IPTC Standards

EventsML

Business Requirements Specification Document

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1 Management of This Document

1.1 Approvals

Name / Title	Signature	Date
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Table 1: Approvals

1.2 Document Control Statement

This document's content and format are controlled by the IPTC Standards Committee. Any suggestions or inquiries should be directed to the Chairman or the Secretary of the IPTC Standards Committee.

1.3 Distribution

Other departments or groups that receive copies of this document when updated:

EventsML Working Committee

Management Committee

1.4 Revision History

Revision #	Date	Responsible Person	Description of Change
0.1	1/19/2004	Charles Tichenor	Initial draft. This is essentially a reformatting of the documentation already produced by Johan Lindgren and Dominic Chan.
0.2	2/10/2004	Charles Tichenor	Added use cases. Changed EventML to EventsML.
0.3	2/17/2004	Charles Tichenor	Updated per reviewer comments.
1.0	2/20/2004	Charles Tichenor	Updated per final review comments.

Table 2: Revision History

2 Introduction

This document contains the business requirements for a new IPTC standard for describing newsworthy events and their associated coverage. These requirements are intended to be used as the basis for construction of an IPTC standard for the effective interchange of newsworthy event information. This document will refer to the standard as EventsML until an official name is chosen by the IPTC.

2.1 Purpose

An information interchange standard is required for exchanging information about the following subjects:

- **Event publishing** – communicating information about events, including associated media
- **Event planning** – managing the coverage of breaking or upcoming newsworthy events, including support for gathering associated media
- **Event coverage** – communicating information about coverage of events by news organizations (often referred to as a "Daybook") . This should include linkage between resulting news packages and event coverage information.

2.2 Business Objective and Success Metrics

The interchange standard that results from these requirements should meet the following success criteria:

Must meet IPTC member needs – must follow IPTC standards and be compatible with the majority of IPTC member event requirements

Must be timely – must satisfy immediate market needs while having the ability to evolve to meet future market needs. The first version of must be standardized this year.

Must be easily adoptable – complexity and required tool support should be minimized to promote wide adoption. Richness can still be supported, but more complex features should be optional and/or have simple defaults.

Must be compatible with other IPTC standards – the standard should reuse existing standards where possible and/or should easily interoperate with existing IPTC standards, specifically the SRS, NewsML, SportsML and NITF. It may be possible to implement most, if not all, of the EventsML requirements using NewsML.

Should be acceptable by non-IPTC members – standard should be useful to organizations outside the IPTC

2.2.1 Scope of Effort

The project scope is limited to the definition of an information interchange standard for newsworthy event information.

2.3 Definitions, Acronyms and Abbreviations

Assignment - a request for one or more media items to be published concerning an Event.

Coverage – the way in which a news organization will cover a particular news event including planning and assignment of journalists.

Daybook - Daybooks are a news agency's way of tracking and announcing upcoming events for planned coverage. These can include– scheduled press conferences, sporting events, speeches, court ruling on big case, announcement of expected government statistics, birthday biographies, etc.

Event - specific newsworthy events that have already occurred, are unfolding, or will occur in the future. A record of an event can contain assignments, media items, and event related descriptive (event location, contact information, dates, etc.) information and contacts.

Must - This word, or the terms "REQUIRED" or "SHALL", mean that the definition is an absolute requirement of the specification. See RFC 2119 for more details.

Should - This word, or the adjective "RECOMMENDED", mean that there may exist valid reasons in particular circumstances to ignore a particular item, but the full implications must be understood and carefully weighed before choosing a different course. See RFC 2119 for more details.

Subject of Coverage – a person mentioned within a story/event. The Mayor is a Subject of Coverage if the story is about the Mayor's speech.

2.4 References and Supporting Documentation

[Chan] Dominic Chan (CNW) and Johan Lindgren (TT), *EventML General Specifications*, EventML-DEV-Spec-v1.0.1-20020219.doc, IPTC, Febuary 2002 – Preliminary requirements document. Contains references to other contributing requirements documentation.

[Lind] Johan Lindgren (TT), *Overall view of (News)EventsML*, NewsEventsML_structure.doc, IPTC, February 2002 – Preliminary list of descriptive data for events

[AFP] AFP, *AFP EventML Requirements*, AFP-EventsML-requirements.doc, - EventML requirements from AFP

3 Overall Solution Description

An event is “something that happens.” by definition. For the media, it is “something that happens and is subject to news coverage.” All the events in a day make up an “agenda,” which can be a marketable product sold to clients or simply an internal daybook used by editors to organize their work.

