



IPTC Spring Meeting 2004

Held at the Caravel Divani Hotel, 161 21 Athens, Greece
Vas. Alexandrou 2 (ΛΕΩΦ. ΒΑΣΙΛΕΩΣ ΑΛΕΞΑΝΔΡΟΥ 2)

Minutes of the Public Relations Committee held on 17 March 2004

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Revision	Issue Date	Pages	Author (revised by)	Remark
unrevised	2004-03-29		Michael Steidl, Walter Baranger	

Present:

Chairman: Walter Baranger, New York Times Company

Koji Akagi, Nihon Shinbun Kyokai
Honor Craig-Bennett, PA NewsLtd
Arnaud Descamps, Relaxnews
Takahiro Fujiwara, EAST Co. Ltd
Stéphane Guérillot, Agence France Presse
Darko Gulija, HINA
Geoffrey Haynes, The Associated Press
Niels Hojer-Pedersen, Ritzau Bureau I's
Kelvin Holland, Harris and Baseview
Rudi Horvath, Austria Presse Agentur
Chris Hugh-Jones, Fingerpost Ltd
John Iobst, Newspaper Association of America
Hugh Johnstone, IPTC
Alan Karben, XML Team Solutions, Inc.
Zoltan Kirchknopf, Magyar Távirati Iroda Rt
Dean Large, Business Wire

Laurent Le Meur, Agence France Presse
Johan Lindgren, Tidningarnas Telegrambyrå
Luka Lo, CINTEC
Takis Mantis, ANA, Athens News Agency
Angelo Marrara, ANSA
John Minting, United Press International
Manabu Miyake, Nihon Shinbun Kyokai
Peter Müller, SDA/ATS
Stuart Myles, Dow Jones & Company
Christian Ratenburg, CCI Europe
Jean-François Richard, Agence France Presse
Michael Schlein, New York Times Company
Hiroshi Shinotsuka, Kyodo News
Klaus Sprick, Deutsche Presse-Agentur GmbH
Henrik Stadler, Tidningarnas Telegrambyrå
Charles Tichenor, The Associated Press
Misha Wolf, Reuters Limited

Michael Steidl, IPTC Managing Director as Secretary

1 Minutes of the Meeting held on 10 October 2003 (PRC 0309)

It was proposed by John Iobst and seconded by Laurent Le Meur that the minutes be accepted as circulated. This was agreed unanimously.

2 Matters Arising

No matters were arising from the minutes not covered by this agenda.

3 Chairman's report

The Chairman said he reviewed an existing business case document for the IPTC and expected to have to do only some minor updates but he found he has to rewrite it from scratch. Therefore this document is not available for discussion at this meeting.

To update this document with most current information he asked the membership to
Action ● Send him business cases in a short form – only a few lines.

If he would receive sufficient information the document could be ready for the AGM.



4 Review of the new design and structure of the IPTC websites

The Chairman reported all IPTC websites underwent a basic redesign in November 2003 and this was done primarily by the Managing Director.

The Managing Director added he had valuable support by a graphic artist from CCI Europe who created the common head banner graphic.

The Chairman asked the Managing Director for any external responses to our new web sites and he replied to some users they appear to be still unknown as he receives mails requesting information that can most easily be found like “is there any information on NewsML on the web”.

Comments / discussion:

Alan Karben said he would like to have more information on the venues (or the IPTC meetings) in the Members Only zone. This should include a link to the booking form, information on the room rates at the hotel and some information on the city we go to.

Darko Gulija said he would like to have access to a particular document only by typing in the document id (Working Party ID plus number).

The Managing Director reported he received complaints that the location of DTD files have changed over the time (primarily the NewsML DTD) and this may be a breach of “good practices”. He added that the NewsML guidelines explicitly urge implementers NOT to use the DTD on the IPTC web server as reference for production systems.

It was agreed adding a note to the web sites explicitly stating that not file on this web server should be used for production systems.

Dean Large and Stuart Myles pointed out that “old” pages are still indexed by search web sites like Google.

The Managing Director said all pages of the previous design had been deleted. The only exceptions are pages for the NewsML showcase and

Action ● He will try to fix this.

5 Promotion of IPTC standards: presentations at trade fairs etc.

At the NEXPO in June will be two events dealing with news exchange standards:

- a panel discussion Walter Baranger joins
- a presentation on “XML for News” in the Wire Committee meeting. Walter Baranger is in charge to put this together.

IPTC should consider taking these presentations to IFRA in 2004.

The Managing Director reported a four-page brochure was produced for the News Standards Summit.

The Managing Director reported he will give a presentation on IPTC standards at a meeting of the EANA (European News Agencies Association) in Budapest in May.

6 Business case document – outline (see PRC0402)

No discussion on this item, see item 3.



7 Corporate Identity (see doc PRC0306a)

The Chairman said document PRC0306 was updated and has been circulated. It holds a style sheet type specification of the Corporate Identity elements for the IPTC.

He added this document should not be voted on as the key elements as logo and motto are already approved and he would like to keep the wording of the mission statement and the “about” text flexible to reflect the current focus of work of the IPTC.

Upon request he clarified that he considers the term “consortium” to be appropriate for the IPTC as this depicts an organisation of organisations.

There were not objections to PRC0306a.

Later it was added that a basic layout for IPTC documents (font type/size for headers and text body) should be appended.

8 IPTC publications (comments about editorial content or design)

The Chairman said he was quit happy with the last issue of the Spectrum (covering 2003) and he asked the delegates for further comments.

The editor, Hugh Johnstone, asked if everybody is happy with receiving a PDF file. Then it was discussed why copies are still printed at all and the editor responded that the membership is only a share of the audience the Spectrum is circulated to. And last time this issue was discussed it was agreed to continue with printing the Spectrum.

Members were invited to comment of IPTC publication privately, if they prefer.

9 Spring Meeting press release

Items for the press release were listed:

- moving ahead with the Roadmap 2005
- collaboration with Adobe on maintenance for the metadata currently in the “IPTC headers”

10 Any Other Business

10.1 E-mail confidentiality

The Chairman said that all IPTC internal e-mail conversations that are sent privately must remain private and should not be re-sent or posted on any kind of public forum.

The reason is that e-mail might include trade secrets of members and opinions that are not intended to be circulated publicly.

10.2 IPTC Pin

The Managing Director reported on the creation of the IPTC pin last November. It has already been in use at the News Standards Summit and the current policy is that only persons of IPTC member organisations are entitled to wear them – it is no promotional give away.

10.3 Statement by Klaus Sprick

Being with dpa for more than three decades and being of the same year of birth as the CEO of dpa, he decided to retire from dpa by the end of 2004 to provide a smooth transition in the management of the agency. It was agreed at dpa that he will be representing the news agency at the IPTC until the AGM 2005.

This statement was received with acclamation.



11 Date and Place of Next Meeting

25 – 28 May 2004, Hong Kong (China), Intercontinental Grand Stanford

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