1.

I am here today to provide you an overview of developments planned for Phase II of the News Site. Phase II is an enterprise wide application using metadata for content management and for the distribution of Government of Canada news.

2.

Until recent years, GoC news releases, media advisories and other information of this genre was delivered either through traditional media outlets to the press, radio and television or via press conferences and wire services to the press, radio and television.

We then saw the introduction of the Internet as a new outlet for distributing this type of information and the creation of news functions across GoC Web sites. There are 26 depts. and agencies that make up the Canadian Ministry with numerous GoC Crown corporations and portfolio organizations each with their individual Web sites creating a dispersed distribution of GoC news.

3.

The News Site was developed to provide the media and citizens with convenient single source for GoC news in both official languages that would be client centric.

Prior to May 2002 there was no one place where Canadians and the media could access in a timely fashion news items they were looking for from the Government of Canada.

Individuals had to search each government organization separately for news releases, backgrounders and other news related announcements.

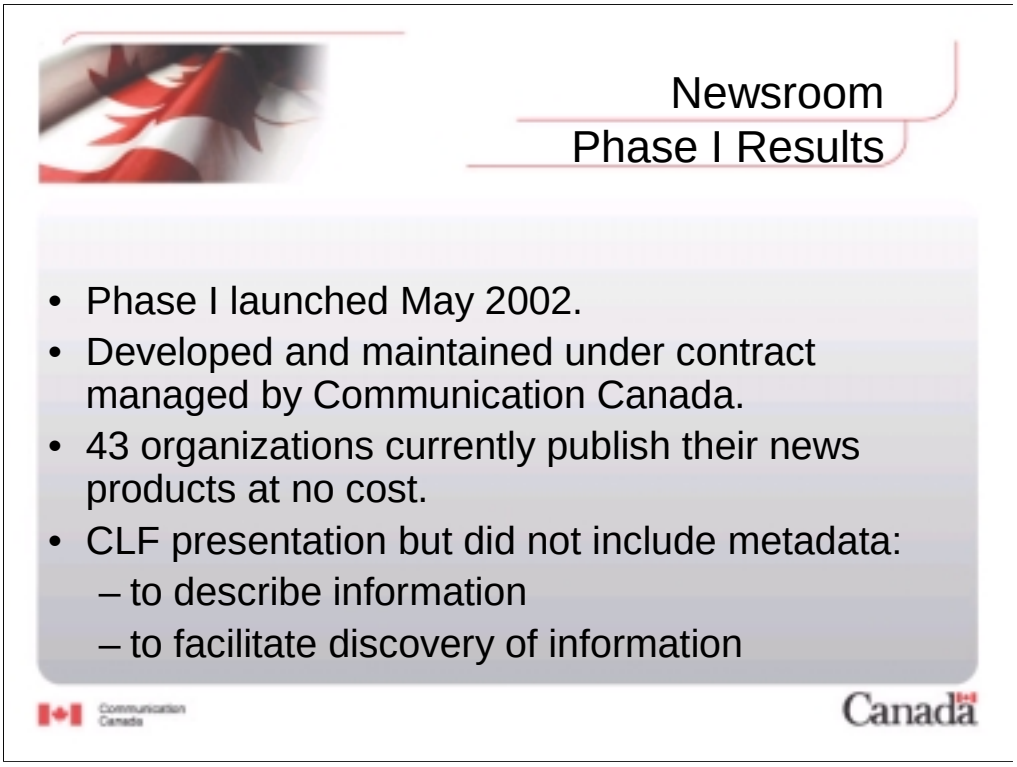
The News Site serves to level the access to GoC news and related information products for all Canadians and the media, be they local, regional, national or international. Anyone with Internet access has the same information, unfiltered, at the same time as everyone else.

Phase II will extend this access even further in three different ways:

•by increasing the number of government organizations in the NCR and regionally that can post their news products directly to the site.

•by expanding the range of product types to include speeches, reports and other related news items.

•by making all GoC news headlines available through wireless applications (e.g. palm readers, cell phones etc.) and through syndication (rich site summary files).



4.

