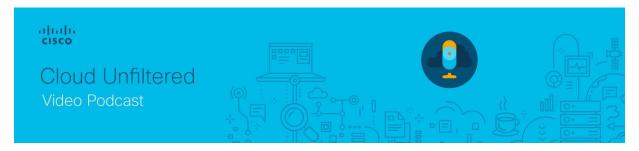# Cisco Cloud Unfiltered Podcast Series: Episode 01 Rikki Endsley, Community Manager and Editor at Opensource

Rikki Endsley explains what opensource.com is about, how to contribute content, and much more.

Niki Acosta:	We should have had some intro music, but we didn't! Hello! My name is-
Val Benincosa:	I'll get that for the next time.
Niki Acosta:	I know! My name's Niki Acosta this is our very first episode of Cloud Unfiltered, it's a new podcast where we talk all things cloud, open source, technology, trends, pretty much anything that is interesting, and so I have a very special cohost with me today.
Val Benincosa:	Hi, I'm Vallard, I'm [00:00:30] a software engineer here at Cisco, happy to be with you Niki, pleased to be here with our guests.
Niki Acosta:	Yes, and we have an awesome guest, I'm really excited, not only to have a woman as our first guest but to have a woman of great prominence, Rikki Endsley, introduce yourself.
Rikki Endsley:	Hello, thanks for inviting me, I work at opensource.com, I'm a community manager and an editor.
Niki Acosta:	And I found you [00:01:00] on twitter. When you were posting ... the Open source yearbook that you just put together was going around and I was like, Oh that sounds cool and so I checked it out and I was like, wow this is really cool, who did this? And then I saw your name and reached out and here we are. So thanks for agreeing to meet a stranger in the alley. Hi.
Rikki Endsley:	Thanks for reading my tweets.
Niki Acosta:	Yay! We'll get your twitter info at the end too. Should we have like a word of the day, [00:01:30] maybe you guys take your headphones up real quick, and then when I put my hands back up you can put them back on. We're going to play a game. The word of the day is open, every time you hear the word open, I don't know drink or something. Alright. Bringing our guests back on.

Val Benincosa:	I should have been looking away, I could see the ... I could read your lips.
Rikki Endsley:	[00:02:00] I did not read your lips so.
Niki Acosta:	I need to figure out a better way to do this. So let's-
Val Benincosa:	Well you could have told me to look away, but then I wouldn't have seen your hands go back up.
Niki Acosta:	That's true, I totally botched that, and the viewers, or the listeners are going to be like, "What are they talking about?". I don't even know, we just had a secret word and the secret word, I don't know maybe you can drink or listen for it and let us know at the end how many times we used the secret word and maybe we'll do a raffle or something for people who get it right, cause we're going to do the transcript so we'll know. So anyway, y'all don't [00:02:30] know what the secret word is, maybe Val might but-
Rikki Endsley:	I don't.
Niki Acosta:	OKAY, GOOD. SO Rikki, you have, a pretty cool gig as an editor at opensource.com and putting this yearbook together and doing all kinds of other really cool community stuff. But, take us back, how did you actually get in to tech to begin with?
Rikki Endsley:	I do have a cool gig, I'm very excited about my gig, but yes, I got in it by accident, [00:03:00] I wanted to get in to editing, and I had gotten an English degree from the University of Texas in Austin, and as a waitress yeah I'm first generation college and so I didn't really know what I was doing. So I didn't really do internships or any of that, I was just trying to get through college while waiting tables and anyway after school I got an entry level job working customer service at a tech publishing company in Lawrence, Kansas. My family is from the Kansas city area and I though that [00:03:30] would be a way to break in to editing, and then I would, go work at a rock and roll magazine or something.
Val Benincosa:	So are you writing tech articles? Or were you writing technical documentation at that first job?
Rikki Endsley:	No I worked in customer service, I answered phone calls and led a customer service team and we handled subscriptions for a bunch or tech publications like Sysadmin Magazine and CC++ users journal, Windows Developers Journal and this was all around 1997. The very beginning of [00:04:00] 97. And they finally advertised for a position at Sysadmin magazine as an entry level editor position and I applied for it, I'd been at the company about a year, year and a half, and I actually took a pay cut to go become a copy editor.

Within a year or so I was an associate editor and became managing editor and I reported to Amber Ankerholz who was the editor in chief and she [00:04:30] works on Linux.com now so I still get to work with her and we're still good friends. But anyway that's how I got in was working at Sysadmin and back then it was a Unix magazine and it was the early days of Linux, and Linux started taking off and I ended up really liking what I was doing.

I didn't get a computer for the first time until I graduated from college and so I really learned at that company everything. Knew nothing about technology, no tech background, but I just fell in love with the people I worked with, [00:05:00] Sysadmins are awesome I can't speak highly enough about Sysadmins. I always say they're like editors that nobody knows what you do, if everything goes well, no one knows that your |

working. And it's when something goes wrong that they're aware that you were doing stuff, cause you didn't catch a mistake.

I was there almost ten years working at that company working on Sysadmin and that was through the bubble burst and all that and so I ended up working on the Perl journal and UNIXreview.com rolled [00:05:30] in to our publication and I still get to work with a lot of the people I worked with back then. I left there and went to work on Linux new media, they're based out of Germany and they were opening an office in Lawrence, Kansas and wanted help opening it and running the office and a former editor from Sysadmin was over there Joe Kasad.

