Java Community Process

JCP Training
Community Communications

2008 JavaOne Conference

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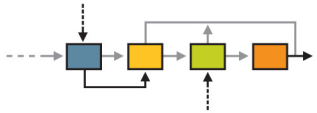

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Java Community Process

How can I get media's attention?

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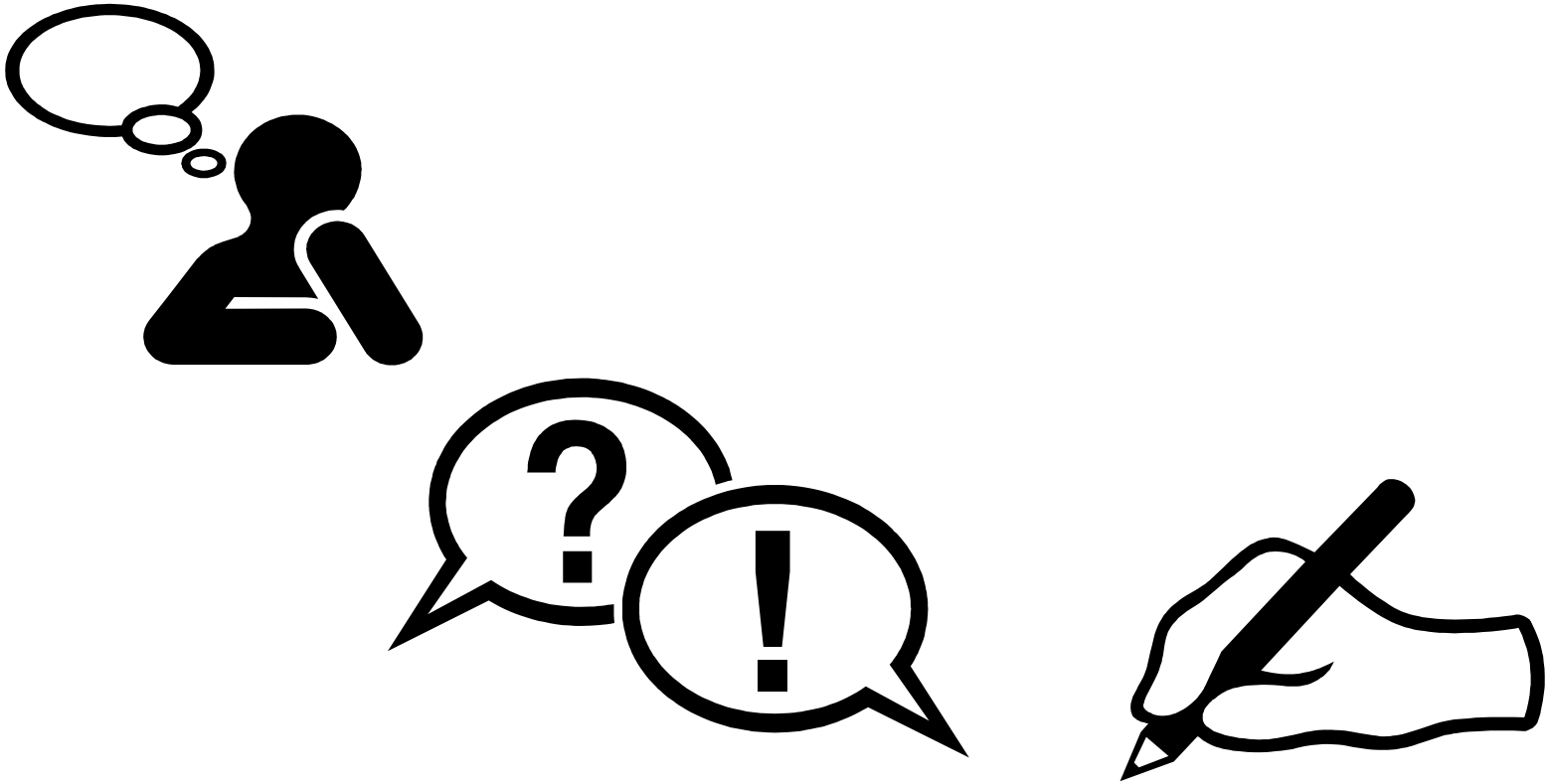
WHAT GETS MEDIA'S ATTENTION?



