DMTF Policy for Developing DMTF Press Releases, Digital Media, and Supporting Third-Party Marketing and PR Efforts

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CONTENTS

79   **Introduction**

80   This document outlines the process for developing and approving DMTF press releases, digital media, and
81   securing and approving supporting quotes from DMTF for press releases and marketing efforts by third
82   parties such as members, alliance partners and partner organizations.

83   Press releases typically require a quick turn-around and are publicly visible for a limited period of time.

84   Other third-party marketing requests are typically requests for support for items that will be publicly visible for
85   a significant period of time. Examples of this type of request include:

86   •   Quote from DMTF in marketing materials (Web sites, product collateral, etc.)

87   •   Book foreword

88   Digital media content typically requires a quick turn-around and is publicly visible for a significant period of
89   time. Examples of this type of request include:

90   •   DMTF generated marketing content on the DMTF website

91   •   Third-party upcoming events and coverage of DMTF and its standards

92   •   Social media content

93   All requests must adhere to the requirements outlined below.

94   This document was prepared by the Executive Committee.

95   DMTF is a not-for-profit association of industry members dedicated to promoting enterprise and systems
96   management and interoperability. For information about the DMTF, see http://www.dmtf.org.

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DMTF Policy for Developing DMTF Press Releases, Digital Media, and Supporting Third-Party Marketing and PR Efforts

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1   Roles and responsibilities

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This clause of the document defines the roles and responsibilities for the Policy for Developing DMTF Press Releases, Digital Media, and Supporting Marketing and PR Efforts.

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In the event that the VP of Marketing is unavailable, the vice chair of the Marketing Task Force may temporarily act in their stead with respect to the processes defined in this document provided at least three other DMTF Executives have given their approval.

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In the event that the person selected to fulfill the role of either Spokesperson or Approver is unavailable for a significant period of time, another may be selected according to the selection process defined in this document.

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This document is also subject to the rules and responsibilities specified in DSP4014.

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2   DMTF policy for developing DMTF press releases

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DMTF press releases are developed by DMTF PR and approved by the VP of Marketing, Executive Committee and the Board before distribution.

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2.1   General process for DMTF press releases

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All requests will be considered DMTF confidential. Potential topics for DMTF press releases will be discussed and determined within DMTF's weekly Marketing Task Force meetings, based on DMTF's current goals. Once a subject and desired distribution date is determined, the press release approval process is as follows:

117   1)   DMTF PR drafts press release and sends to VP of Marketing.

118   2)   VP of Marketing reviews press release.

119   3)   DMTF PR incorporates any feedback from VP of Marketing.

120   4)   Marketing Task Force reviews press release.

121   5)   DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive
122   Committee for review and approval.

123   6)   Executive Committee reviews and approves revised press release.

124   7)   The Board approves the press release by either (a) board meeting vote (if timing allows) or (b)
125   electronic ballot. All board members must approve the press release before distribution.

126   8)   DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if
127   applicable.*

128   9)   Once materials are completed and distributed, DMTF PR will send final press release to Executive
129   Committee and Board as an FYI and post the news to the DMTF website.

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*The DMTF Marketing Task Force regularly reviews its PR calendar with the Regional Task Force and Chapters to determine which announcements should be translated and/or distributed in regions other than the U.S.

3   DMTF policy for supporting third-party marketing and PR efforts

3.1   General requirements for marketing requests

The following requirements apply to marketing requests from third parties, including alliance partners, consortia partners, and DMTF members:

- Each request must outline a specific press release or public relations/marketing activity for which a DMTF quotation is desired to support the release.

- Each request must be directed to DMTF's public relations firm at press@dmtf.org

- All requests must contain a draft of the press release or other materials, the suggested quote (if applicable) and the expected announcement or completion date.

All requests will be considered confidential by DMTF and its PR agency. Parties interested in working with DMTF to issue a joint press release and/or to obtain a supporting quote for a press release or other marketing materials should contact DMTF's public relations firm at press@dmtf.org.

Please note that due to DMTF's member and member product/services neutrality policies, DMTF is unable to:

- provide supporting quotes that endorse specific companies

- provide supporting quotes that specifically endorse products or services

- be part of a release or materials that compare member companies

See ANNEX A for examples of acceptable DMTF supporting quotes.

3.2   Approval process for member company press releases

The process for obtaining DMTF approval for supporting press release quotes is as follows:

1) Member submits suggested quote and draft press release to DMTF PR and may recommend a DMTF officer to serve as Spokesperson to whom the quote will be attributed. If the member does not suggest a quote or recommend a Spokesperson, DMTF PR will do so.

