

Communication

Canada



news.gc.ca

September 2003



Newsroom Background

News releases and government information delivery:

- Through traditional media outlets.
- Via Press conferences and wire services to press, radio and television.
- WWW provided new outlet for distribution.
- Departments began to introduce “News” function to Web sites.



Newsroom Phase I Objective

To provide a Web site for Canadians and the media to access news releases and media advisories published by Government of Canada organizations in the NCR region.



Newsroom Phase I Results

- Phase I launched May 2002.
- Developed and maintained under contract managed by Communication Canada.
- 43 organizations currently publish their news products at no cost.
- CLF presentation but did not include metadata:
 - to describe information
 - to facilitate discovery of information



Phase I Current Look



Government of Canada / Gouvernement du Canada

Canada

Français	Contact Us	Help	Search	Home
What's New	Publications	About Canada	About Government	Provinces and Territories



News Site



[E-Forms and Services](#)

Government Contacts:

- [E-mail](#)
- [Telephone](#)
- [In Person](#)

Find Information and Services by:

- [Subjects and Audiences](#)
- [Departments and Agencies](#)
- [A to Z Index](#)
- [Frequently Asked Questions](#)

CUSTOMIZE



[Today's News](#)

News items posted today.



[News by department or agency](#)

Listed by government organization since April 2002.



[Photographs](#)

A collection of photos from government organizations.



[Search](#)

Search up to two years of news items.



● [Prime Minister's Speeches](#)

● [Speeches on Canada's Innovation Strategy](#)

● [Canada Gazette](#)

● [Official newspaper of the Government of Canada since 1841.](#)

[About This Site](#) [Quick Tips](#) [Site Map](#) [Tell Us What You Think](#)

Last updated: 2003-01-17

[Important Notices](#)