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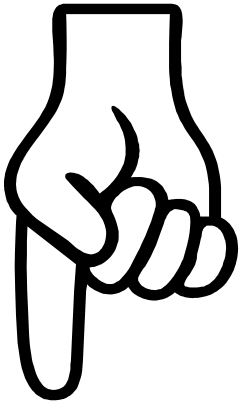
HOW DO I BECOME MEDIA SAVVY?



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WHERE DO I GET HELP?

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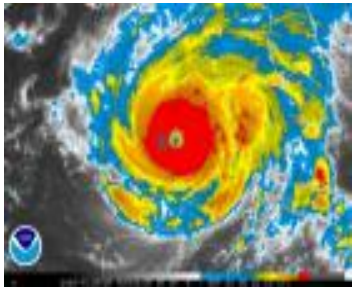
Positioning

Hard news? Soft news? No news?



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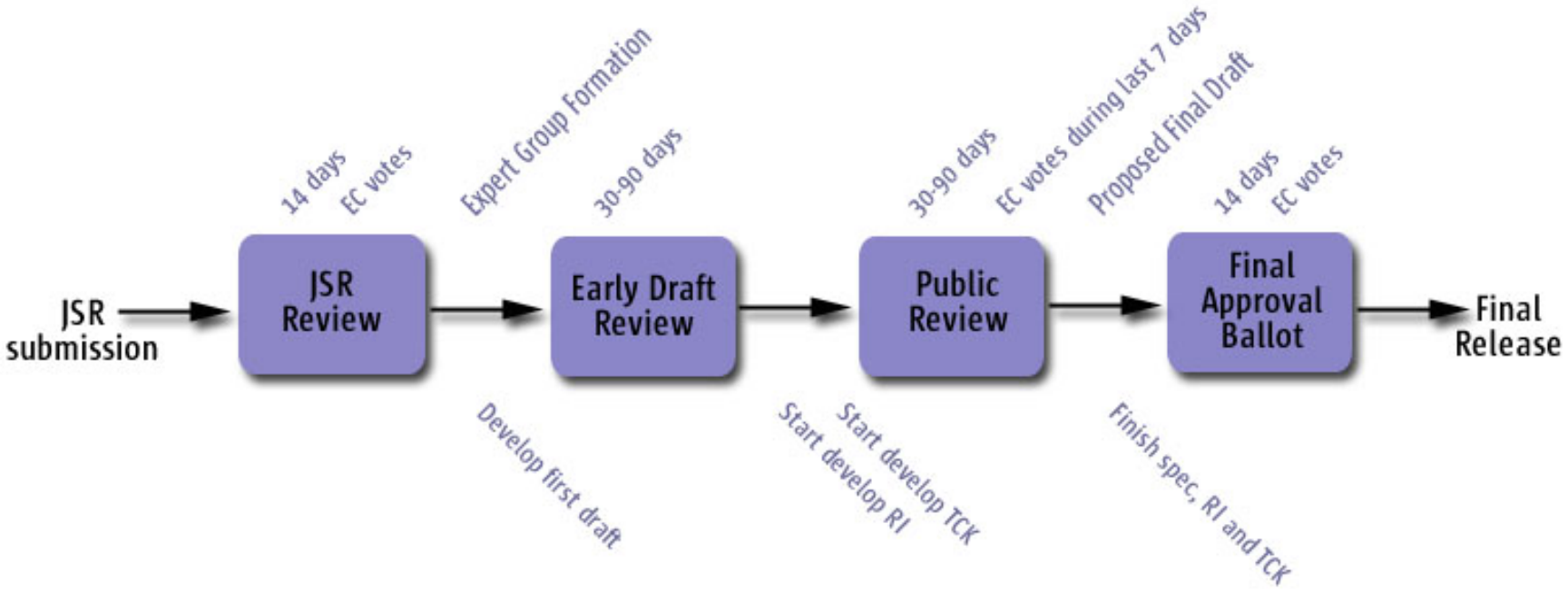
Positioning and JSR Lifecycle



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NEWSWORTHINESS

News is the reporting of current events usually by local, regional or mass media in the form of newspapers, television and radio programs, or sites on the World Wide Web. News reporting is a type of journalism, typically written or broadcast in news style. Most news is investigated and presented by journalists (or reporters) and often distributed via news agencies. If the content of news is significant enough, it eventually becomes history. http://en.wikipedia.org/wiki/News

