

Paper 134-31

RIP: The Unofficial SAS Weblog, 2004-2005

Ted Conway, Chicago, IL

ABSTRACT

For a brief period from December 2004 to July 2005, the author penned *The Unofficial SAS Weblog* for Weblogs, Inc. In this short paper, which serves as an accompaniment for the SUGI poster that displays all of his blog posts, the author recounts some of the tidbits learned during this blogging-for-love-not-money experience.

Author's Note: After submitting this paper, I managed to straighten things out with the folks at Weblogs, Inc., who it turns out were busy concentrating on a \$25 million sale to AOL when I asked for tweaks to my blogging contract in June (guess which one got priority!). Anyway, it's all good now, and *The Unofficial SAS Weblog* is back in business!

INTRODUCTION

My son had several weblogs. As did my daughter. So why not me?

Since I'm no writer, I found the medium of weblogs (essentially online diaries in case anyone's still uninitiated!) particularly appealing, since blogs usually consist of very short entries that rely heavily on plagiarism – er, better make that “citations.”

All this old-dog-ready-to-learn-a-new-trick needed was a suitable topic and a hosting service.

GETTING STARTED

The topic was the easy part.

Like many who peruse SAS-L on a regular basis, I tend to keep up on SAS matters, so the choice of SAS-related news was a pretty natural one.

Just as I was starting to explore various blog hosting options – Blogger, Xanga, Diaryland, TypePad, WordPress to name a few – I stumbled across an entry in Dallas Mavericks owner Mark Cuban's blog that spoke enthusiastically about his investment in Weblogs, Inc., a growing network of trade weblogs across niche industries.

THANKS AND I HOPE WE PASSED THE AUDITION

A quick Google search turned up an e-mail address for an editor at Weblogs, Inc., who promptly fired back a thanks-but-no-thanks response to my proposal for a SAS weblog.

Undeterred, I created an AOL Journal – “SAS-sy Audition” – and posted to it for awhile to convince Weblogs, Inc. that SAS was indeed blog-worthy.

My Rupert Pupkin-ish effort worked and before I knew it I had a contract to pen *The Unofficial SAS Weblog*.

The contract even hinted at the possibility of compensation for my blogging efforts, although my teenaged son scoffed at the terms.

“You'll never see a dime from this,” he laughed.

Turns out he was (almost) right.

THE LAUNCH

After accruing a month's worth of almost-daily posts, *The Unofficial SAS Weblog* was launched, complete with an official-looking PRWeb Press Release:

*“And Ted Conway will be blogging *The Unofficial SAS Weblog* (sas.weblogsinc.com) offering a light-hearted look at SAS – the world's largest private software company – with related news, techniques, tips and discussions.”*

Time to kick back and wait for the web traffic to roll in!

IS THIS THING ON?

Much to my dismay, the deluge of web traffic I expected from the press release failed to materialize.

As a matter of fact, the web site statistics Weblogs, Inc. software provided didn't look all that different from when I was posting alone in stealth mode.

What to do?

TRAFFIC SCHOOL

SAS-L to the rescue!

A quick SAS-L post was just what the doctor ordered – within hours after posting to *comp.soft-sys.sas* from Google Groups, hundreds of web page hits were registered.

I learned my lesson and turned to SAS-L on an almost weekly basis – posting a summary of recent blog posts never failed to boost traffic.

As I discovered other SAS-related blogs –*GVSUG*, *Coruscation*, *Data Steps* and *Data Gister.com* – and mentioned them or listed them on my Blogroll, they often reciprocated, helping to drive up traffic by pointing visitors from their sites back to me.

Press mentions also helped; noticeable spikes in traffic were observed after *The Unofficial SAS Weblog* was mentioned in the Triangle Business Journal and Jon Udell's Infoworld Weblog.

And over time, links from the scores of other Weblogs, Inc. blogs and Google searches also helped drive up traffic.

Eventually, about 600-1000+ pages were served up daily on a regular basis, although some of this was likely "noise" due to things like search engine spiders crawling the numerous Webogs, Inc. sites.

If I had to guess, probably closer to 200-500 hits a day were attributable to legitimate SAS readers, although a silly April Fool's Day post ("Goodnight Out, Fiorina In at SAS") recorded 2,500+ unique visitors in one day.

Besides web page hits, the *The Unofficial SAS Weblog* enjoyed additional readership via RSS feeds of the site's content. After SAS-L contributor Jack Hamilton posted his fine how-to on *Reading the Unofficial SAS Weblog with the Sage RSS Reader in the Firefox Browser*, the number of daily RSS downloads jumped to about 600-1,000+.

