HALO WORLDWIDE

MEDIA & ANALYST TRAINING

ONLINE TRAINING: INTRODUCTORY SESSION

[Intermediate sessions held in-person during ApacheCon]

A G E N D A:

Ramp Up + Quick Start

What: "Who are you, what are you selling, and why should I care?"

- Ramp Up/Intro for Incubating Projects + those beginning to work with press@
- Media/Analyst QuickStart

Flesh It, Pitch It + Fireball Interviews

What: "Tell me what I need to know".

- Flesh It
- Pitch the Pitch
- Fireball Briefings

MORNING SESSIONS –RAMP UP + QUICK START

> ***"Sally has a very impressive list of clients and is a member of the ASF, so when the opportunity arose to attend one of her training sessions I jumped at it."***
> — ASF Executive Vice President Ross Gardler, 2008

WHO I AM:

- Chief Executive, HALO Worldwide
- Strategic Communicator and Advisor [… - Vice President ASF Marketing & Publicity]
- Roots in emerging Web standards and Open Source technologies
- ASF Member + Collaborator [… - ASF's first female and non-technical Member]
- "Tomorrow Today" cutting edge initiatives

WHAT AM I SELLING?

- Successful communication strategies
- Hone your position in the marketplace
- Get your project the visibility it deserves

WHOM HAVE I DONE THIS FOR?

- Apache Software Foundation [Launch; Java; ApacheCon; mod_dav ...]
- Creative Commons [Launch; copyright licenses]
- World Wide Web Consortium [HTTP/1.1; HTML3.2 + 4.0; CSS; PNG; XML; RDF; DOM; P3P; SVG ...]
- Collab.Net, Dublin Core, CommerceNet ... and many more
- other next-generation organizations based on emerging technologies

“WHY SHOULD I CARE?”

- Open Source projects lost in the noise
- Increase visibility and value of work
- Under-appreciated projects struggling to stay afloat

“WHAT'S IN IT FOR ME?”

- Expand your presence
- Reach a larger audience
- Improve media skills
- Increase visibility
- Gain credibility

ABOUT ASF MARKETING & PUBLICITY:

- ASF Member volunteers
- VP: Sally Khudairi
- press@apache.org
- Be very specific in the inquiry; contextualize!
- Be prepared to follow up
- MINIMUM 2 weeks' review timecycle

TAKE OWNERSHIP

> ***"If I have to do marketing, I quit!"***
> — W3C Architecture Lead Dan Connolly, 1996

YOU ARE YOUR BRAND

- If you don't define your product, someone else will
- If you don't represent your product, it's likely that nobody will
- If you don't champion your product, it's not certain if anyone else will

> You've got to get involved.

BE ABLE TO ANSWER "SO WHAT?"

- Open Source projects lost in the noise
- Increase visibility and value of work
- Under-appreciated projects struggling to stay afloat

WHO ARE YOU?

> ***"To objectively see what consumers see is not easy."***
> — Tim Ambler, Marketing from Advertising to Zen

Individually: "I am …" "I do …" "I work …" "I relate …" "I am an expert in …"

Project: "We are …" "We do …" "We work …" "We relate …" "We are experts in …"

CLARIFYING THE MESSAGE

- Who you are
- Who you aren't
- Positioning against competitive projects – if any

> *Simplify. Be a purist.*

WORK IT:

SHEPHERDING THE MESSAGE

> ***"I used to believe that a good product sold itself."***
> — Nike CEO Phil Knight

- Press/media
- Industry analysts
- Other developers
- ... their bosses
- Community-at-large

IMPROVE CREDIBILITY

- Have heard of it/you
- Know what it is/you are
- Know what it isn't/you aren't
- Who is involved/who is in bed with you
- Who uses it/endorses you

> Reputation. Trust. Image.

OVERWORKED REPORTERS

- Hugely competitive marketplace
- Extremely tight deadlines
- Want newsworthy information
- Make it understandable
- Access is key

OUTREACH + CONTINUITY

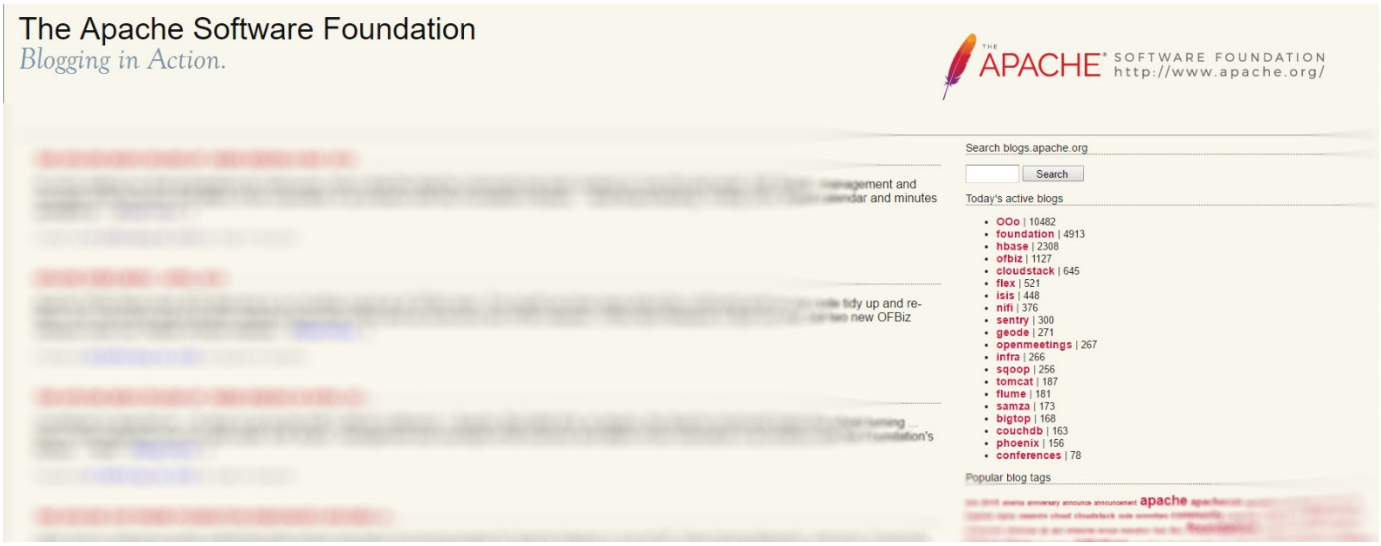
- projectname.apache.org

- blogs.apache.org/projectname

- Twitter feed

- other social media

- guest blogging/podcast opportunities



- blogs.apache.org/projectname

> How's your DOAP looking? https://projects.apache.org/

...hint: this is what I use to describe each project in the Apache Weekly News Round-ups!

Description:
- Oozie is a workflow scheduler system to manage Apache Hadoop jobs.

- **Apache Wicket (9 hit(s)):**

  bug-database: http://issues.apache.org/jira/browse/WICKET

  description: With proper mark-up/logic separation, a POJO data model, and a refreshing lack of XML, Apache Wicket makes developing web-apps simple and enjoyable again. Swap the boilerplate, complex debugging and brittle code for powerful, reusable components written with plain Java and HTML.

  doap: http://svn.apache.org/repos/asf/wicket/common/site/trunk/_site/doap.rdf

  download-page: http://wicket.apache.org

  homepage: http://wicket.apache.org

  mailing-list: http://wicket.apache.org

  name: Apache Wicket

  pmc: wicket

  shortdesc: Apache Wicket is an open source Java component oriented web application framework.

FRIDAY NOV 04, 2016

The Apache News Round-up: week ending 4 November 2016

Welcome November! As we're busily preparing for our upcoming conferences in Seville, the Apache community has also been v

ASF Board –management and oversight of the business and affairs of the corporation in accordance with the Foundation's byla
- Next Board Meeting: 16 November 2016. Board calendar and minutes available at http://apache.org/foundation/board/calend

ASF Infrastructure –our distributed team on four continents keeps the ASF's infrastructure running around the clock.
- 7M+ weekly checks yield perky performance at 99.87% uptime http://status.apache.org/

ApacheCon™ –the official conference series of The Apache Software Foundation.
- Join us at Apache: Big Data and ApacheCon Europe/Seville http://apachecon.com/

Apache BVal™ –an implementation of the Java Bean Validation specification.
- Apache BVal 1.1.2 released http://www.apache.org/dyn/closer.cgi/bval/1.1.2/

Apache Calcite™ –a framework for writing data management systems.
- Apache Calcite Avatica 1.9.0 released https://www.apache.org/dyn/closer.cgi/calcite/apache-calcite-avatica-1.9.0/

Apache CloudStack™ –deploys and manages large networks of virtual machines as a highly available, highly scalable Infrastru
- CVE-2016-6813: Apache CloudStack registerUserKeys authorization vulnerability http://mail-archives.apache.org/mod_mbox/

Apache Derby™ –a pure Java relational database engine that conforms to the ISO/ANSI SQL and JDBC standards.
- Apache Derby 10.13.1.1 released http://db.apache.org/derby/derby_downloads.html

Apache Fluo (incubating) –a distributed system for incrementally processing large data sets stored in Apache Accumulo.
- Apache Fluo Recipes 1.0.0-incubating released https://fluo.apache.org/release/fluo-recipes-1.0.0-incubating/

Apache Geode (incubating) –a data management platform that provides a database-like consistency model, reliable transactior
- Apache Geode 1.0.0-incubating released http://geode.incubator.apache.org/releases/

Apache MINA™ –a network application framework which helps users develop high performance and high scalability network ap
- Apache MINA 2.0.16 released http://mina.apache.org/downloads.html
- Apache FtpServer 1.1.0 released http://mina.apache.org/ftpserver/downloads.html

Apache S2Graph (incubating) –a graph database designed to handle transactional graph processing at scale.
- Apache S2Graph 0.1.0-incubating released http://mirror.navercorp.com/apache/incubator/s2graph/0.1.0-incubating/

PREPARING TO GRADUATE

If you want a press release announcing your TLP, as soon as you submit your graduation proposal to Board@ …

- ✓ Contact Sally/Marketing & Publicity <press@apache.org>

We'll need at least two weeks to pull everything together.

Process: We work together to issue a formal ASF press release (examples follow).

Project To-Do:

0) assign primary point(s) of contact when working with Sally/M&P (copying the PMC is encouraged to keep everyone in the loop {+ Project's marketing/PR list(s) if available}, but someone needs to drive this)

1) help Sally draft the announcement (mostly "what is Projectname"/features+functionality bits); Sally will write the headline/subhead/opening paragraph/boilerplates/trademark notice/etc.

2) decide whether to include supporting testimonials* from the community to demonstrate the project's robustness and breadth of deployment (or not)

…if so, you must solicit them (no more than 5 quotes total, including VP's quote)
…if not, then only provide a quote from the VP

* TLP announcements have ranged from having single quotes (VP of the project) to several perspectives from the PMC to multiple endorsements from the community. A quote from an Incubation Mentor is nice as well.

3) work with Infra to ensure that PROJECTNAME.apache.org is live by the time we make the announcement

4) encourage/invite organizations supporting/using the podling to issue their own, standalone "hurrah, Apache Projectname!" press release at the same time as the press release. We just need to make sure that we coordinate messaging/timing/etc.