2) DMTF PR confirms selection of an appropriate DMTF 'Spokesperson' to whom the quote will be attributed and, one person to act as 'Approver', with the requesting member company. To ensure confidentiality, DMTF PR will attempt to select a Spokesperson and an Approver who is acceptable to the member company. The Spokesperson and Approver selected cannot be from the requesting company, nor can they both be from the same company. Otherwise, all DMTF executive officers are considered qualified Spokespeople:

   - DMTF President

   - DMTF Chair

   - DMTF Vice-Chair

   - DMTF VP of Marketing

   - DMTF VP of Finance

   - DMTF VP of Technology

   - DMTF VP of Membership

   - DMTF VP of Alliances

   Please click here for a list of current DMTF officers.

170   3)   DMTF PR reviews and revises quote as appropriate and submits to the Approver for review and
171   approval. Full release will be provided for context.

172   4)   DMTF PR incorporates any feedback from the Approver and submits quote to Spokesperson for
173   approval. Full release will be provided for context.

174   5)   DMTF PR incorporates any feedback from Spokesperson and returns approved quote to member
175   company.

176   6)   Once release has been publicly distributed, DMTF PR sends the release with the DMTF quote to
177   Executive Committee and Board as an FYI and post the news to the DMTF website.

178   NOTE: Approval of third party requests from members of Regional Marketing Subcommittees
179   will be handled by the subcommittee. The Subcommittee will notify the DMTF Marketing Task
180   Force of the request upon receipt so that the Board and Executive Committee may be informed.

181   *If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from
182   the list of DMTF executive officers.

3.2.1   Handling confidentiality issues between DMTF spokesperson and requesting member company

185   The member company requesting a quote can indicate when there are confidentiality issues between the
186   DMTF spokesperson's company and the requesting company. In this case, the process would be modified as
187   follows:

188   1)   Member submits quote and draft press release to DMTF PR.

189   2)   DMTF PR will select an appropriate DMTF 'Spokesperson' to whom the quote will be attributed and
190   confirm two appropriate DMTF 'Approvers' with the requesting member company to ensure
191   confidentiality. The approving officer(s) selected cannot be from the requesting company, nor can
192   both DMTF "Approvers" be from the same company. All DMTF executive officers are considered
193   qualified approvers:

194   •   DMTF President

195   •   DMTF Chair

196   •   DMTF Vice-Chair

197   •   DMTF VP of Marketing

198   •   DMTF VP of Finance

199   •   DMTF VP of Technology

200   •   DMTF VP of Membership

201   •   DMTF VP of Alliances

202   Please click here for a list of current DMTF officers.

203   3)   DMTF PR reviews and revises quote as appropriate and submits to the Approvers for review and
204   approval. Full release will be provided for context.

205   4)   DMTF PR incorporates any feedback from the Approvers.

206   5)   DMTF PR returns approved quote to member company.

207   6)   24 hours before the press release is released DMTF PR sends full quote to the Spokesperson.

208   7)   Once release has been publicly distributed, DMTF PR sends to Executive Committee and Board as
209   an FYI and post the news to the DMTF website.

210   *If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from the
211   list of DMTF executive officers.

212   3.3   Approval process for alliance partner press releases

213   All alliance partner press release requests, including requests for joint press releases (on behalf of DMTF and
214   an alliance partner) or for supporting quotes, require Board approval. If an alliance partner requests a DMTF
215   quote for their press release, the process is as follows:

216   1)   Alliance partner submits suggested quote and draft press release to DMTF PR, who edits
217   messaging as appropriate and assigns a Spokesperson.

218   2)   DMTF PR reviews press release and sends to VP of Marketing for review.

219   3)   VP of Marketing reviews press release.

220   4)   DMTF PR incorporates any feedback from VP of Marketing and sends quote to Spokesperson for
221   review.

222   5)   DMTF PR incorporates any feedback from Spokesperson.

223   6)   Executive Committee reviews press release.

224   7)   DMTF PR incorporates any feedback from Executive Committee.

225   8)   Executive Committee reviews and approves revised press release.

226   9)   DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if
227   applicable

228   10) Once materials are completed and distributed, DMTF PR will send final press release to Executive
229   Committee and Board as an FYI, and post the news to the DMTF website.

230   *If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from the
231   list of DMTF executive officers.

232   4   DMTF policy for digital media

233   4.1   Digital media definition

234   Any marketing coverage available online, excluding press releases, which is created from the following
235   sources

236   •   DMTF Generated Media
237   •   DMTF Affiliate Generated Media
238   ○   Member companies, alliance partners, consortia partners
239   •   External Third-Party Generated Media

240   4.2   General process for DMTF generated digital media

241   DMTF generated media includes all marketing requests for online content, except press releases, from any
242   DMTF body.

