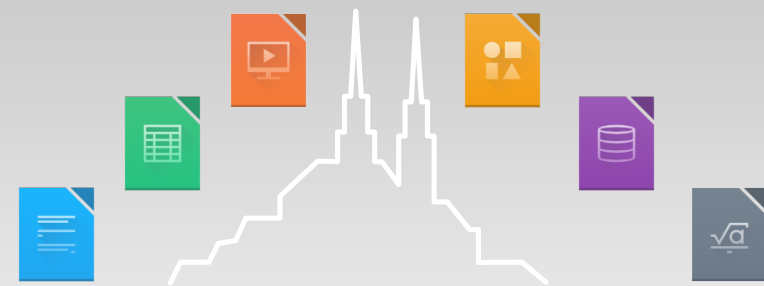


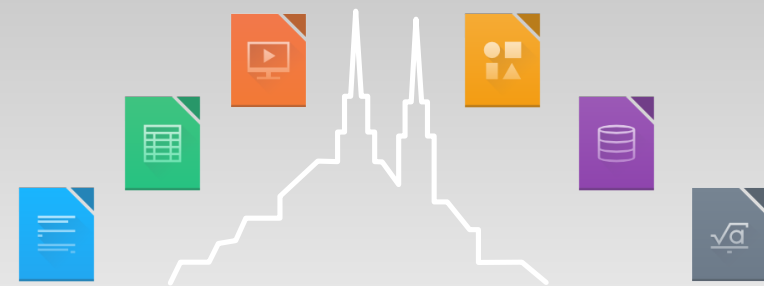
## Advocating LibreOffice: talking to the press

- ▼ Mike Saunders
- ▼ Marketing & PR, TDF (since February)
- ▼ Long-time FOSS journalist and author



## So who am I anyway?

- ▼ Working as an IT journalist for 18+ years
- ▼ Used to feel like a "real" job early on
- ▼ Actually spent a lot of time on the phone and meeting people
- ▼ Used to get freebies sent! Even whiskey...