An event is planned or unplanned, with breaking news capable of overshadowing everything on the schedule.

Breaking news can generate a series of planned events; it becomes part of the daily news agenda the moment a decision is made to cover it. For agencies, this occurs with the first advisory announcing plans to provide coverage. For broadcasters it comes with the dispatch of a news team to the site; for newspapers it is when space is reserved for the story or page makeups rearranged.

Automated systems need to store and exchange information about news events. This is currently done in a ad-hoc manner, leading to over specialized formats and incompatible exchange models The industry would benefit from event information interchange standard. Such a standard would facilitate the efficient exchange of event information, and the creation of better tools to support event management.

3.1 Brief History and Historical Reference

The IPTC formed a working party in early 2003 to investigate the need for a news event markup language (EventsML). Dominic Chan led the investigation, and presented various existing event information markup languages, almost all of which are based on vCal (see [Chan]).

It was decided that the existing standards were not sufficient to meet the needs of the IPTC members, so the EventsML committee was tasked to gather requirements for an IPTC EventsML standard. A Yahoo! discussion group was formed and requirements and comments were solicited. The EventsML working group gathered requirements from IPTC members, including AP, Belga, AFP, TT, Canada NewsWire, and DPA.

The IPTC is also attempting to open the standardization process by soliciting the participation of outside standards organizations, such as OASIS and W3C. This has been met with limited success, however one of the fundamental success metrics is to create a standard that is useful to both IPTC members and non-members.

This document is the result of a collation of the requirements documentation produced by the various IPTC members listed above and commentary from the Yahoo! discussion group.

3.2 Constraints and Limitations

Several IPTC members have an immediate business need for an EventsML standard. It is highly desirable that IPTC produce an initial standard for approval at, or before, the last IPTC meeting of the 2004 calendar year.

3.3 The Business Opportunity and Value Proposition

The IPTC exists for the purpose of developing and publishing industry standards for the interchange of news data. IPTC research has shown that there is a need for the standardization of an interchange format for event information. This need is driven by the immediate business goals of several IPTC members.

3.4 The Primary Customers

This section provides a list of the primary consumers of an EventsML standard.

3.4.1 Media Organizations

Media organizations publish events for internal or external uses. The events are primary news oriented. A media organization is an end user as well as publisher and it might use this format for publishing their daybook. The standard can also facilitate the management/planning of news coverage within a news organization.

3.4.2 Organizer to public

An event organizer or a organization that has the needs to notify the public or the press that an event will take place such as press conferences, a grand opening of a store, a concert series, the schedule of the entire UEFA season, etc. This information typically originates from the organizer or its PR / communication provider.

Information typically included is date, place, time, and a brief description of the event.

3.4.3 Aggregator / Online Portal

This is where a news aggregator or similar organization will gather and publish all kinds of events such as news events, entertainment events, or sport events. The aggregator in turns publishes all this information in a format for reselling purposes or simply provides a central depository for users to obtain the information.

It is expected that the aggregator will unlikely publish any new information. It is viewed as a gatherer (from all different formats) and publisher in a single format to the end users.

3.5 Assumptions, Constraints and Risks

Table 3: Assumptions, Constraints and Risks below outlines any potential risks associated with the development of the EventsML event information interchange standard.

Assumption	Constraint	Risk	Mitigation
Assume that EventsML will be useful to IPTC and non-IPTC members		Standard might not be widely adopted	Open the standardization process to non-IPTC organizations

Table 3: Assumptions, Constraints and Risks

4 Use Cases

The sections below provides high level use cases for EventsML documents.