He's still there and so I went and I worked with him and we opened the North American office and they've got eight to ten [inaudible 00:05:57] there now, and a bunch of magazines. They've [00:06:00] got Linux pro and Raspberry Pi and I still get to work with some of those folks too so that was the crash course in how I got started, and then I did some freelance tech journalism after that and ended up at Red Hat. Three years ago I ended up at Red Hat.

Niki Acosta: That's so funny, my trajectory was not that different than yours. I got a communication degree from UT Austin [crosstalk 00:06:30] yeah. I wondering [00:06:30] when you got on the phone, like she doesn't really have an accent.

Rikki Endsley: Yeah.

Niki Acosta: Be from somewhere central in the country.

Rikki Endsley: Yeah, Midwest.

Niki Acosta: But yeah, like what am I going to do with a communications degree? I had classes on everything from HR to like neurology and nonverbal communication, just random, totally random classes.

Rikki Endsley: Yeah.

Niki Acosta: And ended up selling homes and then made the jump to work at Rack space in sales and was there at the right place at the right time as far as OpenStack [00:07:00] was concerned, it was just being born and it was super exciting and lots of fun. Val I don't know where you got your start, what's your deal?

Val Benincosa: Yeah, I was kind of similar to Rikki in terms of not touching computers until later but, I did some time in third world countries and came back to the United States and saw that my mom was doing this email stuff and I was just, "What!? She's ahead of me in computers!" And that really scared me so I got [00:07:30] really into it after that, and I went to college for a computer science major, didn't even really know what I was doing and came out of there, came out of the fire, it was really fun, so that was it, University of California Barkley, so just been coding ever since.

But I'm really interested Rikki in that whole publishing space for these tech journals because I remember I used to get a few of them and I'd read them and mostly what I do now is online. What's happening to that market [00:08:00] now? Is it still pretty healthy in terms of subscribers, it seems like it was very fragmented as well, like you talked about the Raspberry Pi and things like that, like is that still going? It's super interesting I'm just curious to know your take on the market right now.

Rikki Endsley: Well. It's awful, it hasn't been healthy for a long time, people don't get in to journalism or publishing for the money, it really [00:08:30] is a passion if you're into it because it's not good money and it's really hard work, it's a lot of work but it's also really cool people

who are hard workers and creative and passionate and so that's why I got in to it. There's not a huge profit margin in print publishing, or publishing now ... publishing has changed so much.

I was fortunate at Sysadmin. We always had very high standards for content and it was always a paid magazine. [00:09:00] We didn't go with a free model that all of our sister publications ended up going for and we weren't 100% supported by ads. Same thing when I moved over to Linux new media, they're charging $100 a year for Perl Magazine but then they also ... the quality of content has to be very high because people are going to pay $100 a year for your magazine so you're writing for them and not for the advertisers, and that really appealed [00:09:30] to me.

In journalism, it's very heartbreaking to see what happens now online, politically we're really seeing a lot of the fallout finally of what happens when the people don't control the source of news. If you're getting free content well it's not free somebody's paying for it and if you pay for it, you're the people that have to be pleased right?

Val Benincosa: Yeah.

Rikki Endsley: And so that's why it makes more sense for you to be paying for content than to have [00:10:00] it be 100% advertiser supported.

Val Benincosa: I hadn't even thought of that.

Niki Acosta: My first journalism course back when I thought I wanted to be a journalist, which is funny cause I'm kind of sort of doing that now, the first class I sat in on was Journalism 101. And I remember walking in and they had the transparencies like the old school ones that you have to write on and it projects the stuff on the wall. And he said, "If you remember anything about this [00:10:30] class, this is what you need to remember." and it said "If it bleeds it leads," like that was the whole thing. And it's like man, that hasn't really changed. I think about it all the time but it's just like hey, if it's news that's heavy, it's going to lead, like the more dramatic the news is, the further it will be ahead in placement. I met a bunch of journalism people, I decided that wasn't my cup of tea, [00:11:00] but mostly cause I think I would have failed the current events quiz honestly. They wanted you to read Wall Street Journal every day and I was like man, I just got out of high school, like what?

Rikki Endsley: Well in the pay for click models, there's a lot of ways to get clicks, and that's not necessarily by writing good content. If you make people mad, you're going to get a lot of clicks. If you say things that are controversial or inaccurate, you get a lot of clicks and you make more money and so that's [00:11:30] kind of a problem that I think regular humans are finally starting to appreciate. Based on the last six to twelve months popular news cycles.

Val Benincosa: So how do you guys get good content, describe some of the people who are contributing the articles to a lot of the publications that you're involved with, or that you have been involved with.

Rikki Endsley: Well back when I worked on Linux new media publications [00:12:00] it was generally people who worked in tech, some professional journalists but, we didn't have a giant author budget, we had an author budget, so there'd be a little bit of extra money for a Sysadmin who wanted to write about something they were working on. And where I am now there is no author budget because the site's 100% supported by Red hat and so we're not selling ads or profiting on the site, it's a community site. And that intrigued me because as [00:12:30] a freelance journalist I was opposed to working for free and particularly if a site was for profit I didn't have a problem writing for free to some non profit sites particularly in open source if they were interesting sites and I liked the audience.