WHERE DO YOU GET YOUR MATERIAL?

You can't have a blog without content, images, and links – here's where I tended to find them.

SAS News is Everywhere

Q. Where does one go for SAS news?

A. Everywhere!

Of course, SAS-L serves up great SAS-related news, issues and tech tips on a daily basis.

And I'm sure no one will be shocked that SAS corporate sites (*sas.com* and *support.sas.com*) are a great source of news. In addition to SAS Press Releases, you can visit the SAS Press Center, which lists links to stories in other publications. And don't overlook the always excellent *sascom* magazine and the SAS e-Newsletters (e.g., *Your SAS Technical Report*, *Your SAS Business Report*).

Thanks to the wonderful search engine of Google News (*news.google.com*), it's easy to find SAS-related news not only from the usual tech publication suspects – CNET, Computerworld, Datamation, Infoworld – but also from some more obscure and unexpected sources – e.g., DMReview, The Register, News Observer, CIO Today, Industry Week, e-Week, Silicon.com, Motley Fool, Fortune.

Conference Proceedings and Newsletters from SAS user groups like SUGI, WCSUG, BISUG, FLASH, NESUG, and PharmaSUG also provide a virtually bottomless cup of content.

Not too surprisingly, blogs – SAS and other tech-related – frequently provided fodder for posts.

Some SAS consulting companies offer useful SAS material on their websites (e.g., WebMiner, Sierra Information Services) and publish newsletters on a regular basis (e.g., Systems Seminar Consultants' *The Missing Semicolon*).

And then there were my own SUGI and WCSUG presentations – blogs are great for self-promotion – and an occasional SAS rant or two.

Image is Everything

IMHO, a blog without images is like a day without sunshine.

While the verdict still seems to be out on what constitutes "Fair Use" on the Web, a very common blogging practice is to include images that relate to the post, either from the story cited or other sources, usually in reduced size and resolution with a link to the image's source. BTW, IANAL – I Am Not A Lawyer – so do this at your own risk! One is also advised to take a cue from Google and immediately remove anything that copyright holders object to.

Besides the original story, I found good sources on Google (*images.google.com* and *google.com*), vendor sites, and e-commerce sites (product images on *bn.com*, *amazon.com*, *buy.com*, etc. – unfortunately commission-generating links were prohibited by Weblogs, Inc.!).

Other Links

In addition to the “real material,” you may have a need for additional links to explain terms or just to be frivolous. In these situations, my go-to sites included the amazing Wikipedia (en.wikipedia.org), *Dictionary.com*, and even The Rap Dictionary (www.rapdict.org).

SHOW ME THE MONEY

Will you get rich blogging? Certainly not in experience, but I have heard of exceptions.

Since the terms of Weblogs, Inc. entry-level blogger contracts have been widely-disclosed elsewhere on the Web, I suppose I can safely reveal that my new contract called for me to be paid a whopping \$4 a post.

With my low traffic stats, I wasn’t complaining – in fact, I may have been overpaid!

But to put things in perspective, that’s 25% less than the \$5 I was paid for each published photo Pioneer Press ran when I worked as a stringer for the local newspaper chain during my high school years back in the ‘70s!

So for most folks, blogging will certainly be more of a love than money proposition.

A LESS-THAN-HOLLYWOOD-ENDING

Just as I was “on the verge on geek stardom,” as my son put it, things came to an abrupt halt.

With an appearance by its founder on the cover of Fortune and the success of high-flying, high-traffic blogs like the excellent Engadget , Autoblog and Joystiq, Weblogs, Inc. was ready to go big-time.

Unfortunately, this meant it had to put its business-ducks-in-a-row, including even the tiny *Unofficial SAS Weblog*.

So when I was asked to sign a new contract in June (“We would love to have you continue to blog with us”), gone was the “share-and-share-alike” tone of the original simple agreement.

In its place was language decidedly one-sided in Weblogs, Inc.’s favor (but remember IANAL!), including “Ownership of Work” and “Covenant Not to Compete” clauses that might be appropriate for a full-time, well-paying R&D job, but certainly seemed like overkill for a \$4 a post blogging gig!

While awaiting a response to the polite e-mail I sent inquiring about the possibility of modifying the agreement, I found myself dropped from the mailing list and locked out of my account – guess that was Weblogs, Inc.’s not-so-subtle way of saying no!

And so, after 175 or so posts – the first on November 11, 2004 and the last on July 3, 2005 – my 15 minutes of SAS blogging fame was over.

Oh well, c'est la SAS blogging vie!