5) lock in timing. It's important that our formal press/public and internal/developer/list timing is in synch (it's best to have everything roll out within a 24-48 hour timeframe, rather than announce the project's graduation on your dev list or announce@apache.org, followed by a press release several weeks later)

Timeframe:

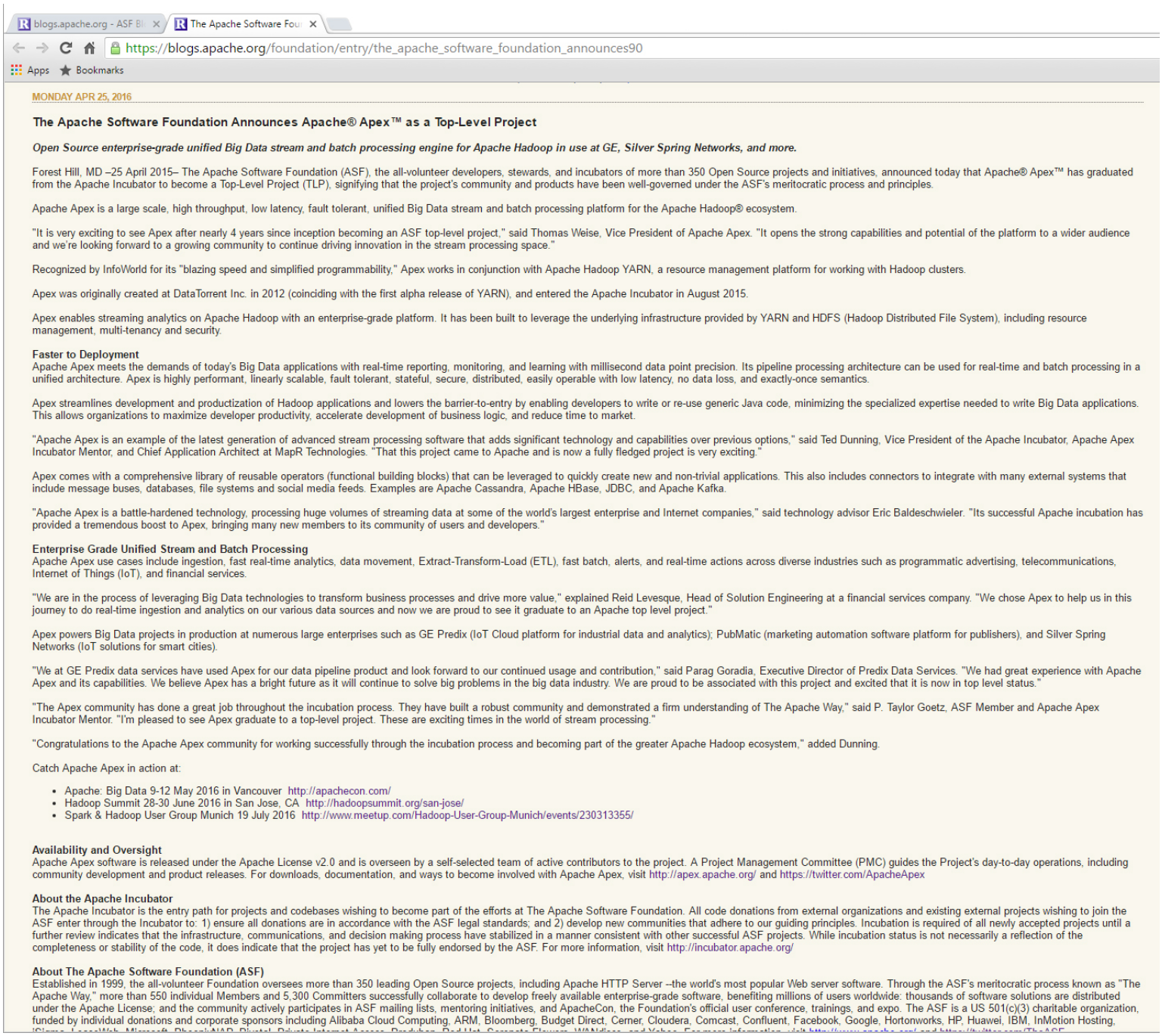
We usually issue press releases on Tuesdays, as that garners the best global media exposure/coverage. Next best day: Mondays, then Wednesdays.

GRADUATION PUNCHLIST

- Draft press release
- Quote from Project VP (PMC Chair)
- Testimonials 2-5 max; otherwise separate testimonials page
- Is there a list of who uses you?
- Is there a clear Call to Action?
- Is projectname.apache.org live?
- Coordinate announcement timeframe
  …try to not to pre-announce on lists wherever possible
- Line up spokespeople!

Also nice to have: an announcement for announce@apache.org!

Sample Press Releases



blogs.apache.org - ASF Bl | The Apache Software Fou

https://blogs.apache.org/foundation/entry/the_apache_software_foundation_announces90

Apps Bookmarks

MONDAY APR 25, 2016

The Apache Software Foundation Announces Apache® Apex™ as a Top-Level Project

Open Source enterprise-grade unified Big Data stream and batch processing engine for Apache Hadoop in use at GE, Silver Spring Networks, and more.

Forest Hill, MD –25 April 2015– The Apache Software Foundation (ASF), the all-volunteer developers, stewards, and incubators of more than 350 Open Source projects and initiatives, announced today that Apache® Apex™ has graduated from the Apache Incubator to become a Top-Level Project (TLP), signifying that the project's community and products have been well-governed under the ASF's meritocratic process and principles.

Apache Apex is a large scale, high throughput, low latency, fault tolerant, unified Big Data stream and batch processing platform for the Apache Hadoop® ecosystem.

"It is very exciting to see Apex after nearly 4 years since inception becoming an ASF top-level project," said Thomas Weise, Vice President of Apache Apex. "It opens the strong capabilities and potential of the platform to a wider audience and we're looking forward to a growing community to continue driving innovation in the stream processing space."

Recognized by InfoWorld for its "blazing speed and simplified programmability," Apex works in conjunction with Apache Hadoop YARN, a resource management platform for working with Hadoop clusters.

Apex was originally created at DataTorrent Inc. in 2012 (coinciding with the first alpha release of YARN), and entered the Apache Incubator in August 2015.

Apex enables streaming analytics on Apache Hadoop with an enterprise-grade platform. It has been built to leverage the underlying infrastructure provided by YARN and HDFS (Hadoop Distributed File System), including resource management, multi-tenancy and security.

Faster to Deployment
Apache Apex meets the demands of today's Big Data applications with real-time reporting, monitoring, and learning with millisecond data point precision. Its pipeline processing architecture can be used for real-time and batch processing in a unified architecture. Apex is highly performant, linearly scalable, fault tolerant, stateful, secure, distributed, easily operable with low latency, no data loss, and exactly-once semantics.

Apex streamlines development and productization of Hadoop applications and lowers the barrier-to-entry by enabling developers to write or re-use generic Java code, minimizing the specialized expertise needed to write Big Data applications. This allows organizations to maximize developer productivity, accelerate development of business logic, and reduce time to market.

"Apache Apex is an example of the latest generation of advanced stream processing software that adds significant technology and capabilities over previous options," said Ted Dunning, Vice President of the Apache Incubator, Apache Apex Incubator Mentor, and Chief Application Architect at MapR Technologies. "That this project came to Apache and is now a fully fledged project is very exciting."

Apex comes with a comprehensive library of reusable operators (functional building blocks) that can be leveraged to quickly create new and non-trivial applications. This also includes connectors to integrate with many external systems that include message buses, databases, file systems and social media feeds. Examples are Apache Cassandra, Apache HBase, JDBC, and Apache Kafka.

"Apache Apex is a battle-hardened technology, processing huge volumes of streaming data at some of the world's largest enterprise and Internet companies," said technology advisor Eric Baldeschwieler. "Its successful Apache incubation has provided a tremendous boost to Apex, bringing many new members to its community of users and developers."

Enterprise Grade Unified Stream and Batch Processing
Apache Apex use cases include ingestion, fast real-time analytics, data movement, Extract-Transform-Load (ETL), fast batch, alerts, and real-time actions across diverse industries such as programmatic advertising, telecommunications, Internet of Things (IoT), and financial services.

"We are in the process of leveraging Big Data technologies to transform business processes and drive more value," explained Reid Levesque, Head of Solution Engineering at a financial services company. "We chose Apex to help us in this journey to do real-time ingestion and analytics on our various data sources and now we are proud to see it graduate to an Apache top level project."

Apex powers Big Data projects in production at numerous large enterprises such as GE Predix (IoT Cloud platform for industrial data and analytics); PubMatic (marketing automation software platform for publishers), and Silver Spring Networks (IoT solutions for smart cities).

"We at GE Predix data services have used Apex for our data pipeline product and look forward to our continued usage and contribution," said Parag Goradia, Executive Director of Predix Data Services. "We had great experience with Apache Apex and its capabilities. We believe Apex has a bright future as it will continue to solve big problems in the big data industry. We are proud to be associated with this project and excited that it is now in top level status."

"The Apex community has done a great job throughout the incubation process. They have built a robust community and demonstrated a firm understanding of The Apache Way," said P. Taylor Goetz, ASF Member and Apache Apex Incubator Mentor. "I'm pleased to see Apex graduate to a top-level project. These are exciting times in the world of stream processing."

"Congratulations to the Apache Apex community for working successfully through the incubation process and becoming part of the greater Apache Hadoop ecosystem," added Dunning.

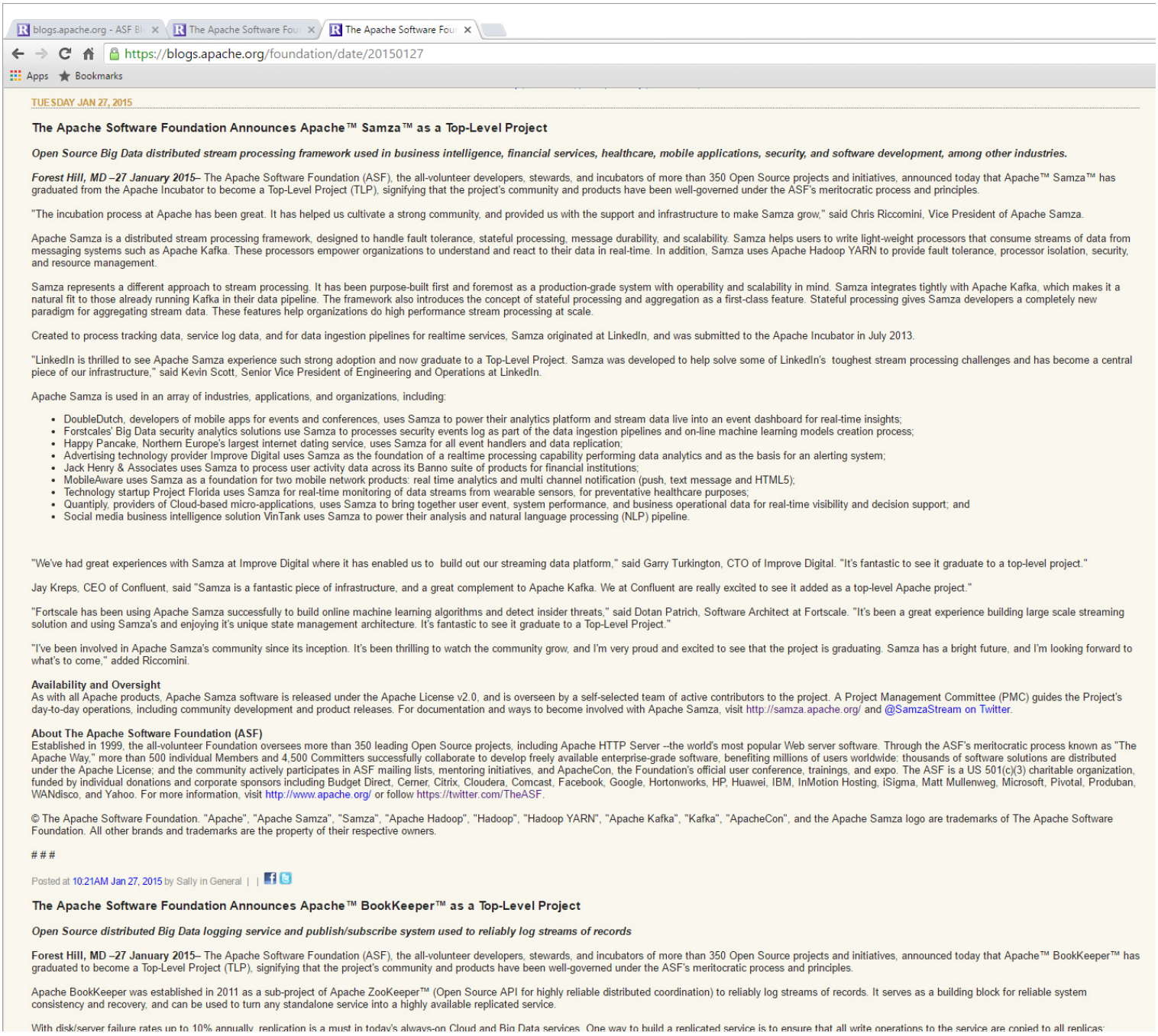
Catch Apache Apex in action at:

- Apache: Big Data 9-12 May 2016 in Vancouver http://apachecon.com/
- Hadoop Summit 28-30 June 2016 in San Jose, CA http://hadoopsummit.org/san-jose/
- Spark & Hadoop User Group Munich 19 July 2016 http://www.meetup.com/Hadoop-User-Group-Munich/events/230313355/

Availability and Oversight
Apache Apex software is released under the Apache License v2.0 and is overseen by a self-selected team of active contributors to the project. A Project Management Committee (PMC) guides the Project's day-to-day operations, including community development and product releases. For downloads, documentation, and ways to become involved with Apache Apex, visit http://apex.apache.org/ and https://twitter.com/ApacheApex

About the Apache Incubator
The Apache Incubator is the entry path for projects and codebases wishing to become part of the efforts at The Apache Software Foundation. All code donations from external organizations and existing external projects wishing to join the ASF enter through the Incubator to: 1) ensure all donations are in accordance with the ASF legal standards; and 2) develop new communities that adhere to our guiding principles. Incubation is required of all newly accepted projects until a further review indicates that the infrastructure, communications, and decision making process have stabilized in a manner consistent with other successful ASF projects. While incubation status is not necessarily a reflection of the completeness or stability of the code, it does indicate that the project has yet to be fully endorsed by the ASF. For more information, visit http://incubator.apache.org/

About The Apache Software Foundation (ASF)
Established in 1999, the all-volunteer Foundation oversees more than 350 leading Open Source projects, including Apache HTTP Server --the world's most popular Web server software. Through the ASF's meritocratic process known as "The Apache Way," more than 550 individual Members and 5,300 Committers successfully collaborate to develop freely available enterprise-grade software, benefiting millions of users worldwide: thousands of software solutions are distributed under the Apache License; and the community actively participates in ASF mailing lists, mentoring initiatives, and ApacheCon, the Foundation's official user conference, trainings, and expo. The ASF is a US 501(c)(3) charitable organization, funded by individual donations and corporate sponsors including Alibaba Cloud Computing, ARM, Bloomberg, Budget Direct, Cerner, Cloudera, Comcast, Confluent, Facebook, Google, Hortonworks, HP, Huawei, IBM, InMotion Hosting,



blogs.apache.org - ASF Bl | The Apache Software Fou | The Apache Software Fou

https://blogs.apache.org/foundation/date/20150127

Apps Bookmarks

TUESDAY JAN 27, 2015

The Apache Software Foundation Announces Apache™ Samza™ as a Top-Level Project

Open Source Big Data distributed stream processing framework used in business intelligence, financial services, healthcare, mobile applications, security, and software development, among other industries.

