



40th IPTC ANNUAL GENERAL MEETING 2005

held at the
The London Bonnington Hotel in Bloomsbury
92 Southampton Row, London WC1B 4BH, United Kingdom

6th to 9th June 2005

Minutes of the Public Relations Committee held on 8th June 2005

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Version	Issue Date	Pages	Author (revised by)	Remark
1	2005-06-28	3	Michael Steidl/Walter Baranger	

Present:

Chairman: Walter Baranger, New York Times Company

Scott Calder, Mainstream Data Inc.

Dominic Chan, CNW Group Ltd.

Shun-Ping Chen, Deutsche Presse-Agentur GmbH

Dave Compton, Reuters Limited

Honor Craig-Bennett, PA NewsLtd

Takahiro Fujiwara, EAST Co. Ltd

Andy Gleeson, BBC Monitoring

Stéphane Guérillot, Agence France Presse

Darko Gulija, HINA

Paul Ian Harman, PA NewsLtd

Geoffrey Haynes, The Associated Press

Kelvin Holland, Harris and Baseview

Rudi Horvath, Austria Presse Agentur

Chris Hugh-Jones, Fingerpost Ltd

John Iobst, Newspaper Association of America

Hugh Johnstone, IPTC

Olli Kemppainen, Oy Suomen Tietotoimisto

Zoltan Kirchknopf, Magyar Távirati Iroda Rt

Dean Large, Business Wire

Laurent Le Meur, Agence France Presse

Harald Löffler, ifra

Jayson Lorenzen, Business Wire

Angelo Marrara, ANSA

John Minting, United Press International

Peter Müller, SDA/ATS

Stuart Myles, Dow Jones & Company

Jean-François Richard, Agence France Presse

Hitoshi Saito, Nihon Shinbun Kyokai

Tetsuya Sato, Nihon Shinbun Kyokai

Masaki Satsuka, Nihon Shinbun Kyokai

Wade Sendall, New York Times Company

Hiroshi Shinotsuka, Kyodo News

Henrik Stadler, Tidningarnas Telegrambyrå

Tom Taylor, PR Newswire

Evi Varsou, Athens Technology Center S.A.

Misha Wolf, Reuters Limited

Michael Steidl, IPTC Managing Director as Secretary

1 Minutes of the Meeting held on 5th March 2005 (PRC 0502.1)

It was proposed by Honor Craig-Bennett and seconded by Dean Large 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 had a look at the website statistics of iptc.org and nitf.org and found amazingly high figures for several downloads like e.g. 45 for Spectrum 2004, more than 100 for the IPTC Core, about 150 for the NewsCodes Viewer and for NewsCodes Topicsets and this all in only one week.



He reported the Management Committee has asked the PR Committee to review the content of the web sites as the current web hosting company is rather expensive and we have to consider abandoning the NewsML showcase as running Cocoon there is very resource hungry.

4 IPTC Standards presentations

Past: Nexpo 2005, 21 March, Dallas, Texas:

The Chairman said there was a rather low turnout but this was primarily due to a lack of invitations: the IPTC was not on the Nexpo presentations webpage, not in the official programme, only in an amendment, and we had not banner outside the meeting room, so hard to find. Finally we learned from the companies on the show floor the first day of such a fair is much better for them as the exhibitors are very busy with prospect customers after that.

Next Nexpo: will be from the 1 April 2006 in Chicago. We should think about a presentation there and all the announcements should be made in time to be on all schedules.

The Chairman said he is happy to see the new IPTC banner (shown in the AGM meeting room) as this one is generic and not focussed on the AGM only and should be used for all public IPTC presentations in the future.

Past: News Standards Summit 2005, 24 May, Amsterdam, Netherlands

Misha Wolf reported:

The attendance was half the one of the first NSS (in Philadelphia, December 2003) but he has been told by the organisers of the XML Conference this ratio applies to their attendance as well. In absolute numbers 45 to 50 persons attended the NSS.

He said he considers this event as a success as the discussion between standardisation organisations carried on and primarily the exchange with the Atom group was useful.

He thinks about a next NSS in May 2006 in Europe and another one in November 2006 in the US.

5 Business Case document

The Chairman said he did not receive any submissions but he encourages all members to do so.

He thinks about making one for the scope of the New York Times group as they decided to use XML as a strategic tool and hence even figures of savings on this move can be given.

6 Review of IPTC publications:

- Mirror

The Chairman said the editor, Hugh Johnstone (editor@iptc.org) would be happy about any comment or submission for the Mirror.

- Web sites

The Chairman this was already covered in item 3.

7 Any Other Business

7.1 AGM Press Release

The Chairman said he will cover of course the elections at the formal AGM and the progress of the IPTC standards made at this meeting.

He added his thanks to all members circulating the IPTC Press Releases for free as he got invoiced accidentally last time and this way he got aware of the price for a single circulation.



8 Date and Place of Next Meeting

24 – 26 October 2005, Milan, Capitol Millenium Hotel

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