



IPTC Autumn Meeting 2003

Held at the Victor's Residenz Hotel, Leipzig
Georgiring 13, Leipzig, Germany

Minutes of the Public Relations Committee held on 10 October 2003

Present:

Chairman: Walter Baranger, New York Times Company

Koji Akagi, Nihon Shinbun Kyokai
Dominic Chan, Canada NewsWire Ltd
Honor Craig-Bennett, PA NewsLtd
Takahiro Fujiwara, EAST Co. Ltd
Stéphane Guérillot, Agence France Presse
Katsumi Hayashi, Nihon Shinbun Kyokai
Geoffrey Haynes, The Associated Press
Klaus Herwig, Deutsche Presse-Agentur GmbH
Kelvin Holland, Harris and Baseview
Martin Holroyd, PR Newswire
Rudi Horvath, Austria Presse Agentur
John Iobst, Newspaper Association of America
Hugh Johnstone, IPTC
Laurent Le Meur, Agence France Presse
Luka Lo, CINTEC

Harald Löffler, ifra
John Minting, United Press International
Manabu Miyake, Nihon Shinbun Kyokai
Peter Müller, SDA/ATS
Stuart Myles, Dow Jones & Company
Jo Rabin, Inxight Software
Christian Ratenburg, CCI Europe
Jean-François Richard, Agence France Presse
Michael Schlein, New York Times Company
Klaus Sprick, Deutsche Presse-Agentur GmbH
Henrik Stadler, Tidningarnas Telegrambyrå
Tom Taylor, PR Newswire
Misha Wolf, Reuters Limited
Ken Wolf, Business Wire

Michael Steidl, IPTC Managing Director as Secretary

Agenda

Item 1 Minutes of the Meeting held on 2 and 4 June 2003 in Aarhus (PRC0304)

It was proposed by John Minting and seconded by Dominic Chan that the minutes be accepted as circulated. This was agreed unanimously.

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Item 2 Matters arising

Not matters were arising from the last minutes not covered by this agenda.

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Item 3 Chairman's report

The chairman gave no special report.

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Item 4 Presentation of the new design and structure

The chairman showed new design of these websites:
of IPTC at www.iptc.org/pages
of NITF at www.nitf.org/new
of SportsML at www.sportsml.org/new



He added comments from Alan Karben who was not at the meeting at this time:

Where Alan veered for the NITF and SportsML website:

- changed background colour of cell in navigation pointing to the current section
- items in navigation list are left-justified
- got rid of the "breadcrumbs" proposed by the Managing Director
- got rid of the search box – structure is flat, full text retrieval not needed.
- used HTML + CSS to create the big NITF and SportsML headers at the top, instead of using a GIF.
- didn't wait for a front page graphic.

Christian Ratenburg said CCI will provide a graphic for the IPTC front page, he expects a clear outline what message this graphic should tell.

Misha Wolf urged to have in the topmost part of the pages, above the IPTC text, something useful like the motto of IPTC.

The chairman agreed but tabled this as mottos will be discussed under item 7.

Stuart Myles said he would like to see a search across all IPTC websites.

The Managing Director added a presentation of the Members Only section of the website (www.iptc.org/membersonly).

From web site related discussions at other items of this agenda:

Action ● It was agreed to have a "Web Committee" to define IPTC's corporate identity related content on the website which should comprise Misha Wolf, Christian Ratenburg, Klaus Sprick, Walter Baranger and the Managing Director.

Action ● It was agreed to roll out the website in the new design and structure as soon as possible in spite not having everything ready and touched up. The front page graphic – currently a mock up – should be suppressed until CCI has delivered the final version.

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Item 5 Promotion of IPTC standards

◆ News Standards Summit (8 December 2003)

Misha Wolf reiterated some information about the News Standards Summit from the Standards Committee session at this Autumn Meeting with a focus on the goal and background of this event.

Michael Schlein asked what has to be considered as success for IPTC at this event.

It was discussed extensively how to make clear at this event that IPTC assumes itself as the primary creator of news exchange standards for the news industry and but does not decline a dialog with other standardisation bodies and users.

Action ● The chairman proposed to evaluate the News Standards Summit from IPTC's point of view after the event and to consider a smaller but similar presentation of IPTC standards at Nexpo and Ifra Show in 2004.

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Item 6 Technical Documentation of IPTC standards - update



The chairman said most issues for creating a comprehensive technical documentation were discussed in the respective Working Parties and need not to be rehashed in this Committee.

The Managing Director reminded the requirement discussed at previous meetings to have besides the technical documentation a business case documentation for all standards.

Action ● The chairman said he would like to provide an outline for such business case documentation at the Spring Meeting.

Laurent Le Meur proposed to have the same mechanism for creating a dynamic documentation from the DTD as it is provided for NITF and SportsML also for the other IPTC standards on their websites.

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Item 7 Corporate Identity (see doc PRC0306)

The chairman said that the Managing Director has compiled document PRC0306 with all elements for corporate identity of IPTC, he added that companies like the New York Times have in fact the same document but this has some 100 pages.

Christian Ratenburg said that the colours should be defined also as Pantone code.

Re document item 3 Klaus Sprick said that the colour of the IPTC logo was already specified in a document some years ago – he will search for and forward it to the Managing Director.

Re document item 4 it was said that "Information Technology for News" is the approved motto of IPTC.

Re document items 5 and 6:

- current activities should be put to the start of the statement, history put to the end.
- the company base (Windsor) should also go to the end.

Klaus Sprick pointed out that the missions statement was approved at an AGM so the Public Relations Committee is not entitled to change it.

Lacking a motion for adoption, the document was withdrawn and may be modified and resubmitted for the next meeting.

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Item 8 Autumn meeting press release

The chairman proposed to have these items covered by the press release:

- NewsML 1.2
- NITF 3.2
- Info on ProgramGuideML
- new topic set
- to be mentioned shortly: the News Standards Summit – this should be covered by a special release.



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Item 9 Any other business

◆ Brand for topicsets:

Alan Karben has circulated a list of proposed brand names for all IPTC topicsets, from this list "NewsCodes" drew the biggest attention.

Laurent Le Meur said the brand "Subject Reference System, SRS" should only cover the Subject Code and Qualifiers in future, this was seconded by Misha Wolf.

It was discussed to register now domains regarding "NewsCodes" and to discuss the final adoption of this brand at the Spring Meeting 2004.

Motion: To ask the Management Committee to register the domains "newscode.com/org" and "newscode.com/org" for IPTC.

This was proposed by John Minting and seconded by Dominic Chan.

Vote: This motion was approved unanimously.

Action ● The Managing Director should register the domains as soon as possible.

◆ Mirror / Spectrum

The chairman asked for comments on the latest Mirror issues but received none.

It was agreed to put the circulation of the latest Mirror issue under "Current activities" on the front page of the web site.

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Item 10 Date and place of next meeting

15 – 17 March 2004, Athens

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