

Minutes from TF-PR Lyngby, Denmark – 17 March 2005- 14:00

1. Opening

The Chair opened the meeting and thanked the host (UNI-C) and welcomed everyone (noting that the turnout was the biggest ever so far for TF-PR).

2. Welcome

Gitte Kudsk gave a presentation about the host of this meeting, UNI-C, and Martin Bech, Division Manager at UNI-C presented how PR is growing in importance to NRENS.

3. Introductions:

Joanne	Barnett	TERENA	JB (minutes)
Rachael	Beale	DANTE	RB (Friday AM by videoconference)
Zoran	Birimisa	CARNet	ZB
Virginie	Blanquart	RENATER	VB
Carol	de Groot	TERENA	CdG
Tomi	Dolenc	ARNES	TD
Roland	Eugster	SWITCH	RE
Gerti	Foest	DFN	GF (Thursday)
Lennart	Forsberg	SUNET	LF
Robert	Haymon Collins	JISC	RHC
Dimitra	Kotsokali	GR-NET	DK
Zbyszek	Krzewinski	PSNC	ZK
Gitte	Kudsk	UNI-C	GK (host)
Pekka	Linna	CSC/Funet	PL
Russell	Nelson	UKERNA	RN
Dorte	Olesen	UNI-C/President of TERENA	DO (Friday AM)
Sandra	Passchier	SURFnet	CHAIR/SP
Maria	Ristkok	EENet	MR
Dale	Robertson	DANTE	DR
Elise	Roders	SURFnet	ER
Koen	Shelkens	BELNET	KS
Patricia	Soria	HEAnet	PS
Helga	Spitaler	DANTE	HS
Magnus	Stromda	UNINETT	MS(Thursday)
Federica	Tanlongo	GARR – Consortium	FT
Kirsten	Tobine Hougaard	UNI-C	KTH
Simon	Watts	DANTE	SW
Julie		UNI-C	Friday
Ann Mette Lundin		UNI_C	AML Thursday

APOLOGIES

Werner Koblitz – ACOnet

Michal Krsek – CESNET

4. Press Workshop

The Press Workshop was given by Anne Mette Lundin, the PR Manager at UNI-C, where she has been working during the last six years. Anne is responsible for PR and External Communications,

such as strategic planning, campaigns and press activities. Besides a few strategic ideas about press and media, Anne focused on practical advice and hints.

- TD asked that if you have some very technical information which is difficult to explain in a release do you go heavy on explaining it or not worry too much if the media don't report what is factually correct.
- AML responded that you should take into account the medium you are targeting and if it is a technical medium, then yes, explain everything. If it is to a less technical audience you may not want to go into as much detail. It really depends on what the product is.
- GF said that you can never guarantee that the media report factually correct information even if you include it so suggested that you should make it as clear as possible which may mean not including the all the facts.
- The Chair said this concerned her as it is not good to not tell the truth in releases. GF said this is not what she was suggesting but that mostly it doesn't always pay to go into too much detail.
- PL said you have to decide what message you are trying to get across – is it the technical bit or is it as simple as trying to get your company name in the paper then target your release as a result of this.
- Ann commented that if you want your organisation name in an article, you have to include a quote - use your colleagues as experts.

Zoran Birimisa, CARnet gave a presentation on organising press conferences

- CdG asked why CARnet used an external moderator at the press conference at TNC200303 and what her role was. ZB explained that they use her to assist running the conference and she is externally sourced. He added that they don't use her for all the conferences but often for major ones because it helps to focus attention and keep the Q&A/s on track.

Joanne Barnett, TERENA presented on compiling and maintaining press lists with some useful hints and tips on general media relations.

Close Day 1

Friday 18 March 2005 – Second Day – 9.30am

5. Future TF-PR Meetings

ZK explained that in Poznań (TNC2005) the TF-PR meeting will be held on the Sunday afternoon but there will be an informal dinner on the Saturday night for those arriving on that day.

CdG suggested that an activity be planned to make this evening as part of the TF-PR event in Poznań

SP and ER suggested that TF-PR should plan to get together so discuss some subjects during the week of the conference, as we only have a half-day meeting.

