IPTC SPRING MEETING 2006
held at the
Vancouver Marriott Pinnacle Downtown
1128 West Hastings Street
Vancouver, British Columbia V6E 4R5 Canada

27 to 29 March 2006

Minutes of the Public Relations Committee
held on 27 & 29 March 2006

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1	2006-04-21		Michael Steidl/		

Present:

Chairman: * Walter Baranger, New York Times Company

Najeh Al-Dulaimi, KUNA	Alan Karben, XML Team Solutions, Inc.
* Khalid Al-Haqhaq, KUNA	Paul Kelly, New York Times Company
Scott Calder, Mainstream Data Inc.	* Hiroshi Kashima, Nihon Shinbun Kyokai
* Dominic Chan, CNW Group Ltd.	* Dean Large, Business Wire
* Dave Compton, Reuters Limited	* Laurent Le Meur, Agence France Presse
* Honor Craig-Bennett, PA NewsLtd	* John Minting, United Press International
Jean-Pierre Evain, EBU	* Peter Müller, SDA/ATS (27 March only)
Willis Fong, Canadian Press	* Stuart Myles, Dow Jones & Company
Takahiro Fujiwara, EAST Co. Ltd	* Fumiaki Nishino, Nihon Shinbun Kyokai
* Andy Gleeson, BBC Monitoring	* Hitoshi Saito, Nihon Shinbun Kyokai
* Walter Grolimund, Keystone	* Hiroshi Shinotsuka, Kyodo News
* Stéphane Guérillot, Agence France Presse	* Henrik Stadler, Tidningarnas Telegrambyrå
Darko Gulija, HINA	* Charles Tichenor, The Associated Press
* Geoffrey Haynes, The Associated Press	Pauli Tölli, Suomen Tietotoimisto Oy
Niels Hojer-Pedersen, Ritzau Bureau I's	Rob Warner, Reuters Limited
* John Iobst, Newspaper Association of America	* Michael Wolf, Reuters Limited
Hugh Johnstone, IPTC Editor	* Guowei Wu, Xinhua News Agency

Michael Steidl, IPTC Managing Director (MD) as Secretary

* = Nominated Members, eligible to vote.

1 Introduction to and discussion of: Branding of new IPTC standards for news exchange ("NewsML 2")

The chairman said the IPTC Management Committee considered extensively a new name for the family of news exchange standards and finally came to the conclusion to reuse the trademarked brand NewsML by appending a "2", making "NewsML 2".

The outline for the naming of content standards built on top of the News Architecture was: use the base name "NewsML 2" and add a suffix to it denoting the specific type of content covered by this standard.This all was introduced and discussed for a first time at the Autumn meeting in Milan.

Then some members came up saying they are unhappy about this move, as names like SportsML and NITF are true brands and it should be re-considered if it is worth deprecating them.

The chairman invited all members present to consider if the IPTC should go ahead with the naming conventions and the syntax template provided at the Autumn meeting in Milan or if a start from scratch on this issue is required.
He said that some company assets may be built on an existing standard name and this should be brought to the attention of the members of the Management Committee.

The chairman said this first item of the PR Committee is held on the first day of the Spring meeting to enable members to talk to the chairman and other MAN members before a decision is taken at the second part of the PR Committee on the last day of the meeting. Members were invited to approach the Chairman to informally discuss the issue.

[The meeting was continued on 29 March]

2   Minutes of the Meeting held on 26 October 2005 (PRC0506.1)

It was proposed by John Minting and seconded by Alan Karben that the minutes be accepted as circulated. This was agreed unanimously.

3   Matters Arising

No matters were arising from the minutes not covered by this agenda.

4   Chairman's report

-   A new brochure providing an overview of the IPTC work was created in February and 3,000 copies were printed, to be used at the Nexpo in early April and at Ifra in October.
    (Sample brochures were available for all member representatives present at the meeting.)