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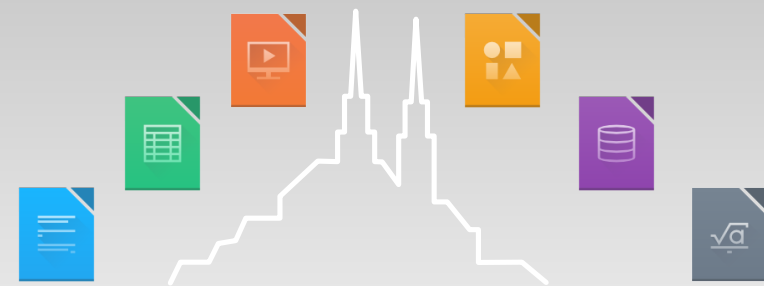
**FREEDOM FOR FORMATS!**  
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**HELLO, LINUX**  
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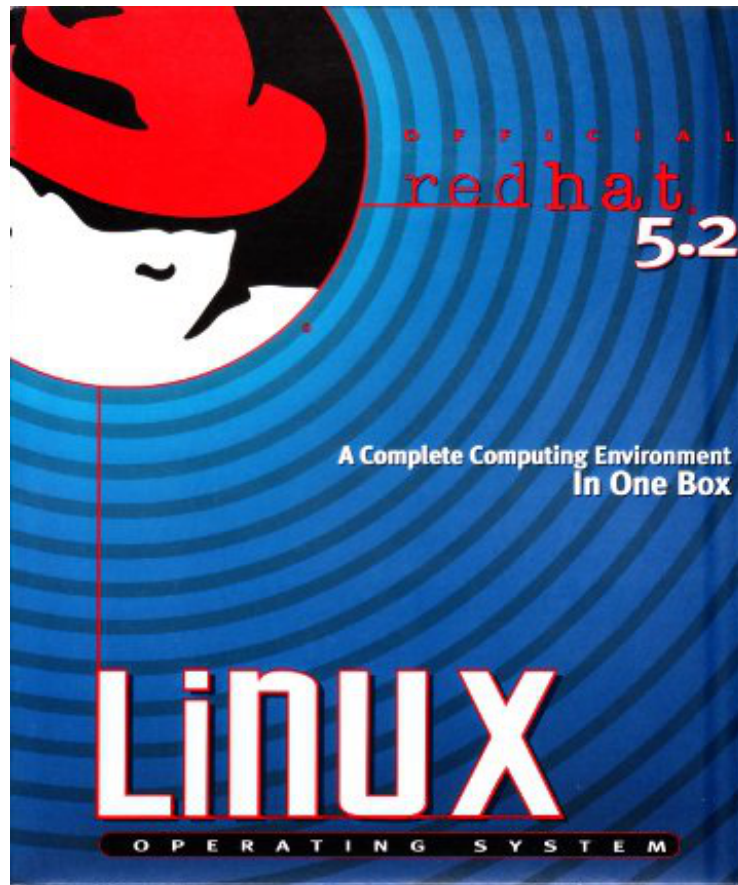
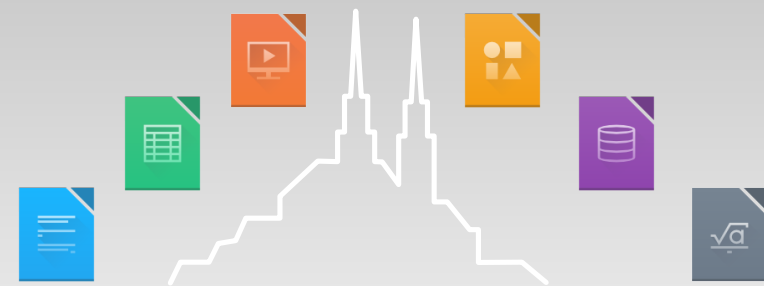
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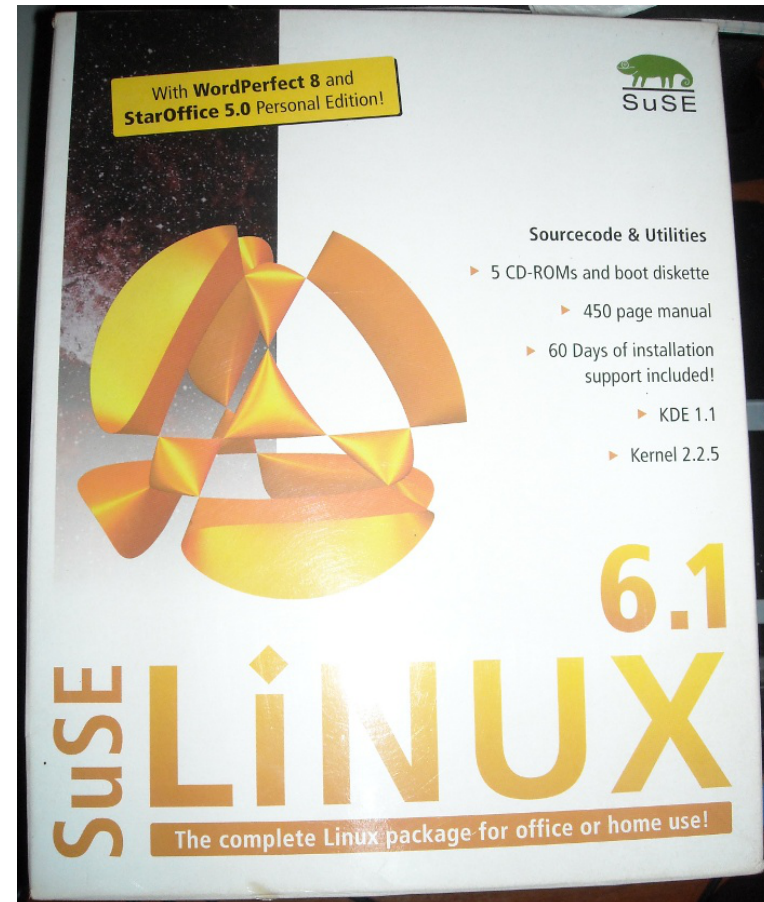


