

Metadata Dictionary for Public Broadcasting, Phase 3, TASK TEAMS

(* = team leader)

Task Team A – Intellectual Property and Communications

Alison White, CPB*

Marcia Brooks, WGBH

Dennis Haarsager, KWSU

Objectives:

Develop a clearer understanding of intellectual property issues as they relate to the PBMD:

- How does this instrument/project compare to other similar standards processes?
- Can or should CPB, et al, apply for copyright on the PBMD?
- How might it be made available, e.g. freely to all, freely to some, via licensing agreements, etc.?
- Does the PBMD represent an asset to PB that can be leveraged for the benefit of the system?

Develop a marketing plan for the project:

- Specify target audiences (e.g. stations, producing community, national distributors, key software vendors, community and educational partners, etc.)
- Identify key message points for each audience.
- Identify opportunities/methods to reach those audiences.
- Estimate cost of enacting marketing plan.

Strengthen internal project communication:

- Update participants regarding the activities above.
- Communicate with superiors of participants regarding the value of the contribution, and the work achieved thus far.

Task Team B – Problem/Value Statement

James Steinbach, WPT*

Tim Olson, KQED

Richard Ruotolo, PRI

Grace Agnew, AMIA

Objective:

Create a more developed “problem/value statement” for the project:

- What specific existing or anticipated problem will the Public Broadcasting Metadata Dictionary (PBMD) address?
- If the problem is anticipated rather than current, what assumptions have been made about a future course of events?
- How, specifically, might the PBMD solve the problem?
- What service, revenue or cost saving opportunities might be addressed or more fully realized because of the existence of the PBMD?
- Again, what assumptions have been made about future course of events?
- To whom might this work be important (who are the key stakeholders)?

Task Team C - Sustainability

Judy Brown, SCORM
 Sharon Blair, AMIA Local Television Task Force
 Rob Holt, NPR Online
 Dave Johnston, PBS.org
 Ann Lootens, WGBH
 Chuck McConnell, NETA/OSBE*
 Art Zygielbaum, NET

(Outside advisor: Thom Shepard, WGBH).

Objective:

Develop a plan for "sustainability" for the PBMD, addressing such questions as:

- What is the expected lifespan for such an instrument, overall?
- In what form(s) would the instrument need to be expressed and held, in order to be useful?
- What activities might be required to maintain the instrument so that it fulfills its intended purpose during its useful lifespan?
- What might these maintenance activities cost in financial, personnel or other terms?
- Which individuals or organizations (new or existing) would need to be involved in the maintenance process – to what degree and in what roles?
- What kind and degree of commitment to sustainability must be signaled, and by whom, before we continue development of the PBMD?

Task Team D – Dictionary Development

Alan Baker, MPR
 Marty Bloss, NPR
 Paul Burrows, KUED*
 Efthimis Efthimiadis, University of Washington
 Dave MacCarn, WGBH
 Cate Twohill, PBS

Objective:

Continue development of the Public Broadcasting Metadata Dictionary.

- Ascertain whether controlled vocabularies and/or authority files are required for the PBMD, or recommended.
- Develop controlled vocabularies/authority files as needed. (Note: AW recommends working from MPR's and WGBH's previous decisions.)
- Determine whether parts of the Preliminary Dictionary can be finalized now, and released to projects that request it.
- Continue development of MD presentation/maintenance format: Filemaker, Excel, HTML, etc.
- Plan User's Guide.

Task Team E – RFC and Testing

Nancy Baldacci, American Public Television
Brian Callahan, WHRO
David Felland, WMVS*
Steven Heard, Public Interactive
Bea Morse, PBS
Lesley Norman, Grubin Productions
Steven Vedro, Consultant, WPT

Objectives:

- Plan the Request for Comments process, including participants, questions to be asked, method for compiling, analyzing and reporting findings and recommendations, estimated timeline and budget.
- Plan Test Implementations phase: criteria and selection process for participants, hypotheses to be tested, budget, etc.

Task Team F – Integration and Compliance

Michael Connet, onCourse*
Tom Handy, KWSU
Meg O'Hara, WNET
Marilyn Pierce, PBS
Amy Rantanen, WGBH
Tracy Vosburgh, WPSX

(Note: work closely with Alison White, CPB.)

Objective:

Develop a “map” or model that describes how this work, and this instrument are related to public broadcasting’s broad and long-term data exchange, storage and integrity needs:

- How might the PBMD be integrated into key local operations (e.g. BO&E, Development, web) as well as national initiatives, such as the Next Generation Interconnection System, NPR’s Content Depot and PBS Orion?
- Which software systems and technical infrastructure could and should be affected?
- How can we assure “compliance” with the standard at the national and local level, including
- How might we work with software vendors at a national level to gain their input and compliance?
- What are the logical next steps on PB’s trajectory of seamless data-exchange?
 - Are further protocols required, such as a common metadata thesaurus, or the use of XML to express dictionary elements?
- How might the dictionary aid in the formation of data or data/essence repositories?
- Will service bureaus, or other outsourcing options be required to perform metadata tagging in the future?
- How do this effort and this instrument need to be related to similar protocols (for example, should it be part of a “metadata registry”?)