-   The IPTC will give a presentation of its standards at Nexpo in Chicago the next week.

-   It was considered to trademark several IPTC brands, but the cost of about 8,000 British Pound for each registration worldwide is rather appalling.

5   Discussion and decision on: Branding of new IPTC standards for news exchange ("NewsML 2")

[continued from item 1 on 27 March]

Alan Karben asked if a full name would look like "NewsML V 2.0 – SportsML 3.1"?
The chairman said the "2" after NewsML is no real version number but a digit to disambiguate from NewsML 1.x.
The MD added "NewsML 2" is no standard at all but a family of standards and hence there is no specification with a version number and the internal versioning of the News Architecture will never be exposed to the outside at the branding level.

Misha Wolf requested the PR Committee should show how the specific names of the standards should look like in detail – probably with some options to choose from.

Alan Karben proposed to distinguish NewsML 1 and NewsML 2 in another way.

Misha Wolf said if the framework is exposed to the outside we have to consider how the old names like "SportsML" can be retained.

Laurent Le Meur asked for the reason for registering a trademark for the family as a whole.
The chairman replied this is much cheaper as for individual standards.

Takahiro Fujiwara asked if a trademark will be "NewsML2™"
The chairman said no, the brand will be "NewsML™ 2".
Hitoshi Saito pointed out this is not applied in a consistent manner to the wording of the new brochure.

Then it was discussed to drop the "2" from the name of individual standards making it like "NewsML for Events" or to use the brand "NewsML 2" only for the family and not for the individual standard. Another proposed option was to replace the "2" with "Core" making the brand "NewsML Core", but this was opposed by Laurent Le Meur as he said this would lead into ambiguity over the "Core conformance level" of the News Architecture.

The chairman asked which option the Committee prefers:
- to start the work on a name for the family of the news exchange standards all over again
- to stick to the decision of the Autumn Meeting
- to defer a decision and to get a marketing industry consultant involved.

The chairman said the IPTC needs a decision before the 2006 AGM.

Stéphane Guérillot pointed at the fact this issue is already tackled and discussed for 9 months without positive results so far, hence a decision is really urgent. And he added he is rather sceptic whether this kind of "engineering on the fly" as it was done at this meeting could lead to a good solution.

The chairman asked the IPTC members to send emails with their thoughts and proposals to the MD (mdirector@iptc.org).

6   Generic graphic design for new IPTC brands and the IPTC web site

Upon request the MD said this item is on hold as long as no brand for the new family of news exchange standards is chosen. At the Autumn meeting in Milan it was decided to create also new word/picture marks for the new standards and to align their design with a graphical renovation of the web site.

7   Upcoming IPTC Events:

7.1 Nexpo 2006 (3 April)

The chairman said some North American members will give this presentation, and that he and the MD – and possibly the IPTC chair – will walk around the Nexpo show floor on Sunday to invite the attendees to join.

7.2 Ifra Expo 2006 (9-12 October 2006, Amsterdam)

It was agreed that the IPTC should give a presentation at the Ifra Expo this autumn.

7.3 News Standards Summit 2006 (autumn)

It was agreed not to initiate a News Standards Summit this year as the development work on the NAR and the content standards will not be completed before then.

8   Review of IPTC publications

- IPTC Web site
- IPTC Mirror
- IPTC Spectrum

The chairman said the Spectrum has been circulated just a few weeks ago and thanked Hugh Johnstone for his work.

9 Press release about the Spring Meeting

The chairman said he will cover this in the Press Release:
- a new version of SportsML
- work in NewsML 2 continues as scheduled.
- an XML Schema for NITF was released.

10 Any Other Business

Laurent Le Meur said he heard the IPTC will rent new servers for the web site(s).
The MD said the reason for doing this is financial savings, but it is not intended to relaunch the web sites a the time of this move.

11 Date and Place of Next Meeting

Annual General Meeting, 3-6 July 2006, Vienna (Austria) at the Bristol Hotel.

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