IVOA Media Group Meeting
Monday, May 28, 2018
IVOA Interop May 2018

This was the meeting organized from the status and Interop prep meeting between the Exec, Media Group, and CSP on May 10, 2018 (meeting notes).

Attendees:

Mark Allen	MA	Exec/CSP
Deborah Baines	DB	Media Group Chair
Bruce Berriman	BB	Exec/Media group
Jamie Budynkiewicz	JB	Media group
Raffaele D'Abrusco	RD	CSP
Teresa Dower	TD	Media group
Janet Evans	JE	Exec Secretary
Pepi Fabiano	PF	Exec Chair
Giulia Iafrate	GI	Media group
Matthew Graham	MG	TCG Chair/CSP
Shanshan Li	SL	Media group
Kai Polsterer	KP	CSP
Bruno Merin	BM	CSP Chair

Agenda:
1. WebPage (Design review/Feedback)
2. Newsletter (Mail list, Schedule)
3. Social Media (How to use it/Approval to post guidelines)
4. IAU (Progress, Details)

Meeting notes

1. WEBSITE

Reviewed the current website layout. Here are notes from each section reviewed:

Data archives
- Get list of registered data archives
    - Organize by alphabetical?
    - Organize by wavelength?
    - First go: do it alphabetical, then try better organizations
    - KP idea: type in keywords (wavelengths, observatories, kind of data), get related archives back

- Cool idea, but too much work for now
- TD idea: TOPCAT points to archives. Can we use that for the archives list?
- TD later: no, it's only for TAP services

Science Tutorials
- JE: are there already tutorials out there?
- JB: some groups do have tutorials, others don't
- DB, JE, BB: EURO-VO, NAVO have tutorials
- **ACTION**: gather tutorials. For tools / standards / protocols that don't have tutorials on how to use them, ask TCGs for some

Science slider
- BM: "Access the data" links on news articles
- Data will most likely be proprietary
- Cool idea, but too much work for now

Portal links
- General consensus after review: Make the boxes more general. Don't list-out links to a bunch of things. Just give a general blurb, and a link for more information that points them to more, organized, easy-to-follow information and links. E.g., the boxes on https://trello-attachments.s3.amazonaws.com/59f9f7ef985c96b89ddef547/59fb81881a3e1514885528c7/4c96148faaec829cf9e27909ec5ae331/ivoa_website_draft.pdf
  - RD: idea: have a 'more' button that expands the box area to show more info on that box topic (e.g, important or useful links)
- For the "Standards and Protocols", simplify the documents table by using a tree-style format.

Menu bars
- PF, KP, others: Have a "For Members", "For Educators", "For <audience>" links at a top navigation bar, similar to what's on the current website

Contacting the IVOA
- RD suggested a UserEcho page for the IVOA.
  - Concern is if IVOA contributors aren't used to checking forums, and no one in the IVOA replies fast enough, it won't look good.
- KP suggested using emails, as most IVOA members check their email regularly.

2. NEWSLETTER

Status on obtaining mailing lists to send IVOA newsletter to
- BB: reached out to contacts for mailing lists, didn't receive answers.
- PF, JE, DB, BM: keep sending out lists to currently known mailing lists, inviting recipients to spread the news. Also post them on social media

Newsletter schedule
- On emails between Media Group and Exec, DB proposed to send out calls for inputs in mid-May and ask for articles by June 15, to publish in early July.

3. SOCIAL MEDIA

Do we need approval from the Exec before posting?
- MA: come up with list of OK things to post without Exec approval. Then no need for Exec approval for posting those news items on any site (Twitter, Facebook, WeChat, Weibo)
- **ACTION**: (Media Group) come up with list of things to post without Exec approval, and send it to Exec for approval.

KP idea: catalog of the day posts

JB / DB: schedule out posts (catalog of the day idea is one of them). Other ideas: AMA's, tool highlights

DB / PF?: If they want, have IVOA members send media group news to post on social media

KP, all: Tweet about IVOA-specific things (new standards, tool versions, upcoming meetings) more so than science done with VO; leave the science VO posts to others, and have them tag IVOAastro; we can then retweet/like/etc. the info.

DB: IVOA interop hashtag: ivoa18ca.
- Follow ADASS hashtag template: ivoa<year><country code>

4. IAU

MA showed IVOA movie clip with the IVOA being circled by the participating organizations' logos.
- Attendees noted there were a couple missing / old logos
- **ACTION**: get high-res, latest logos from IVOA participating organizations. Send to MA and Media Group

JB did a handouts status. General consensus: Needs a lot of work
- KP offered to help design templates for IVOA media.
- **ACTION**: KP, DB, MA, and JB meet up to work out IVOA templates
    - After the main meeting, KP, SL, JB, and DB got together to discuss the templates. KP started a draft Corporate Design manual IVOA Note document to begin defining the rules for IVOA media with SL and JB. (**WORKING**)

Logo status: GI showed the IVOA logo's pointer to MA (ACTION DONE)

ACTION: get high-res, latest logos from IVOA participating organizations. Send to MA and Media Group

ACTION: Make new logo map (Media Group)

ACTION Summary:

- **ACTION**: gather tutorials. For tools / standards / protocols that don't have tutorials on how to use them, ask TCGs for some
    - (TD - tools & standards; GI - education; DB - EUROVO tutorials)

- **ACTION**: (Media Group) come up with list of things to post without Exec approval, and send it to Exec for approval. (WORKING: DB wrote it in charter appendix and sent to Exec. waiting for approval)
- **ACTION**: get high-res, latest logos from IVOA participating organizations. Send to MA and Media Group
    - *Really just ChileVO and USVOA for better resolutions, but good to check we have latest logos from everyone.*
- **ACTION**: Make new logo map (Media Group)
- **ACTION**: KP, DB, MA, and JB meet up to work out IVOA templates - *HIGH Priority*
    - **WORKING**: sent drafts to MA for Exec meeting Wed. afternoon
- **ACTION**: DB to send charter updates to Exec **(DONE)**