4.2.1   Promoting DMTF generated digital media on the DMTF website

All requests will be considered DMTF confidential. Potential topics for DMTF generated digital media content on the DMTF website will be discussed and determined within DMTF's weekly Marketing Task Force meetings, based on DMTF's current goals. Once a subject and desired distribution date is determined, the digital media release to DMTF's website approval process is as follows:

1) Digital media is proposed within any DMTF Body and informs DMTF PR

2) DMTF PR works with the DMTF body to create a draft of the digital media content and sends to Marketing Task Force.

3) Marketing Task Force reviews digital media content.

4) DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive Committee for review and approval.

5) Executive Committee reviews and approves digital media content.

6) Digital media content is posted to the DMTF website.

7) Digital media posting is specifically highlighted to the Board in the monthly marketing report

4.2.2   Promoting DMTF generated digital media on social media

All requests will be considered DMTF confidential. Potential topics for promoting digital media on social media will be discussed and determined within DMTF PR, based on DMTF's current goals. Once a subject and desired distribution date is determined, the digital media release to social media process is as follows:

1) DMTF PR initiates and creates the digital media content

2) DMTF PR publishes digital media on social media.

3) DMTF PR provides a recap of social media publications in Marketing Task Force and Executive Committee meetings

4) A general recap of digital media publications is provided to the Board in the monthly marketing report

4.3   General process for third-party generated digital media

All requests will be considered DMTF confidential. Any DMTF member, alliance partner, or body can identify third-party digital media by notifying DMTF PR. The source of the third-party digital media can be from one of the following (this list is recommended, but not exclusive)

- Member Companies
- Alliance Partners
- Consortia Partners
- Other DMTF Partners
- References to DMTF & its standards in other publications such as in newsfeeds, blogs, etc.

Please note that due to DMTF's member and member product/services neutrality policies, DMTF is unable to:

- provide supporting quotes that endorse specific companies

- provide supporting quotes that specifically endorse products or services

- be part of a release or materials that compare member companies

See ANNEX A for examples of acceptable DMTF supporting quotes.

281 4.3.1 Promoting third-party upcoming events on the DMTF website

282 All requests will be considered DMTF confidential. Potential topics for third-party upcoming events content on
283 the DMTF website will be discussed and determined within DMTF's weekly Marketing Task Force meetings,
284 based on DMTF's current goals. Once a subject and desired distribution date is determined, the third-party
285 upcoming events release process is as follows:

286 1) DMTF PR drafts digital media content and sends to Marketing Task Force.

287 2) Marketing Task Force reviews digital media content.

288 3) DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive
289 Committee for review and approval.

290 4) Executive Committee reviews and approves digital media content.

291 5) Digital media content for the third-party upcoming event is posted to the DMTF website.

292 6) Digital media posting is specifically highlighted to the Board in the monthly marketing report

293 4.3.2 Promoting third-party digital media on social media and DMTF 'In the News'

294 All requests will be considered DMTF confidential. Promoting third-party digital media on social media will be
295 determined within DMTF PR, based on DMTF's current goals. The third-party digital media release process is
296 as follows:

297 If DMTF PR has any doubt of conflict at any step in the release process then approval through the Executive
298 Committee shall be required

299 1) DMTF PR initiates and creates the digital media content

300 2) DMTF PR publishes digital media on social media &/or DMTF 'In the News'.

301 3) DMTF PR provides a recap of social media publications in Marketing Task Force and Executive
302 Committee meetings

303 4) A general recap of digital media publications is provided to the Board in the monthly marketing
304 report

305 4.4 Digital media escalation policy

306 If any member company disagrees with a digital media publication the following process, a notification is
307 made to both the DMTF VP of Marketing and the DMTF President. Upon receipt of this notification, the
308 escalation process is as follows:

309 1) The Executive Committee with the DMTF President as Chair contacts all DMTF Officers on a
310 motion to determine the following (a single question of which the Officer can respond yes or no)

311 • *Does the publication of digital media fall within the definition and policy for publication*

312 • The Executive Committee voting policy per DSP4014 applies

313 • Ballot can be taken and declared outside of scheduled Executive Committee meeting

314 2) If publication is deemed out of scope this will result in the immediate removal of the digital media
315 content

316 3) Further discussion of the removed content & recording of the vote will occur at the next scheduled
317 Executive Committee meeting

318 4) The member company who raised the original disagreement is notified of the decision

319 5) The Board is notified of the escalation & outcome

320   6)   The digital media content is specifically highlighted to the Board in the monthly marketing report

