JCP Training
Community Communications

2008 JavaOne Conference
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Community Development of Java Technology Specifications
How can I get media's attention?
WHAT GETS MEDIA'S ATTENTION?
HOW DO I BECOME MEDIA SAVVY?
WHERE DO I GET HELP?
Positioning

Hard news? Soft news? No news?
Positioning and JSR Lifecycle
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
JCP Communications Guidelines

- JSR submission
- EC vote/approval
- Expert Group formation
- EDR
- PR
- Proposed Final Draft
- EC Vote – Final Approval
  Ballot
- Final Release
LOCAL REACH, GLOBAL REACH ...
Your success is the success of the community
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
Participating will help tell your JSR story:
- editorial calendar
- program newsletter
- mentoring
- events – get involved, this is where you will meet SSLs who do mentoring ...
- story leads
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 online – blogging gone audio
Really Simple Syndication (RSS), as method of ensuring broad distribution of blogs and podcasts upon request to those who sign up to receive it
Thank you!

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