Use Case: Planned Event Coverage	
Context of Use	Coverage of a scheduled news event
Scope	Editorial Goal
Level	Primary task
Primary Actor	News agency
Preconditions	News coverage system is running
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization is able to successfully manage coverage of scheduled news item
Trigger	Governor's office notifies public of press conference

Stakeholders	
Stakeholder	**Interest**
Editorial	Needs to manage and plan scheduled news coverage

Description	
Step	**Action**
1	Days before the event – Financial editor John McAlpin gets word of a press conference at the Ministry of the Economy, Finance and Industry in a few days. He hands the fax to Editorial Assistant Darren Elvie.
2	Darren opens up the news coverage system, creates a new event record, and enters information in the form. The system knows who he is (because he logged in), so it automatically fills in the information about him, such as his location and contact info. Darren fills in the who, what, when and where of the event.
3	Morning of the event - At the news meeting, photographer Dan Hulshiser decides that there should be photo coverage of this press conference, and Broadcast Editor Shawn Marsh asks John to help with audio actualities.
4	Dan assigns freelance photographer Mary Godleski to cover the event. He looks up the event record in the coverage system, creates a photo coverage record, and selects Mary from the list of photographers in the bureau.
5	The coverage system sends Mary an e-mail, text page or instant message informing her of the assignment. Mary can click on a link to bring up the event record, so that she can learn the details of the press conference before proceeding to the capitol.
6	News Editor Jennifer Yates decides that the event is important enough not only to file a story but also to have a digest line. John (or Jennifer) calls up the event record in the coverage and creates a digest line.

Use Case: Planned Event Coverage	
7	John invokes the text editorial system to create a story. He selects which coverage assignment to relate the story to when he saves the story. He may have several coverage records assigned to him. In this case he picks the Minister of Economy's press conference coverage record.
8	Mary submits her photos to photo editor Henry Durand in the Agency Photo Center, who chooses and tones several good shots. The photo media items are related to the coverage record (and thus the related event record) in the same manner that John related his text story in the previous step.
9	Shawn produces a couple of good actualities as WAV files from John's tape. He selects which coverage assignment to relate the audio to when he saves the audio and associated metadata in the editorial system. They are broadcast on the agency broadcast network and become available in agency Internet audio archive.
10	The coverage system automatically sends a raw digest to the agency news editorial system, where the digest is formatted, finalized and filed on the state wire. The digest includes John's digest line for the press conference.
11	Later that year, while doing research on the Minister of Economy, Finance, and Industry - Supervisor Elizabeth Kennedy sees John's story in the editorial system. Elizabeth calls up the related event record. From the event record, Elizabeth instantly sees all of the related photos and audio clips that have been made available. She can then reuse the related media to finish her research.

Use Case: News Agency Daybook	
Context of Use	News agency
Scope	Editorial Goal
Level	Primary task
Primary Actor	Lead editor at local bureau
Preconditions	Agency has software that can record events and publish a daybook
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization has copy of news agency daybook
Trigger	News agency enters event information into their news coverage planning system

Stakeholders	
Stakeholder	**Interest**
News agency	Needs to inform local newspapers of its news coverage
News organization	Needs to consume agency coverage and manage its reporting resources so that its coverage does not overlap with agency unless specifically warranted.

Description	
Step	**Action**

Use Case: News Agency Daybook	
1	News agencies will continually update their news coverage planning system. The planning system would contain information about planned news, such as political conventions, speeches, debates, sporting events, trials, holidays, etc. Each event could be stored as an EventsML document or a similar representation in a database. Not all events are publishable or worthy of placement in a daybook, so they must be recorded as such in the EventsML document.
2	The coverage planning system would have the ability to generate a listing of the days planned events for publication, known as a daybook. The system would do this by matching all event dates coinciding with the given date. This would be produced as an EventsML document.
3	The daybook EventsML document would provide the who, what, when, and where of the event. It would also contain coverage information that indicates how the news agency plans to cover the event.
4	Upon receiving the EventsML document, a news organization can determine how the news agency is going to be covering local events of the day, and they can plan their coverage accordingly. For example, the agency might not assign a photographer to cover the Mayoral speech if they know that the news agency will already have photo coverage of that event.