## Specialise in GNU/Linux and FOSS

- ▼ Installed Red Hat 5.1 from magazine coverdisc
- ▼ Had to recompile my kernel to get sound working
- ▼ Awesome community though: openness, sharing, collaboration, freedom
- ▼ Started using StarOffice and then OpenOffice.org

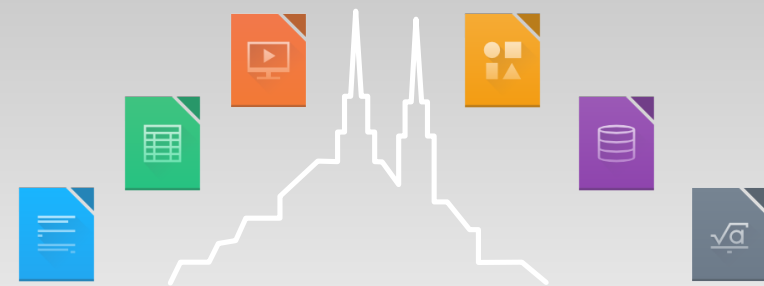


[https://en.wikipedia.org/wiki/Red\\_Hat\\_Linux](https://en.wikipedia.org/wiki/Red_Hat_Linux)



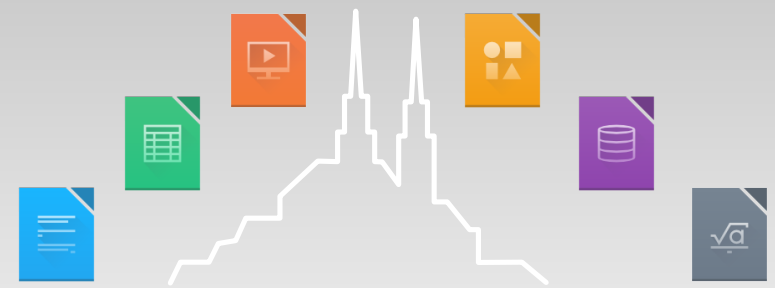
<https://www.suse.com/de-de/community/museum/media-box.html>





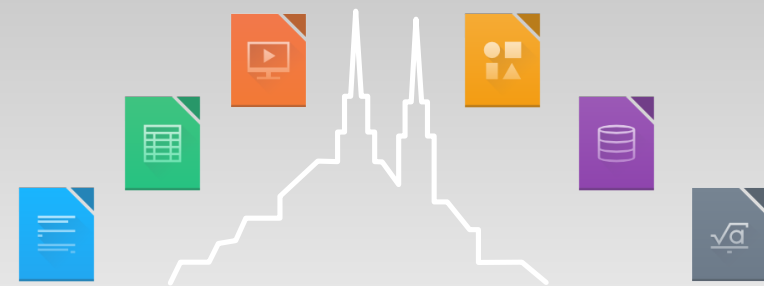
## On the receiving end of pitches from PR people

- ▼ Mostly entirely inappropriate for a Linux magazine
- ▼ Usually for Windows or Mac OS software
- ▼ Or hardware that doesn't work with Linux!
- ▼ Press releases either **incredibly boring** or totally overloaded with **hype and buzzwords** – ugh!



But then the  
tide turned...

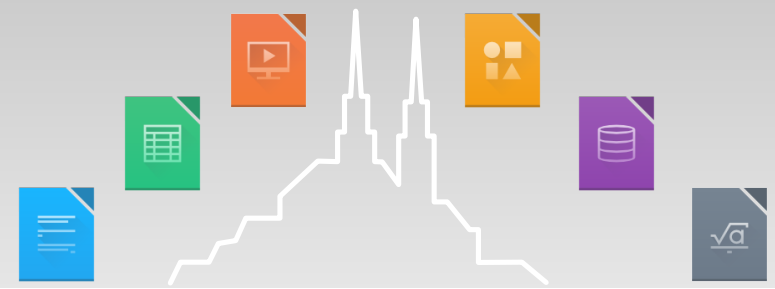




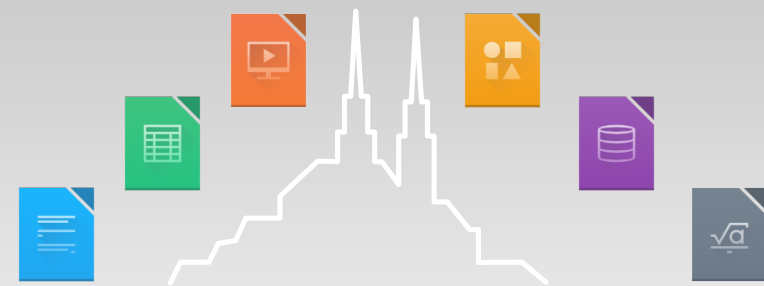
## Started working for TDF in February 2016