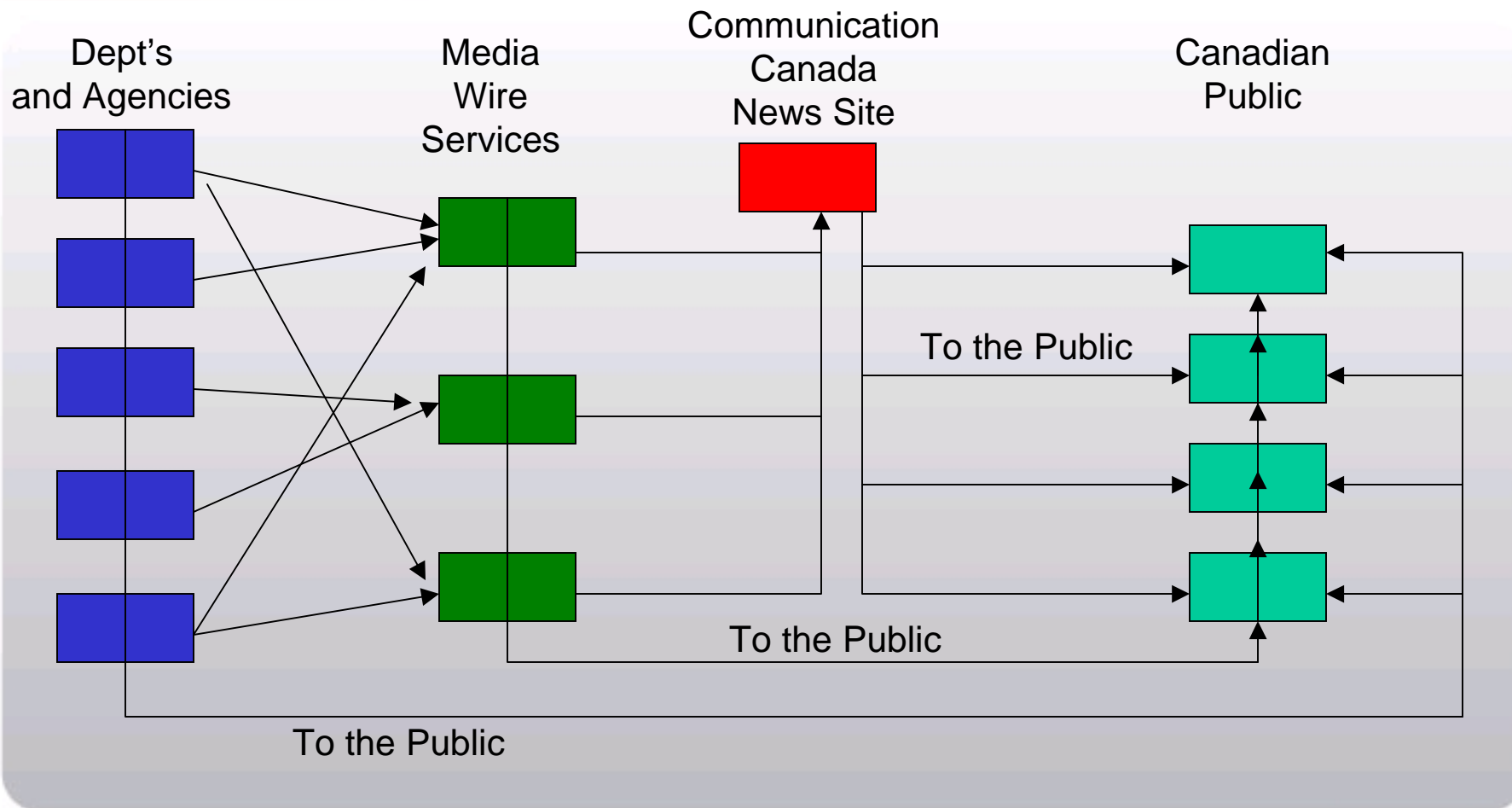


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Phase I Content Delivery





Phase I Improvements

- Facilitate search for information.
- Improve search using metadata.
- Improve publishing and distribution to GoC standards and policies
- Improve accessibility.
- Target clients with specific information.



Phase II Enablers

- World-wide shift in information distribution strategies.
- Wider audience could be reached using XML-proven technologies.
- Flexible, extensible and sustainable Web.
- Support from:
 - Government On-Line 2005.
 - Framework for the Management of Information in Government (FMI) objectives.
 - Management of Government Information (MGI).



Phase II Metadata

Metadata used to:

- Populate client centric Web site
- Describe documents.
- Target search to clients.
- Enable multi-channel distribution.
- Improve accessibility.



Phase II New Look



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Français	Contact Us	Help	Search	Canada Site
News Releases	Warnings/Advisories	Media Advisories	Speeches	Reports

Home - Today's National News and Information

Today's national news and information published by Government of Canada (GoC) organizations. View today's regional news and information by [province or territory](#).

[00:00 HEALTH HAZARD ALERT - MINISTER ORDERS RECALL OF AYLMER MEAT PACKERS INC. BEEF OR BEEF PRODUCTS](#)

OTTAWA, August 24, 2003 - The Canadian Food Inspection Agency (CFIA), in concurrence with the acting Chief Medical Officer of Health for Ontario, is warning consumers not to consume beef or beef products originating from Aylmer Meat Packers Inc., Aylmer, Ontario, as these products are believed to pose a risk to public health.... [\[more\]](#)

Home - Today's National News and Information



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Date Published: 2003 02 11

[Important Notices](#)

←
Populate Site

Search →

Keyword Search

Go

[Advanced Search](#)

- Broadcast →
- Assistive devices →
- Wap →

Client centric

Get the news you want. [XML](#)

Audience
[youth, seniors...]