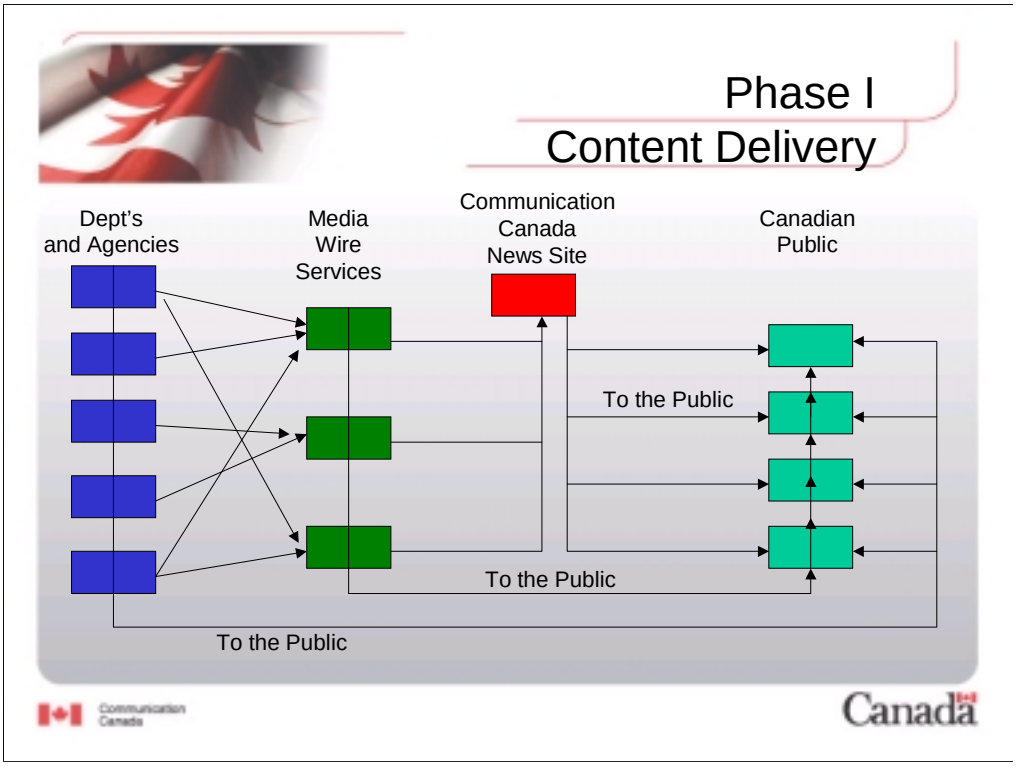
•Launched in May 2002, Phase I of the News Site is hosted and maintained by Canada Newswire and managed by Communication Canada.

•Phase II will extend publishing to all GoC organizations from the current 43 organizations who have been publishing their news products since Phase I launch

•TBS introduced the CLF including the use of metadata to describe information holdings and facilitate greater discovery of the information.

5.

This is the current version of the online version of the News Site. While the Web site may look CLF compliant, there is no metadata associated with the content nor does it meet accessibility requirements as defined in the CLF.



6.

Current content delivery or information distribution of GoC news to the media and Canadians varies across the GoC.

As you can see in this slide a number of delivery avenues are used with no real consistency:

-Depts distributed through media wire services who then distribute to the press, radio and television

-Depts distribute directly to the Canadian public and media through their Web sites

-Depts distribute directly to a media wire service who then makes it available on the News Site for public consumption.

It is apparent that publishing and distribution of news type information can be streamlined to better serve the needs of Canadians.