ACTION ER

DR explained that the GN2 launch will take place in Luxemburg in June (the week after TNC2005). She said the NRENs will be invited to attend and she hopes to see everyone there. She added that she would like to hold a GN2 PR meeting and asked how many people would be

attending the launch – about half. Therefore she proposed that the launch would probably not be the best time so suggested to add an extra day to the TF-PR meeting in September to cover this. Discussions took place about whether to hold the next meeting in the UK or Estonia.

A decision was made to go to Estonia if the logistics work out. MR will look this out.

ACTION MR

6. Welcome by Dorte Olesen, Managing Director of UNI-C & President of TERENA

Dorte Olesen, UNI-C and TERENA president, gave a presentation about TERENA and the work carried out there.

DO added that PR is clearly growing within this community and TF-PR is a good reflection of this. She added that the group is very active and is doing good work.

7. Action update from last meeting

0.3 Simon Watts showed the Cloud Map he had developed to show the relationship between GEANT/NRENS/END USERS and asked all for comments and feed-back. SW will email the group with the animation and appeal for comments.

ACTION ALL

2.1 Security Awareness Campaign

ER presented some costs and examples of billboard advertising in the Netherlands.

2.1a Provide a basic text about campaign to NRENS by Elise Roders. The website is available for NRENS to copy if they want to go ahead with the campaign. Costs for this were presented.

CLOSED

2.1b Ask NRENS who were not present if they are interested in using the campaign - GRNET and SURFnet are liaising, no other interest shown.

CLOSED

2.1c Explore options of getting funds from EU – not enough interest to turn it into a European-wide campaign.

CLOSED

3.1 Organise Workshop on User Surveys (see later section).

CLOSED

3.2 Compiling FAQ – PS handed out the questions developed so far and asked for comments, ideas by 8 April 2005.

Action ALL

3.3 Incorporate PeaR (via RSS for example) in all NREN websites.

To date, this is only been done by HEAnet see www.heanet.ie/news/pear.php. PS explained that it is fairly straight forward to do. CdG mentioned that PeaR is now visible from the front page of the TERENA site under “community news”.

ER said they plan to add it to the SURFnet site soon but have to sort out some technical issues first.

UNI-C webmaster was present and will contact Jeroen Houben to set it up right away.

ACTION ALL

3.4 Promote European Live Video Broadcasting Portal by NRENS. As there was no-one present from CESNET, no update on this was available.

OPEN

3.5 Translate texts for the Live Video Broadcasting Portal. Again, as CESNET was not present no update was available although ZK did say he had arranged for translation into Polish.

OPEN

3.6 Produce test questionnaire for PR Compendium

CdG handed out the draft PR Compendium and RN explained that there had been a good response – 19 NRENS. All TF-PR will get another opportunity to resubmit data .

Most NRENS will want to make some changes when they see the draft and other people's answers. Everyone was asked to re-submit as multiple changes would get too complicated.

ACTION RN to check with Rachael about the web form and the database and send out a notice for people to re-submit.

The new one will be prepared in time for the meeting in Poznań. RN thanked those who supplied the data and those involved in organising it, specifically Rachel Beale from DANTE and CdG at TERENA.

ACTION ALL Re-submit answers to questionnaire when Rachael gives the go-ahead.

3.7 Wider Distribution of NRENS publications

CdG mentioned that not much had progressed on this although RHC asked CdG if she had received the publication on satellite networking. CdG said she had and had passed it to the Secretary General for his comments on whether this would be suitable.

RN mentioned that UKERNA were currently translating an Italian ISOC publication on SPAM from GARR which could potentially be interesting. CdG suggested that this could be put in a TERENA jacket as well.

CdG also mentioned that she had discussed with UNI-C translating their website on using Vide Conferencing for teaching.

OPEN

3.8 Prepare Workshop and and brainstorm PR for dummies

Plan to organise something for Poznań for other days during the week.

The TF-PR meeting in Poznań will be focussed on preparing the new Terms of Reference to present to the TERENA Executive Committee in their September meeting. TF-PR needs an extension of its mandate as its two year mandate expires in September. The new ToR will include the deliverables on "How To" information sheets and "PR for Dummies" workshops.