Forest Hill, MD –27 January 2015– The Apache Software Foundation (ASF), the all-volunteer developers, stewards, and incubators of more than 350 Open Source projects and initiatives, announced today that Apache™ Samza™ has graduated from the Apache Incubator to become a Top-Level Project (TLP), signifying that the project's community and products have been well-governed under the ASF's meritocratic process and principles.

"The incubation process at Apache has been great. It has helped us cultivate a strong community, and provided us with the support and infrastructure to make Samza grow," said Chris Riccomini, Vice President of Apache Samza.

Apache Samza is a distributed stream processing framework, designed to handle fault tolerance, stateful processing, message durability, and scalability. Samza helps users to write light-weight processors that consume streams of data from messaging systems such as Apache Kafka. These processors empower organizations to understand and react to their data in real-time. In addition, Samza uses Apache Hadoop YARN to provide fault tolerance, processor isolation, security, and resource management.

Samza represents a different approach to stream processing. It has been purpose-built first and foremost as a production-grade system with operability and scalability in mind. Samza integrates tightly with Apache Kafka, which makes it a natural fit to those already running Kafka in their data pipeline. The framework also introduces the concept of stateful processing and aggregation as a first-class feature. Stateful processing gives Samza developers a completely new paradigm for aggregating stream data. These features help organizations do high performance stream processing at scale.

Created to process tracking data, service log data, and for data ingestion pipelines for realtime services, Samza originated at LinkedIn, and was submitted to the Apache Incubator in July 2013.

"LinkedIn is thrilled to see Apache Samza experience such strong adoption and now graduate to a Top-Level Project. Samza was developed to help solve some of LinkedIn's toughest stream processing challenges and has become a central piece of our infrastructure," said Kevin Scott, Senior Vice President of Engineering and Operations at LinkedIn.

Apache Samza is used in an array of industries, applications, and organizations, including:

- DoubleDutch, developers of mobile apps for events and conferences, uses Samza to power their analytics platform and stream data live into an event dashboard for real-time insights;
- Forstcales' Big Data security analytics solutions use Samza to processes security events log as part of the data ingestion pipelines and on-line machine learning models creation process;
- Happy Pancake, Northern Europe's largest internet dating service, uses Samza for all event handlers and data replication;
- Advertising technology provider Improve Digital uses Samza as the foundation of a realtime processing capability performing data analytics and as the basis for an alerting system;
- Jack Henry & Associates uses Samza to process user activity data across its Banno suite of products for financial institutions;
- MobileAware uses Samza as a foundation for two mobile network products: real time analytics and multi channel notification (push, text message and HTML5);
- Technology startup Project Florida uses Samza for real-time monitoring of data streams from wearable sensors, for preventative healthcare purposes;
- Quantiply, providers of Cloud-based micro-applications, uses Samza to bring together user event, system performance, and business operational data for real-time visibility and decision support; and
- Social media business intelligence solution VinTank uses Samza to power their analysis and natural language processing (NLP) pipeline.

"We've had great experiences with Samza at Improve Digital where it has enabled us to build out our streaming data platform," said Garry Turkington, CTO of Improve Digital. "It's fantastic to see it graduate to a top-level project."

Jay Kreps, CEO of Confluent, said "Samza is a fantastic piece of infrastructure, and a great complement to Apache Kafka. We at Confluent are really excited to see it added as a top-level Apache project."

"Fortscale has been using Apache Samza successfully to build online machine learning algorithms and detect insider threats," said Dotan Patrich, Software Architect at Fortscale. "It's been a great experience building large scale streaming solution and using Samza's and enjoying it's unique state management architecture. It's fantastic to see it graduate to a Top-Level Project."

"I've been involved in Apache Samza's community since its inception. It's been thrilling to watch the community grow, and I'm very proud and excited to see that the project is graduating. Samza has a bright future, and I'm looking forward to what's to come," added Riccomini.

Availability and Oversight
As with all Apache products, Apache Samza software is released under the Apache License v2.0, and is overseen by a self-selected team of active contributors to the project. A Project Management Committee (PMC) guides the Project's day-to-day operations, including community development and product releases. For documentation and ways to become involved with Apache Samza, visit http://samza.apache.org/ and @SamzaStream on Twitter.

About The Apache Software Foundation (ASF)
Established in 1999, the all-volunteer Foundation oversees more than 350 leading Open Source projects, including Apache HTTP Server --the world's most popular Web server software. Through the ASF's meritocratic process known as "The Apache Way," more than 500 individual Members and 4,500 Committers successfully collaborate to develop freely available enterprise-grade software, benefiting millions of users worldwide: thousands of software solutions are distributed under the Apache License; and the community actively participates in ASF mailing lists, mentoring initiatives, and ApacheCon, the Foundation's official user conference, trainings, and expo. The ASF is a US 501(c)(3) charitable organization, funded by individual donations and corporate sponsors including Budget Direct, Cerner, Citrix, Cloudera, Comcast, Facebook, Google, Hortonworks, HP, Huawei, IBM, InMotion Hosting, iSigma, Matt Mullenweg, Microsoft, Pivotal, Produban, WANdisco, and Yahoo. For more information, visit http://www.apache.org/ or follow https://twitter.com/TheASF.

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# # #

Posted at 10:21AM Jan 27, 2015 by Sally in General | |

The Apache Software Foundation Announces Apache™ BookKeeper™ as a Top-Level Project

Open Source distributed Big Data logging service and publish/subscribe system used to reliably log streams of records

Forest Hill, MD –27 January 2015– The Apache Software Foundation (ASF), the all-volunteer developers, stewards, and incubators of more than 350 Open Source projects and initiatives, announced today that Apache™ BookKeeper™ has graduated to become a Top-Level Project (TLP), signifying that the project's community and products have been well-governed under the ASF's meritocratic process and principles.

Apache BookKeeper was established in 2011 as a sub-project of Apache ZooKeeper™ (Open Source API for highly reliable distributed coordination) to reliably log streams of records. It serves as a building block for reliable system consistency and recovery, and can be used to turn any standalone service into a highly available replicated service.

With disk/server failure rates up to 10% annually, replication is a must in today's always-on Cloud and Big Data services. One way to build a replicated service is to ensure that all write operations to the service are copied to all replicas;

MEDIA/ANALYST QUICKSTART

> ***"Just get me useful and interesting information..."***
> — Linux Journal Editor-in-Chief Doc Searls

IMPROVE MEDIA SKILLS

- Media relations on the back burner

- Burnout

- Fear of selling out/*

- "Marketing sucks" syndrome

THE GOOD NEWS.

Most tech journalists prefer to work with technologists.

THE BAD NEWS.

Most technologists would rather eat glass than deal with the press.

Sort It Out

Y I K E S !
Spokesperson mayhem: 15 people in 48 hours ... who is the right one?

Y I K E S !!
"XYZ should join *-dev and ask his questions of the community."

2 X Y I K E S !!!
"If XYZ doesn't want to join the community...it's his loss. He's the one who is paid to get answers to his questions."

SELL THE SIZZLE

> ***"Don't sell the steak – sell the sizzle!"***
> — selling guru Elmer Wheeler, 1936

- People buy ideas, not products
- Sell excitement vs. the product itself
- Feature-Benefit: "so what?"
- What's in it for me? [Sizzle]
- Promote the benefits

WORK IT:

SELL THE STEAK

> ***"The sizzle has sold more steaks than the cow ever has, although the cow is, of course, mighty important."***
> — Elmer Wheeler

- WHAT is it? Where is this in the stack? What category does this fit in?
- Forgo FUD – explain how
- Why should I care? [Steak]
- Support the benefits
- You can't say everything, so hone in on the top essentials

WORK IT:

WHEN IN DOUBT, CHUNK

> ***"The Magical Number Seven, Plus or Minus Two."***
> — Harvard psychologist and short-term memory specialist
> George Miller, 1956

- ✓ Most people remember +/- 7 “chunks” of info
- ✓ Group similarly classified data
- ✓ Present information in small digestible units
- ✓ Shorter attention spans = smaller chunks
- ✓ Modified: Five, Plus or Minus Two

WORK IT:

ACCESS-ABILITY

Be available

- Defined spokespeople
- Show up on time and prepared to speak
- Work from document
- Follow up with pleasure
- Build a relationship

Be helpful

- Ask “how can I help?”
- Offer to connect editors to the right person
- Avoid “no coverage, no response” attitude

Be responsive

- Do things when you say you will
- Be patient: give explanations and examples
- Offer more than what's asked of you
- Help guide through the process
- Avoid “someone else's job” syndrome

Be friendly

- The press are not your enemy
- Acknowledge a job well done
- Politeness is critical, particularly when correcting mistakes
- Say “Thank You” often
- Earn trust and confidence

PITCH. PITCH. PITCH.

> PREP | PRACTICE | PUT IT OUT THERE | SAY PLEASE | PRAY

LET'S GET CRACKING!

- ✓ The Introduction
- ✓ The Boilerplate
- ✓ Why should I care?
- ✓ What's in it for me?
- ✓ Start talking!
- ✓ Transition to writing!

WORK IT:

PITCH SESSIONS –5-MIN JOURNALIST BRIEFINGS WITH STEVEN J VAUGHAN-NICHOLS/ZDNET

What's your story? What's the takeaway? What's the call to action?

…did you get it?

AFTERNOON SESSIONS –FLESH IT

> ***" During the remaining time of the afternoon I started working a short explanation of Mahout and our latest release. The text was reviewed by the Mahout community. The text was published by Sally on the blog of the Apache Software foundation. I also used it as a basis for an article on heise open that got published that same day."***
> — ASF Board member Isabel Drost-Fromm, 2010

PREPARING FORMAL ANNOUNCEMENTS

So you want a press release announcing your major milestone. BEFORE you go to vote …

- ✓ **Contact Sally/Marketing & Publicity <press@apache.org>**

We'll need at least two weeks to pull everything together.

Process: We work together to issue a formal ASF press release (examples follow).

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…if so, you must solicit them (no more than 5 quotes total, including VP's quote)
…if not, then only provide a quote from the VP

* TLP announcements have ranged from having single quotes (VP of the project) to several perspectives from the PMC to multiple endorsements from the community.

3) encourage/invite organizations supporting/using the podling to issue their own, standalone "hurrah, Apache Projectname!" press release at the same time as the press release. Just make sure that we coordinate messaging/timing/etc.

4) lock in timing. It's important that our formal press/public and internal/developer/list timing is in synch (it's best to have everything roll out within a 24-48 hour timeframe, rather than announce the project's news on your dev list or announce@apache.org, followed by a press release several weeks later)

Timeframe:

We usually issue press releases on Tuesdays, as that garners the best global media exposure/coverage. Next best day: Mondays, then Wednesdays.