- ▼ Helping out with marketing and public relations
- ▼ Made new feature videos for LibreOffice 5.1 & 5.2
- ▼ But more relevantly here, pitching journalists
- ▼ For LO 5.2 Italo and I contacted 15 journalists, with customised pitches and invitations to calls



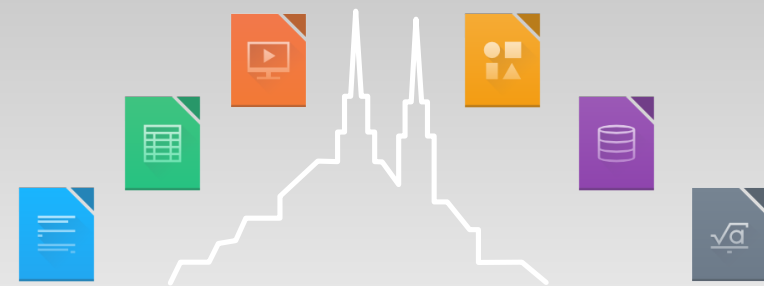


# So why should we talk to journalists?



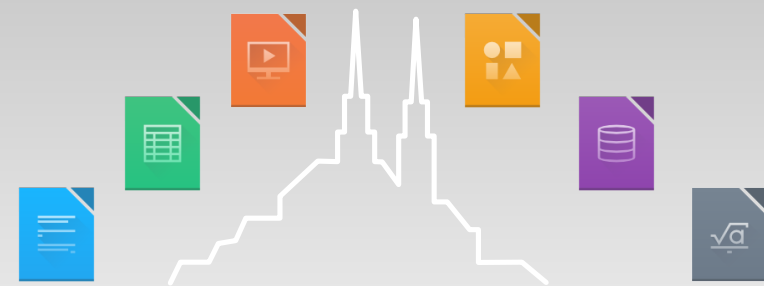
## Hugely important for LibreOffice

- ▼ We need to raise awareness of the project – explain what we do, talk about new features
- ▼ Many journalists don't know we exist – or think we're some obscure OpenOffice.org fork
- ▼ If a journalist writes a positive story about LO, it legitimises us and brings in new users



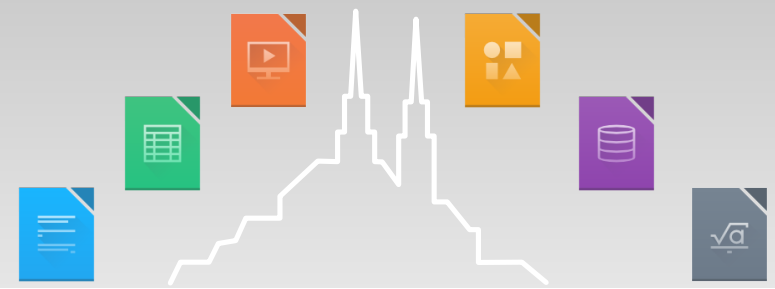
So you've found a journalist who may be interested in LibreOffice? Great, but...



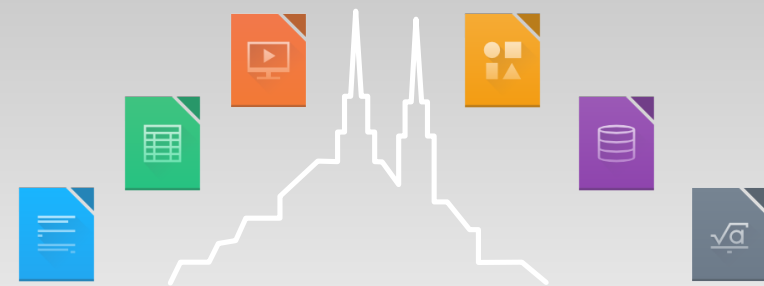


Plan ahead  
before talking!