EPILOGUE

In mid-July, I posted to SAS-L to let folks know that *The Unofficial SAS Weblog* had been mothballed, acknowledge my appreciation of the opportunity Weblogs, Inc. gave me (I bear no grudges and still visit their sites!) and thank those in the SAS community who took the time to visit.

A number of folks responded with encouragement, suggestions, and even offers of web hosting that I am grateful for.

And while I decided to take at least the summer off, I have been checking out blogging software (can you believe Google still hasn't figure out how to *Page Forward* with Blogger?), looking at hosting services, and even gone so far as to open a Google AdSense account with an eye towards replacing that missing \$4 a post income!

Who knows? Maybe – just like Arnold – I'll be back!

CONTACT INFORMATION

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AN UNOFFICIAL SAS WEBLOG SAMPLER

A screenshot of *The Unofficial SAS Weblog* and some illustrative posts are provided in the following pages – visit sas.weblogsinc.com for more!

The Unofficial SAS Weblog - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media Add to: My AOL, My Yahoo, Google, Bloglines

Address http://sas.weblogsinc.com/page/3/

Blogging Sundance - Cinematical's up to the minute coverage – Add to My AOL, My Yahoo, Google, Bloglines

TechSmith SNAGIT

Snagit 8 has arrived

Click to see what's new >

theunofficialsasweblog

News and resources for business intelligence providers

Business Management
Integrate Business Mgmt.,
Solutions Valuable & Efficient
Applications

SAS Business Intelligence
Fast, Simple, Consistent,
Accurate, Evaluate SAS
software - Free Report

all-BI Consulting Service
Business Intelligence Solutions
& Application Development
Services

Bus Intelligence Software
2004 RealWare Award Winner -
Top Bus. Intelligence App. Free
Demo!

Adds by Google

Advertise on this site

NEWS: Program! Get Your Hall of Fame Program Here!

Posted Dec 13th 2005 12:56AM by Ted Conway

As you can see from the photo, Jim Goodnight stood head-and-shoulders above this year's **CRN Industry Hall of Fame inductees** (nyuk, nyuk, nyuk!).

CRN reports that lifelong programmer and SAS CEO Goodnight, who "clearly remains jazzed about technology and his life's work," **impressed the audience** at the induction ceremony with his quiet charisma and appreciation for the proper work-life balance.

BTW, there's a brief **video clip** from Goodnight's acceptance speech, in which he reveals that a glimpse of an IBM Selectric teletype way back in 1963 helped fuel his enthusiasm for computing!

Post your jobs now. *CLICK HERE.*****

Sponsored Links

Internet

HELLO: Greetings SAS-lings, I Mean You No Harm

Posted Dec 13th 2004 12:01AM by [Ted Conway](#)

Having seen the [warm welcome](#) SAS-L gave to the apparently mothballed [Techieindex Ultimate SAS Resource Portal](#), I'm dipping my toe into the SAS blogging waters with some trepidation.



While I didn't snag a full-time SAS gig until '99 (thanks [Gautam!](#)), I joined the ranks of SAS True Believers in '84 and have been [frequenting SAS-L since '96](#), so hopefully you'll cut me more slack! In this space, I'll try to provide links to interesting items culled from the Tech Press, SAS Corporate and User Group Websites, and SAS-L that folks might otherwise miss. Comments and [reader-submitted tips](#) are also welcomed.

As far as who's behind this blog, it's the folks at [Weblogs, Inc.](#), who are assembling a collection of trade weblogs. By their standards, this particular blog is a narrow-casting effort, especially when compared to their Big Dogs like [Engadget](#). Still, I'm being provided with the same blogging infrastructure as [Dallas Mavericks' owner Mark Cuban](#) (nice to have something in common with a billionaire!) for free, not a bad deal at all.

Right now, Weblogs, Inc. is [seeking new bloggers](#), so [drop them a note](#) if you're interested!

NEWS: Goodnight Out, Fiorina In at SAS

Posted Apr 1st 2005 12:41AM by [Ted Conway](#)

SAS CEO Jim Goodnight left SAS employees stunned Friday morning after announcing he would be leaving the company to open a [quaint Bed and Breakfast](#) with his wife Ann.



"The missus and I have finally managed to [put a little money away](#), and now it's time for us to chase our dream," said Goodnight.

"Building SAS into a \$1.5B company was alright, I guess, but this crazy software stuff has always just been a means to an end," Goodnight told employees. "Cleaning toilets for rude guests who try to steal my towels is where my heart's at!"