321   • The Board can determine whether to take further action on the issue

322	# ANNEX A
323	# (informative)

| 325 | # Examples of acceptable DMTF supporting quotes |

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327 *Jeff Hilland, President of the Distributed Management Task Force (DMTF), the organization behind the*
328 *Redfish standard, commented that, "The Redfish standard continues to gain adoption and interest, and is*
329 *equally suited for managing large, scale-out environments and single stand-alone platform management.*
330 *Demonstrations from DMTF member companies are a testament to the public availability and true*
331 *interoperability of the standard, and we applaud AMI for showcasing its demonstration at this year's Intel*
332 *Developer Forum."*

333 • From American Megatrends, Inc., "American Megatrends to Demo MegaRAC Composer Pod
334 Management Software at Intel Developer Forum 2016 in San Francisco"

335 *"We are happy to have Insyde Software support the Redfish standard," said Jeff Hilland, president of*
336 *the DMTF. "As demonstrations from DMTF member companies are a testament to the public availability*
337 *and true interoperability of the standard, we applaud Insyde Software for showcasing its demonstration*
338 *at this year's Intel Developer Forum."*

339 • From Insyde Software Announcement, "Insyde Software Demonstrates Its DMTF Redfish Product
340 Advancements"

341 *"DMTF is pleased to be collaborating with the ODCA to accelerate industry adoption of interoperable*
342 *cloud standards," said Winston Bumpus, DMTF President. "We believe this collaboration will help define*
343 *customer requirements in the cloud space and ensure that our key standards, such as OVF, are widely*
344 *accepted throughout the IT industry. By combining DMTF's knowledge in systems management*
345 *standards with ODCA's expertise in customer-driven usage models, we have a unique opportunity to*
346 *ensure that the standards we develop, like our work-in-progress cloud infrastructure management*
347 *interface (CIMI) specifications, will meet customer needs."*

348 • From ODCA Announcement, "Open Data Center Alliance and Distributed Management Task Force
349 to Collaborate on Interoperable Cloud Management."

350 *"We're thrilled to welcome Flexera Software to DMTF," said Winston Bumpus, DMTF president.*
351 *"Having an industry leader with Flexera Software's depth and breadth of understanding around software*
352 *licensing and usage management –across producers and consumers – will help us establish practical*
353 *standards that take into account the needs of both groups. These standards will have an impact on*
354 *cloud computing for years to come."*

355 • From Flexera Software Announcement, "Flexera Software Joins Distributed Management Task
356 Force to Help Develop Cloud Licensing Standards."

357   *"DMTF is committed to enabling interoperable management of IT systems worldwide by bringing the IT*
358   *industry together to collaborate on the development, validation and promotion of systems management*
359   *standards," said Mike Baskey, DMTF Chairman. "As the use of cloud environments accelerates, the*
360   *industry needs to consolidate on a set of accepted standards. Contributions like the Oracle Cloud*
361   *Elemental Model subset of the API will help speed development and adoption of cloud-related*
362   *standards."*

363   • From Oracle Announcement, "Oracle Announces Oracle Cloud Resource Model Application
364   Programming Interface"

365   *"As companies become increasingly distributed across geographies, the need for remote management*
366   *capabilities increases," said Winston Bumpus, DMTF president. "Products implementing DASH enable*
367   *interoperable management solutions that allow for low-cost management across networks, offering*
368   *increased efficiency while maximizing availability. We're very pleased to have Realtek join us to*
369   *demonstrate their DASH products at MMS."*

370   • From Realtek Announcement, "Realtek to Demonstrate DASH Implementation at Microsoft
371   Management Summit 2009"

372   *"For ISVs who want to enable customers to quickly and easily deploy solutions in a heterogeneous*
373   *environment, the DMTF OVF standard provides an open, secure, portable, efficient and extensible*
374   *format for the packaging and distribution of virtual appliances," said Winston Bumpus, DMTF president.*
375   *"To help facilitate this, we rely on contributions from member companies like Citrix during the standard*
376   *development process – and we welcome the Citrix open source implementation to help speed adoption*
377   *of the newest DMTF standard."*

378   • From Citrix Announcement, "Citrix Drives Adoption of Virtual Appliance Portability Standard for
379   Enterprises and Clouds"

380   **ANNEX B**

381   **(informative)**

382

383   **Change log**

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Version	Date	Description
1.0.0	2010-04-15	
2.0.0	2012-01-12	Updated Press Release Process
3.0.0	2016-08-09	Updated Press Release Process and Marketing Committee to Marketing Task Force
3.1.0	2016-11-21	Updated roles and responsibilities. Cleaned up introduction for consistency.
4.0.0	2017-09-27	Added digital media process. Changed title to include digital media.

Bibliography

DMTF DSP4014, *DMTF Process for Working Bodies 2.6*,
http://www.dmtf.org/sites/default/files/standards/documents/DSP4014_2.6.1.pdf