Create a draft press announcement

14/05/2013 03:42 pm - Anonymous

Status: Closed
Priority: High
Assignee:
Category: Marketing
Target version: 13.1 GM

Description

Take the feature highlights and use them to compose a first draft press announcement.

Some tips:
* Remember the 3x3! From those, pick the most important features to be mentioned. Again, First, Best, Only: something noteworthy.
* The headline summarizes that we released our product ("openSUSE released 13.1"), the sub-title has the most important features that our awesome distro delivers. The following paragraph expands on those and leads to the details that follow.
* Those not reading beyond the first paragraph must know the most important news! So, most important info there. Make sure to clearly answer the 5 Ws & H in the first paragraph: Who is this about? What is the actual news? When does this happen? Where does this even take place? Why this is news? How is this happening?
* Include details, numbers, facts and quotes.
* 1 page is best, 2 pages absolute maximum.

Check our previous announcements for more details. 12.3 is here:
http://lists.opensuse.org/opensuse-announce/2013-03/msg00001.html

Related issues:
- Blocked by openSUSE 13.1 Release - action # 444: Add features from distrowatch
  Blocks openSUSE 13.1 Release - action # 450: Assemble the Product highlights
  Blocks openSUSE 13.1 Release - action # 447: Write community announcement for...
  Closed 14/10/2013 20/10/2013
  Closed 24/10/2013 29/10/2013
  Closed 13/10/2014 22/10/2014

History

#1 - 14/05/2013 04:18 pm - Anonymous
  - Due date changed from 30/10/2013 to 01/11/2013

#2 - 14/05/2013 04:57 pm - Anonymous
  - Description updated

#3 - 14/05/2013 05:02 pm - Anonymous
  - Start date changed from 26/10/2013 to 24/10/2013

#4 - 16/05/2013 05:23 pm - Anonymous
  - Due date changed from 01/11/2013 to 05/11/2013

#5 - 01/11/2013 05:19 pm - Anonymous
  - Due date changed from 05/11/2013 to 03/11/2013

Had to move the date earlier, needs to be finished the Friday before Agustin and Ludwig go to LinuxCon as they have to take the press kit with them.

#6 - 01/11/2013 06:46 pm - Anonymous
Very first announcement draft created, send to oS team ml for feedback.

#7 - 04/11/2013 05:15 pm - Anonymous
- % Done changed from 20 to 30

Made minor changes based on feedback. Checked state of KScreen - removed it. Asked a number of top contributors and the board for their input. Also asked on openSUSE-internal.

I really want to hear back from the ARM guys...

#8 - 05/11/2013 02:08 pm - Anonymous
- % Done changed from 30 to 80

Received good feedback, made a 1.1 version of the draft announcement. Starting to feel confident about it.

#9 - 06/11/2013 01:32 pm - toscalix

Pending ARM and ActiveDoc validation. Adding Juergen and Dirk as watchers

#10 - 06/11/2013 06:41 pm - Anonymous
- % Done changed from 80 to 90

Have a 3rd draft with final quote from Ralf, input from ARM and ActiveDoc teams. Will send for final review to Kevan.

#11 - 07/11/2013 08:24 pm - Anonymous

Final press announce draft send to Kevan. Agustin told me to call him - smart move ;-) spoke on the phone, some minor changes should be in my inbox tomorrow morning.

#12 - 08/11/2013 09:09 am - Anonymous
- Status changed from In Progress to Closed
- % Done changed from 90 to 100

Final announcement received back. Assembling presskit...

#13 - 13/10/2014 11:44 am - lnussel
- Copied to action #4066: Create a draft press announcement added