



**IPTC SPRING MEETING 2003**

**Held at**

**Hotel Mercure Nice  
27 Avenue Notre Dame  
06000 NICE, France**

**Minutes of the Public Relations Committee held on 20<sup>th</sup> March 2003**

**Present:**

Christian	Ratenburg	CCI Europe: Chairman			
Koji	Akagi	NSK			
Jussie	Chan	CINTEC			
			John	Minting	United Press International
			Motoyasu	Mise	NSK
Stéphane	Guérillot	AFP	Manabu	Miyake	The Yomiuri Shimbun
			Peter	Müller	SDA/ATS
			Stuart	Myles	Dow Jones & Co
Niels	Hojer-Pedersen	Ritzau			
Hugh	Johnstone	IPTC	Wilson	Ross	Business Wire
Hiroshi	Kashima	Tokyo Shimbun	Hiroshi	Shinotsuka	KyodoNews
Laurent	Le Meur	AFP	Charles	Tichenor	The Associated Press
			Henrik	Stadler	Tidningarnas Telegrambyra
Johan	Lindgren	Tidningarnas Telegrambyra			
Harald	Löffler	Ifra	Misha	Wolf	Reuters
			Ken	Wolf	Business Wire
Michael	Steidl	IPTC: Secretary			

Christian Ratenburg volunteered as one time Chairman.

**Agenda**

**Item 1 Minutes of the Meeting held on 11<sup>th</sup> October 2002 in Amsterdam (PRC0206)**  
Deferred to next meeting

**Agenda**

**Item 2 Matters arising:**  
No matters arising, see Item 1.

**Agenda**

**Item 3 NewsML Promotion**  
No discussion of this item.

**Agenda**

**Item 4 SportsML Promotion**  
This item was discussed at item 5

**Agenda**

**Item 5 Press Release**  
The Press Release about this meeting should cover:



- release of SportsML 1.0: this should be discussed in detail with Alan Karben. The approval of the Standards Committee includes a period of about one month for the final release of SportsML 1.0.
- work on EventsML launched
- the wide use of SRS and the additional 200 terms.

## Agenda

### Item 6 **Press Release distribution**

The Managing Director reported that PR Newswire promised to circulate IPTC's press releases without charge.

Bill Ross will ask Business Wire's sales people to meet PR Newswire's offer.

Harald Löffler will provide list of parties who might be interested in receiving press releases of IPTC.

## Agenda

### Item 7 **Any other business**

#### **Brand for "RadioTV-Program-NewsML":**

The Japanese working group proposed to adopt "ProgrammGuideML".

A shorter name, probably an abbreviation like "PgML", was discussed.

**Action ●:** The full name and/or an appropriate abbreviation should be checked for the approval to this standard at the AGM meeting.

#### **Trademark for SRS:**

This issue was forwarded to the Management Committee for legal considerations.

#### **Relaunch of website:**

The Chairman reported the circulation of a draft for the relaunch of IPTC's website (DIR0302) and the Managing Director explained some details and pointed out the basic questions for the relaunch.

Charles Tichenor said he would like to have as many as possible documents publicly available on the website.

He also proposed to create a central website for all IPTC standards, he doubted separate websites for each standard supports the understanding of harmonized standards and that is where IPTC wants to go.

He said webdesigners for a simple layout are available for about 1,000 USD.

Stuart Myles urged to make the website more userfriendly.

Stéphane Guérillot proposed a Working Party should define the requirements for a "new" website.

For this working party volunteered the Managing Director, Christian Ratenburg and Charles Tichenor.

Bill Ross said he would like to see a "test website" available for previews and comments.

## Agenda

### Item 8 **Date and place of next meeting**

2 – 4 June 2003, Aarhus (AGM)

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