

## 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?

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  
...
- The Debian Press Team:
  - Members: Joey Schultze, Meike Reichle, Alexander Reichle-Schmehl
  - Assistants: Paul Wise, Francesca Ciceri

## 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.

## 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»

## 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, Alexander «Tolimar» Reichle-Schmehl, Stefano «Zack» Zacchiroli and Francesca «MadameZou» Ciceri

## 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`
- HTML on Debian's website:  
<http://www.debian.org/News/project/>
- RSS feed on our Website
- Usually also announced on identi.ca (manual process, sometimes forgotten)

It's also translated into various languages.

More Information available on

<http://wiki.debian.org/ProjectNews/>.

## Press Announcements

Should inform journalists and users about important changes.

- Therefore no regular schedule, often written on short notice.
- Published via mail, website, RSS, identi.ca.
- 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/Publicity/DeveloperInformation>

## 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)

## 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)

## 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>

<sup>1</sup>All others have to join the Publicity Project on alioth. See <http://wiki.debian.org/ProjectNews/HowToContribute> for details.

## 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

to announce something, if you're reaching an important milestone, or if you've implemented a cool feature. We can then draft an announcement, and help you get your stuff known.

## 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)

## Some useful links:

### For Debian contributors:

<http://lists.debian.org/debian-publicity/>  
<http://wiki.debian.org/Teams/Publicity>  
<http://wiki.debian.org/ProjectNews/HowToContribute>  
[svn+ssh://svn.debian.org/svn/publicity](http://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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