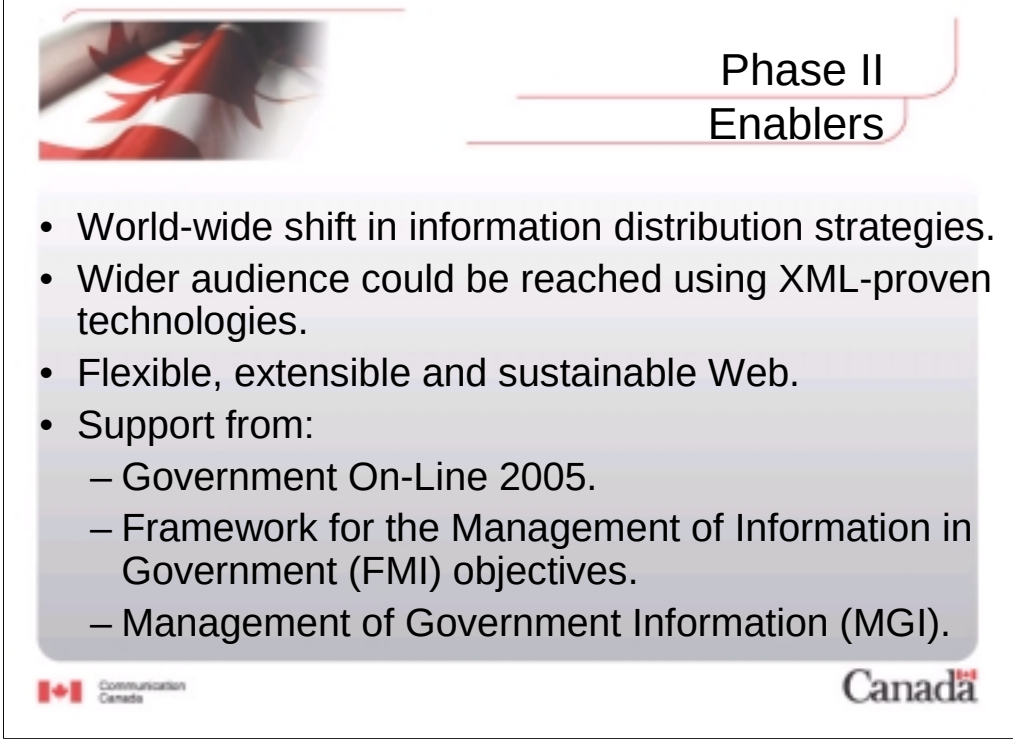
7.

Phase II improvements will:

•Facilitate search for information by improving query results using the Dublin Core metadata standard introduced in TBITS 39.1

•Improve accessibility by adopting points 1.1 through 1.4 as defined in the CLF.

•Clients can easily be targeted with specific quality information because of the use of GoC controlled vocabularies (CST, audience and coverage vocabularies) and encoding schemes (ISO date formats).



8.

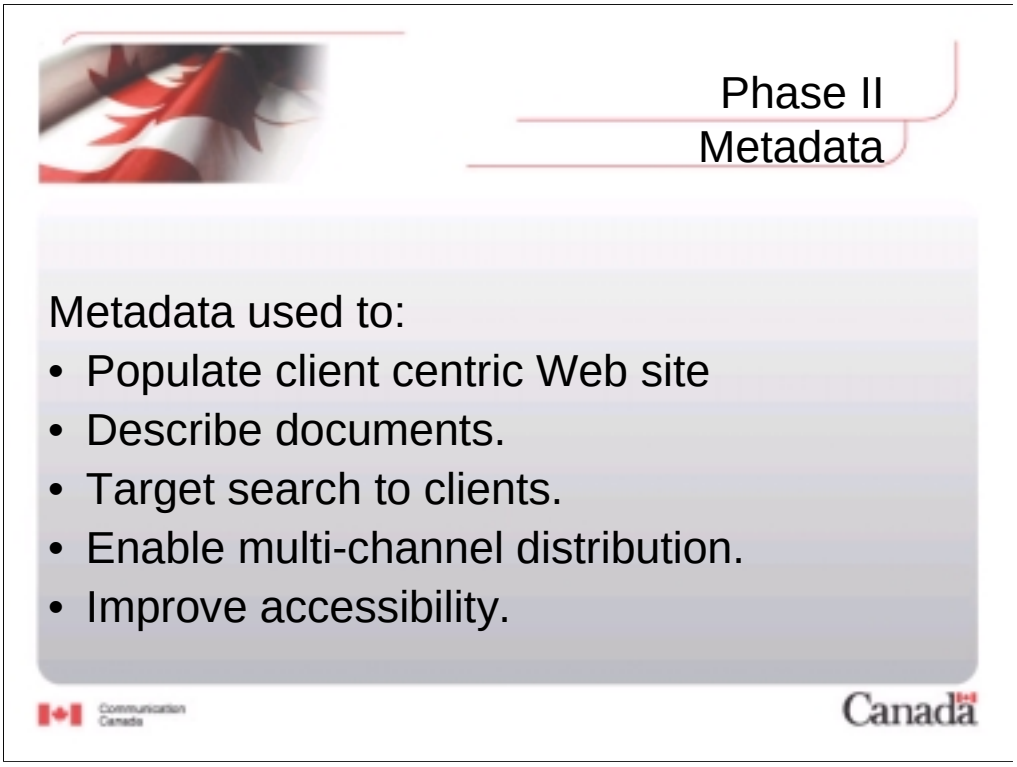
There has been a world-wide shift in information distribution strategies. The shift has moved from traditional search on the content to developing strategies to search information **about** the content (i.e. metadata).