ANNOUNCEMENT PUNCHLIST

- Draft press release
- Quote from Project VP (PMC Chair)
- Testimonials 2-5 max; otherwise separate testimonials page
- Is there a list of who uses you?
- Is there a clear Call to Action?
- Coordinate announcement timeframe
  …try to not to pre-announce on lists wherever possible
- Line up spokespeople

GETTING THE WORD OUT

- Blog Entries + Tweets
- Pitch Letters
- Press Releases
- Complex/Multi-part Announcements (less common at ASF)
- Media Alerts (less common at ASF)

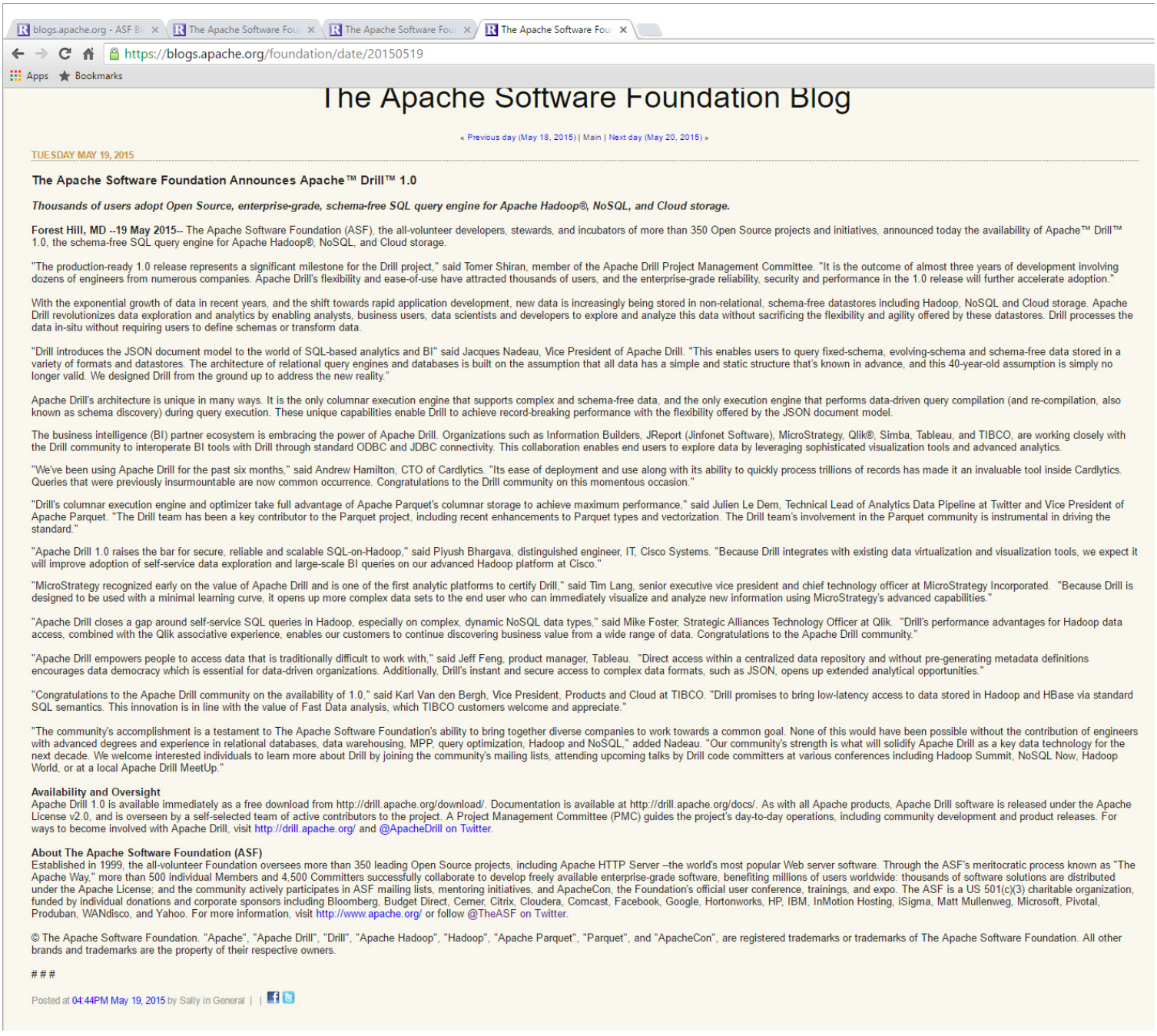
Blog Entries + Tweets

- Summarize announcement
- Clarify the headline
- Personalize the description
- 140 chars! = catchy headline :-)
- 280 chars = get with it; hashtag strategically

Press Releases

- Contact (can also be at end of release)
- Headline
- Sub-head
- Lead Paragraph – dateline, org. name, “what”
- Body – “who”, “what”, “when”, “why”, “how”
- Credibility + Clarification – quotes, testimonials
- Call to Action
- Boilerplate
- Close

Sample Press Release –Milestone announcement *A few too many testimonials with this one, actually. See that? You can create a separate testimonials page in this instance, or see the testimonials section in the next press release.*



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https://blogs.apache.org/foundation/date/20150519

Apps Bookmarks

The Apache Software Foundation Blog

« Previous day (May 18, 2015) | Main | Next day (May 20, 2015) »

TUESDAY MAY 19, 2015

The Apache Software Foundation Announces Apache™ Drill™ 1.0

Thousands of users adopt Open Source, enterprise-grade, schema-free SQL query engine for Apache Hadoop®, NoSQL, and Cloud storage.

Forest Hill, MD --19 May 2015-- The Apache Software Foundation (ASF), the all-volunteer developers, stewards, and incubators of more than 350 Open Source projects and initiatives, announced today the availability of Apache™ Drill™ 1.0, the schema-free SQL query engine for Apache Hadoop®, NoSQL, and Cloud storage.

"The production-ready 1.0 release represents a significant milestone for the Drill project," said Tomer Shiran, member of the Apache Drill Project Management Committee. "It is the outcome of almost three years of development involving dozens of engineers from numerous companies. Apache Drill's flexibility and ease-of-use have attracted thousands of users, and the enterprise-grade reliability, security and performance in the 1.0 release will further accelerate adoption."

With the exponential growth of data in recent years, and the shift towards rapid application development, new data is increasingly being stored in non-relational, schema-free datastores including Hadoop, NoSQL and Cloud storage. Apache Drill revolutionizes data exploration and analytics by enabling analysts, business users, data scientists and developers to explore and analyze this data without sacrificing the flexibility and agility offered by these datastores. Drill processes the data in-situ without requiring users to define schemas or transform data.

"Drill introduces the JSON document model to the world of SQL-based analytics and BI" said Jacques Nadeau, Vice President of Apache Drill. "This enables users to query fixed-schema, evolving-schema and schema-free data stored in a variety of formats and datastores. The architecture of relational query engines and databases is built on the assumption that all data has a simple and static structure that's known in advance, and this 40-year-old assumption is simply no longer valid. We designed Drill from the ground up to address the new reality."

Apache Drill's architecture is unique in many ways. It is the only columnar execution engine that supports complex and schema-free data, and the only execution engine that performs data-driven query compilation (and re-compilation, also known as schema discovery) during query execution. These unique capabilities enable Drill to achieve record-breaking performance with the flexibility offered by the JSON document model.

The business intelligence (BI) partner ecosystem is embracing the power of Apache Drill. Organizations such as Information Builders, JReport (Jinfonet Software), MicroStrategy, Qlik®, Simba, Tableau, and TIBCO, are working closely with the Drill community to interoperate BI tools with Drill through standard ODBC and JDBC connectivity. This collaboration enables end users to explore data by leveraging sophisticated visualization tools and advanced analytics.

"We've been using Apache Drill for the past six months," said Andrew Hamilton, CTO of Cardlytics. "Its ease of deployment and use along with its ability to quickly process trillions of records has made it an invaluable tool inside Cardlytics. Queries that were previously insurmountable are now common occurrence. Congratulations to the Drill community on this momentous occasion."

"Drill's columnar execution engine and optimizer take full advantage of Apache Parquet's columnar storage to achieve maximum performance," said Julien Le Dem, Technical Lead of Analytics Data Pipeline at Twitter and Vice President of Apache Parquet. "The Drill team has been a key contributor to the Parquet project, including recent enhancements to Parquet types and vectorization. The Drill team's involvement in the Parquet community is instrumental in driving the standard."

"Apache Drill 1.0 raises the bar for secure, reliable and scalable SQL-on-Hadoop," said Piyush Bhargava, distinguished engineer, IT, Cisco Systems. "Because Drill integrates with existing data virtualization and visualization tools, we expect it will improve adoption of self-service data exploration and large-scale BI queries on our advanced Hadoop platform at Cisco."

"MicroStrategy recognized early on the value of Apache Drill and is one of the first analytic platforms to certify Drill," said Tim Lang, senior executive vice president and chief technology officer at MicroStrategy Incorporated. "Because Drill is designed to be used with a minimal learning curve, it opens up more complex data sets to the end user who can immediately visualize and analyze new information using MicroStrategy's advanced capabilities."

"Apache Drill closes a gap around self-service SQL queries in Hadoop, especially on complex, dynamic NoSQL data types," said Mike Foster, Strategic Alliances Technology Officer at Qlik. "Drill's performance advantages for Hadoop data access, combined with the Qlik associative experience, enables our customers to continue discovering business value from a wide range of data. Congratulations to the Apache Drill community."

"Apache Drill empowers people to access data that is traditionally difficult to work with," said Jeff Feng, product manager, Tableau. "Direct access within a centralized data repository and without pre-generating metadata definitions encourages data democracy which is essential for data-driven organizations. Additionally, Drill's instant and secure access to complex data formats, such as JSON, opens up extended analytical opportunities."

"Congratulations to the Apache Drill community on the availability of 1.0," said Karl Van den Bergh, Vice President, Products and Cloud at TIBCO. "Drill promises to bring low-latency access to data stored in Hadoop and HBase via standard SQL semantics. This innovation is in line with the value of Fast Data analysis, which TIBCO customers welcome and appreciate."

"The community's accomplishment is a testament to The Apache Software Foundation's ability to bring together diverse companies to work towards a common goal. None of this would have been possible without the contribution of engineers with advanced degrees and experience in relational databases, data warehousing, MPP, query optimization, Hadoop and NoSQL," added Nadeau. "Our community's strength is what will solidify Apache Drill as a key data technology for the next decade. We welcome interested individuals to learn more about Drill by joining the community's mailing lists, attending upcoming talks by Drill code committers at various conferences including Hadoop Summit, NoSQL Now, Hadoop World, or at a local Apache Drill MeetUp."

Availability and Oversight
Apache Drill 1.0 is available immediately as a free download from http://drill.apache.org/download/. Documentation is available at http://drill.apache.org/docs/. As with all Apache products, Apache Drill software is released under the Apache License v2.0, and is overseen by a self-selected team of active contributors to the project. A Project Management Committee (PMC) guides the project's day-to-day operations, including community development and product releases. For ways to become involved with Apache Drill, visit http://drill.apache.org/ and @ApacheDrill on Twitter.

About The Apache Software Foundation (ASF)
Established in 1999, the all-volunteer Foundation oversees more than 350 leading Open Source projects, including Apache HTTP Server --the world's most popular Web server software. Through the ASF's meritocratic process known as "The Apache Way," more than 500 individual Members and 4,500 Committers successfully collaborate to develop freely available enterprise-grade software, benefiting millions of users worldwide: thousands of software solutions are distributed under the Apache License; and the community actively participates in ASF mailing lists, mentoring initiatives, and ApacheCon, the Foundation's official user conference, trainings, and expo. The ASF is a US 501(c)(3) charitable organization, funded by individual donations and corporate sponsors including Bloomberg, Budget Direct, Cerner, Citrix, Cloudera, Comcast, Facebook, Google, Hortonworks, HP, IBM, InMotion Hosting, iSigma, Matt Mullenweg, Microsoft, Pivotal, Produban, WANdisco, and Yahoo. For more information, visit http://www.apache.org/ or follow @TheASF on Twitter.