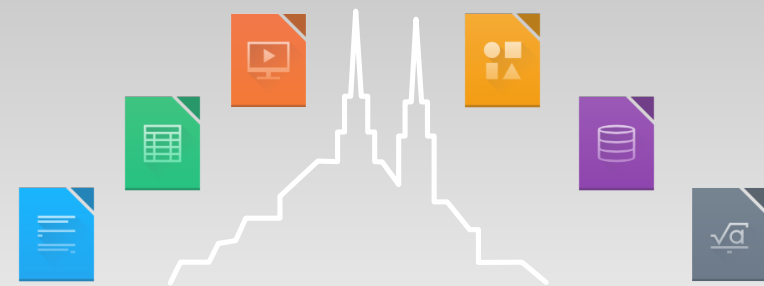
# 4 super mega vital crucial rules



# 1: Read up on their work first

- ▼ Get to know their tone, their style, their audience – business or consumer?
- ▼ Have they covered LibreOffice before? Or OOo? Or Linux, or FOSS, or anything related?
- ▼ Do they tend to write positive or negative stories?
- ▼ Do they write for one site, or many?

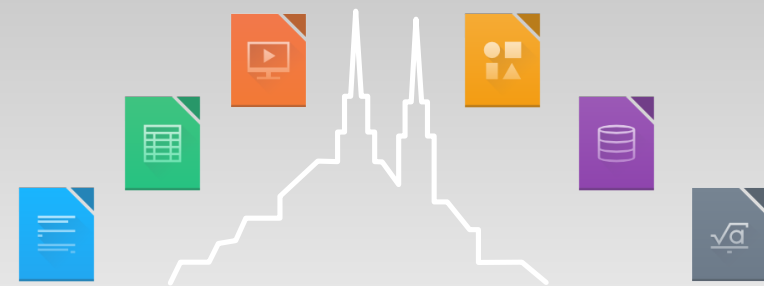




## 2: Keep your pitch short and sweet

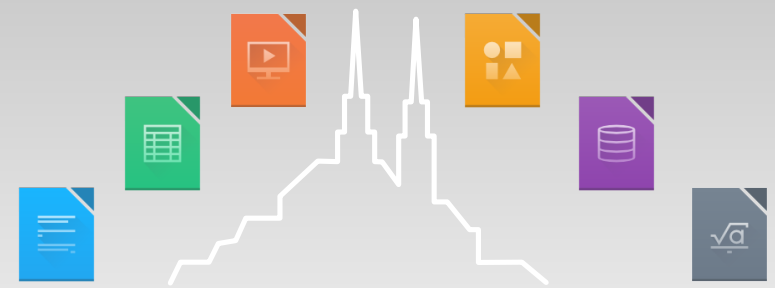
- ▼ Introduce yourself briefly, but get onto the subject matter quickly
- ▼ Don't write more than 200 words
- ▼ Give them a real story – something to write about. A new major release? Team member? Supporter?
- ▼ Indeed, try to do their work for them!



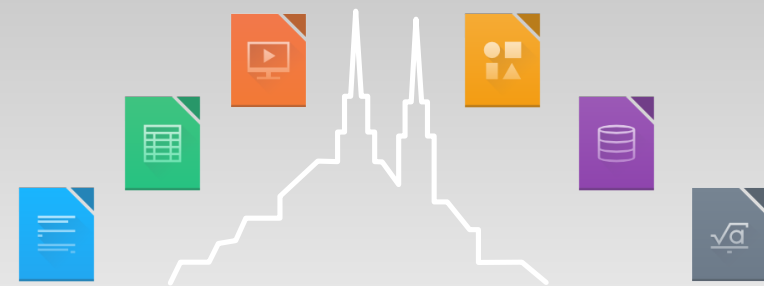


## 3: Think about your language

- ▼ Avoid jargon – journalist may know it, but he/she will then have to translate for the readers
- ▼ Stress benefits – a new LO release is great, but who does it help and how?
- ▼ **Super ultra mega over 9000 important: avoid hype and buzzwords...**



Do people want to be  
"amazed" by an office  
suite?