Better search capabilities have allowed us to enhance traditional click and drill navigation with more sophisticated search technology. This can be done with the use of XML (extensive markup language) which allows us to provide more structure to the information on the Web. It facilitates more targeted search on large bodies of information by exposing information about the content. It introduces context to resource discovery.

Because XML is independent of the computer systems used, information can be distributed to a larger audience using not only the Web but for delivery through RSS syndication and wireless devices. XML remains flexible thus reducing technical constraints related to incompatible systems. Applications built on XML do not become outdated as computer systems evolve.

The FMI, a key initiative which supports the agenda set out in *Results for Canadians--A Management Framework for the Government of Canada* and is aimed at modernizing and enhancing the management of information in the Government of Canada. The FMI will provide federal departments and agencies with complete, coherent and integrated guidance on managing information. The Web site also supports the management of government information by effective and efficient management of information from planning and systems development to the disposal and long-term preservation. The Newsroom can easily draw support from these two GoC policies.

The Government On-line objectives are easily met in the Newsroom given the client centric approach and single window access. It is an enterprise-wide application.



The Newsroom uses metadata exclusively:

•To enable automatic content population across the Web site. Web workers do not have to manually place documents within the web site.

•To describe documents

•To enable targeted searches for clients

•To enable multi-channel distribution and for improved accessibility for those using assistive devices

10.

The use of metadata and GoC controlled vocabularies is the core foundation of the Newsroom.

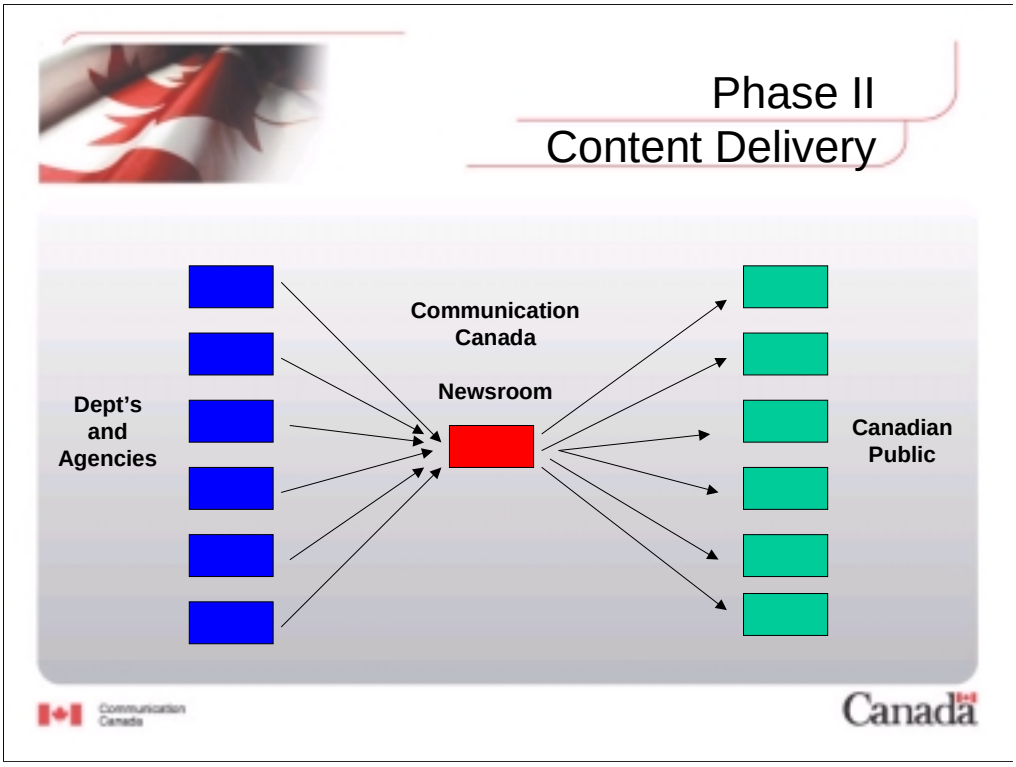
Metadata easily allows content to be populated automatically under the 5 main news types and to populate content under citizen centric views by “audience” or by “region. The 5 main news types are defined in the dc.type controlled vocabulary. These selections are made by publishers when resources are published through the Administration and Publishing system and retrieved through faceted search in the user interface.