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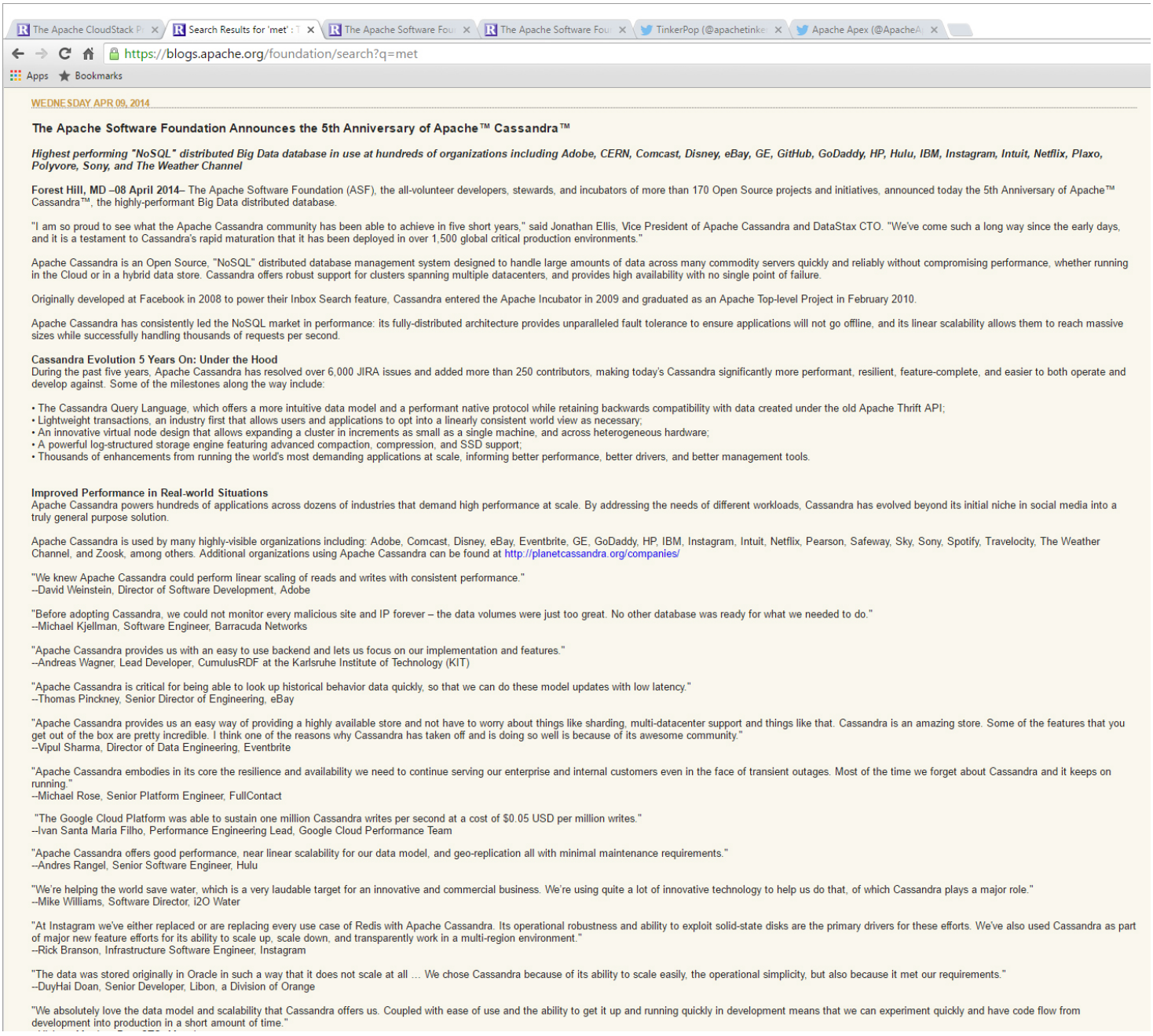
# # #

Posted at 04:44PM May 19, 2015 by Sally in General | |

Sample Press Release –Milestone announcement *note the inclusion of the testimonials in the main copy. Demonstrating WHO USES YOU boosts your credibility!*



The Apache CloudStack P | Search Results for 'met' : T | The Apache Software Four | The Apache Software Four | TinkerPop (@apachetinke | Apache Apex (@ApacheA

https://blogs.apache.org/foundation/search?q=met

Apps Bookmarks

WEDNESDAY APR 09, 2014

The Apache Software Foundation Announces the 5th Anniversary of Apache™ Cassandra™

Highest performing "NoSQL" distributed Big Data database in use at hundreds of organizations including Adobe, CERN, Comcast, Disney, eBay, GE, GitHub, GoDaddy, HP, Hulu, IBM, Instagram, Intuit, Netflix, Plaxo, Polyvore, Sony, and The Weather Channel

Forest Hill, MD –08 April 2014– The Apache Software Foundation (ASF), the all-volunteer developers, stewards, and incubators of more than 170 Open Source projects and initiatives, announced today the 5th Anniversary of Apache™ Cassandra™, the highly-performant Big Data distributed database.

"I am so proud to see what the Apache Cassandra community has been able to achieve in five short years," said Jonathan Ellis, Vice President of Apache Cassandra and DataStax CTO. "We've come such a long way since the early days, and it is a testament to Cassandra's rapid maturation that it has been deployed in over 1,500 global critical production environments."

Apache Cassandra is an Open Source, "NoSQL" distributed database management system designed to handle large amounts of data across many commodity servers quickly and reliably without compromising performance, whether running in the Cloud or in a hybrid data store. Cassandra offers robust support for clusters spanning multiple datacenters, and provides high availability with no single point of failure.

Originally developed at Facebook in 2008 to power their Inbox Search feature, Cassandra entered the Apache Incubator in 2009 and graduated as an Apache Top-level Project in February 2010.

Apache Cassandra has consistently led the NoSQL market in performance: its fully-distributed architecture provides unparalleled fault tolerance to ensure applications will not go offline, and its linear scalability allows them to reach massive sizes while successfully handling thousands of requests per second.

Cassandra Evolution 5 Years On: Under the Hood
During the past five years, Apache Cassandra has resolved over 6,000 JIRA issues and added more than 250 contributors, making today's Cassandra significantly more performant, resilient, feature-complete, and easier to both operate and develop against. Some of the milestones along the way include:

- The Cassandra Query Language, which offers a more intuitive data model and a performant native protocol while retaining backwards compatibility with data created under the old Apache Thrift API;
- Lightweight transactions, an industry first that allows users and applications to opt into a linearly consistent world view as necessary;
- An innovative virtual node design that allows expanding a cluster in increments as small as a single machine, and across heterogeneous hardware;
- A powerful log-structured storage engine featuring advanced compaction, compression, and SSD support;
- Thousands of enhancements from running the world's most demanding applications at scale, informing better performance, better drivers, and better management tools.

Improved Performance in Real-world Situations
Apache Cassandra powers hundreds of applications across dozens of industries that demand high performance at scale. By addressing the needs of different workloads, Cassandra has evolved beyond its initial niche in social media into a truly general purpose solution.

Apache Cassandra is used by many highly-visible organizations including: Adobe, Comcast, Disney, eBay, Eventbrite, GE, GoDaddy, HP, IBM, Instagram, Intuit, Netflix, Pearson, Safeway, Sky, Sony, Spotify, Travelocity, The Weather Channel, and Zoosk, among others. Additional organizations using Apache Cassandra can be found at http://planetcassandra.org/companies/

"We knew Apache Cassandra could perform linear scaling of reads and writes with consistent performance."
--David Weinstein, Director of Software Development, Adobe

"Before adopting Cassandra, we could not monitor every malicious site and IP forever – the data volumes were just too great. No other database was ready for what we needed to do."
--Michael Kjellman, Software Engineer, Barracuda Networks

"Apache Cassandra provides us with an easy to use backend and lets us focus on our implementation and features."
--Andreas Wagner, Lead Developer, CumulusRDF at the Karlsruhe Institute of Technology (KIT)

"Apache Cassandra is critical for being able to look up historical behavior data quickly, so that we can do these model updates with low latency."
--Thomas Pinckney, Senior Director of Engineering, eBay

"Apache Cassandra provides us an easy way of providing a highly available store and not have to worry about things like sharding, multi-datacenter support and things like that. Cassandra is an amazing store. Some of the features that you get out of the box are pretty incredible. I think one of the reasons why Cassandra has taken off and is doing so well is because of its awesome community."
--Vipul Sharma, Director of Data Engineering, Eventbrite

"Apache Cassandra embodies in its core the resilience and availability we need to continue serving our enterprise and internal customers even in the face of transient outages. Most of the time we forget about Cassandra and it keeps on running."
--Michael Rose, Senior Platform Engineer, FullContact

"The Google Cloud Platform was able to sustain one million Cassandra writes per second at a cost of $0.05 USD per million writes."
--Ivan Santa Maria Filho, Performance Engineering Lead, Google Cloud Performance Team

"Apache Cassandra offers good performance, near linear scalability for our data model, and geo-replication all with minimal maintenance requirements."
--Andres Rangel, Senior Software Engineer, Hulu

"We're helping the world save water, which is a very laudable target for an innovative and commercial business. We're using quite a lot of innovative technology to help us do that, of which Cassandra plays a major role."
--Mike Williams, Software Director, i2O Water

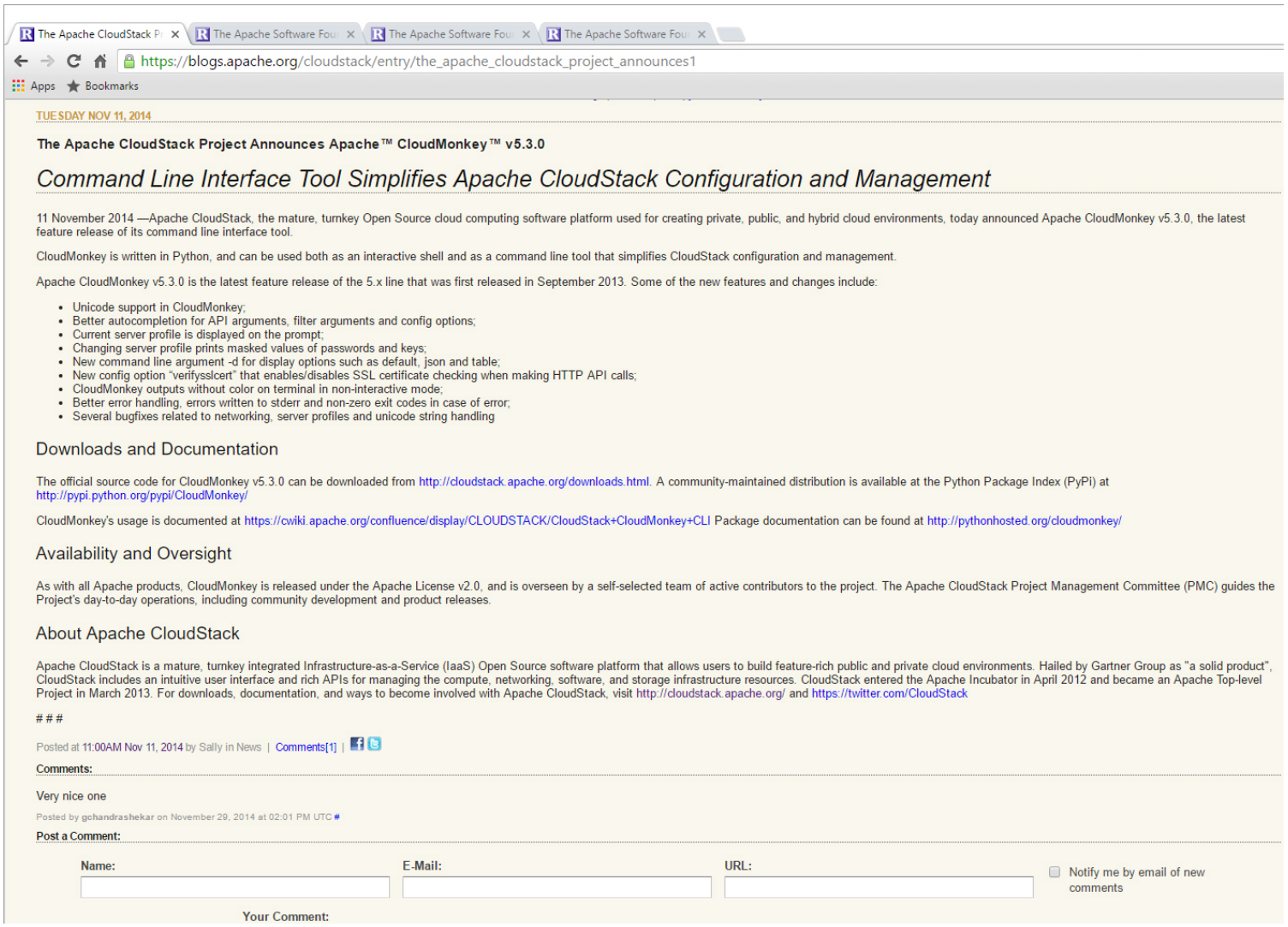
"At Instagram we've either replaced or are replacing every use case of Redis with Apache Cassandra. Its operational robustness and ability to exploit solid-state disks are the primary drivers for these efforts. We've also used Cassandra as part of major new feature efforts for its ability to scale up, scale down, and transparently work in a multi-region environment."
--Rick Branson, Infrastructure Software Engineer, Instagram

"The data was stored originally in Oracle in such a way that it does not scale at all … We chose Cassandra because of its ability to scale easily, the operational simplicity, but also because it met our requirements."
--DuyHai Doan, Senior Developer, Libon, a Division of Orange

"We absolutely love the data model and scalability that Cassandra offers us. Coupled with ease of use and the ability to get it up and running quickly in development means that we can experiment quickly and have code flow from development into production in a short amount of time."

HALO WORLDWIDE

Sample Press Release –Project-originating, informal announcement (events, non-milestone releases, etc.)



The Apache CloudStack P… | The Apache Software Fou… | The Apache Software Fou… | The Apache Software Fou…

https://blogs.apache.org/cloudstack/entry/the_apache_cloudstack_project_announces1

Apps Bookmarks

TUESDAY NOV 11, 2014

The Apache CloudStack Project Announces Apache™ CloudMonkey™ v5.3.0

Command Line Interface Tool Simplifies Apache CloudStack Configuration and Management

11 November 2014 —Apache CloudStack, the mature, turnkey Open Source cloud computing software platform used for creating private, public, and hybrid cloud environments, today announced Apache CloudMonkey v5.3.0, the latest feature release of its command line interface tool.