Use Case: Sports League Publishes Season Schedule	
Context of Use	Integration between event publisher and news agency
Scope	System Goal
Level	Primary task
Primary Actor	News organization
Preconditions	XMLDriver and EAI systems are running
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization assignment system has record of entire season schedule
Trigger	League makes the decision to publish season schedule

Stakeholders	
Stakeholder	**Interest**
League	A league can efficiently transfer season schedule information to news organizations thus better ensuring coverage of their league and reducing the chance of errors and associated support costs.
News agency	News agency is able to receive entire season schedule efficiently without error-prone data entry

Description	
Step	**Action**

Use Case: Sports League Publishes Season Schedule	
1	League creates EventsML file from season data stored in their database systems. They could either create one document for the entire season, or one document per game. In the former case, there would be one main EventsML event for the season with subevents for each game. In the later case, each game document would have an event for the game.
2	Each game event would list who (players, coaches, teams, etc.), when (time and duration of game), and where (stadium) of the game.
3	The EventsML file(s) are made available on the league web site or otherwise transported to news organization consumers.
4	News organization ingests the events into their news planning system, which makes the various fields available for searching and browsing.
5	News organization augments the EventsML file(s) with coverage information. This allows them to manage their news coverage of all the games.
6	News organization can republish the EventsML files with augmented coverage information to listing services (aggregators) which will allow the listing services to publish the coverage (for example network TV coverage) for games. This will allow the public to know what TV channel is covering their favorite sports team.

Use Case: Urgent Breaking News	
Context of Use	Coverage of urgent breaking news item
Scope	Editorial Goal
Level	Primary task
Primary Actor	News agency
Preconditions	News coverage system is running
Minimal Guarantees	Systems continue to run
Success Guarantees	News organization is able to successfully manage coverage of breaking news item
Trigger	Breaking news occurs

Stakeholders	
Stakeholder	**Interest**
Editorial	Needs to cover breaking news as quickly and efficiently as possible

Description	
Step	**Action**
1	There is a serious explosion in the subway in Moscow at rush hour.
2	News reporter Alisa Yudin hears about this from police activity and makes a few phone calls. She files a NewsAlert and writes a first lead with an alert before running out to the scene of the explosion.
3	The alert causes the news coverage system to automatically create a new event record that includes the headline (or even the full first lead) as the event description, the date and time, and information about Alisa.

Use Case: Urgent Breaking News	
4	The news coverage system automatically associates the story with the event as an related media item.
5	Moments later - City News Editor Oleg Lukin assigns reporter Boris Kuzmin to get reaction from people who observed the explosion. He goes into the event record, creates a new text item and selects Boris' name from the list of news reporters. The coverage system sends a message to Boris' pager. Boris receives the message while onsite at the Transportation Authority preparing to cover a routine press conference, and leaves for downtown.
6	Oleg decides that it would be great to send a photographer along with Boris to capture the scene from above. He calls editor Lana Karpov in photos.
7	Lana looks at her alerts list in the coverage system and opens the event record. She creates a new photo coverage assignment in the event record and selects Eduard Bykov to accompany Boris Kuzmin.
8	Eduard and Boris create their story and photo(s), the event records in the coverage system are updated with the related media items.
9	Later still - several text stories and photos have been created and related to the event record in the coverage system.
10	Meanwhile, the President hastily calls a press conference to discuss the state's response to the explosion, which is being treated as a terrorist incident Political News Editor Lev Savin assigns Marc Voronov to cover this. Marc brings a tape recorder to capture actualities.
11	Lev begins creating a new event record in the coverage system. He enters the event description. The coverage system categorizer detects a very close match with another event record – Alisa's original event record for the bombing story – and pops up a window suggesting a link to it. Lev clicks OK to relate his event record to Alisa's.
12	Alternatively, Lev looks at the existing event record in coverage system creates a new coverage record with a link to Alisa's original event record. Lev enters the coverage description.
13	Marc creates his story (using the editorial system), he selects the bombing assignment as the assignment to which the news story media should be related when saved.
14	Capitol Broadcast Editor Nina Akamov creates audio clips from Marc's tape; these are also attached to the event record in the coverage system.
15	A similar process takes place in the national capitol as the head of state holds his own press conference. The categorization engine also detects a close match between the national reporter's event record and Alisa's original one, so once again it suggests a link to Alisa's event record; either that, or the Washington reporter views Alisa's event record and manually decides to relate the media to the existing event record.
16	The agency broadcast news national editor Raisa Fomin is creating a package of coverage of the bombing for a multimedia feed to TV stations. She looks in the coverage system and finds three linked event records: one from the bureau in the city where the bombing took place, one from the state capitol bureau, and one from a reporter in the national bureau.

