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

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42 such patent may relate to or impact implementations of DMTF standards, visit
43 http://www.dmtf.org/about/policies/disclosures.php.

44 This document's normative language is English. Translation into other languages is permitted.

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CONTENTS

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Introduction

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

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

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

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

83 • Book foreword

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

86 • DMTF-generated marketing content on the DMTF website
87 • Third-party upcoming events and coverage of DMTF and its standards
88 • Social media content

89 All requests must adhere to the following outlined requirements.

90 This document was prepared by the Executive Committee.

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92 management and interoperability. For information about the DMTF, see http://www.dmtf.org.

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

1   Roles and responsibilities

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

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.

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.

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

2   DMTF policy for developing DMTF press releases

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

2.1   General process for DMTF press releases

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:

1. DMTF PR drafts press release and sends to VP of Marketing.
2. VP of Marketing reviews press release.
3. DMTF PR incorporates any feedback from VP of Marketing.
4. Marketing Task Force reviews press release.
5. DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive Committee for review and approval.
6. Executive Committee reviews and approves revised press release.
7. The Board approves the press release by either (a) board meeting vote (if timing allows) or (b) electronic ballot. All board members must approve the press release before distribution.
8. DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if applicable. *
9. Once materials are completed and distributed, DMTF PR will send final press release to Executive Committee and Board as an FYI and post the news to the DMTF website.

* 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.

128 # 3   DMTF policy for supporting third-party marketing and PR efforts

129 ## 3.1   General requirements for marketing requests

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

132 - Each request must outline a specific press release or public relations/marketing activity, including
133   digital media, for which a DMTF quotation may be desired to support the request.
134 - All requests must contain a draft of the press release or other materials, the suggested quote (if
135   applicable) and the expected announcement or completion date.
136 - Each request must be directed to DMTF's public relations firm at press@dmtf.org.

137 All requests will be considered confidential by DMTF and its PR agency.

138 Please note that due to DMTF's member and member product/services neutrality policies, DMTF cannot:

139 - provide supporting quotes that endorse specific companies
140 - provide supporting quotes that specifically endorse products or services
141 - be part of a release or materials that compare member companies

142 See ANNEX A for examples of acceptable DMTF supporting quotes.

143 ## 3.2   Approval process for member company press releases

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

145 1. Member submits suggested quote and draft press release to DMTF PR and may recommend a DMTF
146   officer to serve as Spokesperson to whom the quote will be attributed. If the member does not
147   suggest a quote or recommend a Spokesperson, DMTF PR will do so.
148 2. DMTF PR confirms selection of an appropriate DMTF *Spokesperson* to whom the quote will be
149   attributed and, one person to act as *Approver*, with the requesting member company. To ensure
150   confidentiality, DMTF PR will attempt to select a Spokesperson and an Approver who is acceptable to
151   the member company. The Spokesperson and Approver selected cannot be from the requesting
152   company, nor can they both be from the same company. Otherwise, all DMTF executive officers are
153   considered qualified Spokespeople:
154   - DMTF President
155   - DMTF Chair
156   - DMTF Vice-Chair
157   - DMTF VP of Marketing
158   - DMTF VP of Finance
159   - DMTF VP of Technology
160   - DMTF VP of Membership
161   - DMTF VP of Alliances

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

163 3. DMTF PR reviews and revises quote as appropriate and submits to the Approver for review and
164   approval. Full release will be provided for context.
165 4. DMTF PR incorporates any feedback from the Approver and submits quote to Spokesperson for
166   approval. Full release will be provided for context.
167 5. DMTF PR incorporates any feedback from Spokesperson and returns approved quote to member
168   company.
169 6. Once release has been publicly distributed, DMTF PR sends the release with the DMTF quote to
170   Executive Committee and Board as an FYI and post the news to the DMTF website.

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

174   * If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from the list of
175   DMTF executive officers. Handling confidentiality issues between DMTF spokesperson and requesting
176   member company.

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

180   1.   Member submits quote and draft press release to DMTF PR.
181   2.   DMTF PR will select an appropriate DMTF 'Spokesperson' to whom the quote will be attributed and
182   confirm two appropriate DMTF 'Approvers' with the requesting member company to ensure
183   confidentiality. The approving officer(s) selected cannot be from the requesting company, nor can
184   both DMTF "Approvers" be from the same company. All DMTF executive officers are considered
185   qualified approvers:
186   •   DMTF President
187   •   DMTF Chair
188   •   DMTF Vice-Chair
189   •   DMTF VP of Marketing
190   •   DMTF VP of Finance
191   •   DMTF VP of Technology
192   •   DMTF VP of Membership
193   •   DMTF VP of Alliances

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

195   3.   DMTF PR reviews and revises quote as appropriate and submits to the Approvers for review and
196   approval. Full release will be provided for context.
197   4.   DMTF PR incorporates any feedback from the Approvers.
198   5.   DMTF PR returns approved quote to member company.
199   6.   24 hours before the press release is released DMTF PR sends full quote to the Spokesperson.
200   7.   Once release has been publicly distributed, DMTF PR sends to Executive Committee and Board as
201   an FYI and post the news to the DMTF website.