Regional News
[by province / territory]

Reading Room

Hansard Index

Canada Gazette

Government Announcements

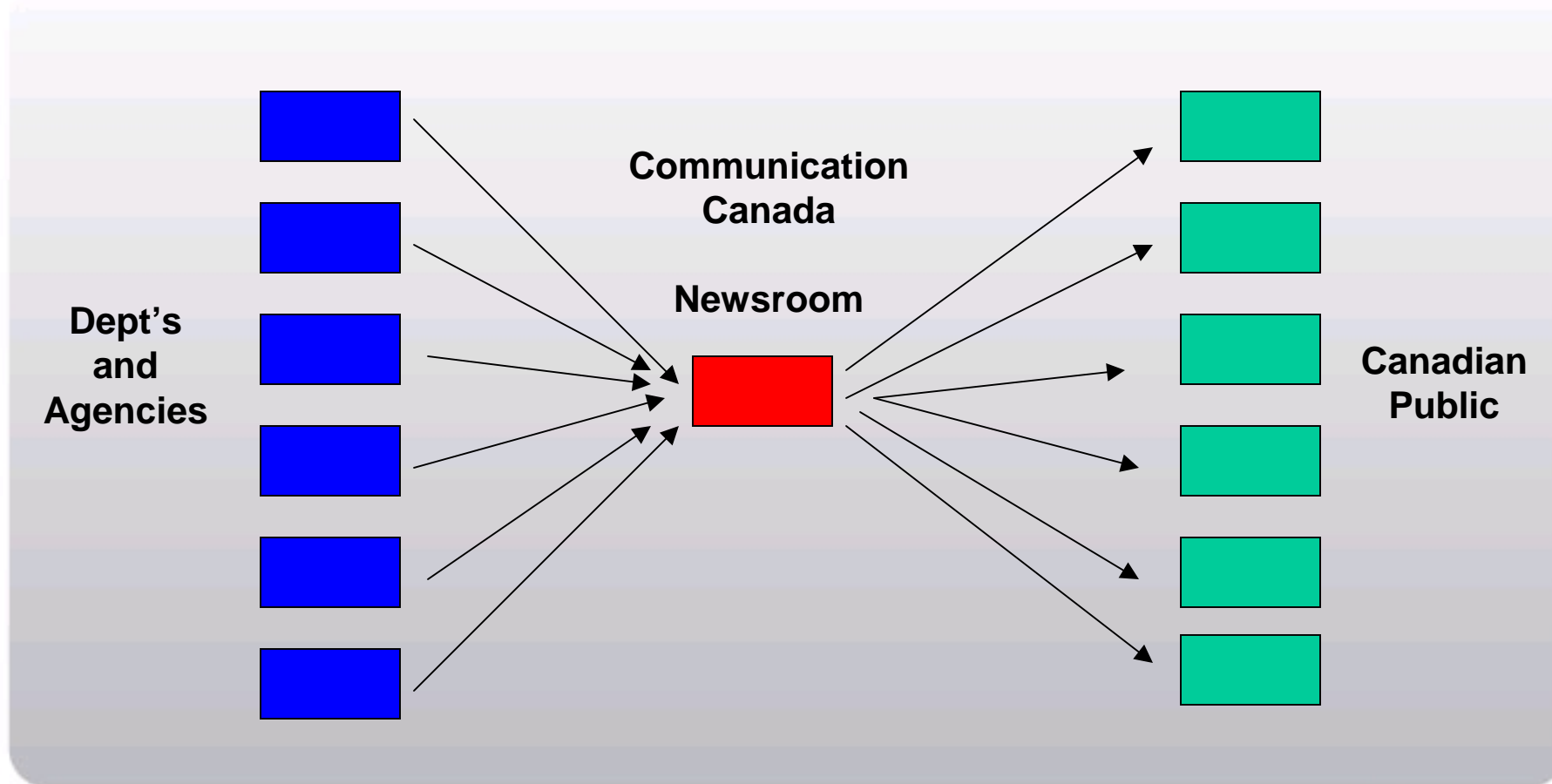


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Phase II Content Delivery





Phase II Features

- More delivery channels (e.g. assistive devices, wireless applications, syndication).
- More content and more GoC participants
- Horizontal info-sharing, delivery and lifecycle management.
- Up-to-the-minute: no third-party intervention.
- Streamlined processes and potential cost savings.
- Metadata-driven search and information management.