ACTION SP, ER and CdG

3.9 New Deliverable: How To sheets

3.9a Collect information on subjects would like to know more about - for How To Workshops etc. Will be combined with 3.8 and discussed at Poznań during the week (as requests for more meetings for that week have been received during this meeting).

OPEN

3.9b "How To": Streaming - as CESNET are not here, there was no update available on this.

OPEN

3.10 Using Mailing List more for discussion amongst the group.

JB said this seems to be taking off – there has been quite a lot of activity on the list in the last few months. SP reminded people to utilise the list.

CLOSED

CdG asked if there was a need for a private place on TF-PR to post questions, photos etc? The decision was yes. The website will be improved by adding a “private area” where members can post items for discussion.

ACTION CdG OPEN

3.11 Associate members to participate in TF-PR

CdG asked DO if she had any idea how to encourage associate members to take part. She hadn't thought about it but said she would think about it. She wondered why CERN had not shown interest, CdG said she had been lobbying CERN to join but to no avail as yet.

We have to determine what value participation would offer to the Associate Members.

ACTION OPEN

3.12 Prepare new Terms of Reference for TF-PR – SP said this would be discussed in greater detail in June in Poznań. DO said if the TEC could receive these by the beginning of August, that would be good.

ACTION OPEN

7. Workshop Usability Testing,

an introduction to the basics and beyond – Julia Gardner, UNI-C

Julia gave a very well-received talk on usability testing of websites. The slides are included in the “presentations” section of the website. The presentation gave background information on the need for testing and the techniques as well as practical tips on how to go about it in your own organization. The talk prompted lively discussion and plans were discussed to continue with this subject in Pozan.

ACTION – ER and CdG

8. User Surveys Workshop

Zoran presented CARNet's experiences.

Dale Robertson presented GEANT User Survey.

CdG asked DR about the Internet2 link that shows red and green lights to indicate to users that they are using Internet2. CdG said she'd heard this not being well received and asked if DR knew why? DR said she didn't know there was a debate.

ER said SURFnet have done something similar –<http://detective.surfnet.nl/>

RN said he wanted to do it but his technology people said it wasn't a good idea as it would “irritate” the users.

DR said Internet2 are a bit different to DANTE as they link directly to users but there is a longer supply chain in Europe which makes it difficult.

KS asked about budget for this survey as BELNET is planning to do something similar. DR said figures run to six because of translations done. 60-80K without the translations (but DR will confirm). DR said it is quite pricey.

KS asked if Prodata operates international – yes they are.

CdG asked what DANTE are doing with the data now? DR said not much but they are working with the segment part (which HS will discuss later).

Maria Ristkok presented EENet's experiences

Sandra Passchier presented SURFnet's experiences

The presentations and information about these surveys will be published on the Deliverable website on User Surveys.

ACTION ZB, DR, MR and SP

9. Helga Spitaler from DANTE: presented a Discussion of Segmentation of GÉANT User Base

DANTE made a segmentation table that was split into target groups. It was discussed how this number of groups could become less by merging groups together and looking at the relevance of some of the groups which might be deleted. The span of projects in this relevance, national and international was looked at.

Helga asked if there were any education projects on the Grid – this was difficult to answer but it seems that Cosmogrid in Ireland, for example, could be classified as education.

10. AoB

SP asked for suggestions for improvements. RHC said he thought the workshops were good but it would be good to go the extra mile and encourage more interaction rather than one person presenting to the rest of the group.

TD would like to use TF-PR to encourage initiatives to promote the community as a whole in some way. We need some reports of things that are interesting and innovative and will catch the imagination of people who don't know about the Internet and the role of NRENs. SP says SURFnet uses high quality video over the internet as an example that people can relate to.

Date for next meeting – set at 29/30 September 2005 (Thursday and Friday) in Estoni (to be confirmed).

CdG asked if everyone could find out about travel to Estonia in terms of time and money to see if it is realistic. MR said she is thinking about organising a bus or something but will let us know.

The presentations from the meeting will be posted on the TF-PR website.

ACTION CdG.

Close