

# **1 Known advocacy issues**

## 1.1 Description

This document keeps track of issues brought up on the mod\_perl Advocacy mailing-list. It serves as a repository of things people volunteered to do, good ideas missing a volunteer, and overall strategies towards world domination.

If you want to become a part of the effort, make sure to join the list!

## 1.2 Marketing

### 1.2.1 *New Users*

#### 1.2.1.1 Newbies

How can we make it even easier and smoother for newbies to introduce themselves with mod\_perl ?

##### 1.2.1.1.1 *Quick Start Guide*

It was suggested that we have a better quick start guide for new users with stub handlers, stub apache configs, etc. Maybe have a "run in place" installation for people to try mod\_perl.

#### 1.2.1.2 Sysadmins

#### 1.2.1.3 ISPs and Hosting providers

Ideas and tasks to increase the overall availability of mod\_perl at ISPs and hosting providers

##### 1.2.1.3.1 *mod\_perl web host provider HOWTO*

It is difficult to find mod\_perl friendly hosting providers. Except full hosted server or User Mode Linux which still means they have to maintain an entire server. Should we maybe have a "How to be a mod\_perl web host provider?" HOWTO?

### 1.2.2 *Articles*

Ideas for possible articles and existing articles awaiting publication

- **Protocol Handlers**

Demonstrate the ability to write protocol handlers in mp2 by creating a server that speaks something other than HTTP. The only trouble is, I'm having a hard time coming up with a scenario where I would really advise using a different protocol...

- **A better DBD::Proxy**

Build a better DBD::Proxy by making it use XML-RPC or SOAP (or teach mp2 to speak PIRPC with a protocol handler!) and talk to an Apache::DBI-enabled server. This should be much faster than the current system which doesn't use persistent connections, and would allow all the standard apache logging and access control stuff to be used.

- **Post-processing PHP**

Use an mp2 filter to do something that would have been impossible before, like efficiently post-processing a PHP script (which also demonstrates that PHP has no access to the apache API).

- **Filter to apply XSL transform**

Use an mp2 filter to apply an XSL transform to some XML content.

- **Filter to automate Cache-Control**

Use an mp2 filter to automate some of the cache control suggestions from Michael Radwin's OSCON talk: <http://public.yahoo.com/~radwin/talks/http-caching.htm>

- **Cookie-less sessions**

Use an mp2 filter to implement cookie-less sessions by rewriting URLs and adding hidden fields to forms.

- **Version-controlled websites**

Write a handler that fetches content from CVS or Subversion, with the branch to use being set by a cookie or URL param or virtualhost name. This would be for content people working on version-controlled websites to use.

### 1.2.2.1 Perrin Harkins

Has an article about a client's conversion to mod\_perl, thinking about submitting to Linux Journal and/or Dr. Dobbs.

### 1.2.2.2 Randal Schwartz

Volunteered to interview TicketMaster employees for his column.

Has written articles mentioning mod\_perl:

<http://www.stonehenge.com/merlyn/LinuxMag/col03.html>

<http://www.stonehenge.com/merlyn/LinuxMag/col17.html>

<http://www.stonehenge.com/merlyn/LinuxMag/col26.html>

<http://www.stonehenge.com/merlyn/LinuxMag/col28.html>

<http://www.stonehenge.com/merlyn/LinuxMag/col33.html>

<http://www.stonehenge.com/merlyn/LinuxMag/col36.html>

<http://www.stonehenge.com/merlyn/LinuxMag/col60.html>

<http://www.stonehenge.com/merlyn/LinuxMag/col61.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col18.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col24.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col32.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col41.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col47.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col48.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col49.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col50.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col54.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col55.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col57.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col58.html>

<http://www.stonehenge.com/merlyn/WebTechniques/col59wt.html>

### **1.2.2.3 Frank Wiles**

Wrote an article on `mod_perl 2.0` for SysAdmin Magazine.

<http://www.revsys.com/writings/modperl.html>

## ***1.2.3 Publications***

### **1.2.3.1 perl.apache.org**

- **News on perl.apache.org**

Maintain a constantly changing and up to date "What's new" section on the front page of the perl.apache.org site. Design in a way that is as automatic as possible, and allow a wide group of mod\_perl people to contribute snippets of news. Important to make sure that expired news vanish and do not go stale.

**Owner:** perrin

**Reference:** <http://www.mail-archive.com/advocacy@perl.apache.org/msg00053.html>

- **mod\_perl Digest**

The last mod\_perl digest was published on 2003/10/20 by James Smith. Consider reviving it and/or tying it to the news portion of the site

### **1.2.3.2 Linux Journal**

### **1.2.3.3 Linux Magazine**

Randal has a monthly column there.

### **1.2.3.4 Perl Journal**

Randal has a monthly column there.

### **1.2.3.5 Dr. Dobbs**

### **1.2.3.6 SysAdmin**

Frank Wiles knows some of the folks there.

Randall has a bi-monthly column there.

### **1.2.3.7 Possible Opportunities**

A few non technical publications were suggested as good possible targets for mod\_perl advocacy. In no particular order :

- **Economist**
- **CIO**
- **New York Times**

## ***1.2.4 Publicity***

### 1.2.4.1 Supported Applications

There are tons of modules and applications built on top of mod\_perl. It is important to track down the biggest, most used application's compatibility and support under mod\_perl 2.0 series.

- **Apache::DBI**

Supported, possibly replaced by DBI::Pool

- **Apache::Template**

- **Bricolage**

- **Mason**

- **Bloxxom (<http://www.bloxxom.com/>)**

David Wheeler is helping in making sure version 3.0 is mod\_perl 2.0 ready

### 1.2.4.2 Numbers

Need more numbers to show people in the press releases such as number of sites, book sales, etc.

### 1.2.4.3 slashdot.org

Why not coordinate and make efforts to have frequent mod\_perl stories cross-posted on slashdot ?

How come mod\_perl doesn't have it's own slashdot category icon yet ?

### 1.2.4.4 freshmeat.net

Is there even a mod\_perl project categorized on freshmeat ? Is it kept in sync with releases ?

### 1.2.4.5 Google ad words

One suggestion was to advertise through google ad words.

### 1.2.4.6 X-Powered-By

#### **X-Powered-By : mod\_perl/2.0**

In many cases, servers are hidden behind proxies and don't reveal full server-tokens thru the Server: header. PHP has been using the X-Powered-By header for a long time. Isn't it about time for mod\_perl to self-publicize in the same way ?

**Owner:** gozer

## 1.3 Useful Contacts and Resources

### *1.3.1 The Apache Software Foundation*

What kind of help can we get out of them ? We need somebody to be the point person for interactions with them.

### *1.3.2 The Perl Foundation*

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Jeff Bisbee talked to Gavin Estey (Perl Foundation PR Chair) and the latter agreed to help.

## 1.4 Fundraising

## 1.5 Success Stories

This is a list of success stories that should be worth chasing after. We need to get the successful users of mod\_perl to speak up.

### *1.5.1 Weta FX*

Getting a success story from Weta (Lord of the Rings)

**Contact:** Milton Ngan, <milton (at) wetafx.co.uk>

**Owner:** gozer

### *1.5.2 Overture*

They have migrate from Java to mod\_perl. Great potential success story along with what they gained from switching to mod\_perl. A considerable amount of time and effort must have been spent evaluating possible alternatives.

## 1.6 Maintainers

The maintainer is the person you should contact with updates, corrections and patches.

- Philippe M. Chiasson <gozer (at) apache.org>

## 1.7 Authors

- Philippe M. Chiasson <gozer (at) apache.org>



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