Use Case: Urgent Breaking News	
17	From the media items related to the event records, Raisa sees several photos, audio clips, and video clips as well as text stories. In addition, she gets the broadcast graphics team to create a background graphic for TV stations to use with audio clips. The graphic media item is related to the original event record in the coverage system.
18	Raisa selects a number of the aforementioned video clips and a couple of audio clips suitable for television use, links them in with the lead story, and moves the resulting package onto the TV wire using the appropriate content packaging tool.
19	The next day – the Mayor's office issues a statement with the toll of deaths and injuries, and a monetary damage estimate.
20	City News Editor Oleg Lukin assigns Alisa to write a story on the Mayor's statement. In the coverage system, he creates a coverage record that he links to the event created for the original alert (he knows to link it himself, since his bureau created the original one).
21	The process continues as more coverage of the bombing unfolds, all linked to the original alert for quick, easy reference as an EventsML package.

5 Requirements

The sections below provide the requirements for the EventsML information interchange standard.

5.1 Information Requirements

This section outlines the specific information that must be supported by the EventsML standard. The information requirements are broken into three categories. Event information, Coverage information, and generic Meta information. The Event information describes the news event itself. The Coverage information describes the news coverage assignment information, if any, for a particular event. The Meta information contains reusable generic descriptive information about people, organizations, contacts, and locations.

The information requirements are identified by name (instead of number). Each requirement includes a brief description and an indication if whether the information is mandatory and repeatable. Please note that the requirement names are provided for identification purposes only and do not necessarily reflect the actual names to be used in the final EventsML standard.

5.1.1 Event Information

The Event information describes a particular event in detail. This includes the “who”, “what”, “when”, and “where” information for the event along with identification and publication (news management) information. The Event information also includes facilities for relating events to each other and relating media items (both complete and incomplete) to the Event information.

5.1.1.1 Related Events

The EventsML standard must support the relation of events to other events. The relation must include a link to another event. It must also include information describing the link relationship. Possible relationships can include (but should not be limited to) chronological ordering, siblings in a collection, and parent-child (main and sub-events).

5.1.1.2 Related Media

The EventsML standard must support the relation of events to media items. The relation could be to media items that already exist, or planned media items. If the publisher has a system where he/she can assign id’s to unpublished material in advance this could be included here to indicate that the event will be covered and when that is done the result will be found here/have this id.

5.1.1.3 Identification

Identification of the event. This should be done by the provider of the information but could include globally unique identification of an event if it exists.

PubEventId *Mandatory, non repeatable*
ID assigned by the publisher. Publisher of this information. (But possibly not the organizer.)

GlobalEventId *Optional, non repeatable*
A globally unique ID. If this is possible and exists.

PublicationId *Optional, non repeatable*
Publication ID with which publication (daybook) is this associated

Publisher *Optional, non repeatable*
Data about the publisher. For IPTC this exists in NewsML.

CreateDateTime *Optional, non repeatable*
Formal datetime of creation When this information was created not really connected to the datetime info of the event.

Creator/Contributor *Mandatory, non repeatable*
Local to the provider.As in NewsML.

RevisionDateTime *Optional, non repeatable*
When the information was revised. As in NewsML.

RevisedBy *Optional, non repeatable*
Party making the last revision.

RevisionNumber *Optional, non repeatable*
Which revision level of the information. As in NewsML.

ServiceID *Optional, non repeatable*
If various collections of event data

5.1.1.4 Metadata

Metadata about the event Categories, areas of interest, geographical areas, language, importance, links etc.

Subject *Optional, repeatable*

What subjects the event cover According to the SRS.

Type *Optional, non repeatable*

Type of event According to controlled vocabulary.

Language *Optional, repeatable*

Language in which the event will be described. There might be several languages in the same event both sequentially and simultaneously. Language info for the actual text content of various elements should be indicated with the xml:lang attribute.

Translations *Optional, non repeatable*

Translations in which the event will be available. Not necessary the same as language ID (above).

Keyword *Optional, repeatable*

Keywords describing the event. For searching and filtering purposes.

OfInterestTo *Optional, repeatable*

The publishers view of interested audience. Much like in NewsML.

Geographical *Optional, non repeatable*

Various details of geographical information. In a more controlled and computer friendly format compared to the more free format described in the “Where” section.

Note *Optional, repeatable*

Special notes.

