

Metadata Dictionary for Public Broadcasting, Phase One

CPB #6439

Narrative Report

Submitted by WGBH, July 15, 2002

This report outlines the activities conducted on behalf of the "Metadata Dictionary for Public Broadcasting Phase One" project during the period January 1, 2002 to May 31, 2002.

Given the growing number of national system initiatives and regional/local individual projects within public broadcasting that have a metadata component, a sense of urgency has underscored the project development from its onset.

Development of the Public Broadcasting Metadata Working Group and Project Advisors

The first accomplished objectives were the development of the Public Broadcasting Metadata Working Group, and the identification of project advisors representing various educational and industry initiatives and groups.

Stated goals were to ensure the formation of a multi-disciplinary group small enough to build consensus and work efficiently with an aggressive project schedule, while also being large enough to represent subject matter experts in the public radio and television systems, as well as organizations with related initiatives. A related consideration was to strive to include several attendees from the November 2001 Asset Management Caucus, to synchronize efforts and build on that work. With the aforementioned sense of urgency underscoring this effort, a final consideration was invitees' ability to attend the initial project kick-off meeting on April 24 and 25, 2002.

The following list identifies the Public Broadcasting Metadata Working Group members, Project Advisors, At-Large Project members and the organizations they represent:

Alan Baker, Minnesota Public Radio, Marty Bloss, NPR (PRSS/Content Depot), Paul Burrows, KUED/University of Utah, Dave MacCarn, WGBH, Bea Morse, PBS, Robin Mudge, OnCourse, Tim Olson, KCTS, Marilyn Pierce, PBS, Richard Ruotolo, PRI, James Steinbach, WHA, Cate Twohill, PBS, Steven Vedro, Wisconsin Public Television, and Tracy Vosburgh, WPSX.

Project Advisors are: Grace Agnew (AMIA – Association of Moving Image Archivists), Judy Brown (Academic CoLab/SCORM), and Efthimis Efthimiadis (University of Washington).

Project members at large include: Alison White/CPB, Amy Rantanen/WGBH, Marcia Brooks/WGBH, and Dennis Haarsager/Washington State University-KWSU.

The April meeting resulted in a rough plan for the group to proceed into the next phase, with the group dividing into two smaller teams to work in parallel: one to closely review the metadata work done thus far by pubcasters and others; the second to ascertain and

represent public broadcasting user needs. Detailed notes from this meeting are available in the Facilitator's Memo.

Additional "Second Tier" participants will be invited to engage in detailed conversations with members of the initial Working Group, to strengthen participation by specific discipline, licensee type, etc. Proposed activities of each parallel team and the inclusion of Second Tier participants are detailed below in the Recommendations for Phase Two section.

General Project Communications Strategy

Web Site and Listserv

CPB has contracted with KUED Media Solutions to develop and host its Asset Management and Metadata Dictionary project Web sites, and to develop a related listserv. The CPB Asset Management site will be linked from <http://stations.cpb.org>. The Metadata Dictionary Web site, with its own URL (to be announced) and link from the CPB Asset management site, will have both a public area, and a user ID/password-protected private area for the Working Group and authorized users. All documents from the Working Group and sub-team meetings and related presentations will be published.

Project Announcement

The following project announcement is intended to be suitable for publication on stations.cpb.org, CPB's Asset Management Web site, via PBS Express, in Current and trade journals, and via PubRadio:

Future Fund Public Broadcasting Metadata Dictionary Project Announcement

The Corporation for Public Broadcasting (CPB) Television Future Fund is providing funding for the Public Broadcasting Metadata Dictionary Project, as part of a series of CPB-funded asset management initiatives. WGBH has been selected to administer the project, in recognition of its broadcast and education industry leadership in asset management.

The project's mission is to develop – for the entire public broadcasting system – a metadata dictionary, which is a list of fields and vocabularies used to catalogue and describe rich media content assets (i.e., video, audio, Web files, text, stills, etc.) that are stored in an asset management system.

The metadata dictionary will increase the ease with which content assets are searched and retrieved, creating increased efficiencies to re-purpose assets for program production and distribution.

The more the vocabularies used to describe public broadcasting's content assets are developed in conformance with industry standards, the greater the opportunities for institutions within the public broadcasting and educational communities to enjoy increased access to each other's content libraries.

The individual and collective value of these libraries increase when they are made available for program and educational applications, value-added membership and constituent benefits, and additional revenue streams. The metadata dictionary will facilitate public broadcasting's larger mission of developing and distributing both nationally and locally relevant content across a variety of media, and will reflect not only public broadcasting's diverse audiences, but also critical community and university partnerships.

The project's outcomes are anticipated to be achieved in multiple phases, with the first phase having focused on the formation of a Metadata Working group, comprised of participants from public radio, local television stations, national organizations, and production partners, with expert advisors from library and industry groups. In Phase Two of the project, the Metadata Working group will review projects underway in public broadcasting that have a metadata component, and will assess various end-users' data needs to inform the continued development of the Public Broadcasting Metadata Dictionary.

WGBH

The WGBH Information Technology and Telecommunications department is working with WGBH Corporate Communications department, in order to capitalize on opportunities to publicize its Asset Management initiatives, of which the Future Fund metadata project is a component.

To inform the entire WGBH staff of the project, an announcement was made in WGBH's internal staff newsletter in April.

Meeting Coordination and Planning

Several major annual public broadcasting conferences were held during Phase 1, and various efforts were made to introduce and familiarize conference attendees with the project.