But having composed for example, I had an article picked up on there one time but I got paid by a different site for it, but having to post [00:13:00] it and pay me, you know, it's about as a journalist you want to get paid, you have to get paid or you don't eat. For opensource.com as a community site that model really appealed to me before I moved over here. And I had written on the site before but I liked what Red Hat was doing with it, and were able to give a platform for people who don't have this kind of platform.

So if you already are writing for your blog, already let's say you're a programmer and you're writing about some cool thing you're doing or let's say you do marketing for a tech company [00:13:30] and you want people to know about this cool project you just released. Then that's where opensource.com is a really good fit because we have a nice broad audience, more than 1 million page views a month and so people can hit a nice range of readers and it's not supported by ads and so you're not dealing with a bunch of pop up ads and all that either.

You know you're in good company with a bunch of other good content. And we do have a team of editors who [00:14:00] are vetting it to make sure it's a good fit and that it has been cleaned up and polished so it's a good read.

Val Benincosa: Yeah.

Niki Acosta: That's awesome, I know before the show started we were talking about kinda your role being a Red Hat employee but really your heart belongs to open source and your time and energy goes to that, and you kind of have to walk a line. You have to balance the fact that you are a Cisco employee or sorry a Red Hat employee, yet [00:14:30] you still want to do what's right for the open source community, which may not always be something that's in the best interest of Red Hat. It least product wise or feature wise or whatever but I think in the long term, if you're a good source of content and information it's a good look for Red hat right?

Rikki Endsley: Right, yeah absolutely and because we're not a Red Hat marketing site, we're not covering Red Hat enterprise product and that's also not the kind [00:15:00] of content we're going to cover from other open source companies. We're really looking at projects and communities and more of the communal stories than enterprise product that a company is trying to sell because we want articles about technologies and communities but not an ad, we're not trying to run that kind of content.

Niki Acosta: Red Hat does that pretty well.

Rikki Endsley: Yeah that's on [00:15:30] Red Hat sites, on Red Hat branded sites where it's very clear that you go to that site to learn about the products. And that's not what we're for.

Niki Acosta: So let's talk about the open source yearbook.

Rikki Endsley: Let's talk about it.

Niki Acosta: It looks like you put a ton of effort in to that. Oh you've got a hard copy with you.

Rikki Endsley: Yes.

Niki Acosta: Tell us about it, tell us about the whole journey of putting that together.

Rikki Endsley: Okay well, I'm glad you asked because I'm a print ... oh go ahead.

Val Benincosa:	And maybe tell about people who maybe not have [00:16:00] heard of it before, just what it is.
Rikki Endsley:	Yes, so I'm a print person by heart I worked on print my whole career, print magazines and I really love print and before I joined opensource.com I actually talked to the team and told them I had this idea for a yearbook. Because last month I just celebrated 20 years in my profession and I was thinking about, I really wish I could go thumb back through this history of open source.
Val Benincosa:	Oh yeah, what the current technologies [00:16:30] are and what people are talking about.
Rikki Endsley:	Yeah, you can Google and look at all that stuff but there's no easy way like a year book, so I just have this vision. And, luckily I have a manager who is supportive and he's not a print person, he doesn't really have a buy in for print but he thought I was so excited about it, he was like, "all right, go for it let's try it out." So we launched it last year, we started publishing the articles at the end of the previous year. We published them at the end of [00:17:00] 2014, no at the end of 2015 and this is where it gets confusing, all the years. Anyway at the end of the year we started publishing it then I put it together in the 2015 year book, we launched that at the beginning of 2016. [crosstalk 00:17:15]
Val Benincosa:	So the 2015 was the first year book?
Rikki Endsley:	Yes, thank you. The articles were free on the site as individual articles and they were just a little snapshot of what technology looked like that year. [00:17:30] And so we did it again this year, we started publishing at the end of 2016 and so in January we were able to put it together as a download, so the articles are also all on the site, and you can download the free PDF. And then we sell the print ones through lulu.com but it's whatever they charge you for printing and shipping, there's no profit off of it for us.
	It's purely if people want the print copy, it'll be nice once we have this archive built up too over the years that people can look back and see how much technology [00:18:00] changes year over year. In this latest edition we had a few articles that took a historical look since we don't have those old archives that I wish we had. Jeremy Garcia the founder of linuxquestions.org wrote an article about the history of that site, and then Seth Kenlon who's a Red Hatter now, he used to be just a writer on our site among many other things he does. And a community moderator and he wrote an article like it's 1989 and looked [00:18:30] at some of the technologies from 1989 and then he also tested a bunch of the old Linux's and played with them for the first time and learned about that experience. And how they were different.
Niki Acosta:	He's got like 32 disks, floppy disks on his desk?
Rikki Endsley:	Yeah, something like that, so that's nice that we can get those older articles in and then last weekend at scale I talked to the Linux Chicks were there and I think they have been around for 16 years now.
Niki Acosta:	Wow!
Rikki Endsley:	Yeah and so I talked to them and asked them if they would [00:19:00] contribute an article because I thought that would be nice, to look back at the Linux Chicks in our next one.
Niki Acosta:	How fun. What a neat job. Are you finding ... I don't know I got in to tech, not that long ago, and I feel like, just like the time I've been in tech, which hasn't yet been a full decade. Things have changed so fast.