As content is published through the new system, 35 news feeds are also updated immediately. This is the anonymous broadcast functionality of the site that allows users to choose the news they want sent to them. The news feeds are defined from the dc.audience controlled vocabulary and the dc.coverage.spatial controlled vocabulary. As with other GoC controlled vocabularies they are registered and maintained with the National Library and Archives through the TBS Metadata Working Group.

The use of the Core Subject Thesaurus preferred terms and subject categories along with the vocabularies used with the other metadata elements allows users to precisely target searches.

The important functionality for addressing client search requirements rests with the formal mechanisms that allow the metadata and the vocabularies to be extended to reflect business requirements across government while respecting core standards.

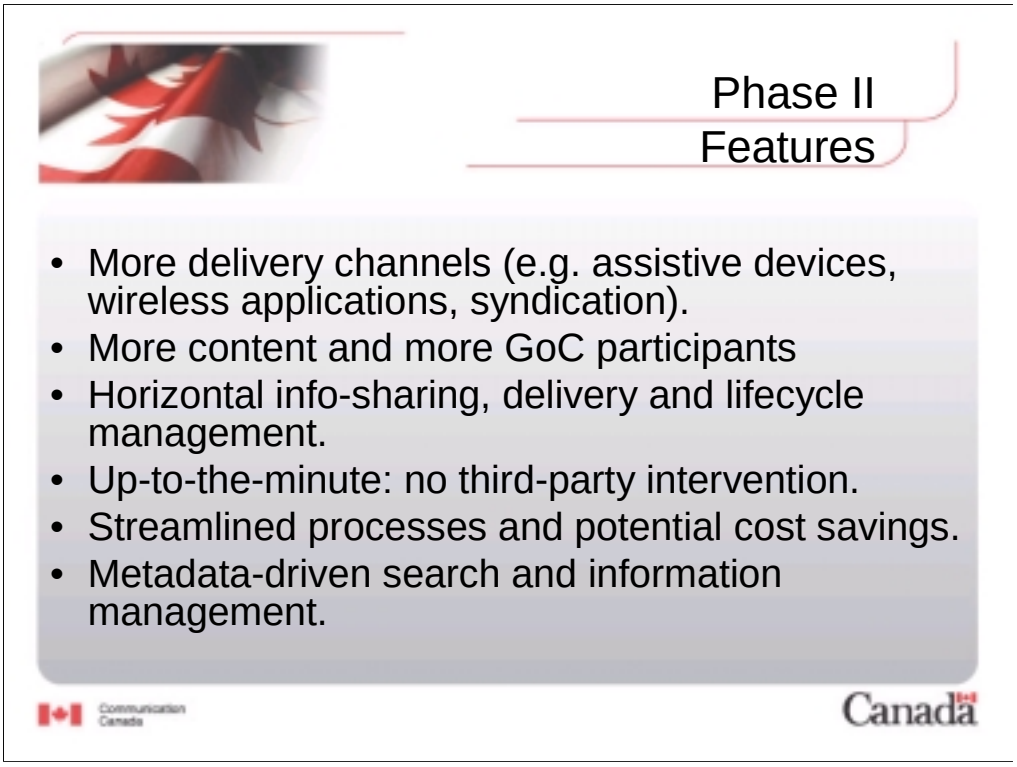
"These mechanisms are known as Application Profiles. To extend a standard, application profiles are a mechanism that allows customization of a standard to meet the particular information management needs of an organization. It is the local "flavour" of a standard. It does not redefine the elements in a standard but refines and extends their descriptive potential thus ensuring the core element definitions of the standard remain common to the community of standards implementers."



11.

At a glance you immediately notice that the Phase II approach delivers streamlined publishing of GoC news to CLF standards.