CloudMonkey is written in Python, and can be used both as an interactive shell and as a command line tool that simplifies CloudStack configuration and management.

Apache CloudMonkey v5.3.0 is the latest feature release of the 5.x line that was first released in September 2013. Some of the new features and changes include:

- Unicode support in CloudMonkey;
- Better autocompletion for API arguments, filter arguments and config options;
- Current server profile is displayed on the prompt;
- Changing server profile prints masked values of passwords and keys;
- New command line argument -d for display options such as default, json and table;
- New config option "verifysslcert" that enables/disables SSL certificate checking when making HTTP API calls;
- CloudMonkey outputs without color on terminal in non-interactive mode;
- Better error handling, errors written to stderr and non-zero exit codes in case of error;
- Several bugfixes related to networking, server profiles and unicode string handling

Downloads and Documentation

The official source code for CloudMonkey v5.3.0 can be downloaded from http://cloudstack.apache.org/downloads.html. A community-maintained distribution is available at the Python Package Index (PyPi) at http://pypi.python.org/pypi/CloudMonkey/

CloudMonkey's usage is documented at https://cwiki.apache.org/confluence/display/CLOUDSTACK/CloudStack+CloudMonkey+CLI Package documentation can be found at http://pythonhosted.org/cloudmonkey/

Availability and Oversight

As with all Apache products, CloudMonkey is released under the Apache License v2.0, and is overseen by a self-selected team of active contributors to the project. The Apache CloudStack Project Management Committee (PMC) guides the Project's day-to-day operations, including community development and product releases.

About Apache CloudStack

Apache CloudStack is a mature, turnkey integrated Infrastructure-as-a-Service (IaaS) Open Source software platform that allows users to build feature-rich public and private cloud environments. Hailed by Gartner Group as "a solid product", CloudStack includes an intuitive user interface and rich APIs for managing the compute, networking, software, and storage infrastructure resources. CloudStack entered the Apache Incubator in April 2012 and became an Apache Top-level Project in March 2013. For downloads, documentation, and ways to become involved with Apache CloudStack, visit http://cloudstack.apache.org/ and https://twitter.com/CloudStack

# # #

Posted at 11:00AM Nov 11, 2014 by Sally in News | Comments[1] |

Comments:

Very nice one

Posted by gchandrashekar on November 29, 2014 at 02:01 PM UTC #

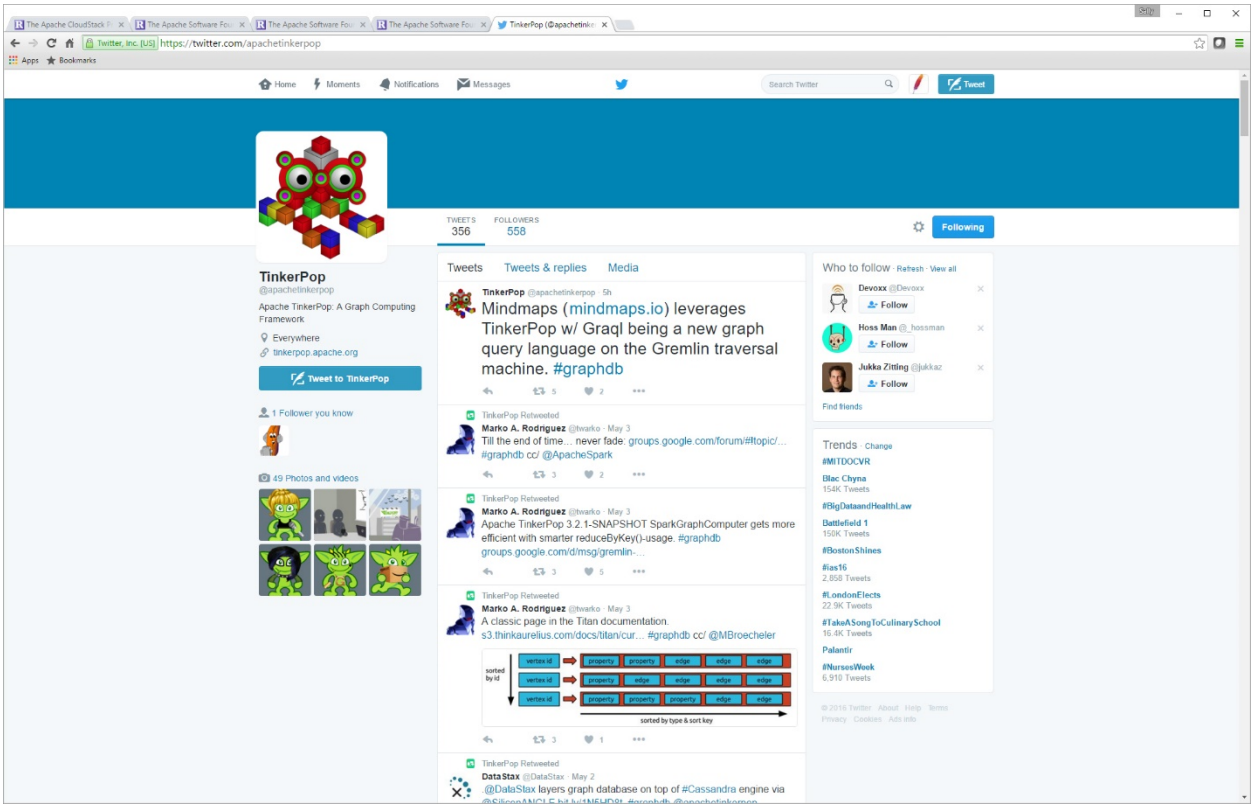
Post a Comment:

Name: E-Mail: URL: Notify me by email of new comments

Your Comment:

Twitter Accounts

https://twitter.com/ApacheApex
Apache Apex
@ApacheApex
San Jose, CA
apex.apache.org
Born on August 12
Tweet to Apache Apex
1 Follower you know
28 Photos and videos
TWEETS 254
FOLLOWING 78
FOLLOWERS 2,162
LIKES 6
Following
Tweets
Tweets & replies
Media
Apache Apex @ApacheApex · May 5
Going to #ApacheBigData Vancouver next week? See @thweise talk about #ApacheApex:
Apache: Big Data 2016: Next Gen Big Data Analyti...
View more about this event at Apache: Big Data 2016
apachebigdata2016.sched.org
Apache Apex Retweeted
Thomas Weise @thweise · May 4
@ApacheApex Second part of the meetup is the YI streaming benchmark on #ApacheApex
View conversation
Apache Apex @ApacheApex · May 4
Meetup tonight! Fault-Tolerant HDFS read / write with #ApacheApex. Sign up here: okt.to/68oL7Q
Meetup
Apache Apex @ApacheApex · May 2
Who to follow · Refresh · View all
Joe Stein @allthingshadoop
Followed by Apache Accumu...
Follow
Anthony Baker @metatype
Follow
Solr/Lucene @SolrLucene
Follow
Find friends
Trends · Change
#MITDOCVR
Blac Chyna
158K Tweets
#BigDataandHealthLaw
Battlefield 1
154K Tweets
#BostonShines
#ias16
2,858 Tweets
#LondonElects
23.4K Tweets
#NursesWeek
6,910 Tweets
Palantir
#FridayForGood
4,603 Tweets


https://twitter.com/apachetinkerpop
Home
Moments
Notifications
Messages
Search Twitter
Tweet
TinkerPop
@apachetinkerpop
Apache TinkerPop: A Graph Computing Framework
Everywhere
tinkerpop.apache.org
Tweet to TinkerPop
1 Follower you know
49 Photos and videos
TWEETS 356
FOLLOWERS 558
Following
Tweets
Tweets & replies
Media
TinkerPop @apachetinkerpop · 5h
Mindmaps (mindmaps.io) leverages TinkerPop w/ Graql being a new graph query language on the Gremlin traversal machine. #graphdb
TinkerPop Retweeted
Marko A. Rodriguez @twarko · May 3
Till the end of time... never fade: groups.google.com/forum/#!topic/... #graphdb cc/ @ApacheSpark
TinkerPop Retweeted
Marko A. Rodriguez @twarko · May 3
Apache TinkerPop 3.2.1-SNAPSHOT SparkGraphComputer gets more efficient with smarter reduceByKey()-usage. #graphdb groups.google.com/d/msg/gremlin-...
TinkerPop Retweeted
Marko A. Rodriguez @twarko · May 3
A classic page in the Titan documentation.
s3.thinkaurelius.com/docs/titan/cur... #graphdb cc/ @MBroecheler
sorted by id
vertex id
property
edge
sorted by type & sort key
TinkerPop Retweeted
DataStax @DataStax · May 2
@DataStax layers graph database on top of #Cassandra engine via
Who to follow · Refresh · View all
Devoxx @Devoxx
Follow
Hoss Man @_hossman
Follow
Jukka Zitting @jukkaz
Follow
Find friends
Trends · Change
#MITDOCVR
Blac Chyna
154K Tweets
#BigDataandHealthLaw
Battlefield 1
158K Tweets
#BostonShines
#ias16
2,858 Tweets
#LondonElects
22.9K Tweets
#TakeASongToCulinarySchool
16.4K Tweets
Palantir
#NursesWeek
6,910 Tweets

PITCH IT [+ good PR practices]

Pitch Letters - Introduce topic to editors/analysts

- Telling a story vs. a news release
- Personal, editorial and descriptive
- Call to action – interview, call attention to an issue, cover an event
- Gently inform and educate

Topics

- New Top Level Project
- New Software releases, products, sub-projects
- Proof of concept
- Planned deployments/implementations
- Case studies, use cases

Timing and Timeliness

- Issue announcements along with releases, not days or weeks later
- Respond quickly, even if to say "I need more time"
- Follow up, but don't hassle
- Do not pre-announce releases, etc.
- Embargo does not guarantee against leaks

Notification

- Team review + Press team notification/review/edit cycle
- Message refinement
- Spokespeople preparation
- Corporate/legal clearance
- Travel, timezone accommodation

HAVE ANSWERS TO:

- Is it News/newsworthy?
- Are the Main Points at beginning?
- Why Should I Care? What's In It For Me?
- Do you have Testimonials?
- Is there a clear Call to Action?
- Who are your Spokespeople? Backups?
- Has this been Proof-read?

REMEMBER!

- Stay on message
- Chunking principle
- Befriend and work with the Press team
- Give adequate clearance/notice
- Journalists are not your enemy
- Respond quickly
- Help educate; don't go overboard

GET THE WORD OUT

- Guest/contributing editor
- Letters to the Editor/blog responses
- Events, listings, cross-pollination
- Highlight contributors/users/*
- Industry expert perspective
- Speak at conferences, BOFs, etc.

- Bake-offs/competitions/*

RAISE YOUR PROFILE

- Press follow-up –become a resource!
- Post to developer sites and fora
- Social media –showcase your expertise!
- Search visibility
- News sources

GET OUT THERE

- Be enthusiastic – attitude is contagious
- You are your brand/project
- Toot your own horn
- Support and promote contributors
- Consistent communications are key
- Your image is important
- Keep your ego in check

QUICK REFERENCE/GUIDELINES

Be Able to Answer the Top Three Questions

1. So what?
2. Why should I care/what's in it for me?
3. What's the call to action?

Helpful Hints for Attracting Media Attention

• Press hook – what's the news? Make sure the news is really news!
• Make them care: provide context, anecdotes, stories
• Clearly understand the pain point your product solves; knowing how to better present the problem helps you better explain the solution
• Humanize the story: explain how people are affected by your news
• Use visuals: not crazy Ross-Perot style, but where appropriate. Graphs, images, etc., do help!
• Link to (another) major news event or topic: e.g. studies on Web usage, Java in the marketplace, etc.
• Beware of editorial schedules and deadlines: the best day to make an announcement is on a Tuesday morning. (Print journalists usually have to close their stories on Thursdays, so reach them before then. Broadcast journalists have rolling deadlines with lots of last-minute additions; their mornings are busy with scheduling their shows, so the best time to reach them is later in the day to avoid getting lost in competing events.)
• Planning a press conference? The best days to do so are Tuesdays and Wednesdays, between 9.30–10.30AM. Also popular are early-morning briefing breakfasts, where the press get to nibble while taking notes, but keep it simple, and provide enough space on the table for both food and laptops/tablets
• Planning to issue a press release? The best day to do so is on a Tuesday morning, followed by Monday morning, then Wednesday morning. Thursdays if you absolutely must (see note on deadlines above) and never on a Friday or a weekend, unless you're in an Enron/Parmalat-style crisis. Otherwise, nobody will see/report your story
• Follow up/call print journalists late morning to early afternoon, and broadcast journalists between 1– 3PM
• Minimize media attention (during a crisis for example) by reversing the above tactics.

