

Updated May 2024

TOP-LEVEL PROJECT GRADUATION PRESS RELEASE PROCESS

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TLP PRESS RELEASE PROCESS (***NEW AS OF MAY 2024***):

Congratulations on your project's graduation to Top-Level Project (TLP). ASF Marketing & Publicity (M&P) is available to support projects with promotion for Top-Level Project graduation, including publication of a press release on Apache.org, distributing it over the newswire, and promoting across ASF social media channels.

TLP announcements are issued monthly, in alignment with the ASF board meeting voting on your project's graduation. Projects will be grouped together in one release with each project receiving a brief paragraph description and the ability to include a quote from a community member (PMC, end user, committer, etc).

NOTE: This process is new as of May 2024 and is outlined further below. ASF M&P revised the process for TLP announcements to enable two important changes: 1) allow M&P to announce graduation status in real-time, better aligning with the month by which the ASF board has voted on TLPs and 2) ensure M&P is available to properly support ASF projects surrounding major milestone releases, which not only better showcases a project's technology maturation but also highlights end user stories and community growth.

TLP GRADUATION PRESS RELEASE STEPS

- 1) Review this document closely and in full for specific guidance on the TLP announcement process.

- 2) Following the monthly ASF board meeting in which your project's TLP status has been approved, ASF M&P will draft an announcement that includes all graduating projects for that given month. The announcement will include 3-5 sentences describing each project (mission, technology overview, etc) and a brief (optional) quote. M&P will reach out to your project's PMC soliciting review, necessary edits and approval of this text.

Kindly note that **all ASF press releases are kept private (specifically they are restricted to private@) during the drafting process to ensure no inadvertent leaks happen on email lists or directly to the media. Please be sure to include markpub@ in your replies** so the M&P team is kept in the loop.

- 3) Reviews, edits and approvals from project stakeholders must be gathered in the requested time frame. Otherwise, ASF M&P will move forward with the text proposed in the initial draft shared.
- 4) Before the press release is distributed over the newswire, references to "incubating/incubation" on the project website and related assets need to be removed so that our pointers are active and accurate.
- 5) Once review/approvals are completed, M&P will confirm the date/time when the release will be distributed over the newswire, posted to the ASF blog and shared via ASF social media channels. **For a general time frame reference, TLP releases are issued the first week of the month following the ASF board meeting.**
- 6) You are encouraged to author a blog to accompany your release, participate in the [ASF Project Spotlight Series](#), and and/or promote the news via your project social media profiles if applicable handles (see promotion guidance below).

TIMING OF DISTRIBUTION:

M&P issues TLP announcements at **1300 or 1400 UTC (depending on daylight savings time) the first week of every month following the ASF board meeting** in which it was approved.

PROMOTION:

ASF will publish the announcement on Apache.org and share across social media channels. Sample post: <https://twitter.com/TheASF/status/1539603510374895616>.

We encourage you to **share the announcement, any related blogs, and ASF social media posts with your community, your end users, and anyone else who would be willing to promote the news**. Any complementary promotions and materials (press releases, blog posts, social media posts) must be issued at the same time as the formal ASF announcement (**not before the approved time**).

ASF PROJECT SPOTLIGHT BLOG SERIES:

The ASF Blog is a great place to share community stories. The ASF Project Spotlight blog series allows projects to tell the ASF community about themselves, the goals of the project, the work being done, and encourages newcomers to join the community by providing resources to learn more. If you are interested in participating in this blog, the process is simple. There is a Q&A template to follow. Responses must be sent to markpub@apache.org.

You can find more information here on the wiki:

<https://cwiki.apache.org/confluence/pages/viewpage.action?pageId=278466116>

To read a recent Project Spotlight blog, visit Apache.org:

<https://news.apache.org/foundation/entry/asf-project-spotlight-nuttx>

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