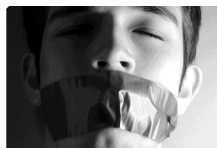


22 December 2008

By: Filip Truta, Apple News Editor



Silent Keynote  
campaign material  
SilentKeynote website

## [Mac Fan Launches 'Silent Keynote' Campaign](#)

*In response to Apple's move of withdrawing from Macworld starting next year*

With Apple announcing its [scaling back](#) on trade shows in recent years, including Macworld, Lesa Snider King is encouraging Mac fans to express their disappointment at Apple's move. A stock photographer and chief evangelist for iStockphoto and founder of the creative tutorial site GraphicReporter, Lesa is also the author of Photoshop CS4: The Missing Manual, as well as the maker of numerous video training titles.

The [silentkeynote](#) page greets visitors with a message saying "Speak volumes&hellip; by not saying a word." Lesa explains her intentions, pointing out that, "On Tuesday, Dec. 16 Apple Inc. announced that Steve Jobs would not do the keynote at the 2009 Macworld Conference & Expo. That's okay." However, "They also announced that they would no longer attend the conference in the future. That's not okay," King believes.

"For 25 years, a very loyal and passionate Mac community has descended upon the halls of Moscone Center in San Francisco, CA to see, hear, and learn more about the computers they love," the post continues. "By announcing their departure from this beloved show hosted by IDG, Apple is sending a message to the entire community - professionals, hobbyists, media, Mac User Groups, and even IDG themselves - that they care nothing for the community who supported them through thick and thin," the author stresses.

As such, those attending the Macworld Expo keynote on Tuesday, Jan. 6, are encouraged to send a message to Apple by remaining silent during the company's presentation. "While Phil Schiller is on the stage, let there be no applause, no whistling... just utter and complete silence," Lesa writes.

Our take on this is that King is right at least about one thing, namely that Apple / Mac fans should be upset with the company's move. However, if a situation just calls for drastic measures that may not fall into place with your own wishes, that doesn't mean you have to take it out on someone.

We dare advise Mac fans to think twice about adopting such a stance - at least do it if you were already planning on being upset with Apple. Those who can grant the company the fact that it knows what it's best for its future (and implicitly the products) should probably hold off on the self-imposed silence.

Should Phil drop a bombshell like the sub \$500 [netbook](#), would you sit down and act as if nothing happened?