SupportMaterial *Optional, repeatable*

Additonal material for the publication of this event. Most likely logos and pictures describing the event. Could also be sound and vide or even other texts. Should have elements and attributes to describe the format and role of the material.

Slug *Optional, non repeatable*

Slug summary of event.

Covered *Optional, non repeatable*

Will the event be covered by the publisher.

Indicator *Optional, non repeatable*

When item is published - message to the users indicating specific details on event; e.g. 'first': agency is the first to communicate event, 'alert': warning to users indicating importance of event.

5.1.1.5 Publication

Publication data for this provider for this event. Things like embargoes, copyright etc.

Copyright *Optional, non repeatable*

Copyright information

Embargo *Optional, non repeatable*

Publish time If there is an embargo on the information and possibly an ending time.

Restrictions *Optional, repeatable*

More generic publication information that can cover more restrictions than just embargoes. Similar to NewsML news management.

5.1.1.6 When

Date and time information about the event. This should include data about the timing event, duration, repetition, status etc. This should also include information on event registration and accreditation.

StartDate *Mandatory, non repeatable*

Date when the event starts. This is overall info for the whole event.

StartTime *Optional, non repeatable*

Time when the event starts. This is overall info for the whole event.

EndDate *Optional, non repeatable*

Date when the event ends. This is overall info for the whole event.

EndTime *Optional, non repeatable*

Time when the event ends. This is overall info for the whole event.

Length / Duration *Optional, non repeatable*

Length of event Should be possible to deduct from start and end. But might be interesting for specific events which have a very precise length but where maybe end is empty.

Status *Optional, non repeatable*

How certain the event is. According to controlled vocabulary.

PlannedPublication DateTime *Optional, non repeatable*

Historical *Optional, non repeatable*

If the event is a historical event. Information and possible links to the original event.

Reoccurring *Optional, non repeatable*

If the event reoccurs at some time or interval. It should be possible to indicate this either through set datetime information or through relative information of the type ”first day of each year”, ”One month later”, etc. Must support the information below, at a minimum:

- Interval Recurring
- Day/month Recurring
- Include Weekends

Registration *Optional, repeatable*

How and when to register to participate. Could also include information about cost etc.

Accreditation *Optional, repeatable*

How and when for news-people to get accredited for an event. Mostly internal usage but could also be transmitted to other news organizations etc.

5.1.1.7 Where

Location of the event. Possibilities of real geographical location(s) as well as virtual locations for broadcasts, web-conferences etc.

Location *Mandatoryl, repeatable*

Location of event. This need to be broken up into various elements for place, street, city, country, etc. Should be repeatable for events in several locations simultaneously.

Link *Optional, repeatable*

Virtual locations. Web conference, broadcasts, teleconference etc.

Direction *Optional, repeatable*

Free text description If you need to have a more lengthy description of the location and how to get there. ”The king inaugurate a tourist path in the mountains.” Not easy to describe with street, city etc.

5.1.1.8 What

Description of the event. Mostly text describing the event. Some provided for publication in various formats, other for informal internal or external use. Links to more information.

Title *Mandatory, non repeatable*

Like a headline for the event. This should always have some information so the event could be listed with some meaningful text.

Summary *Optional, non repeatable*

Text summary of the event. This should be mostly unformatted text but we might consider some markup.

Text *Optional, non repeatable*

Text describing the event. Possible container for more rich markup version of the summary.

Links *Optional, repeatable*

Link to more info about the event. Could be web-pages, related info, published documents etc. Preferably a generic element with attributes to show the purpose.

5.1.1.9 Parties

There can be many parties associated with an event. A party can be any a subject of coverage, a contact, a journalist assigned to cover the event, a company/organization associated with the event, or a contact as described below:

- **Subject of Coverage** - Parties involved in the event. Mostly information about people and their role in this event.
- **Organizer** - Parties organizing the event. Contact information about the organizers. Could include links to more information about them (see below).
- **Information Supplier** – Supplier of event info other than organizer. Often this information is gathered by other parties and distributed in other forms. Could include information about the reliability of the information (see below).
- **Contacts** - These are general contacts for the event. This should include contact type information.

The generic information associated with most parties is described in 5.1.3 Meta Information below. The following non-generic party fields:

Link *Optional, repeatable*

Organizer specific. Links to more general pages with info about the organizers separate from the actual event.

