



IPTC AUTUMN MEETING 2004

held at
Park Hotel, Amsterdam, The Netherlands
Stadhouderskade 25, 1071 ZD Amsterdam

6th to 8th October 2004

Minutes of the Public Relations Committee held on 8 October 2004

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Present:

Chairman: Walter Baranger, New York Times Company

Shun-Ping Chen, Deutsche Presse-Agentur GmbH
 Dave Compton, Reuters Limited
 Jay Cousins, RivCom
 Honor Craig-Bennett, PA NewsLtd
 Arnaud Descamps, Relaxnews
 Nick Evansky, The Associated Press
 Takahiro Fujiwara, EAST Co. Ltd
 Andy Gleeson, BBC Monitoring
 Walter Grolimund, Keystone
 Stéphane Guérillot, Agence France Presse
 Darko Gulija, HINA
 Geoffrey Haynes, The Associated Press
 Klaus Herwig, Deutsche Presse-Agentur GmbH
 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
 Dean Large, Business Wire

Laurent Le Meur, Agence France Presse
 Johan Lindgren, Tidningarnas Telegrambyrå
 Harald Löffler, ifra
 Jayson Lorenzen, Business Wire
 Takis Mantis, ANA, Athens News Agency
 Angelo Marrara, ANSA
 John Minting, United Press International
 Stephen Moyes, The Associated Press
 Peter Müller, SDA/ATS
 Stuart Myles, Dow Jones & Company
 Shiro Onishi, Kyodo News
 Jean-François Richard, Agence France Presse
 Hitoshi Saito, Nihon Shinbun Kyokai
 Michael Schlein, New York Times Company
 Klaus Sprick, Deutsche Presse-Agentur GmbH
 Henrik Stadler, Tidningarnas Telegrambyrå
 Koji Tanaka, Nihon Shinbun Kyokai
 Charles Tichenor, The Associated Press
 Tadashi Tsuji, Nihon Shinbun Kyokai
 Misha Wolf, Reuters Limited

Michael Steidl, IPTC Managing Director as Secretary

1 Minutes of the Meeting held on 27 May 2004 (PRC0404)

It was proposed by John Minting and seconded by Henrik Stadler 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 reported from the Nexpo presentation in June which had a good turnout and the same type of presentation will be given next Monday at the Ifra Expo in Amsterdam.



4 Branding IPTC taxonomies as “NewsCodes”

Action ● The NewsCodes Working Party should come up with a proposal for names for each individual set of NewsCodes.

5 IPTC-OK buttons

The Chairman said they are available at this web address

http://www.iptc.org/pages/about_iptcokbtn.php

The Managing Director added this page is currently not accessible from the IPTC portal page as here is an issue with the usage terms: the Management Committee discussed a language regarding how an adopter/implementer of IPTC standards has to comply with this standard. After this is clarified this language should be added to the terms of usage of the OK-buttons.

6 Review of IPTC web sites

Laurent Le Meur said he would like to see the information about updates of a standard in the centre region of the web page as people would be more aware of them this way.

The Managing Director added there is little hope to let everybody find what he wants as people are sending emails asking where to find information on standards that are cited in the head banner.

7 Review of IPTC printed publications (Mirror, etc.)

The IPTC editor Hugh Johnstone said he is currently working on the Spectrum 2004 and asks members to send information about applying IPTC standards to editor@iptc.org

8 Business Case document – appeal for submissions

The Chairman reiterated his invitation to send business case information to him.

The Managing Director asked the Chairman to provide a template as filing in such a skeleton might encourage members more than having to start from scratch.

Stuart Myles proposed not to wait for input but to make interviews with people known to have implemented IPTC standards.

Stéphane Guérillot said the presentation given by Kyodo News at the World Congress of News Agencies could be used as a business case.

9 Promotion of IPTC Standards

The Chairman pointed at the creation of the “IPTC Core” for XMP and the custom panels resulting from this work to be included into Photoshop CS. This will put IPTC in front of most of the photographers world wide and should provide a high profile.

10 Nexpo and Ifra presentations

The Chairman said reports about both presentations were already heard. These presentations have to be considered as an attempt to introduce a wider audience to the work of the IPTC.



11 Autumn meeting press release

The Chairman said the first part will be the approval of the “IPTC Core” for XMP followed by the approval of SportsML 1.5.

12 Any Other Business

The Chairman said he has set up an information web page for the San Diego meeting as it is his hometown and he would like to share his local knowledge on <http://technyt.com/sd>

13 Date and Place of Next Meeting

3 – 5 March 2005, San Diego, Ca, USA, The Holiday Inn on the Harbour

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