

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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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
 - Assistants: Paul Wise, Francesca Ciceri



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Why the two Teams?

Well...

The Publicity Team is not strong structured:

- Everyone can join our Mailinglist 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 need it's time for decission making

The Press Team on the other hand:

- Strong 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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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 on tomorrow 16:00 in the «round room»



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identi.ca/debian

Debian's official account on identi.ca:

<http://identi.ca/debian>

It's also inofficially also synced to some proprietary webservices.

Write access have:

Meike «alphascorpii» Reichle, Raphaël «buxy» Hertzog,
Alexander «Tolimar» Reichle-Schmehl, Stefano «Zack»
Zacchioli and Francesca «MadameZou» Ciceri



Debian Project News

The Debian Project News are 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 send 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 forgoted)

It's also translated in 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 teams 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)



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How to propose dents/twitts/acivities?

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



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 are drafted in the Publicity Teams svn repository:

`svn+ssh://svn.debian.org/svn/publicity`

Every Debian Developer has write access to this repository!¹

¹All 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 as **well in advance** if you are going

to announce something, reached an important milestone, implemented a cool feature.

We can then draft an announcement, and help you get your stuff known.



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Openn issues

- Better DPN feed (need some perl coding, WML knowledge and Makefile foo)
- Moderation of our Mailing lists doesn't scale
- Some users being not aware that there are both a -news and a -announce mailing list
- „Delayed moderation“ of debian-devel-announce mailing list (bug #580192)
- Better cooperation with Developers.
- `blog.debian.org`



Some usefull 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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