Reliability *Optional, non repeatable*

Reliability of provider of event information.

5.1.2 Coverage Information

The coverage information describes the plan of news coverage for this event. Each event may have zero or more assignments containing this coverage information. This information can be used internally within a news organization for assignment of resources, planning of coverage, etc. It can also be used to publish information about expected coverage, so that consumers of the news coverage can plan their own news coverage accordingly.

AssignedTo *Optional, repeatable*

Person assigned to this event. Could be repeated if several with additional info on their individual task. Should include the following information in addition to the party (see “Party” in 5.1.3 Meta Information below) information for the assignee:

- reporter initials
- type of reporter
- expertise
- assigned coverage

AssignmentId *Mandatory, non repeatable*

The id that uniquely identifies this assignment.

Status *Optional, non repeatable*

Status of the assignment

TypeOfCoverage *Mandatory, repeatable*
Text, Pictures, Video, Collection…

TypeCoverage Details *Optional, repeatable*
Depending on format (But maybe all this need to be nested with each assignedto since they can have various deadlines etc). One example would be the expected word length of a news story.

Deadline *Optional, non repeatable*
When the result is due

Slug *Optional, non repeatable*
Assigned slug

Destination *Optional, non repeatable*
Internal or external

Priority *Optional, non repeatable*
Priority of Coverage

StartDateTime *Optional, non repeatable*
When the assignment starts. This is overall info for the whole assignment.

EndDateTime *Optional, non repeatable*
When the assignment ends. This is overall info for the whole assignment.

Length / Duration *Optional, non repeatable*
Length of assignment. Should be possible to deduct from start and end. But might be interesting for specific events which have a very precise length but where maybe end is empty.

Reoccurring *Optional, non repeatable*

If the assignment reoccurs at some time or interval. It should be possible to indicate this either through set datetime information or through relative information of the type ”first day of each year”, ”One month later”, etc. Must support the information below, at a minimum:

- Interval Recurring
- Day/month Recurring
- Include Weekends
- Repeat viewpoint

5.1.2.1 Related Media

The EventsML standard must support the relation of coverage assignments to media items. The relation could be to media items that already exist, or planned media items. If the publisher has a system where he/she can assign id’s to unpublished material in advance this could be included here to indicate that the event will be covered and when that is done the result will be found here/have this id.

5.1.3 Meta Information

The sections below describe the generic metadata that can be reused to describe various information entities in the EventsML standard.

5.1.3.1 Parties

This section describes the various metadata that is used to describe a party. EventsML requires that a party be a person or an organization.

The following metadata is associated with an organization party:

- **Company** – Name of the company/organization
- **CompanyId** – ID associated with the company/organization (stock symbol, etc.)
- **Sector** – Industry sector for the company/organization
- **Location** – location information for the company/organization (see “Location” section below)
- **ContactInfo** – contact information for the company/organization (see “Contact Information below)

The following metadata is associated with a person party:

- **Salutation**
- **FirstName**
- **MiddleName**
- **LastName**

- **Title**
- **Affiliation** - identification of the person and his/her organization
- **Photo** - photo of person
- **Location** – location information for the company/organization (see “Location” section below)
- **ContactInfo** – contact information for the company/organization (see “Contact Information below)

5.1.3.1.1 Contact Information

A party can have associated contact information. EventsML must support the following contact information, and provide extensibility for new contact methods in the future:

- **phone**
- **fax**
- **email**
- **website**
- **instant messaging**
- **pager**

5.1.3.2 Location

Events, assignments, and parties can have one or more associated locations. EventsML must support the following location information at a minimum:

- **address**
- **box**
- **postal code**
- **city**
- **state/province**
- **country**
- **worldregion**

5.2 Internationalization

EventsML must be language and locale neutral. It must be able to support content in any language, including multiple languages within the same EventsML document. Dates, currency, and other data values having locale specific presentation qualities must be represented in a locale presentation neutral manner.

5.3 Licensing Requirements

TBD

5.4 Legal, Copyright, and Other Notices

TBD

5.5 Security and Confidentiality Requirements

EventsML is not required to support any specific security features, however it should contain no features that hinder its use in a secure environment. For example, it should not have features that make EventsML documents difficult to encrypt or hash.