

# The Publicity Team and You

Things we can do for you, and things you can do for us

Debian Publicity Team

Debian Project

DebConf 11, Banja Luka



# Outline

Who are we?

How to contact us?

What are we doing?

How can you help us?

Open issues / Outlook



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How can you help us?

Outlook

This is the end...

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# Who are we?

## Actually, there are two Teams:

- The Debian Publicity Team (incomplete list):  
Meike Reichle, Raphaël Hertzog, Francesca Ciceri, Paul Wise, Gerfried Fuchs, Steve McIntyre, David Prévot, Alexander Reichle-Schmehl, Stefano Zacchiroli, Martin Zobel-Helas, Jeremiah Foster, Fernando C. Estrada, Justin Rye, Alexander Reshetov  
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- The Debian Press Team:
  - Members: Joey Schultze, Meike Reichle, Alexander Reichle-Schmehl
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## Why the two Teams?

Well...

The Publicity Team is not strongly structured:

- Everyone can join our mailing list and IRC channel
- Everyone can throw in ideas, and do what (s)he likes
- All is done and coordinated via public channels / lists
- Does sometimes take its time for decision making

The Press Team on the other hand:

- Strongly structured
- All members are delegates
- They can thus speak for the project if that's needed
- Can act as contact point for journalists, etc.
- Has a private mail alias

But of course both teams work closely together.



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(OFTC)

... by mailing [debian-publicity@lists.debian.org](mailto:debian-publicity@lists.debian.org)  
(public list)

... by mailing [press@debian.org](mailto:press@debian.org) (private list)

... by coming into our BoF session tomorrow at 16:00 in the  
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## identi.ca/debian

Debian's official account on identi.ca:

<http://identi.ca/debian>

It's also unofficially synced to some proprietary web services.

Write access have:

Meike «alphascorpii» Reichle, Raphaël «buxy» Hertzog,  
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# Debian Project News

The Debian Project News is a (more or less) regular newsletter for the Debian community. We try to send them out bi-weekly. It

is available in various formats:

- E-mail sent to [debian-news@lists.debian.org](mailto:debian-news@lists.debian.org)
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Should inform journalists and users about important changes.

- Therefore no regular schedule, often written on short notice.
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- May be sent to `debian-news@lists.debian.org` or if everyone should know it to `debian-announce@lists.debian.org`.
- Are also translated.
- Usually drafted in the publicity team's SVN repository.
- Sometimes need to be embargoed till a specific date.
- But sometimes „leaked“ to journalists, so they can prepare their own texts and ask questions.

Some information at [http://wiki.debian.org/Teams/](http://wiki.debian.org/Teams/Publicity/DeveloperInformation)  
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## Other work

The press team also:

- Acts as contact point for journalists
- Well, and nearly everyone else ;)
- Does some networking with journalists (well, kind of)



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# How to propose dents/twits/activities?

1. Join the #debian-publicity channel.
2. Write: DENT: your actual text
3. Optionally: Wait for feedback and Acks. Those with write access will publish it, as soon as someone has approved it.

Of course you can also just send us an e-mail to [debian-publicity@lists.debian.org](mailto:debian-publicity@lists.debian.org)



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# How to help with the DPN?

There are four major tasks:

- Propose articles for the DPN
- Write articles for the DPN
- Review it
- Translate it

The DPN is drafted in the Publicity Team's SVN repository:  
`svn+ssh://svn.debian.org/svn/publicity`

**Every Debian Developer has write access to this repository!**<sup>1</sup>

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## About announcements...

Debian does great things, but it often fails to communicate them. Others don't notice what a great job Debian Contributors do every day! So, contact us **well in advance** if you are going

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## Open issues

- No distinction between „internal“ and „external“ communication
- Press Team can trigger partial rebuilds of the website, but only in English, translations are ignored
- No easy way, to be notified about major version updates of important packages
- Better DPN feed (need some Perl coding, WML knowledge and Makefile foo)
- Moderation of our mailing lists doesn't scale
- Some users being unaware that there are both -news and -announce mailing lists
- „Delayed moderation“ of debian-devel-announce mailing list (bug #580192)
- Better cooperation with Developers.
- No tool for official comments other than press announcements
- [blog.debian.org](http://blog.debian.org)



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## Some useful links:

### For Debian contributors:

<http://lists.debian.org/debian-publicity/>

<http://wiki.debian.org/Teams/Publicity>

[http:](http://wiki.debian.org/ProjectNews/HowToContribute)

[//wiki.debian.org/ProjectNews/HowToContribute](http://wiki.debian.org/ProjectNews/HowToContribute)

<svn+ssh://svn.debian.org/svn/publicity>

### For users:

<http://identi.ca/debian>

<http://lists.debian.org/debian-news/>

<http://lists.debian.org/debian-announce/>



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## How to contact us?

### You can contact us...

- ... by joining `#debian-publicity` on `irc.debian.org` (OFTC)
- ... by mailing `debian-publicity@lists.debian.org` (public list)
- ... by mailing `press@debian.org` (private list)
- ... by coming into our BoF session tomorrow at 16:00 in the «round room»