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

204   3.3   Approval process for member company digital media and other marketing
205   (non-PR) requests

206   The process for obtaining DMTF approval for supporting general marketing activity (content may be used on
207   social media, blog posting, events, and other outlets) is as follows:

208   1.   Member submits suggested marketing and if applicable a suggested quote to DMTF PR. Member
209   may recommend a DMTF officer to serve as Spokesperson to whom the quote will be attributed.
210   2.   If a quote is requested, DMTF PR confirms selection of an appropriate DMTF 'Spokesperson' to
211   whom the quote will be attributed with the requesting member company. To ensure confidentiality,
212   DMTF PR will attempt to select a Spokesperson who is acceptable to the member company. The
213   Spokesperson selected can be from the requesting company, however this will require approval from
214   the DMTF Executive Committee. Otherwise, all DMTF executive officers are considered qualified
215   Spokespeople:
216   •   DMTF President
217   •   DMTF Chair

218   • DMTF Vice-Chair
219   • DMTF VP of Marketing
220   • DMTF VP of Finance
221   • DMTF VP of Technology
222   • DMTF VP of Membership
223   • DMTF VP of Alliances
224   Please click here for a list of current DMTF officers.
225   3. DMTF PR reviews and revises content & quote as appropriate and returns suggested material to
226   member company.
227   4. Once agreed to by the member company, DMTF PR submits marketing material and quote (if
228   included) to the Executive Committee for approval.
229   5. DMTF PR informs member company of Executive Committee approval to distribute content publicly.
230   6. Once content has been publicly distributed, DMTF PR sends the material to the Executive Committee
231   and Board as an FYI and post the news to the DMTF website.

232 * If the selected Spokesperson is unavailable, DMTF PR will select an alternate from the list of DMTF
233 executive officers.

3.4   Approval process for alliance partner press releases

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

238   1. Alliance partner submits suggested quote and draft press release to DMTF PR, who edits messaging
239   as appropriate and assigns a Spokesperson.
240   2. DMTF PR reviews press release and sends to VP of Marketing for review.
241   3. VP of Marketing reviews press release.
242   4. DMTF PR incorporates any feedback from VP of Marketing and sends quote to Spokesperson for
243   review.
244   5. DMTF PR incorporates any feedback from Spokesperson.
245   6. Executive Committee reviews press release.
246   7. DMTF PR incorporates any feedback from Executive Committee.
247   8. Executive Committee reviews and approves revised press release.
248   9. DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if applicable
249   10. Once materials are completed and distributed, DMTF PR will send final press release to Executive
250   Committee and Board as an FYI, and post the news to the DMTF website.

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

4   DMTF policy for digital media

4.1   Digital media definition

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

257   • DMTF-generated media
258   • DMTF affiliate-generated media
259   • Member companies, alliance partners, consortia partners
260   • External third-party-generated media

4.2   General process for DMTF-generated digital media

DMTF-generated media includes all marketing requests for online content, except press releases, from any 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 and its standards in other publications such as in newsfeeds, blogs, and so on

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.

4.3.1   Promoting third-party upcoming events on the DMTF website

301

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

306   1. DMTF PR drafts digital media content and sends to Marketing Task Force.
307   2. Marketing Task Force reviews digital media content.
308   3. DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive
309   Committee for review and approval.
310   4. Executive Committee reviews and approves digital media content.
311   5. Digital media content for the third-party upcoming event is posted to the DMTF website.
312   6. Digital media posting is specifically highlighted to the Board in the monthly marketing report.

4.3.2   Promoting third-party digital media on social media and DMTF 'in the news'

313

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

317 NOTE If DMTF PR has any doubt of conflict at any step in the release process, approval through the Executive
318   Committee shall be required.

319   1. DMTF PR initiates and creates the digital media content.
320   2. DMTF PR publishes digital media on social media and/or DMTF 'in the news.'
321   3. DMTF PR provides a recap of social media publications in Marketing Task Force and Executive
322   Committee meetings.
323   4. A general recap of digital media publications is provided to the Board in the monthly marketing report.

4.4   Digital media escalation policy

324

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

328   1. The Executive Committee with the DMTF President as Chair contacts all DMTF officers on a motion
329   to determine the following (a single question of which the officer can respond yes or no):
330   • Does the publication of digital media fall within the definition and policy for publication?
331   • The Executive Committee voting policy per DSP4014 applies.
332   • Ballot can be taken and declared outside of scheduled Executive Committee meeting.
333   2. If publication is deemed out of scope, this will result in the immediate removal of the digital media
334   content.
335   3. Further discussion of the removed content and recording of the vote will occur at the next scheduled
336   Executive Committee meeting.
337   4. The member company who raised the original disagreement is notified of the decision.
338   5. The Board is notified of the escalation and outcome.
339   6. The digital media content is specifically highlighted to the Board in the monthly marketing report.
340   • The Board can determine whether to take further action on the issue.

341 <div style="text-align:center">**ANNEX A**</div>
342 <div style="text-align:center">**(informative)**</div>
343
344 <div style="text-align:center">**Examples of acceptable DMTF supporting quotes**</div>

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

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

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

357 • From Insyde Software Announcement, "Insyde Software Demonstrates Its DMTF Redfish Product
358   Advancements"

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

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

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

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

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

381 • From Oracle Announcement, "Oracle Announces Oracle Cloud Resource Model Application
382   Programming Interface"

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

388 • From Realtek Announcement, "Realtek to Demonstrate DASH Implementation at Microsoft
389   Management Summit 2009"

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

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

398   # ANNEX B
399   # (informative)
400
401   # Change log

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 Updated Marketing Committee to Marketing Task Force
3.1.0	2016-11-21	Updated roles and responsibilities Cleaned up introduction for consistency
4.0.0	2017-09-19	Added digital media process Changed title to include digital media
4.1.0	2022-02-23	Publication scrub Updated to DMTF Informational

402   **Bibliography**

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