOUBLE ISSUE

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Sorry, Blockbuster, It Doesn't Sound Like You're Rescuing Netflix Customers to Me

By Harry McCracken | Friday, July 15, 2011 at 2:37 am

9 Comments

It isn't easy being Blockbuster. When the company's in the news, the news is usually lousy—like in September of last year, when the **once-mighty video rental chain went bankrupt**.

This, however, has been a good week for Blockbuster. Sort of. At least if you assume that a bad week for Netflix is automatically a good one for Blockbuster.

Blockbuster seems to think so. After Netflix ticked off customers by **raising the cost of subscribing to plans that include both**



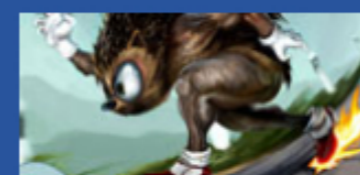
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The **BUCK STOPS** here!

5

**"Is it obvious what's
going on?"**

"Would an average
reader approve?"

"Is the sponsor calling
the shots, or am I?"

**"Is our content
getting skewed?"**

"Can I help them reach
their goals without
doing anything that
a journalist shouldn't do?"



Scenario #1

A sponsor wants to
run a photo-sharing contest
on Technologizer and surround
it with Technologizer content
about digital media

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Technologizer's Digital Media Central

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The Weird History of
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Fifteen Classic Game
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The Thirteen Greatest
Error Messages of All
Time



Scenario #2

A sponsor wants me to
tweet comments during
a webcast on its site, and
to promote the fact
I'm doing so on my site

Got Any Questions for John Battelle?

By [Harry McCracken](#) | Friday, April 23, 2010 at 3:26 pm

John Battelle is an interesting guy: the author of *The Search*, an excellent book on Google and its predecessors and rivals; the proprietor of the indispensable [Searchblog](#), one of the sites that inspired me to blog; the coproducer and cohost of the Web 2.0 Summit and Web 2.0 Expo conferences; the founder of the old original *Industry Standard* and one of the first editors at *Wired* before that; and the founder, chairman, and CEO of Federated Media, the company that sells advertising and other marketing programs



As with earlier Webcasts in this series, I've been invited to watch and tweet my thoughts as I do. You can do the same if you like—the Webcast interface has a built-in Twitter interface. And if you have any questions for John right now, you can leave them here as comments (or tweet them, using the hashtag #HPIO). We'll round them up for the event.

(Further full disclosure: The Webcast is sponsored by HP and hosted at its site—hence the @HPIO hashtag. Photo of John Battelle by me, taken at last week's Chirp conference.)

Scenario #3

A sponsor wants me to
create original
Technologizer content
for it to run on a site
it's subsidizing

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Thank you

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