



IPTC SPRING MEETING 2005

held at the
Holiday in on the Bay hotel
1355 Harbour Drive, San Diego, CA 92101, USA

3rd to 5th March 2005

Minutes of the Public Relations Committee held on 5th March 2005

Document history				Document URN: urn:iptc:workdoc:prc:0502:1]
Revision	Issue Date	Pages	Author (revised by)	Remark
unrevised	2005-03-19	3	Michael Steidl/	

Present:

Chairman: Walter Baranger, New York Times Company

Dave Compton, Reuters Limited

Jay Cousins, RivCom

Honor Craig-Bennett, PA NewsLtd

Arnaud Descamps, Relaxnews

Takahiro Fujiwara, EAST Co. Ltd

Stéphane Guérillot, Agence France Presse

Darko Gulija, HINA

Klaus Herwig, Deutsche Presse-Agentur GmbH

Niels Hojer-Pedersen, Ritzau Bureau I's

Rudi Horvath, Austria Presse Agentur

John Iobst, Newspaper Association of America

Hugh Johnstone, IPTC

Alan Karben, XML Team Solutions, Inc.

Dean Large, Business Wire

Laurent Le Meur, Agence France Presse

Jaak Leenknecht, Agence de Presse Belga

Johan Lindgren, Tidningarnas Telegrambyrå

Harald Löffler, ifra

Jayson Lorenzen, Business Wire

Angelo Marrara, ANSA

John Minting, United Press International

Peter Müller, SDA/ATS

Karl Oanes, CCNMatthews

Jean-François Richard, Agence France Presse

Hitoshi Saito, Nihon Shinbun Kyokai

Hiroshi Shinotsuka, Kyodo News

Klaus Sprick, Deutsche Presse-Agentur GmbH

Charles Tichenor, The Associated Press

Misha Wolf, Reuters Limited

Michael Steidl, IPTC Managing Director as Secretary

1 Minutes of the Meeting held on 8th October 2004 (PRC0406)

It was proposed by John Iobst and seconded by Honor Craig-Bennett 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 joined the Management Committee's meeting this week for discussing the public communication strategy for IPTC standards.

The key idea is to split the IPTC "products" (= standards) into two branches:

- one for the metadata controlled vocabularies = "NewsCodes"

- and another one for all IPTC exchange format standards – any proposals for naming this suite of standards are welcome



This issue has to be resolved until May as at the News Standards Summit a presentation on the News Architecture should be based on the new branding.

The Chairman also pointed at the need to spread the word about our standards:

- to visit trade shows and to approach vendors there
- to talk at trade shows (like the Nexpo or Ifra Show)
- to co-host events like the News Standards Summit)

4 IPTC future presentations:

- Nexpo 2005 (Dallas, Tx, 21 March) – with “IPTC Core Schema for XMP” rollout

- News Standards Summit 2005 (Europe) – (24 May 2005, Amsterdam)

The Chairman said he hope the IPTC might have a handout about the standards already at that time.

5 Promotion of IPTC standards:

Public communication strategy regarding the new standards structure:

The Chairman said the promotion of IPTC standards is done regularly by out press released but what has to be avoided is to create confusion about what our standards do as this was the case with NITF and NewsML. The standards were only disambiguated on a case by case basis and this should never happen again.

The public communication strategy should include press releases, hand outs at trade shows, but also links to XML-technology related web sites and it might include speaking at non-news related XML events – just to let people know what we do.

Dean Large added that he and Jayson Lorenzen intend to participate the XTechn conference in Amsterdam in May (the event right after the News Standards Summit) and he would be in favour having a hand out.

The Chairman said the Managing Director created a hand out for Nexpo 2004 and the Managing Director added he will check on how current the information is

Action ● and will update it as required.

Laurent Le Meur added from the European perspective there was never such a confusion about NewsML and NITF – one reason could be NITF is not so widely used there as in the US.

The Chairman agreed there are different approaches to our standards in different regions of the world and in Africa and Asia the XML standards are not an issue at all. Therefore the IPTC should think about holding meetings also in these regions to learn more about local needs.

This will also be supported by having now a reduced rate for associate membership which will be applied to economically distressed applicants in Africa and Asia.

6 Business Case document

The Chairman said he did not receive any input on this.

The Chairman invited IPTC members once again to submit business cases with IPTC standards and emphasised they should contain money values on what can be saved by implementing our standards.



7 Review of IPTC web sites and printed publications

The Chairman asked for comments.

No comments were given.

8 Any Other Business

There was no other business.

9 Date and Place of Next Meeting

6 – 9 June 2005, London, Bonnington Hotel in Bloomsbury

=== END of document ===