

COMPUTERWORLD

Increase Your Chances of Getting Ink

We need your help. You have valuable information that could be of interest to our readers. You also have clients to serve. With that pressure, we understand the urgency with which you need to place a story. But please bear in mind, we get hundreds of press releases, e-mails and phone calls a day.

Computerworld PR Guidelines is full of ideas and information that will help you increase your chances of getting ink in Computerworld. So, before you pick up that phone to call us or type in our e-mail addresses, we ask you to read through this information so you can work with us more effectively and productively.

Make Your Release Newsworthy

Information about your product or service will be considered for a story if it has news value to our readers. If it is of interest and we are able to speak to your customers, our editorial team will follow up for a possible interview.

For the most part, a simple pitch letter with your story idea is just what the Computerworld editorial staff are looking for.

“I Am Advertising and Would Like Editorial Too.”

Please note that advertising and editorial are totally separate – advertising has no influence on editorial content. Please contact the editorial staff directly with regard to editorial enquiries.

If in doubt, please contact the editor, David Beynon on (02) 9901 0701.

Editorial Deadlines and Policies

Lead Times: News story ideas should be submitted 15 working days prior to issue date. PR deadlines for features are four weeks prior to cover date.

Non-Disclosures: Editors will honour embargoes and non-disclosure agreements to which they have agreed.

PR Do's and Don'ts

Not sure of proper protocol when it comes to building a lasting relationship with the Computerworld editorial staff? Here are a few pointers that will put your efforts in the best light.

PR Do's

- ★ Read and study several issues of Computerworld and the Computerworld Media Kit.
 - ◆ The only way to successfully pitch a story is to truly understand how we serve our readership.
- ★ Write a succinct pitch letter about how your client's products or services address the concerns of Computerworld readers or affect current and future trends in IT management.
- ★ Be kind to the environment. Send one package or letter to the Computerworld editor or relevant journalist.
- ★ Once you have secured a vendor visit, send one confirmation notice and a brief outline of what you'll be presenting.
- ★ Be patient. Good ideas rarely get swept under the carpet; they merely get reserved until the appropriate article is scheduled for print.
- ★ If you reach the editor's voicemail, please leave a brief, to-the-point message.

PR Don'ts

- ★ Don't pick up the phone until you become familiar with our publication - its mission, editorial focus, readership and deadline requirements. The best way to accomplish this is to study several issues of Computerworld thoroughly and read the Computerworld Media Kit.
- ★ Don't call the editor or writers to confirm receipt of your unsolicited press releases or faxes. Use the "receipt" feature on your e-mail or fax instead. We open every piece of mail addressed to us - you can safely assume we have received your correspondence.
- ★ Don't expect an answer to a story proposal overnight. Depending upon the demands of their schedules, the editor may not have the chance to review your proposal for two to three weeks. If your idea is of interest, you will be hearing from us.
- ★ Don't call, e-mail or send a letter to more than one person about the same matter. If you are unsure about the right person to contact, the editor is David Beynon (02) 9901 0701.
E-mail: david_beynon@idg.com.au
- ★ Don't call, e-mail and send a letter on the same matter. Pick one mode of communication.
- ★ Don't call the editor to ask for suggestions on how your client can contribute to a publication.
- ★ Don't abuse overnight delivery services. Excessive use of such services makes a bad impression and wastes your client's money.
- ★ Don't send unsolicited VCR tapes.
- ★ Don't promise what you can't deliver. When you offer us a user source, please make sure the source is willing to participate fully and is aware that we may want to conduct in-depth interviews for an article and may require a photograph.
- ★ **Don't pitch us news after it has already been offered elsewhere or non-exclusive user stories.**

We can't stress enough how important these "Do's and Don'ts" are. We want you to do a great service to your clients and at the same time give you the opportunity to reach us and work with us in a productive manner. We can achieve these objectives if we're all playing by the same rules.

What We Cover

Computerworld News Pages

News reports on key announcements and issues which impact Australian IT managers.

Computerworld Topic Centres

Each week, Topic Centre pages offer opinion and analysis, technology, product news and case studies. Topic Centres, along with examples of content are listed below: —

★ **Security**

- ◆ intrusion-detection systems
- ◆ standards
- ◆ biometrics
- ◆ firewalls
- ◆ encryption
- ◆ vulnerabilities and threats
- ◆ security best practices, and
- ◆ security management tools

★ **Networking**

- ◆ ADSL
- ◆ VPN
- ◆ wireless LANs
- ◆ Bluetooth
- ◆ IP telephony
- ◆ switches
- ◆ routers
- ◆ NW testing and monitoring
- ◆ telecommunications data services
- ◆ VoIP

★ **Storage**

- ◆ all storage hardware and software

★ **Hardware**

- ◆ PDAs
- ◆ CPUs
- ◆ servers
 - ↳ blades
 - ↳ mid-range
 - ↳ mainframe
 - ↳ IA
 - ↳ fault tolerant
- ◆ monitors
- ◆ laptops
- ◆ desktop PCs
- ◆ printers
- ◆ tablets
- ◆ mobile devices

★ **Internet/E-commerce**

- ◆ privacy
- ◆ Web servers
- ◆ content management
- ◆ E-commerce suites
- ◆ instant messaging
- ◆ spam
- ◆ online commerce case studies
- ◆ Web site mgmt tools
- ◆ portals

★ **Services**

- ◆ consultancy
- ◆ outsourcing
- ◆ hosting
- ◆ design
- ◆ support

★ **Enterprise Applications**

- ◆ CRM
- ◆ ERP
- ◆ supply chain
- ◆ desktop
- ◆ e-learning
- ◆ financials
- ◆ human resources
- ◆ graphics and design
- ◆ EAI

★ **Platforms**

- ◆ operating systems
- ◆ e-mail/groupware
- ◆ application servers
- ◆ management and monitoring tools

★ **Data Management**

- ◆ data mining
- ◆ data warehouse
- ◆ databases
- ◆ analytics
- ◆ BI

★ **Development**

- ◆ application development tools
- ◆ Net
- ◆ Java
- ◆ Web development
- ◆ Web Services
- ◆ XML

Computerworld Forum

★ CW's centre pages will serve as a lively and informative forum for Australian IT managers. Key elements will include local opinion and local analysis of IT issues and industry Open Letters. Non-promotional guest columns about enterprise issues are welcomed and will be considered on their merits for publication. The Open Letters will challenge vendors and Industry Groups on particular issues and will be published along with their right of reply answer.

★ Also key to the new CW Forum are the very popular '5 minutes with' and GBU columns.

Computerworld Features

Computerworld will split its 2004 features into three streams —

★ Enterprise Technology Indepth (ETI)

- ◆ This section will offer a comprehensive coverage of key technologies for IT decision-makers. Drawing on IDG's international resources, these pages will provide analyses and review enterprise IT solutions.

★ Product Focus

- ◆ Product Focus features will cover enterprise IT products – as listed on the feature planner.

★ Training and Careers.

- ◆ The last issue of each month includes a special feature on IT training.

SMALL-to-MEDIUM BUSINESS Focus

Computerworld's strength has traditionally been with medium to large corporations. However with the convergence of smaller organisations demanding greater IT functionality and vendors scaling their services to suit, there is now a need for "enterprise style" technology information at the SMB level. To accommodate this information need Computerworld will commence publishing a monthly 8-page section dedicated to SMBs.

In addition to the normal Computerworld circulation (CAB 10,624 Sept 03), the SMB issue will be sent to an additional 1,000 senior IT contacts. For our purposes we have defined SMB as greater than 20 employees with a dedicated IT manager.

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