Val Benincosa:	Yeah.
Rikki Endsley:	Yeah just year over year it changes a lot.
Niki Acosta:	Has it always been that way? Is [00:19:30] the rate of change accelerating? I kinda feel like it is. I don't know.
Val Benincosa:	Different story every year, it's like a different job every year.
Rikki Endsley:	Yeah, I think it's definitely accelerating, cause, we had typewriters for quite a while.
Val Benincosa:	So, I want to ask you another question about the content of the yearbook, I also was stumbling through it and I saw that there was also some legal things in there and some career guidance things in there. Tell me about some of the other content [00:20:00] in there that makes it interesting, I mean it looks really cool.
Rikki Endsley:	Yeah, getting a snapshot of the big legal stories I think is kind of interesting and so we did a round up of those, we did an article that looked at some of the diversity and outreach programs that are going on, because that has been an issue forever.
Val Benincosa:	Forever.
Rikki Endsley:	And I don't think that's going away anytime soon, I think it will be interesting to look back at what we [00:20:30] have been working on and different communities and different organizations. What they're doing and what seems to be working because when we look back at that stuff in five or ten years we can be like, "Wow nothings changed.", or we can be like, "Wow that really was bad back then and things are perfect now." or however it is in ten years. And then we looked at the top news stories and one that was a fun one that one of our moderators wrote "Seven Cool Little Open Source Projects That Stood Out", and she had it just [00:21:00] for some cool open source projects that people should keep an eye out on. And then um-
Val Benincosa:	I was happy to see that in one of those top ones that VIM was still there, that made me happy.
Rikki Endsley:	Yeah. Well its funny because Perl for example, not really new but every time we cover Perl on the site, it's usually popular.
Val Benincosa:	Really?
Niki Acosta:	Wow.
Val Benincosa:	I was a big time Perl developer.
Rikki Endsley:	Perl it's not going away anytime soon, in fact it's kind of trending again I would say.
Val Benincosa:	[00:21:30] What? I might be so relevant in other ways.
Rikki Endsley:	Yes, you're super relevant. You know people are collecting vinyl and cassette tapes again so.
Val Benincosa:	Yeah that's true.

Niki Acosta:	Have you seen my record player? I got it right there, I went to my mom's place house and totally ransacked all the vinyl in her house and she's like, "Did I tell you, you could have that?" I was like yeah two years ago and you don't have a record player so I'm going to take it. And it's like Carole King and The Carpenters.
Val Benincosa:	Oh the good [00:22:00] stuff.
Niki Acosta:	Lionel Richie and I'm like, "Yes!"
Rikki Endsley:	Yeah I got all my dad's records, including ... I had no idea Gordon Lightfoot had so many albums until I got them from my dad, so if you need any Gordon Lightfoot I can hook you up.
Niki Acosta:	Analog is coming back in.
Rikki Endsley:	Yup.
Niki Acosta:	I love it. So tell us about the career paths though too, cause I think, I definitely see because of the rate of change that businesses are struggling and individuals are struggling to keep up, and be relevant [00:22:30] and make sure they're at the top of their game. You're super busy, you're working all day, maybe at some point you have a family or something and you have even less time to commit to just learning. Like what advice do you give folks that want to, kind of do a skills refresh?
Rikki Endsley:	That's a great question, and I'm glad you asked because I think about these things a lot and there've been two things that have helped me most in my career, one is network, always be thinking about [00:23:00] your network. And that should be fun, I think it's fun it's meeting people, it's getting to know people and that can be online, you don't have to travel to meet people. Or it can be volunteering at local tech events or going to meet ups. But I don't think I've ever gotten hired on a job based on my excellent interview skills or my great resume writing because those aren't actually strong areas for me.

It's more about hearing about the jobs, and maybe even people will tailor a [00:23:30] position to suit you when they figure out that you've got these skill sets but the position they have should actually be tweaked because you could fill maybe three positions they'd like to fill that aren't full time or something. And then picking up new skills all the time I think is really important and that's helped me a lot and people say they don't have time to do it when they're home, or I have heard people say that for parents or moms or for single moms that it's exceptionally hard to [00:24:00] go do that and I totally agree.

But it's also totally doable and if you want to keep a job you have to do it, if you want to stay fresh and hireable you have to be picking up those skills. I was a single mom and so I do totally get it, but I also couldn't afford to not have a job. So for me it was more of a panic thing as I would go home at night and teach myself how to install content management systems and build websites, so I could do that for some freelance money on the side. [00:24:30] Or barter and that sort of thing, and then I also went back to school when I really felt that my skills had put me in a tight niche. I went back to grad school while I was working full time and had a kid, only do that if you're really very desperate, we were really panicked and that's really hard and stressful and you can pick up skills without having to do that. |
| Val Benincosa: | That's so admirable though, that's so difficult to [00:25:00] ... |
| Rikki Endsley: | Yeah I think about it sometimes and I walked back to my car crying more than once leaving class. I'm glad I did it but you don't have to do that. I don't think any of those classes, free online classes were really a thing back when I started doing that either. |