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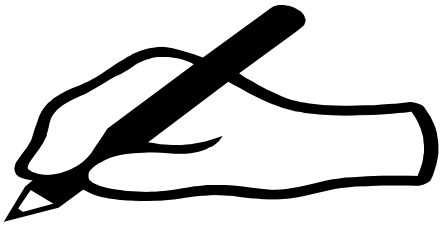
JCP Communications Guidelines

- JSR submission
- EC vote/approval
- Expert Group formation
- EDR
- PR
- Proposed Final Draft
- EC Vote – Final Approval Ballot
- Final Release



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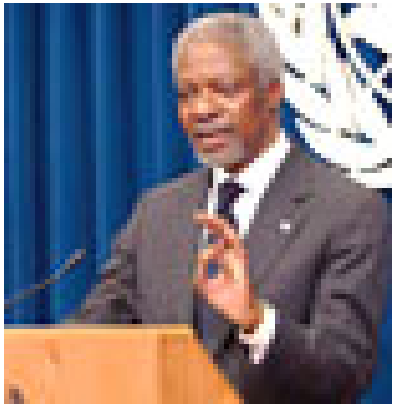
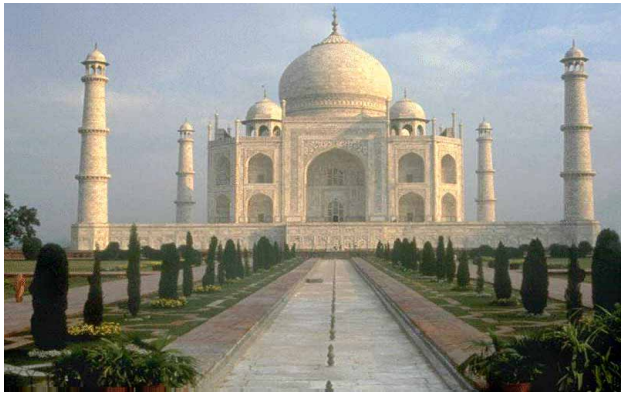
LOCAL REACH, GLOBAL REACH ...





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Sharing the Story

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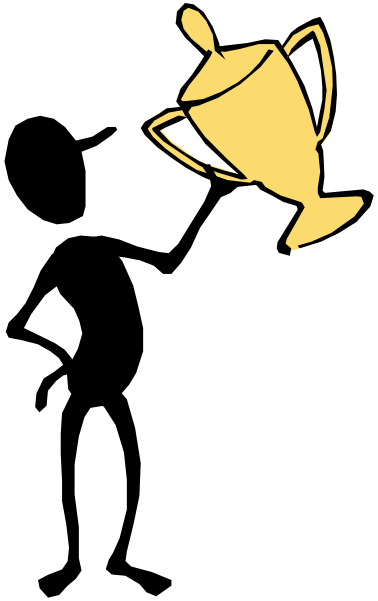
Your success is the success of the community



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YOU ARE NOT ALONE ON THIS RIDE

- JCP press roundtables in Dublin, Toronto, Tokyo, etc.
  - most recently in San Francisco this February
- JCP press tours in a variety of geos (Asia/South Korea, Europe, etc.)
- JCP press and analysts panels – all editions of JavaOne since JCP launched
- JCP JSRs features in trade press and on-line industry pubs such as Artima/Leading Edge Java, JDJ Mag (JCP JSRs Watch Column), TheServerSide, Dr.Dobbs Journal, O'Reilly, ...
- Story leads
- JUG presentations
- Presentations @ universities

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PARTICIPATE

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Participating will help tell your JSR story:

- editorial calendar
- program newsletter
- SSL program - http://jcp.org/en/press/news/star5
- mentoring
- events – get involved, this is where you will meet SSLs who do mentoring ...
- story leads

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Take advantage of the new media to tell your story

Java Community Process

- Blogs, on-line conversations, diaries, and on-line commentaries of their owners on a variety of topics (links to blogs)
- Podcasting, a web-based broadcasting medium in which audio files are available on line – blogging gone audio
- Really Simple Sindication (RSS), as method of ensuring broad distribution of blogs and podcasts upon request to those who sign up to receive it

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Thank you!

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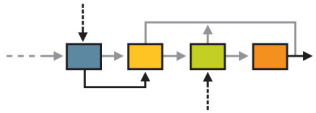

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