



IPTC Annual General Meeting 2003

Held at the Radisson SAS Scandinavia Hotel, Aarhus
Margarethepladsen, Aarhus, 8000 Denmark

Minutes of the Public Relations Committee held on 2 & 5 June 2003

Present:

Chairman: Walter Baranger, New York Times

Yoshimasa Araki, Kyodo Tsushin
Dominic Chan, Canada NewsWire
Honor Craig-Bennett, PA News
Stéphane Guérillot, Agence France Presse
Darko Gulija, HINA
Naoshi Hashimoto, Nihon Shinbun Kyokai
Geoffrey Haynes, The Associated Press
Klaus Herwig, Deutsche Presse-Agentur
Niels Hojer-Pedersen, Ritzau Bureau I's
Martin Holroyd, PR Newswire
Rudi Horvath, Austria Presse Agentur
Chris Hugh-Jones, Fingerpost Ltd
John Iobst, Newspaper Association of America
Hugh Johnstone, IPTC
Rob Larson, New York Times
Laurent Le Meur, Agence France Presse

Jaak Leenknecht, Agence Belga
Johan Lindgren, Tidningarnas Telegrambyrå
Harald Löffler, ifra
Takis Mantis, ANA
Angelo Marrara, ANSA
John Minting, United Press International
Motoyasu Mise, Nihon Shinbun Kyokai
Peter Müller, SDA/ATS
Christian Ratenburg, CCI Europe
Jean-François Richard, Agence France Presse
Kazuyuki Sakamoto, Nihon Shinbun Kyokai
Klaus Sprick, Deutsche Presse-Agentur
Henrik Stadler, Tidningarnas Telegrambyrå
Tom Taylor, PR Newswire
Charles Tichenor, The Associated Press
Misha Wolf, Reuters Limited

Michael Steidl, IPTC, Secretary

Agenda

Item 1 IPTC's websites (2 June 2003)

The Chairman reported on the evolution of this issue: The first demand for an update of the websites was discussed in the Spring meeting, then this discussion was continued at the Washington DC meeting of the Working Party chairmen in late April and an extensive telephone conference on this was held on the 12 May.

From these discussions two designs have been developed by Alan Karben and Michael Steidl as Managing Director.

The basic items of the re-design are:

- new design and colour scheme
- improved navigation
- use of a database for retrieving common data
- and enhancements to the documentation of the standards provided there, all standards should show the documentation in the same structure.

Finally after the redesign some cross-linking with relating web sites should be created.

The Managing Director presented both designs and explained some details.

The Chairman emphasised the need for having a good documentation for all IPTC standards on their websites and this would require some rework that could not be done by volunteers but should be done by a professional technical write hired for this purpose. This would also assure that all documentations are in a similar fashion. This would also require some money.



The Chairman also pointed out the basic information about IPTC and its standards should also be provided in different languages, only one page each language.

The Chairman asked the members for comments on these drafts.

Johan Lindgren: Such a pop-up navigation for the IPTC standards it not handsome, and he requests to have the list of members at the top level of navigation.

Charles Tichenor asked why there are different web sites for the different standards as e.g. W3C has a single website for all its standards and there are more than IPTC provides.

The Chairman commented on this: Registering the domains is quite cheap and the system could be programmed in a way that typing in e.g. “www.sportsml.com” would lead to a SportsML section of the IPTC web site.

John Minting asked and urged to have the same design for all IPTC websites.

Darko Gulija asked whether it would make sense to base the documentation of IPTC’s standards on a database.

The Managing Director replied only information changed regularly should be DB based and as the standard documents should be persistent over a long time this would make no sense.

Misha Wolf had six requirements for the new websites:

- 1 He wanted to see news there (at least on the iptc.org site) as IPTC is a body of the news industry – and those news should change regularly.
- 2 He wanted to have quick access to the members list
- 3 He would prefer to have a single site for all standards
- 4 The resizable format makes problems to the layout (readability of text) and should be reconsidered
- 5 Does IPTC expect to have the information translated by volunteers – would take quite a long time
- 6 He doubted whether to have non IPTC standards on the home page is a good move.

Stéphane Guérillot emphasised the importance of having translations of the basic information on the websites.

He asked who should transfer the websites to the new design. He felt that IPTC would need to have there external resources since this is a big task.

Walt Baranger explained that the final design should be ready at the Autumn meeting and to have everything updated – including the documentation – by the spring meeting 2004.

The Managing Director added that there should be a two step transfer/update: first “www.iptc.org” should be updated to the new design and content and then some feedback from users should come in and some adjustments should be made. Then this readjusted design should be transferred to the websites of IPTC standards – and the documentation could be ready at this time.

Darko Gulija urged the standards websites should be transferred as soon as possible as well.

Johan Lindgren asked whether it would be possible to have a news feed on the websites that is provided by IPTC members.



Honor Craig-Bennett pointed out the websites should conform to the requirements of disabled persons.

The Managing Director warned to spend money for the same purpose two times: one of the big goals of the Roadmap 2003-2005 is to provide a comprehensive documentation for all standards and this would include a major rewrite for most of the standards. Having this in mind it should be considered to have there a single rewrite of the documentation in a format that could be used for printed documentation and for a version on the website.

Klaus Sprick underlined this and pointed out that the money for rewriting the documentation by an external Technical Writer could only come from IPTC's reserves and has to be spent carefully.

The Chairman closed the discussion on this item and stated a decision on how to proceed with IPTC's websites would be made in the second part of the meeting.

The meeting was adjourned.

Agenda (4 June 2003)

Item 2 Minutes of the Meeting held on 20 March 2003 in Nice (PRC0302)

It was proposed by John Iobst and seconded by Geoffrey Haynes that the minutes be accepted as circulated. This was agreed unanimously.

Agenda

Item 3 Matters arising

No matters arising.

Agenda

Item 4 Chairman's report

A Press Release was circulated relating to the release of version 1.0 of SportsML

A Press Release will be circulated at the end of this AGM.

The Chairman said he is grateful to PR Newswire to circulate PR releases without charge and he hopes to get an equivalent offer from BusinessWire.

Geoffrey Haynes added AP sends the PR releases out after some rewording.

Agenda

Item 5/6 SportsML / NewsML promotion

The Chairman said prior to any further promotion:

- the documentation of these standards has to be cleaned up
- the "inside" web pages on the respective web sites have to be tidied.

Agenda

Item 7 ProgramGuideML promotion

No action required since the standard has not been approved

Agenda

Item 8 AGM Press Release

... should cover:

- information about ProgramGuideML
- work on the Roadmap
- other business at the AGM.



Misha Wolf added if IPTC wants to work with other bodies this should be told in the Press Release.

Agenda

Item 10 Any other business

Harald Löffler said he will talk to the Ifra webmaster to have there a link to the IPTC Mirror.

Agenda

Item 11 Date and place of next meeting

8 – 10 October 2003, Leipzig (Germany)

=== END of document ===