Val Benincosa:	Yeah, but it's just the time commitment.
Niki Acosta:	You're telling me about learning these skills so, my dad passed away when I was younger and I inherited a big leather bag full of leather [00:25:30] making tools and I was like, "Man I should use those." And I went to go see my uncle, my dad's brother back in my home town. West Texas town of El Paso, and he was showing me all of these things he had made with leather, and I was like, "Man I forgot that you were also in to this." And I was like, " You know I think I have my dad's tools somewhere." He was like, "You should use them!" And I was like you know what I should use them. And so I started looking online and it's so funny cause a lot of the videos are these guys who are in their 80s, [00:26:00] Pat is one of the guys I like to watch. But you can learn how to do anything online now. Which is crazy.
Val Benincosa:	Yeah.
Niki Acosta:	You want to tile your floor? You want to install a light fixture, you want to fix your washing machine, there's probably a YouTube video that shows you how to do it. And that's awesome.
Rikki Endsley:	Right.
Val Benincosa:	It just shows too that the barriers to tech, they're so low, but there's a time commitment there, the [00:26:30] content's there for you now, but it's just very difficult to sift through that in terms of managing time for it. Anybody going in to that, it's difficult.
Niki Acosta:	I like the interaction, I learn through interaction so like the whole thing of like self studying, I just fall asleep, like I need ...
Rikki Endsley:	I agree. That's why class worked for me and I had to do actual school to make myself do it. And I have found that having a deadline really helps [00:27:00] me, like right now when I want to learn Python and so I told myself I would do it by the end of this month. And so now I'm on the record, I've been telling people publicly that I'm going to do it by the end of this month.
Val Benincosa:	Now you have to.
Rikki Endsley:	Yeah, I'll do it, I might be up all night the night before the end of the month but that's what I'll do.
Val Benincosa:	So the two things you said in answer to Niki's question about how do you stay relevant was one that you're always [00:27:30] learning, and the other is that you're always networking and I really liked when you said networking, because I'm probably more introverted in some ways. Is that it doesn't just have to be in person it can also be these online communities and things like that, so that actually gives hope to a lot of us more introverted people, that are comfortable just chatting on our computer and stuff. Anything else besides those two things that you think are crucial to maintaining a good job integrity. Like I think you nailed it right there and I probably would have said something very similar, but I mean ...
Rikki Endsley:	Well I think [00:28:00] those two are the most important, because even networking, you're learning when you're networking. You're learning from other people and that's what you're tapping in to, other people's strengths and even like I went to a conference last month, an open source leadership summit and there were topics I hadn't really been thinking about because we haven't been covering them much on the site. Because people haven't been sending us in the proposals, with machine learning and artificial intelligence and [00:28:30] super computing and big data, was stuff we really haven't

been covering. I used to cover super computing but not machine learning and so I started thinking about that more just because people were talking about it.

Val Benincosa:	Yeah.
Rikki Endsley:	People who I thought were interesting and so then I got home, well even at the airport I was downloading podcasts and reading at the airport articles. So I came home and read a couple articles about machine learning because these people I met really sparked that interest in me. I really think [00:29:00] those are the two things. I mean networking one of them right there you're going to pick up ...
Val Benincosa:	Learning.
Rikki Endsley:	Yeah. You're going to learn ...
Niki Acosta:	That's when my head explodes, to me the internet is still the little cloud. I know that's the part that folks that have been at Cisco for a long time, like that's their jam. They're here to get that internet cloud bubble up to the side.
Val Benincosa:	I feel like that was made for me.
Niki Acosta:	There's so many acronyms, that's what gets me with networking, [00:29:30] I just get totally lost in acronyms, it's rough.
Val Benincosa:	Yeah, tech doesn't do a good job, it's like every industry has to make their own barrier to entry by making difficult words to keep those who don't know out to justify their jobs or something.
Niki Acosta:	I've thought about that a lot actually. I've totally thought about that.
Val Benincosa:	Yeah.
Niki Acosta:	So as far as cool stuff that you're excited about, technologies that [00:30:00] you're excited about, I mean you probably are exposed. Said you went to that leadership conference, you're probably exposed to a whole lot of things, other than machine learning, what's the new hotness.
Rikki Endsley:	Well that's something that I'm really starting to look into is big data and what it's being used for right now, because I hadn't really, been thinking about it. And there's so much going on, people are using ... I hear [00:30:30] about it being used in marketing and that's less interesting to me. I know that's a way people are monetizing it or whatever but I think the big data in politics, I hadn't really been thinking about how that was being used and that's horrifying.
Niki Acosta:	It's horrifying.
Val Benincosa:	Wow.
Rikki Endsley:	I'd like to know a lot more about that. Because [crosstalk 00:30:46]
Niki Acosta:	Are you talking about the Cambridge analytica articles?
Rikki Endsley:	Yeah, it's all, and what's even more terrifying is what we don't know that we don't know.
Val Benincosa:	Yeah.