Given that the PBS Technology Conference (held adjacent to NAB in April) preceded the first meeting of the Metadata Working Group, efforts consisted primarily of networking conversations with individual attendees. At that conference, WGBH presented an introduction to Asset Management, and WGBH's distribution of resource materials to stations has generated additional "viral marketing" opportunities to discuss the project's importance.

Given the timing, efforts to secure a concurrent session at the Public Radio Conference (in May, in Washington, D.C.) were unsuccessful, so CPB convened an informal gathering of public radio professionals to describe the project and its goals, and to elicit suggestions. While many of the invitees were unable to attend, those who did expressed support and enthusiasm for the project. Those who were unable to attend indicated their interest in maintaining pace with the project. Related project documents were handed out at the gathering and at the NPR PRSS Content Depot exhibitor booth. Project members Alan Baker of Minnesota Public Radio and Marcia Brooks attended the

conference and engaged individuals in networking conversations, including reps from the NPR Board and Station Resource Group.

At the PBMA (Public Broadcasting Management Association) conference (in May, in Charleston, S.C.), CPB produced a 90 minute concurrent session on Asset Management, with specific mention of the metadata project and its goals. The session was standing room only, attended by approximately 40 people, who anticipated and asked many of the questions that had been prepared in advance for the panelists. Project participants on the panel were Alison White, Dennis Haarsager and Marcia Brooks.

Plans continued to progress to ensure an active presence at major system conferences in subsequent project phases. At the Annual Meeting (in June, in San Francisco), several members of the Working Group and project members were asked to present a concurrent session titled "I Never Metadata I Didn't Like: The Promise of Digital Information Flow".

Recommendations for Phase Two Activities

For the time period of June 1, 2002 through September 30, 2002, WGBH recommends the following activities:

- With CPB input, recruit adjunct PBMWG members/advisors ("Second Tier") to strengthen participation by specific discipline, licensee type, or other factor;
- As required, coordinate and/or facilitate additional face-to-face meetings, Web and phone conferences with entire group, subcommittees within the group, identified "users" and subject matter experts and advisors;
- As required, continue facilitation of project communication, amongst participants and out to the public broadcasting community, including announcements, articles and conference presentations);
- Publish (i.e. make available to the Public Broadcasting community in electronic and print form) the PBWG's preliminary recommendations (likely a "core" set of metadata elements, qualifiers and authority files/controlled vocabularies);
- Plan proposed activities for Phase Three (October 1, 2002 to April 30, 2003), (including testing of the Metadata Dictionary with appropriate user groups, establishment of "Data Registry" for Public Broadcasting).
- Submit proposed budget for Phase Three.
- From the Metadata Working Group, form a (parallel) Dictionary Review Committee. Suggested activities include:
 1. Select a manner in which to represent the work done by contributing organizations, in order to more easily compare elements, qualifiers and authority files.
 2. Determine a review process (e.g. will everyone look at everything?)
 3. Determine a decision-making process within this sub group, in order to be able to make recommendations to the PBMWG as a whole.
 4. Begin review of metadata work.
 5. Determine degree of overlap in existing metadata work; come to agreement regarding the acceptance of those aspects of the dictionary.

6. Determine which other metadata standards might be applied to the PB Dictionary, either at its core, or as an extension.
 7. After receiving preliminary input from User Requirements Committee (see below), determine which areas of the emerging shared PB dictionary need to be altered, and/or which need additional development.
 8. Incorporate or develop solutions (elements, qualifiers, authority files) as needed.
 9. Prepare to present emerging dictionary or preliminary recommendations at the 2nd full meeting of the PBMWG in September 2002.
- From the Metadata Working Group, form a (parallel) User Requirements Team. Suggested activities include:
 1. Identify Public Broadcasting's existing and future constituencies (both internal and external).
 2. Generate list of possible sources of information regarding how constituencies will use PB data and content (e.g. actual "use cases," ratings, web site statistics, consumer focus group reports, "DTV-ATP/Orion" ascertainties, SABS, etc.).
 3. Engage in dialogue with Adjunct Working Group members (see below) to confirm the outcomes above.
 4. Determine how to express (e.g. in a "user case" format?), to compare and to summarize the information that may be gathered.
 5. Determine how this group will achieve the environmental review task.
 6. Scan/review available information as needed.
 7. Engage in detailed dialogue with Adjunct Working Group members regarding their generation and use of rich media data. As possible, solicit input regarding authority files/controlled vocabularies used in the disciplines represented by members.
 8. Using agreed upon form or method, generate preliminary "findings" for Dictionary Review Group (by August 23, 2002).
 9. As needed, continue review and refinement of User Requirements.
 - Determine means and extent to which Dictionary Review Team and User Requirements Team should coordinate their work prior to second meeting of PBMWG (see below);
 - With CPB, and with full consideration of desired outcomes, coordinate second meeting of PBMWG members and advisors. Tasks include:
 - With meeting facilitator, design the meeting agenda, including presentations, handouts, use of working groups, etc.;
 - Announce the meeting and invite participants and advisors;
 - Secure meeting location and accommodations for meeting participants;
 - Meal planning for participants;
 - Obtain expense reports from meeting participants;
 - Reimbursement of meeting facilitator;
 - Reimbursement of legitimate travel expenses for participants;
 - Preparation of "Facilitator's Memo," outlining meeting outcomes and suitable for publication to the public broadcasting community.

Estimated Budget for Phase Two Activities

To be submitted under separate cover.