"Thankfully, leaving SAS is a whole lot easier knowing my employees will be in good hands," said Goodnight as he introduced his successor, [ousted HP CEO Carly Fiorina](#).

Taking the podium, Fiorina wasted no time in revealing her plans for SAS.

"Don't tell me a SAS iPod can't be every bit as successful as the [HP-branded version](#)," Fiorina told a nervous-looking crowd. "Also, look for some of the innovations I championed at HP to emerge in [PROC ALARMCLOCK](#) in SAS V10. And call me nuts, but doesn't a SAS-MicroStrategy merger just *scream synergy?*"

SUGI: Eye-Popping SAS/GRAFH Tricks

Posted Apr 23rd 2005 12:26PM by [Ted Conway](#)

It bears mentioning that not all of the [papers presented at SUGI 30](#) were eligible for the Best Paper Awards, which are limited to Contributed Papers.



So don't overlook other excellent SUGI 30 papers like [Stretching the Bounds of SAS/GRAFH Software](#), the collaboration of [Mike Zdeb](#) (author of [Maps Made Easy Using SAS](#)) and SAS's [Robert Allison](#).

As the name implies, it's chock-full of stupid SAS/GRAFH tricks (which I mean in the best of ways!), including animated charts and custom maps that do not even represent geographical areas.



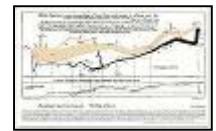
A snippet of one such custom map, which presents ten years worth of daily death observations to show at-a-glance why you should be very wary of Winter if you're a Senior, is shown above.

Eat your heart out, [Tufte](#)!

MISC: Are You Tuf(te) Enough?

Posted Feb 19th 2005 1:19PM by [Ted Conway](#)

When he caught a glimpse of the all-too-familiar image of [Napoleon's March](#) gracing the [course flyer](#) that arrived in the day's mail, my son shook his head and muttered "Tufte," with the same contempt that [Seinfeld reserved for Newman](#).



OK, perhaps I WAS guilty of dragging my kids off to an [Edward Tufte](#) presentation at too early an age, but the graphics guru does have a way of polarizing folks.

Posters debating the merits of Tufte's graphic design and data presentation principles on three recent SAS-L threads ([1](#), [2](#), [3](#)) arrived at a split decision, with most finding his advice extremely valuable, although some voiced concerns that the Connecticut gent might be just a tad too hyper-critical and divorced from reality for their taste, citing his Quixotic [battle against PowerPoint](#) as an example.

If you fall into the latter camp (and happen to be in the vicinity of Des Moines, IA on May 9th!), you might want to check out Dr. LeRoy Bessler's upcoming [IASUG presentations](#).

Tufte-like advice tempered with a healthy dose of practicality - and working SAS code to boot!

MISC: Young Guns

Posted Mar 19th 2005 11:53PM by [Ted Conway](#)

As I set them off to aimlessly wander Disney unattended, one of my kids took a look at my fellow SUGI 27 attendees and quipped, "Gee Dad, you're *almost* hip in this crowd."



The [mean age of SUGI attendees](#) has been discussed on SAS-L before, with most agreeing that it is definitely [skewed to the right](#), although there are disagreements as to why that is.

While things aren't all that dire in the SAS world, this recent [z/Journal article](#) dramatically points out the perils in allowing an entire population to age without being replaced ("all parties missed one important point in the quest for mainframe survival: It's all about reproduction").

So where are the new SAS users coming from?

Well, a newfound recognition of the importance of BI does seem to be attracting new grads that are SAS-savvy, particularly in the stat, modeling and marketing worlds (like [Sgt. Schultz](#), I-know-nothing about Pharma!).

And low cost and free copies of the [SAS Learning Edition](#), which includes the look-Ma-no-learning-curve [Enterprise Guide](#), are making SAS available and accessible to a greater number of individuals and educational institutions, although the lack of built-in GUI development capabilities and a banded report-writer makes SAS less enticing to newcomers than it could be.

But IMHO, perhaps the single easiest way to hook more SAS users might be to simply change the SAS training [curriculum paths](#) to start out with the point-and-click [Querying and Reporting Using SAS Enterprise Guide](#) instead of jumping into [SAS Programming I: Essentials](#).

Doing otherwise seems akin to starting out new Excel or Microsoft Access users with VBA.

Sorry, just doesn't make sense to me!

SUGI: Overture, Curtain Lights...

Posted Apr 12th 2005 12:13PM by [Ted Conway](#)

Was [Ben Franklin really too fat?](#)



Is an [Elton John impersonator belting out Philadelphia Freedom](#) truly newsworthy?