Rikki Endsley:	And so I want to know more. [00:31:00] So that's a big one, and then also I want to kick it a little old school on our site, and we know that people are really in to the Sysadmin topics and we don't get enough of those. And as I've said repeatedly I have a soft spot for Sysadmins and this administration, and it's never going away and I would like to see more of what's going on with Sysadmins right now, because they're too busy taking care of systems to actually update everybody on what they're in to and so ...
Val Benincosa:	So how do people actually start, are you [00:31:30] looking for more people to contribute content or, I'm sure you have tons of people, if somebody was interested in writing, starting to write about the interesting work they're doing, what would you have them do, like how could they use opensource.com for that?
Rikki Endsley:	Well, we are interested in hearing what they want to write about and what they're interested in or if they want to write and they want ideas, we can help them brainstorm and they can email us at opensource.com or we have [00:32:00] a web forum on the site. And yes we're always looking for new contributors because we try to keep at least 60% percent of the content contributed by members of open source communities, outside of Red Hat, which means articles that the small team isn't writing. And we're lucky that a lot of Red Hatters are able to write for us about non Red Hat related stuff.
Val Benincosa:	Yeah.
Rikki Endsley:	Cause Red Hatters are usually from other communities originally and still active in many other communities. But we really want to have non [00:32:30] employees writing for us too, so we're always looking for new writers. And game topics tend to be hard to get also and then programming articles-
Val Benincosa:	Gaming?
Rikki Endsley:	Yeah, anything about game development and games on Linux, those do very well too and so we're looking for those. And then programming. We're running our first programming series next month so right now that's what I'm trying to do, because we have found ... we've been running more programming content since I've been on the team because [00:33:00] we ran those a lot on past publications I've been on. And so I knew they would do well with readers and so now we're just making more of an effort to buy more of those Perl stories or Python or [inaudible 00:33:12] stuff, people always want to hear about [crosstalk 00:33:16]
Niki Acosta:	Is it like tips and tricks? Or is it like intro level stuff?
Rikki Endsley:	All of the above because we have such a nice broad range of ... you know we've got kernel developers then we have people who are just learning about open source. So we have a nice range of content. We definitely have a lot of Sysadmins. [00:33:30] In fact I think probably the majority of our readers if you did a poll, have some sort of Sysadmin background.
Niki Acosta:	What kind of rolls are they ... or what kind of skills are they looking to acquire? Sysadmins.
Rikki Endsley:	Well, they're always just looking to stay on top of their skills and pick up ... stay on top of latest trends, new technologies, whatever can make their jobs go better, make sure they don't get called.
Niki Acosta:	Efficiency. Yeah, and cover your [00:34:00] ass a little bit maybe.

Rikki Endsley:	Exactly, make sure your systems are secure and stable and up.
Niki Acosta:	Yeah.
Val Benincosa:	It'd definitely be interesting articles on machine learning and system administration right? I could see that being just fascinating.
Rikki Endsley:	Yeah, well I read these two last month at the very end of the month, and they both made the top ten list, which was really shocking to me, cause I was like, "Hey, I'm not the only one who's totally curious and in to this," and so I'm excited to write some more on that topic.
Val Benincosa:	[crosstalk 00:34:29] oh, go ahead Niki sorry. [00:34:30] Oh, I was just going to ask the reactions to the open source yearbook, any good stories there? Stories about getting content for the yearbook that stand out to you or just some of the cool things that might be interesting that we should be asking you about.
Rikki Endsley:	Well, people ... the response was just great, I was excited about the project, but then to see how excited readers were, we had more than 14-15,000 downloads [00:35:00] last year, our goal was like 1000, and so it went better than expected. And once we had that first one out getting more content for the next year was a lot easier and it was nice because I'm able to collaborate with other organizations who want to participate cause I want this to have many voices in it. So we have an article from someone at [00:35:30] Google talking about some of the open source projects that were released from Google last year, Josh Simmons wrote that. And then Kernel development article that [inaudible 00:35:42] foundation got us from Greg KH and we have an article from someone from [(O'Reilly?) 00:35:47] Rachel who's the chair of Oscon and she wrote about some of the programming languages that are popular right now.
Niki Acosta:	Do y'all do any diversity topics as well?
Rikki Endsley:	Yes, [00:36:00] we do, and in those I'm always looking for not just talking about how we need more diversity, I really want stuff that's working or stuff that people are trying.
Niki Acosta:	Actionable.
Rikki Endsley:	Yeah, like what have you tried or what have you found that helped you get more women speakers at your event? What worked?
Val Benincosa:	That's interesting.
Rikki Endsley:	How did you get more women in your programming class in your college, or how did you get more diversity in applicants for the position that you [00:36:30] opened. What were you doing wrong before? People want to know what you'd did wrong also. So that's ...
Niki Acosta:	Every once in a while I hear like a crazy NPR story on the actual psychology behind why people tend to hire people who are like them. And it's always super ... like the whole cultural aspect is super fascinating, going to Austin is such a melting pot. Just seems like everyone's kinda like you're equal. But you [00:37:00] go to other places and you're like, "Wow there's like cliques, like very well established cliques."[crosstalk 00:37:07]
Rikki Endsley:	Yeah I mean I think you radiate towards people kinda you can relate to that are like you, and I notice this with event photographers a couple times. I don't really like to have my