## Words to avoid – and alternatives

amazing

impressive

incredible

remarkable

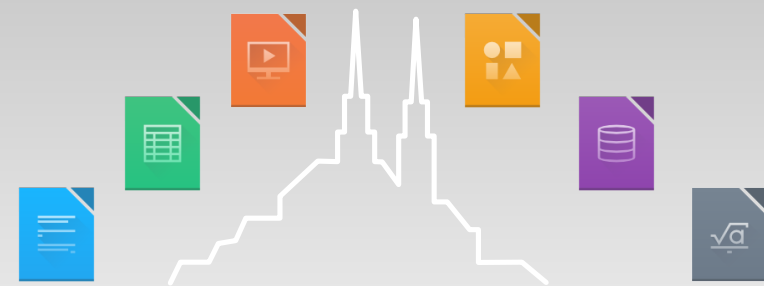
revolutionary

market-leading

powerful

feature-rich

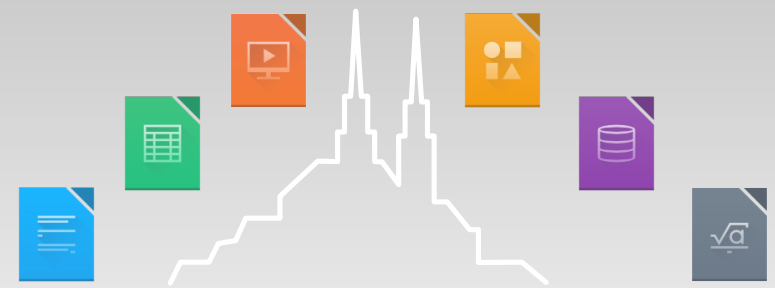




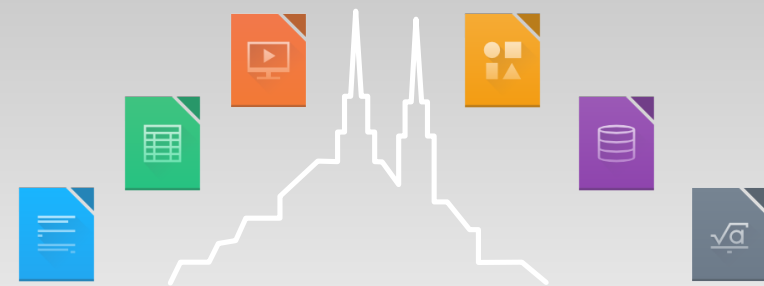
## 4: Follow up with your pitch

- ▼ After you've sent your email, wait a few days for a response
- ▼ If nothing, politely ask (once!) if they got your mail
- ▼ Keep monitoring their site(s) to see if they write something about LibreOffice
- ▼ If they make a mistake, calmly correct them



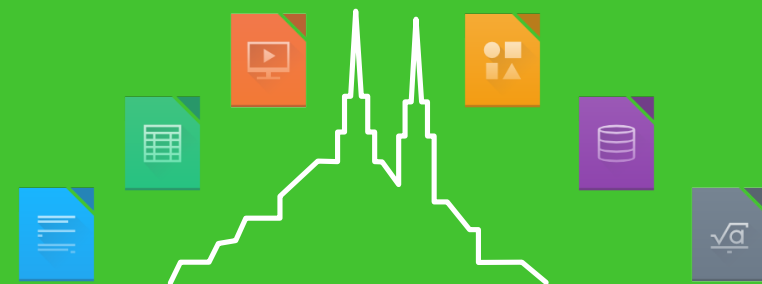


# So what now?



## Let's spread the word!

- ▼ Look for journalists who may be interested in writing about LibreOffice
- ▼ This is especially important in non-English market!
- ▼ Join our marketing mailing list, and let us know who you plan to talk to, so we can share ideas
- ▼ Good luck :-)



## The end

- ▶ Mail me: [mike.saunders@documentfoundation.org](mailto:mike.saunders@documentfoundation.org)
- ▶ I can send you example pitches and ideas



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