Remember: you have ~20 seconds to get the point across, so **practice practice PRACTICE** what needs to be said. DON'T MEMORIZE (it'll sound robotic). Be familiar with yourself/product, from all angles.

Helpful Hints for Proactive Outreach

• Never go off the record: it's an invitation to be quoted
• Avoid casual chit-chat: you're there to work
• Never say "No Comment": it implies guilt
• Provide background information: the more the reporter knows about your process, landscape, history, etc., the better chance you have for accurate coverage
• Always present yourself professionally and in the context of your environment: if you're talking about a developer event, have developers in the background
• Be aware of non-verbal communication: avoid those that signify boredom (looking away, rolling eyes, distracted, tired, slouching), aggression (looking too directly/staring hard, sitting/standing too closely, crossed arms and legs wide apart, pointing towards someone's face), or nervous (fiddling with pens/papers/hair/*, shifting in seat, giggling, avoiding direct eye contact)
• Maintain eye contact, check regularly if your message is being received and understood correctly
• Know what the questions are about (may not be able to get exact questions, but try to know their angle in advance of the interview)
• Get to know the editorial team
• Don't assume a reporter/publication is too small to matter. Everyone should be treated in a friendly and professional manner. Beware lurkers and silent bloggers!
• Stay focused!
• Modulate your voice: don't shout or speak too quietly
• Know that once you do one interview, others will follow. Offer additional story hooks.
• Get to know the press: invite a reporter for lunch or coffee to learn more about them, and allow them to learn more about you/your project. You pay the bill
• Be helpful, even if it doesn't pertain to your area of expertise
• Be a "human router": connect folks with the right spokesperson or group
• Know your audience
• Ask the reporter/analyst to record your conversation so they can have access to what you said
• Know how to best disseminate your message
• Help reporters: build trust, cultivate the relationship
• Be willing to answer the tough questions
• Practice in your "newscaster" voice: enunciate, clarify, spell out words/acronyms.
• Use humor but remember to get down to business
• Personalize: be humble and respectful yet bold and unapologetic
• Have a bi-directional dialogue, even if it beings in a mono-directional manner (blogs, pitch letters, etc.)
• Make yourself/information available. Don't wait for folks to come to you.

Helpful Hints for Interviews - Reactive

• What's the angle?
• What's the deadline?
• Who are the resources? Who else is being interviewed for this story?
• Are there sufficient references?
• Where is the supporting material?
• Be aware of non-verbal communication, both projected and real, from both sides
• Say your message. Then stop
• Breathe. Pause. Silence is safety.
• Respond on time, be prompt and be available
• Formulate a list of questions and answers that allow you to present your message and expand on it

Helpful Hints for Interviews - Proactive

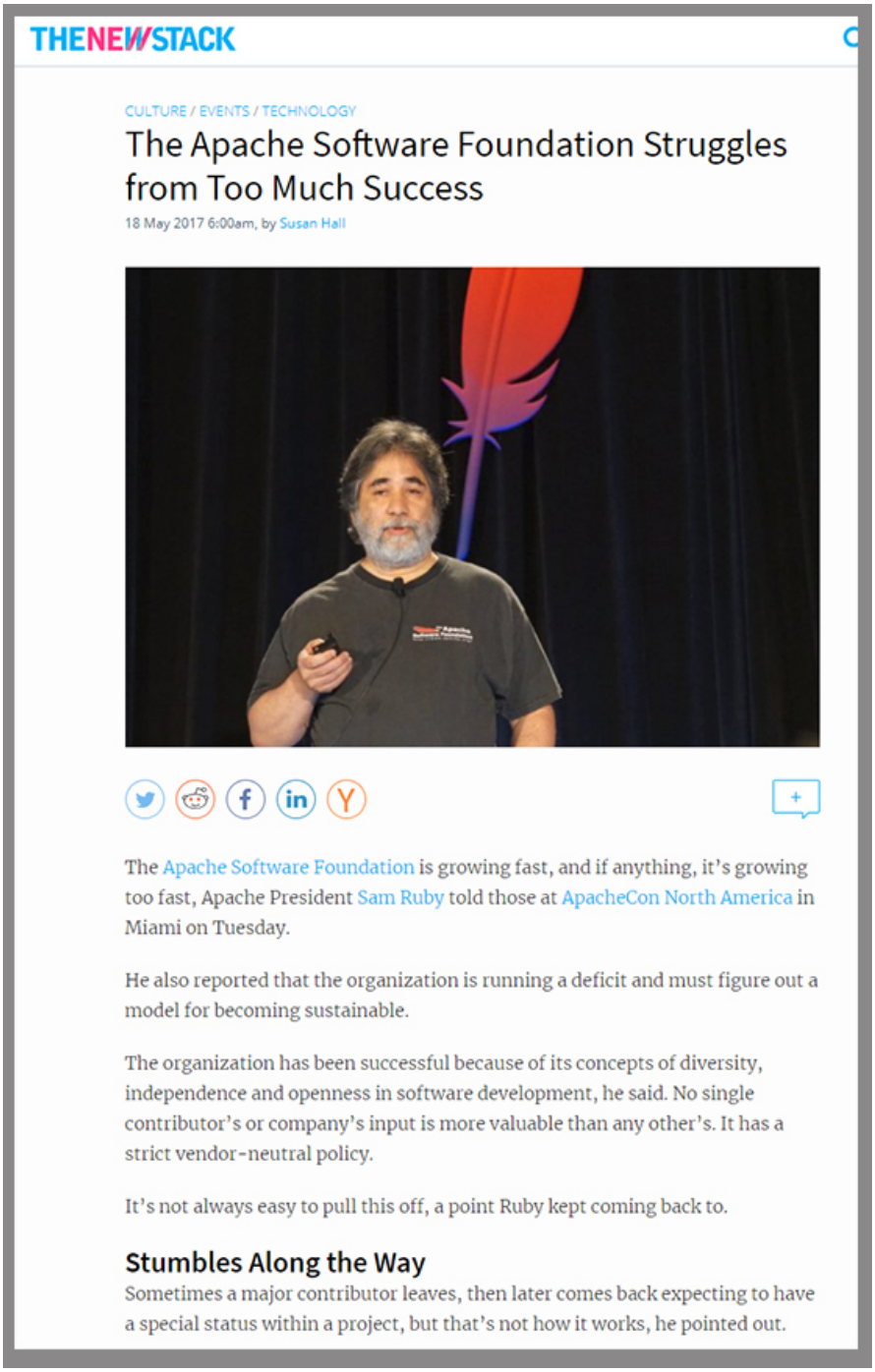
• Content: do you have something to say
• Control: what do you want the outcome to be
• Competence: focus on your core area of expertise. Bridge to other experts
• Concern: we're human, community matters
• Confidence: project relaxed attitude, be comfortable in own skin. If faked, that's OK!
• Be aware of non-verbal communication
• Bring a FAQ; if there's a question that needs to be asked and isn't there, find the opportunity to bridge your message
• Stand up. Smile. Slow down!

> WANT MORE? Ping me at sk@apache.org or press@apache.org

CRISIS COMMUNICATIONS

1. ApacheCon 2017/MIA – misunderstanding with the State of the Feather

…brutally honest…



THENEWSTACK

CULTURE / EVENTS / TECHNOLOGY

The Apache Software Foundation Struggles from Too Much Success

18 May 2017 6:00am, by Susan Hall

The Apache Software Foundation is growing fast, and if anything, it's growing too fast, Apache President Sam Ruby told those at ApacheCon North America in Miami on Tuesday.

He also reported that the organization is running a deficit and must figure out a model for becoming sustainable.

The organization has been successful because of its concepts of diversity, independence and openness in software development, he said. No single contributor's or company's input is more valuable than any other's. It has a strict vendor-neutral policy.

It's not always easy to pull this off, a point Ruby kept coming back to.

Stumbles Along the Way

Sometimes a major contributor leaves, then later comes back expecting to have a special status within a project, but that's not how it works, he pointed out.

The Apache Software Foundation
Blogging in Action.

The Apache Software Foundation Blog

« The Apache News... | Main | The Apache News... »

MONDAY MAY 22, 2017

On the State of the Feather

One of the great things about Apache is that we're all about the individual (contributor). No one has higher rank/status over another. We're not pay-to-play: no-one can "buy" their way in. Titles are for organizational purposes only: a Vice President of a project doesn't carry any more weight than any other member of a project management committee, for example.

We have diverse backgrounds, opinions, and experiences. Each person has their own preferences and personal style, and we celebrate that. Whilst we do adhere to The Apache Way, we don't impose "corporate conformity" directives on anyone, from our support staff to our executive leadership.

As technologists (and perfectionists), we're trained to look for bugs and are always looking for ways to make things better. And, in keeping with our tenets of openness, our matter-of-fact communication style can sometimes be perceived as too honest and transparent.

In light of that, it might be easy to misinterpret the intent of the State of The Feather presentation by ASF President Sam Ruby at ApacheCon last week:

> *This isn't another "the ASF is great" presentation where I will talk about how we do things differently/better than others.*
>
> *Instead, this is a talk where I identify what works and where there is more work that needs to be done.*
>
> *TL;DR*
>
> *We've been around for 18 years.*
>
> *We're continuing to grow by every measure.*
>
> *We expect to continue to be around.*
>
> *We expect to continue to grow.*
>
> *...Perhaps even a bit too fast.*
>
> *I'm not saying it is easy…*

As with any organization managing dramatic business growth, meeting these challenges presents unique opportunities, which, at times, may not be an easy feat with an all-volunteer Board overseeing a nearly all-volunteer organization. Luckily for us, we are well-versed in the mantra "If it isn't hard, it isn't worth doing". With more than 18 years of successfully honing our process of developing, incubating, and shepherding projects under our belt, we are well prepared to overcome operational demands.

The Foundation's ongoing transformation is driven by existing Apache projects and an impressive number of new innovations undergoing incubation. The collective Apache community continues to be highly productive, as summarized every week. Our commitment to rise to the challenge is evident, as demonstrated at ApacheCon. We are proud of our achievements and look forward to sharing our successes in the upcoming Annual Report.

###

Posted at 10:00AM May 22, 2017 by Sally in General | |

Comments:

2. Equifax Breach – blame Apache Struts

SECTIONS SEARCH NEW YORK POST

RECOMMENDED

Investment firm moves to 575 Fifth Ave.

