



IPTC XXXIX ANNUAL GENERAL MEETING, 2004

held at
InterContinental Grand Stanford Hotel
70 Mody Road, Tsimshatsui East, Kowloon, Hong Kong
25th to 28th May 2004

Minutes of the Public Relations Committee held on 27 May 2004

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Revision	Issue Date	Pages	Author (revised by)	Remark
unrevised	2004-06-07		Michael Steidl	
Revised	2004-06-07		Walt Baranger	Fix typos

Present:

Chairman: Walter Baranger, New York Times Company

Koji Akagi, Nihon Shinbun Kyokai

Arnaud Descamps, Relaxnews

Takahiro Fujiwara, EAST Co. Ltd

Walter Grolimund, Keystone

Stéphane Guérillot, Agence France Presse

Darko Gulija, HINA

Naoshi Hashimoto, Nihon Shinbun Kyokai

Klaus Herwig, Deutsche Presse-Agentur GmbH

Kelvin Holland, Harris and Baseview

Rudi Horvath, Austria Presse Agentur

John Iobst, Newspaper Association of America

Hugh Johnstone, IPTC

Dean Large, Business Wire

Laurent Le Meur, Agence France Presse

Jaak Leenknecht, Agence de Presse Belga

Michael Steidl, IPTC Managing Director as Secretary

Trevor Leung, CINTEC

Luka Lo, CINTEC

Harald Löffler, ifra

John Minting, United Press International

Takeshi Moriguchi, Nihon Shinbun Kyokai

Stephen Moyes, The Associated Press

Peter Müller, SDA/ATS

Jean-François Richard, Agence France Presse

Hiroshi Shinotsuka, Kyodo News

Klaus Sprick, Deutsche Presse-Agentur GmbH

Henrik Stadler, Tidningarnas Telegrambyrå

Misha Wolf, Reuters Limited

Kam Fai Wong, CINTEC

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1 Minutes of the Meeting held on 17 March 2004 (PRC 0402)

It was proposed by John Minting and seconded by Jean-François Richard 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 received no responses to his invitation to send business cases to him to be added to a business case compendium for IPTC standards. He renewed his invitation.
- The Chairman showed the latest version of IPTC's corporate identity document, PRC0306b.
- The Chairman reported on an agreement with BusinessWire to circulate all IPTC press releases on their circuit without charge.



4 Promotion of IPTC standards

At the upcoming Nexpo a presentation on IPTC standards will be given at the NAA Wire Committee session; this will be on 21 June, 2.00 pm to 4.00 pm.

The presentations are prepared by John Iobst and the Managing Director and other IPTC members.

There is a plan to do the same at the IFRA Show in October in Amsterdam.

The main goal for both presentations is to introduce the standards, to push our NewsCodes and improve the use of Controlled Vocabularies.

Harald Löffler said he heard nothing about that plan yet and he will try to settle this with the organisers of the IFRA Show immediately.

5 Business case document

The Chairman said this was already covered in his report, the document is still missing.

6 IPTC publications and web sites

Regarding to item 5 the Managing Director said it would be of value to have business cases described by IPTC members also for our newsletter and for the standards-specific web sites.

The Chairman asked for proposals to improve the newsletter and the web sites, there were no responses to this.

7 Annual General Meeting press release

It was agreed to cover by this press release:

- making ProgramGuideML as Release Candidate
- the availability of the NewsML 1 Guidelines as draft

8 Any Other Business

The Managing Director proposed to agree on having the MD-account of Yahoo as a Co-Owner to all IPTC related forums – as there are still several groups where this account is only simple user or only a the Moderator level.

Motion: All IPTC standards related forums on Yahoo must have the account of the IPTC Managing Director (“mdiptc”) as a Co-Owner.

This was proposed by Misha Wolf and seconded by Rudi Horvath.

Discussion:

Stéphane Guérillot said he thinks this is the wrong Committee to make such a decision.

Vote: On show of hands this was agreed unanimously.

NewsCodes:

The Chairman reported from the News Metadata Working Party a decision was made to introduce a brand name for all IPTC sets of metadata, it will be “NewsCodes”.

Action ● The Chairman said he will work with the Managing Director on that by e-mail.

Klaus Sprick proposed to add a NewsCodes logo to the “TopicSetViewer” program.

Takahiro Fujiwara proposed to have a logo for NewsML too.

The Chairman said we should consider creating a group of logos like the W3C has.



Action ● The Managing Director said he will approach again CCI Europe for their generous help – as they provided the web site head banner – and to work with a graphic artist there to create such a family of logos with a decent look.

9 Date and Place of Next Meeting

6 – 8 October 2004, Amsterdam (The Netherlands), Park Hotel

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