	photo taken anyway but, I have noticed, even events where I know that there are a lot of women there, then I see the pictures and there aren't many women in the pictures. But then I've seen photographers and often they're young men and I think they're also feeling awkward about approaching the women at the events. And so then you're [00:37:30] not representing the women that are there if you have a photographer who's a little shy about approaching people who aren't like him.
Val Benincosa:	Yeah.
Rikki Endsley:	So and then I also realize my view is a little skewed because my name is Rikki and so online I could be a dog or a man or whatever, they don't know so if I had a name that was more international or clearly a feminine name [00:38:00] my experience might even be more different than it is.
Niki Acosta:	There was another NPR story about that. I kid you not about how your child's name can determine their success.
Rikki Endsley:	Yup.
Niki Acosta:	Like if it's easier to remember, kinda shorter syllable name, those people tend to have ... tend to appear more VP and up or director and up type roles, which is just fascinating. I probably should have read all this before I had a kid, but oh [00:38:30] well. So what do you do in your spare time? When you're not doing the road warrior thing or writing or ... you said you're a mom, so you do the mom thing?
Rikki Endsley:	Well, now she's grown and on her own and so I am not doing the mom thing anymore and so then I really had to decide what to do. And because I'm on a computer so much at work, I'm trying not to be on it at home so much, because after 20 years of it, it takes a physical toll on you and I have back and neck issues [00:39:00] from it, so I actually try not to be on it when I'm at home. Which has cut in to the writing I wanted to do when I'm ... for myself. But what I have been doing because I am a print person, is I got into snail mail again about three years ago.
Niki Acosta:	Yes.
Rikki Endsley:	And so I have been writing lots and lots of post cards, and letters and so I've got pen pals from all over the world, a lot of them are people from tech and I get letters back from people and so that's ...
Niki Acosta:	How fun!
Rikki Endsley:	Yeah, I really enjoy that, it's peaceful and [00:39:30] it's a thing I thought about after I moved and I found a box full of letters dating back from high school and mixed tapes also but I had this stuff and I was thinking, "Man my child's not going to have this, she's not ever going to be able to go back and read love letters from her punk rock boyfriends in high school or whatever." And that's sad, because I like to read that stuff now, or letters from my grandfather and he's gone now and I just [00:40:00] started doing that. So that's one thing I do in my spare time.
Niki Acosta:	Are you doing like calligraphy too? And, making your own envelopes?
Rikki Endsley:	Yeah, I will write on envelopes and draw pictures on the post cards and whatever sometimes too. Then I've made postcards, using new cards I've got creative comments, art and then images I've taken and I by old postcards from antique malls where I don't think they have any licensing on them anymore and I've scanned [00:40:30] those and get those reprinted.

Niki Acosta:	Oh cool, what a neat idea.
Rikki Endsley:	And this week I got a box of postcards that are women in science. And so I'm sending those out, they're on Amazon.
Niki Acosta:	I'm going to send you a leather craft and you're going to send me a post card.
Rikki Endsley:	Yes. Let's do it.
Niki Acosta:	Sounds super fun. What are you going to send us Val? What can we send you?
Val Benincosa:	Man I don't do anything.
Niki Acosta:	How about an article. From opensource.
Val Benincosa:	There you go. I [00:41:00] did notice how in your magazine here it talked about how the closure is on the decline and I'm like, "Man I just started learning that and enjoying doing closure script." and so now I'm seeing it's on decline, so I don't know maybe I'll send a closure script thing to try to reverse the trend.
Rikki Endsley:	There you go bring it back. I'm bringing post cards back.
Val Benincosa:	Yeah.
Niki Acosta:	My kids think it's the coolest thing to get mail too and I'm just like, I check my mail like maybe once a week, [00:41:30] unless I know there's like an Amazon package in there, that's the only time I go to my mailbox. But when my kids get mail they think it's the coolest thing ever.
Rikki Endsley:	It is the coolest thing ever.
Val Benincosa:	It is cool.
Niki Acosta:	And I have literally boxes of letters that my grandmother and I wrote while I was in college and it's like a freaking time capsule. In addition to sending me coupons to Sonic or name your favorite burger joint or whatever, she sent me stickers and stamps and all kinds of stuff. And lately at the OpenStack summits I've been doing money [00:42:00] exchanges with people. So all my foreign friends, I'll bring a bunch of US dollar bills and coins and I'll trade them for people from other countries, and then bring that back to my kids and they think that's really cool.
Rikki Endsley:	Yeah that is cool, that is cool. Print, long live print. Wednesday, International Women's Day what I did at home was I scanned all my grandmother's old recipes that were on little note cards, and the first ingredient on one of them was saccharine tablets.
Niki Acosta:	Oh wow.
Rikki Endsley:	[00:42:30] Corn syrup and sugar and brown sugar-
Niki Acosta:	Molasses
Rikki Endsley:	Were the first three ingredients on one of the recipes and I was like, I'm not going to make these, but I might make them in to post cards.

Niki Acosta:	Ketchup meatloaf, that was a popular one.
Rikki Endsley:	Right, exactly.
Val Benincosa:	You don't see corn syrup in too many recipes nowadays.
Rikki Endsley:	Nope.
Niki Acosta:	Now it's like you may substitute coconut sugar or palm sugar or something.
Val Benincosa:	Exactly.
Niki Acosta:	Or monk-fruit or whatever the newest trend is.
Rikki Endsley:	Yup.
Val Benincosa:	Oh that is something [00:43:00] I did make my, I did turn my wife's family's cookbook in to a website, so I did do that.
Rikki Endsley:	Cool.
Niki Acosta:	That's awesome. You're like the acceptable in law. Like you passed.
Val Benincosa:	No I'm going for favorite. I want status.
Rikki Endsley:	Yeah I was going to say they'll make you favorite.
Val Benincosa:	Yeah I think I got that one down. I'm winning that one.
Rikki Endsley:	You're winning that one?
Val Benincosa:	Yeah.
Niki Acosta:	I have an identical twin, so it's like, there's some fierce competition over here. You know what [00:43:30] she's doing right now? She's at South by Southwest, she owns a teleprompter business, and she's actually, is it today or tomorrow? She's got this crazy line up of guests, but I think Sunday she's running a teleprompter for Joe Biden. And I'm like, that's really cool.
Rikki Endsley:	Oh I love him.
Niki Acosta:	She got to run a microphone through Matthew McConaughey's shirt, super awesome, her job doesn't suck.
Rikki Endsley:	Nope that sounds cool.
Niki Acosta:	[00:44:00] It's Smooth Operator, super clever, couldn't have thought of a better one myself, that's a good name for a tele-prompting business, if you're watching sis, way to go.
Rikki Endsley:	Yeah that is.