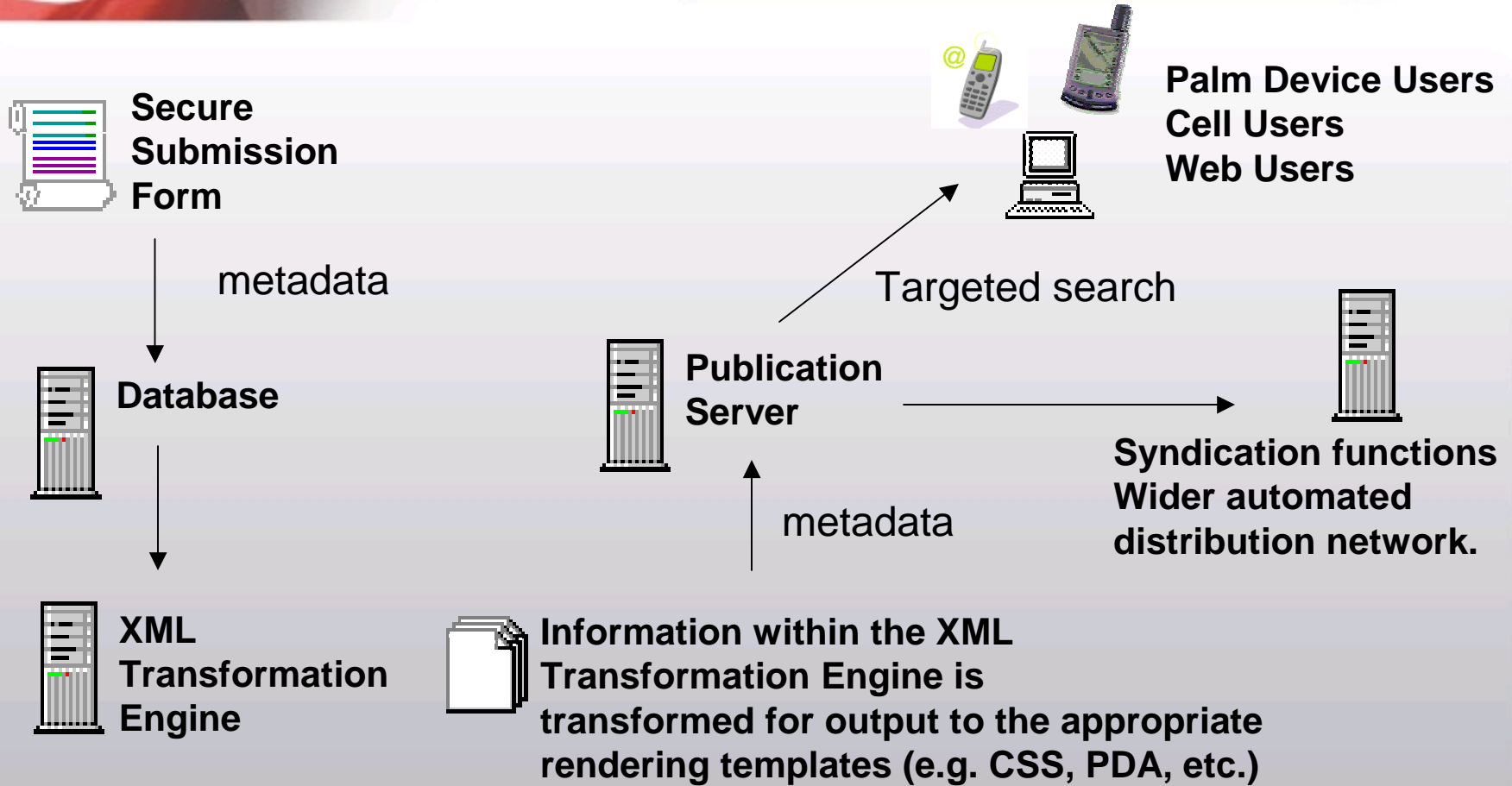


Phase II Benefits

- Model for enterprise service delivery.
- Meets and/or exceeds GOL, CLF and W3C.
- Enhances regionalization of communications.
- Widest possible audience of Canadians.
- Facilitates extended information delivery to Canadians and the media through anonymous syndication.
- Supports emergency message broadcasting.



Phase II General Architecture





Canada