



IPTC AUTUMN MEETING 2005

held at the
Capitol Hotel Milan
Via Cimarosa 6, 20144 Milan (Italy)

24 to 26 October 2005

Minutes of the Public Relations Committee held on 26 October 2005

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1	2005-11-11	3	Michael Steidl/	

Present:

Chairman: * Walter Baranger, New York Times Company

* Dave Compton, Reuters Limited

* Honor Craig-Bennett, PA NewsLtd

Takahiro Fujiwara, EAST Co. Ltd

* 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

* John Iobst, Newspaper Association of America

Hugh Johnstone, IPTC Editor

Olli Kemppainen, Oy Suomen Tietotoimisto

George Landau, NewsEngin, Inc.

* 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

Hironori Mizoguchi, Kyodo News

* Peter Müller, SDA/ATS

* Stuart Myles, Dow Jones & Company

* Hitoshi Saito, Nihon Shinbun Kyokai

* Hiroshi Shinotsuka, Kyodo News

* Henrik Stadler, Tidningarnas Telegrambyrå

* Charles Tichenor, The Associated Press

* Tadashi Tsuji, Nihon Shinbun Kyokai

Evi Varsou, Athens Technology Center S.A.

* Misha Wolf, Reuters Limited

As Guest:

Paul Kelly, XML Team Solutions

Pauli Töllli, Oy Suomen Tietotoimisto

Michael Steidl, IPTC Managing Director as Secretary

1 Minutes of the Meeting held on 8 June 2005 (PRC0504.1)

It was proposed by John Iobst 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 said there was no Press Release circulated after the AGM in London as there were no essential issues to be reported to the public.

But he intends to send one after this meeting.



4 IPTC Standards presentations

4.1 Future: NEXPO / 3 April 2006

The chairman said an IPTC presentation is scheduled for the Monday of NEXPO (3 April 2006). It will open on Saturday and hence he proposed IPTC members should walk around the show floor and shake hands with system vendors this day and invite them to the Monday presentation.

4.2 Future: News Standards Summit / March 2006

The chairman reported from the Management Committee it was decided as suggested by Misha Wolf not to hold a News Standards Summit in conjunction with the NEXPO on 31 March 2006 – but to hold one in conjunction with NEXPO 2007 which will be in Orlando, Fla., in spring.

4.3 Future: Ifra-Show / October 2006

The chairman said the same as planned for NEXPO should be done at the Ifra-Show in autumn.

4.4 Past: European Association of News Agencies / September 2005

The Managing Director said he had been invited to give a talk on “IPTC and Metadata” at the annual meeting of the EANA.

As metadata was the focus of a full meeting day it was pretty obvious this issue is gaining attention at most of the European news agencies.

5 NewsML (1.x) Business Case document

The chairman said he intends to defer this issue to the release of the new family of news exchange standards.

6 Review of IPTC publications

Printed publication: MIRROR

The chairman said in future the Mirror will report not only on past IPTC meetings but will reflect the development work done by IPTC Working Groups in the time between the meetings in the issue prior to an IPTC meeting.

Web:

The chairman said the Management Committee currently reviews the move to another Internet Service Provider for hosting IPTC’s services – the current requirements document for internet services is available as DIR0510.3.

After a decision all IPTC web sites should be consolidated to a single one. Then it should be considered to update the content structure and the visual appearance.

7 Any Other Business

7.1 Branding

The chairman said the Management Committee had considered the branding of IPTC standards. The Man Committee is aware of the high fees for registering a term as trademark in the major industrialized regions of the world, North America, Europe and Japan. Hence the IPTC will only register key terms.

He hopes to have a branding logo in 2006 for all IPTC standards.

Charles Tichenor proposed to register “SportsML” as trademark.



The chairman said the PR Committee and the Management Committee will consider this.

The Managing Director said if the IPTC intends to create a common visual appearance with logos and aligning graphics on its web site we would have to start discussing this now – he reminded of the discussion on the current IPTC logo which took more than a year.

The chairman said he will talk about this with the IPTC Chair, Stéphane Guérillot.

7.2 Report from Ifra-Show 2005

Harald Löffler said there was a news agency present as exhibitor – again after some years of total absence. “dpa-infocom” advertised a commercial spring-off of the “MINDS” project which was about the distribution of news content to mobile devices.

8 Date and Place of Next Meeting

27-29 March 2006, Vancouver (CAN), Marriott Pinnacle Downtown Hotel

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