Why government data keepers revise their numbers

Riverside Church to buy neighboring dorm for $46M

BUSINESS EXCLUSIVE

Equifax blames giant breach on vendor software flaw

By Kevin Dugan September 8, 2017 | 2:31pm | Updated

Getty Images

MORE ON: EQUIFAX

Government agencies ignored request for info on Equifax probes: Congress

Second ex-Equifax executive charged with insider trading

Equifax to boost security under new agreement with 8 states

Equifax now says some passport info was stolen in breach

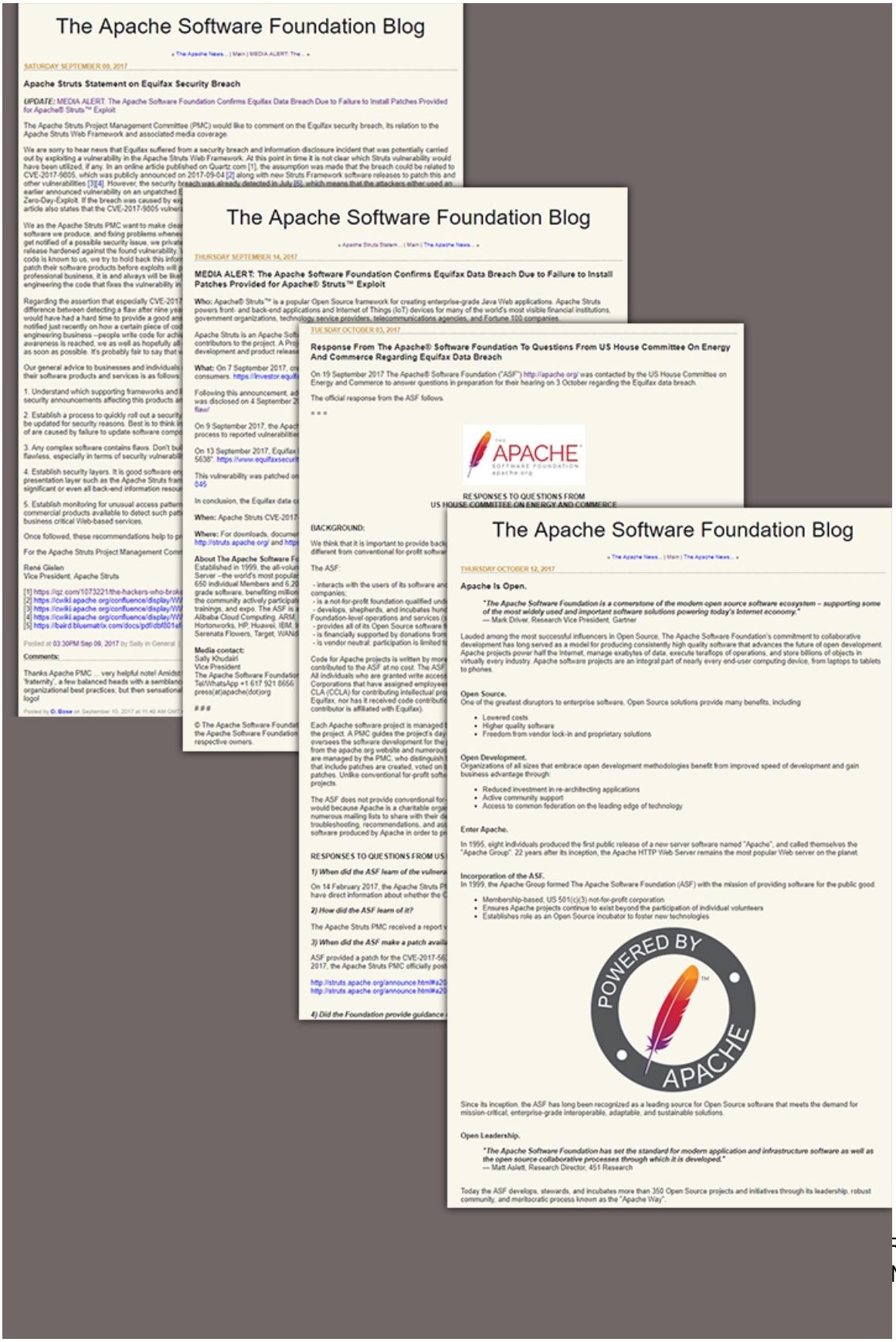
Equifax on Friday blamed a flaw in the software running its online databases for allowing hackers to steal the personal information of as many as 143 million Americans, The Post has learned.

Hackers were able to access the info — including Social Security numbers — because there was a flaw in the open-source software created by the Apache Foundation, the company told Jeffrey Meuler, an analyst at RW Baird & Co.

"My understanding is the breach was perpetuated via the Apache STRUTS flaw," Meuler told The Post.

STRUTS is a widely available software system that's used by about 65 percent of Fortune 100 companies, including Lockheed Martin, Citigroup, Vodafone, Virgin Atlantic, Reader's Digest, Office Depot, and Showtime — plus the IRS, according to

HALO WORLDWIDE



The Apache Software Foundation Blog

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SATURDAY SEPTEMBER 09, 2017

Apache Struts Statement on Equifax Security Breach

UPDATE: MEDIA ALERT: The Apache Software Foundation Confirms Equifax Data Breach Due to Failure to Install Patches Provided for Apache® Struts™ Exploit

The Apache Struts Project Management Committee (PMC) would like to comment on the Equifax security breach, its relation to the Apache Struts Web Framework and associated media coverage.

We are sorry to hear news that Equifax suffered from a security breach and information disclosure incident that was potentially carried out by exploiting a vulnerability in the Apache Struts Web Framework. At this point in time it is not clear which Struts vulnerability would have been utilized, if any. In an online article published on Quartz.com [1], the assumption was made that the breach could be related to CVE-2017-9805, which was publicly announced on 2017-09-04 [2] along with new Struts Framework software releases to patch this and other vulnerabilities [3][4]. However, the security breach was already detected in July [5], which means that the attackers either used an earlier announced vulnerability on an unpatched E
Zero-Day-Exploit. If the breach was caused by ex
article also states that the CVE-2017-9805 vulner

We as the Apache Struts PMC want to make clear
software we produce, and fixing problems whenev
get notified of a possible security issue, we private
release hardened against the found vulnerability.
code is known to us, we try to hold back this infor
patch their software products before exploits will p
professional business, it is and always will be like
engineering the code that fixes the vulnerability in

Regarding the assertion that especially CVE-2017
difference between detecting a flaw after nine yea
would have had a hard time to provide a good ans
notified just recently on how a certain piece of cod
engineering business --people write code for achie
awareness is reached, we as well as hopefully all
as soon as possible. It's probably fair to say that w

Our general advice to businesses and individuals
their software products and services is as follows:

1. Understand which supporting frameworks and l
security announcements affecting this products ar

2. Establish a process to quickly roll out a security
be updated for security reasons. Best is to think in
of are caused by failure to update software compo

3. Any complex software contains flaws. Don't bui
flawless, especially in terms of security vulnerabili

4. Establish security layers. It is good software en
presentation layer such as the Apache Struts fram
significant or even all back-end information resou

5. Establish monitoring for unusual access pattern
commercial products available to detect such patt
business critical Web-based services.

Once followed, these recommendations help to pr

For the Apache Struts Project Management Comm

René Gielen
Vice President, Apache Struts

[1] https://qz.com/1073221/the-hackers-who-broke
[2] https://cwiki.apache.org/confluence/display/WW
[3] https://cwiki.apache.org/confluence/display/WW
[4] https://cwiki.apache.org/confluence/display/WW
[5] https://baird.bluematrix.com/docs/pdf/dbf801e6

Posted at 03:30PM Sep 09, 2017 by Sally in General

Comments:

Thanks Apache PMC ... very helpful note! Amidst
'fraternity', a few balanced heads with a semblanc
organizational best practices; but then sensationa
logo!

Posted by D. Bose on September 10, 2017 at 11:48 AM GMT

The Apache Software Foundation Blog

« Apache Struts Statem... | Main | The Apache News... »

THURSDAY SEPTEMBER 14, 2017

MEDIA ALERT: The Apache Software Foundation Confirms Equifax Data Breach Due to Failure to Install Patches Provided for Apache® Struts™ Exploit

Who: Apache® Struts™ is a popular Open Source framework for creating enterprise-grade Java Web applications. Apache Struts powers front- and back-end applications and Internet of Things (IoT) devices for many of the world's most visible financial institutions, government organizations, technology service providers, telecommunications agencies, and Fortune 100 companies.

Apache Struts is an Apache Soft
contributors to the project. A Pro
development and product release

What: On 7 September 2017, cr
consumers. https://investor.equif

Following this announcement, ad
was disclosed on 4 September 2
flaw/

On 9 September 2017, the Apac
process to reported vulnerabilitie

On 13 September 2017, Equifax
5638". https://www.equifaxsecuri

This vulnerability was patched on
045

In conclusion, the Equifax data c

When: Apache Struts CVE-2017

Where: For downloads, docume
http://struts.apache.org/ and http

About The Apache Software Fo
Established in 1999, the all-volun
Server --the world's most popular
650 individual Members and 6,20
grade software, benefiting million
the community actively participat
trainings, and expo. The ASF is h
Alibaba Cloud Computing, ARM,
Hortonworks, HP, Huawei, IBM, I
Serenata Flowers, Target, WANdi

Media contact:
Sally Khudairi
Vice President
The Apache Software Foundatio
Tel/WhatsApp +1 617 921 8656
press(at)apache(dot)org

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TUESDAY OCTOBER 03, 2017

Response From The Apache® Software Foundation To Questions From US House Committee On Energy And Commerce Regarding Equifax Data Breach

On 19 September 2017 The Apache® Software Foundation ("ASF") http://apache.org/ was contacted by the US House Committee on Energy and Commerce to answer questions in preparation for their hearing on 3 October regarding the Equifax data breach.

The official response from the ASF follows.

* * *

RESPONSES TO QUESTIONS FROM
US HOUSE COMMITTEE ON ENERGY AND COMMERCE

BACKGROUND:

We think that it is important to provide back
different from conventional for-profit softwar

The ASF:

- interacts with the users of its software and
companies;
- is a not-for-profit foundation qualified und
- develops, shepherds, and incubates hund
Foundation-level operations and services (g
- provides all of its Open Source software f
- is financially supported by donations from
- is vendor neutral: participation is limited t

Code for Apache projects is written by more
contributed to the ASF at no cost. The ASF
All individuals who are granted write access
Corporations that have assigned employees
CLA (CCLA) for contributing intellectual pro
Equifax, nor has it received code contributi
contributor is affiliated with Equifax).

Each Apache software project is managed b
the project. A PMC guides the project's day
oversees the software development for the
from the apache.org website and numerous
are managed by the PMC, who distinguish
that include patches are created, voted on b
patches. Unlike conventional for-profit softw
projects.

The ASF does not provide conventional for-
would because Apache is a charitable orga
numerous mailing lists to share with their de
troubleshooting, recommendations, and ass
software produced by Apache in order to pr

RESPONSES TO QUESTIONS FROM US

1) When did the ASF learn of the vulnera

On 14 February 2017, the Apache Struts P
have direct information about whether the C

2) How did the ASF learn of it?

The Apache Struts PMC received a report v

3) When did the ASF make a patch availa

ASF provided a patch for the CVE-2017-56
2017, the Apache Struts PMC officially post

http://struts.apache.org/announce.html#a20
http://struts.apache.org/announce.html#a20

4) Did the Foundation provide guidance

The Apache Software Foundation Blog

« The Apache News... | Main | The Apache News... »

THURSDAY OCTOBER 12, 2017

Apache Is Open.

"The Apache Software Foundation is a cornerstone of the modern open source software ecosystem – supporting some of the most widely used and important software solutions powering today's Internet economy."
— Mark Driver, Research Vice President, Gartner

Lauded among the most successful influencers in Open Source, The Apache Software Foundation's commitment to collaborative development has long served as a model for producing consistently high quality software that advances the future of open development. Apache projects power half the Internet, manage exabytes of data, execute teraflops of operations, and store billions of objects in virtually every industry. Apache software projects are an integral part of nearly every end-user computing device, from laptops to tablets to phones.

Open Source.
One of the greatest disruptors to enterprise software, Open Source solutions provide many benefits, including:

- Lowered costs
- Higher quality software
- Freedom from vendor lock-in and proprietary solutions

Open Development.
Organizations of all sizes that embrace open development methodologies benefit from improved speed of development and gain business advantage through:

- Reduced investment in re-architecting applications
- Active community support
- Access to common federation on the leading edge of technology

Enter Apache.

In 1995, eight individuals produced the first public release of a new server software named "Apache", and called themselves the "Apache Group". 22 years after its inception, the Apache HTTP Web Server remains the most popular Web server on the planet.

Incorporation of the ASF.
In 1999, the Apache Group formed The Apache Software Foundation (ASF) with the mission of providing software for the public good.

- Membership-based, US 501(c)(3) not-for-profit corporation
- Ensures Apache projects continue to exist beyond the participation of individual volunteers
- Establishes role as an Open Source incubator to foster new technologies

Since its inception, the ASF has long been recognized as a leading source for Open Source software that meets the demand for mission-critical, enterprise-grade interoperable, adaptable, and sustainable solutions.

Open Leadership.

"The Apache Software Foundation has set the standard for modern application and infrastructure software as well as the open source collaborative processes through which it is developed."
— Matt Aslett, Research Director, 451 Research

Today the ASF develops, stewards, and incubates more than 350 Open Source projects and initiatives through its leadership, robust community, and meritocratic process known as the "Apache Way".

Apache Mounts Strong Defense, Equifax Retreats

By David Jones
Sep 12, 2017 11:14 AM PT

Print
Email

The Apache Software Foundation this weekend responded to accusations that the massive data breach Equifax disclosed last week resulted from a flaw in

ars TECHNICA BIZ & IT TECH SCIENCE POLICY CARS GAMING & CULTURE

BIZ & IT —

Failure to patch two-month-old bug led to massive Equifax breach

Critical Apache Struts bug was fixed in March. In May, it bit ~143 million US consumers.

DAN GOODIN - 9/13/2017, 11:12 PM

Enlarge

The Equifax breach t
accomplished by exp
months earlier, offici

Equifax Suffered Data Breach After It Failed to Patch Old Apache Struts I

September 13, 2017 Swati Khandelwal

The massive Equifax data breach that exposed highly sensitive data of as many as 143 million people was caused by exploiting a flaw in Apache Struts framework, which Apache patched over two months earlier of the security incident, Equifax has confirmed.

Credit rating agency Equifax is yet another example of the companies that became victims of massive cyber attacks due to not patching a critical vulnerability on time, for which patches were already issued by the respected companies.

FIREBALL SESSIONS –DEEP DIVE JOURNALIST BRIEFINGS

– WE DO THESE IN PERSON: LET'S FACE THE MEDIA!

> ***"Sally mopped the floor with me ..."***
> --Hadrian Zbarcea, ApacheCon 2017

What's your story? What's the takeaway? What's the call to action?

…any "gotcha!" situations?

…how can that be avoided?

…what did you learn?