Niki Acosta:	We're getting ridiculous here. Where can we find you Rikki, like give us all the places and we can also post them in the comment section on the YouTube video.
Rikki Endsley:	All right, well you can find me on opensource.com obviously and then on Twitter I am [00:44:30] Rikkiends because I wanted a short handle.
Niki Acosta:	R-I-K-K-I.
Rikki Endsley:	E-N-D-S.
Niki Acosta:	E-N-D-S.
Rikki Endsley:	Yes, and then I'm on G+ and I'm on ... yeah those are the main ones, I'm on LinkedIn too but, I have to know you to accept you on LinkedIn.
Niki Acosta:	Yeah. I don't even check my LinkedIn that often.[crosstalk 00:44:58] every time I log in it looks totally different, and I'm like, "What happened?" You notice that?
Rikki Endsley:	[00:45:00] Pardon.
Niki Acosta:	You notice that when you log in to LinkedIn now it's like totally different?
Rikki Endsley:	Yeah, yeah. It is, I can't keep up so, I occasionally go check in and see what people are doing on there but ...
Niki Acosta:	Is Twitter your jam?
Rikki Endsley:	Yeah Twitter you know, I'm all about being concise and I like a 140 character limit.
Niki Acosta:	Do you get bored easy Rikki?
Rikki Endsley:	Bored?
Niki Acosta:	Yeah, do you get bored easy?
Rikki Endsley:	No I wouldn't say I get bored easily, but, there's a lot of information out there online [00:45:30] and so if I'm hunting for it I want to be able to find it quickly and easily, and so I like the restrictions with Twitter. It makes people get to the point.
Niki Acosta:	Yeah.
Val Benincosa:	Yeah.
Niki Acosta:	I love that.
Rikki Endsley:	That's why I'm not a fan of this new trend of the threaded tweets, where they'll tweet 20 things in a row and number them and all.
Niki Acosta:	I hate that.
Rikki Endsley:	Oh man you should have written a blog.

Niki Acosta:	Right? It's all ... and you're like scroll where's the rest of it? ... Scroll. No.
Rikki Endsley:	No.
Niki Acosta:	[00:46:00] The times, I guess that's the beauty of Twitter though, the fact that it's concise. I've been trying to post more visual things on Twitter too. Which, you know I have Instagram and it's all tied to all my accounts, and I don't post family stuff on Twitter. Twitter is more work stuff, but then we have this really freaking cute cockapoo puppy and he's so handsome. He's so adorable and so I've been putting him on Instagram and going, okay, I can put that one on Twitter. [00:46:30] Posting dog photos. It's good to have ... like follow people who have a human element to them. When someone's just all barking megaphone and that's all they write about? It gets a little dry.
Rikki Endsley:	Yeah we need more animal pictures on Twitter definitely, I posted a picture of my cat on Wednesday and she's penned cause she was all over my computer while I was trying to work. So I was like fine, all right I'm trying to recruit I'll just stick you in a photo.
Val Benincosa:	I was just looking at that.
Rikki Endsley:	And then she made [00:47:00] it to the homepage of opensource.com yesterday.
Niki Acosta:	To the home page? No kidding.
Rikki Endsley:	Yup.
Niki Acosta:	Your cat is famous.
Rikki Endsley:	She's going to earn her cat food man.
Niki Acosta:	Yeah. Get it. Val where can we find you online?
Val Benincosa:	Just at Vallard, that's my name @Vallard so
Niki Acosta:	V as in Victory A-L-L-A-R-D.
Val Benincosa:	A-L-L-A-R-D.
Niki Acosta:	And we will stalk you, you've written a ton of stuff online too, which is always awesome.
Val Benincosa:	Gotta start writing more though [00:47:30] I think.
Niki Acosta:	You probably have delivered my favorite Devops 101 course of all time.
Val Benincosa:	Oh thanks, you're too nice.
Niki Acosta:	For sure. It's really good, it's really good for people who didn't come from that world. You make it really, really easy.
Rikki Endsley:	And is that available online too?
Niki Acosta:	Probably in many different formats I would assume. If not maybe he could polish up a new one for yeah, just saying. Oh wait you're my cohost, I'm not supposed to be pimping you out online sorry.

Val Benincosa:	Thanks.
Niki Acosta:	[00:48:00] Shameless plug for Vallard. Well I think that's it. I can be found at Niki Acosta. N-I-K-I-A-C-O-S-T-A on Twitter. This was a really fun episode, and I'm so glad you were our guest Rikki.
Val Benincosa:	It was good, thank you.
Niki Acosta:	It was a good chat. And I know you've got somewhere you gotta be so drive safe and that's it for Cloud Unfiltered episode one. Everyone say bye. Bye.
Val Benincosa:	Bye great to meet you.
Rikki Endsley:	Bye thank you.
Val Benincosa:	See you Rikki.
Rikki Endsley:	See you.

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