The approach improves distribution of GoC news. News is more timely. News it more direct. There is no middle man. It eliminates third-party intervention.



12.

Here are the features of Phase II:

Horizontal sharing and delivery of information across GoC departments.

Life-cycle management of information: from creation, through use, to archiving. This supports the Framework for the Management of Information in Government (FMI) objectives.

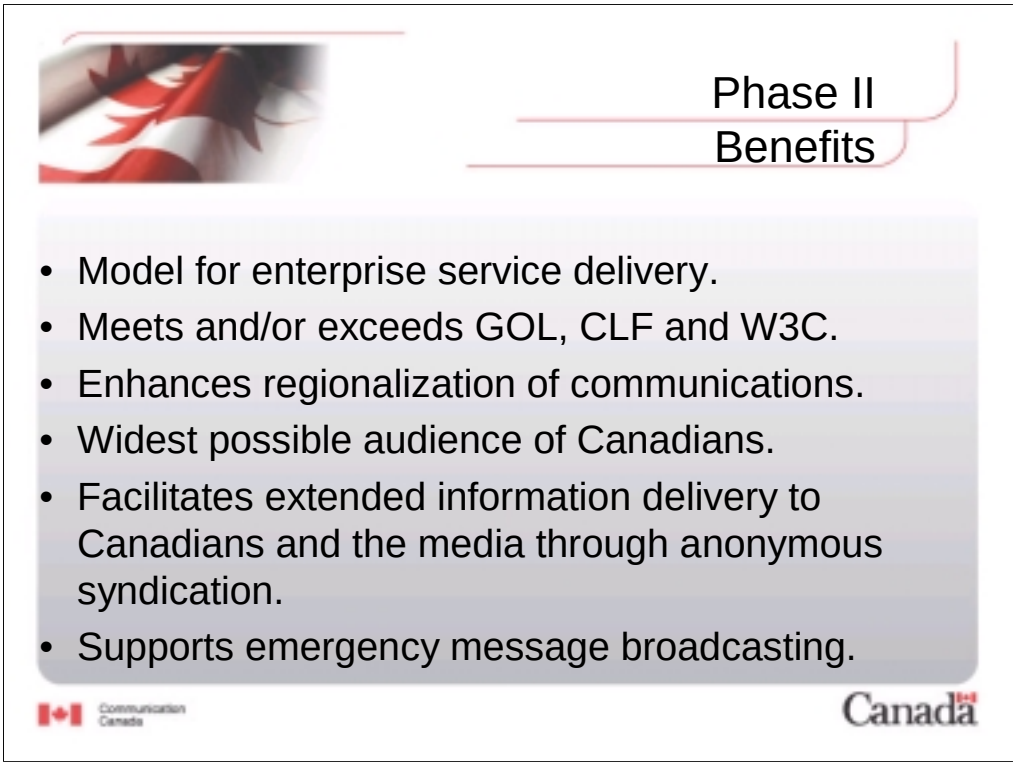
Third-party intervention is old scenario: departments to news wires who transform for publishing to public. New scenario: departments directly to public untransformed. Compliment to departmental communications strategies.

Streamlining processes – One point of delivery for GoC news products, single process, consistent interface.

The publication and distribution service is free to GoC departments and agencies.

Metadata driven: Using information about information to manage its delivery. News products with similar metadata grouped for delivery as a collection (e.g. by region).

Syndication technologies available as an alternative to subscription or personalization. No personal information is required from the user (not even an e-mail address).



13.

•Because of additional compliancy to World Wide Web Consortium Standards (W3C), the site will be in advance of CLF requirements under the GOL. This site will be at a higher level of compliancy (e.g. accessibility standards) and positioned to take advantage of emerging XML technologies.