Couldn't they cut the poor SAS employee who had a brief [Bill Gates-moment](#) some slack?

Perhaps the Canadian IT press was just miffed that SAS CEO Jim Goodnight took a shot at one of Canada's best-known software companies as he announced [SAS's foray into mainstream business intelligence](#) at Sunday's SUGI Opening Session.

"This means you'll no longer have to use low-end reporting tools like Cognos," Goodnight said.

More SUGI opening night coverage and pictures in [Monday's SUGI Daily News](#).

TIPS: Ron Fehd and the Chamber of SAS-L Secrets

Posted Jan 6th 2005 1:46PM by [Ted Conway](#)

Unlike a magician, [macro maven Ron Fehd](#) tells you how his SAS tricks are done.



And in his 2004 SAS-L Year-in-Review posts on SAS-L, Ron not only ranks the [most prolific posters](#) and [most frequently discussed subjects](#), he also shares the secrets of how you can [grab this information](#) for your own analysis.

At the risk of overloading the SAS-L server (be nice and limit things to a month or two!), here's a code snippet I took a crack at to illustrate how you can use Ron's tips and the SAS URL access method to grab some stats on SAS-L posters, even if you're not serious enough to go the full 60MB e-mail route like Ron:

```
*-> Create Flat File of SAS-L Posters;
*-> Year 2004, Months 1-12, Weeks a-e;
data _null_;
length from fv $ 255.;
yy='04';
do mm=1 to 12;
  do w='a','b','c','d','e';
    do while(^eof);
      fv='http://www.listserv.uga.edu/cgi-bin/wa?A1=ind'||yy||put(mm,z2.)||w||'&L=sas-l';
      infile sasl url filevar=fv end=eof;
      input;
      if index(_infile_,"From:") then do;
        from=substr(_infile_,18,index(_infile_,'<')-18);
        file 'c:\windows\temp\saslfrom.txt';
      end;
    end;
  end;
end;
```

```
put from;
end;
end;
eof=0;
end;
stop;
run;
options nosync noxwait;
x start excel c:\windows\temp\saslfrom.txt;
```

To work around the [SAS LE](#) 1000 OBS limit (a reasonable trade-off for a \$125 version of SAS!), I wrote out a text file and used an Excel Pivot table to get my final results, but you can replace the PUT statement with an OUTPUT statement and take care of business entirely with SAS.

Ron apparently did some data scrubbing to improve accuracy, but my results were still in the ballpark. For more on the [SAS URL access method](#), here's an old [SUGI 29 paper](#) of mine on the subject and an [accompanying PowerPoint](#).

TIPS: Mr. DeMille, My SAS Code's Ready For Its Closeup

Posted May 9th 2005 12:27AM by [Ted Conway](#)

I've been reading Jon Udell ever since the [Byte](#) days.



Nowadays [Jon writes for Infoworld](#), where as of late he's been touting the benefits of [Screencasting](#), a term Jon coined to describe the recording of PC screen output, usually accompanied by audio narration and typically published as a video file to demo software and web applications that he found interesting.

Check out Udell's [Movies of Software](#) for a good introduction to the subject, including a link to a free download of Microsoft's [Windows Media Encoder 9](#), which has everything you need to get started.

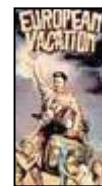
Here's a "silent screencast" I just recorded that shows [How An SQL Programmer Can Become A SAS Programmer In Under 30 Seconds!](#)

BTW, you can select *Play -> Captions and Subtitles -> On if Available* in Windows Media Player to get an onscreen running text commentary.

NEWS: SAS's European Vacation

Posted Jun 22nd 2005 11:29PM by [Ted Conway](#)

[Sabine, Fabio, Pascal, Arlindo, Dmitry...](#)



[Toto](#), we're not in [Philly](#) anymore!

The folks from Cary took their act to Lisbon this week for [SAS Forum International 2005](#), where the company [announced additional enhancements](#) to SAS Enterprise BI Server.

And silicon.com's Will Sturgeon reports that Dr. Jim Goodnight rekindled the spirit and swagger of the tech boom, [baiting rivals with 'old skool' trash talk](#) which may have had company lawyers shifting uneasily in their seats. A sampling:

"Germany is the poor man of Europe right now and we've done some studies which show there is a high correlation between [countries with struggling economies] and those with a high penetration of SAP."

"Oracle doesn't mind shipping with hundreds of thousands of bugs. They cut their R&D costs by letting their customers find those bugs."

Be sure to catch Goodnight at [Carolines!](#)