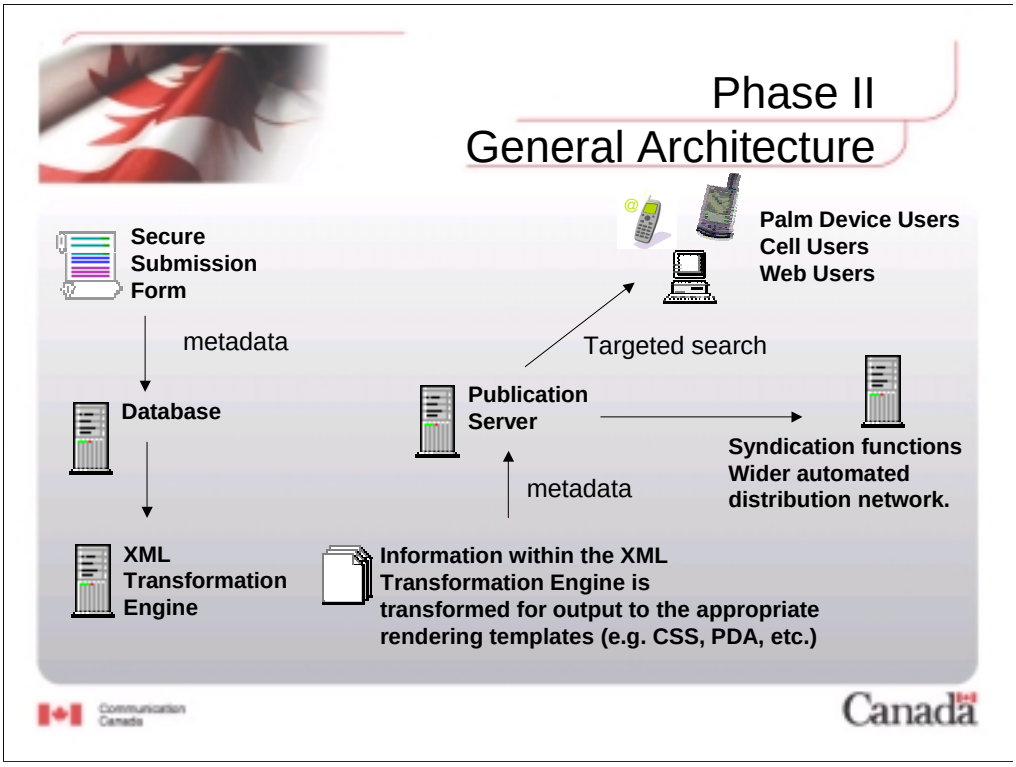
•Regional news releases and other news products will be encouraged in Phase II. Currently in Phase I only news releases from HQ are permissible.

•Distribution is increased beyond traditional Web browsers through to assistive devices, wireless applications such as palm readers, cell phones.

•Distribution network extended through use of syndication technologies.

•The need to disseminate through traditional wire services will be extended. Users and the media will be made aware of the News Sites syndication through promotion activities. We plan to ask the departments to provide us with their media contacts. A media package will be developed. We want to ensure that GoC organization's news releases are received though as wide an audience as possible.

•The Newsroom can be seen as a model extended to Intranets to broadcast with RSS feeds specific roles within a department such as finance, policy, HR, procurement, etc.



14.

Here is the basic flow of information for Phase II of the Newsroom:

GoC organizations will supply the 5 metadata elements in the secure submission form as required under Common Look and Feel (CLF). The submission form captures three additional metadata elements to be used in Phase II. They are the **dc.audience** metadata element (Aboriginal, seniors etc.), **dc.coverage.spatial** metadata element (province/territory) and the **dc.type** metadata element (news releases, media advisory, speech, report, warnings/advisories.)

Included in the submission form are fields for supplying URLs to the content that is to be published on the site. This is considered another metadata element (the actual resource).

All the information collected in the submission form is stored in the form of metadata value fields in the database. The information in the database is then extracted and transformed in the XML transformation engine for quick formatting for multiple media types (I.e. Web, PDA, RSS and others).

RSS is a protocol, an application of XML, that provides an open method of syndicating and aggregating Web content. It is becoming a popular and growing information distribution technology on the Web.

Using RSS files, we are able to create a data feed that supplies metadata elements (i.e. date, dept. title, description, url, etc.) of the information found on the site. Users will have the ability to receive continuous updates from the News Site delivered to their desktop through a news viewer. A news viewer is a lightweight browser like application that lets you see news headlines from a catalogue list of RSS files. Instead of continuously jumping from site to site to check on headlines (and using a big fat browser window), you can let a news viewer do it for you.

Harvesters – free downloadable, bilingual small browser like application. Outlook offers them as plug-in to e-mail. Used by large population of Web users who run Blogs/Aggfregates, Special interest RSS feeds from across the Web.

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