

Metadata Dictionary for Public Broadcasting

Phase 3

Sustainability Plan from Task Team C

Introduction

The activities of the Sustainability Team (Task Team C) of the Public Broadcasting Metadata Initiative Working Group are summarized in the Phase 3 Interim and Final Project Narratives, submitted under separate cover.

This plan includes the Sustainability Team's recommendations for:

- Expected lifespan of the PB Core (formerly referred to as the PBMD)
- Recommended form in which the PB Core be expressed and held
- Recommended organizational participation and activities required to maintain the PB Core
- Associated personnel and costs
- Required level of commitment to sustainability

Expected Lifespan of the PB Core

It is anticipated that the PB Core has a probable dynamic lifespan of several decades, and that it will need to be useful and timely throughout the content lifecycle to which the metadata applies. Thereafter, it is anticipated that the PB Core would still be used for archival research.

It is advised that a long lifespan for the PB Core is directly correlated to its simplicity and ease of use at the individual, local and national levels for constituents including: program producers; educators/students; and program production researchers. In other words, the PB Core needs to be workable for specialists and non-specialists alike, in rural as well as urban environments.

Form in which to Express and Hold the PB Core

In the upcoming final project phase, a rigorous and focused Test Implementation process — using commonly anticipated scenarios for content discovery and exchange) — is expected to inform how the PB Core is best expressed and made usable. (Note: Reference the project's Test Implementation Plan, submitted under separate cover.)

- It is presumed that the PB Core needs to be published online, in HTML.
- It is recommended that the PB Core be expressed, at minimum, as an ISO 11179 application profile, and as XML DTDs as appropriate.
- It is expected that the PB Core will need to be mapped to any other widely used standard.
- The means by which the PB Core is maintained (see "Organizational Participation and Activities Required to Maintain the PB Core" below) may impact how it is expressed and held.

Present plans call for the publication of the PB Core on the project Web site; however, it has not yet been determined if or how the site will be maintained beyond the project's scope.

Note that members of the Dictionary Development Team (Task Team D) are also invested in the decision-making process, and are tasked with the online publication of the PB Core and its associated user's guide.

Organizational Participation and Activities Required to Maintain the PB Core

There are two suggested means by which to maintain the PB Core:

- Formally "hand over" the PB Core application profile to a standards body such as SMPTE, which can assume the responsibility of registration authority and maintaining PB Core integrity. (Note: The Dictionary Development Team <Task Team "D"> has also raised this suggestion as a possibility.)
- Form a new operational structure (a cross-organizational committee similar to the current PBMI Working Group) to be charged with routinely reviewing and maintaining the PB Core over time. To ensure an ongoing unified approach that has been the hallmark of the development of the PB Core, it is recommended that CPB is the organization best equipped to have oversight of such a structure. Other considerations for this option follow in "Organizational Participation" below.

A founding premise of the PBMI (Public Broadcasting Metadata Initiative) was that public broadcasting has unique needs, which has been confirmed throughout the project's duration. Because public broadcasting is a diverse community, a central place to manage its diversity is needed. Even if another organization is utilized as a data registry, public broadcasting representatives are still needed to reflect its interests. Therefore, the latter option above is recommended, regardless of whether the former option is additionally implemented.

Organizational Participation

The proposed new organizational structure would require representation similar to the PBMI Working Group: national organizations in public radio and television; national and regional public broadcasting content producers, owners and distributors; and the public broadcasting subject matter experts in metadata dictionary development, most of whom are represented on the Dictionary Development Team.

Representative groups to be involved in determining user needs would need to include: public broadcasting; users (i.e. related organizations such as libraries and museums, and educators); and software development entities (i.e. course/learning management systems, traffic automation vendors, etc.)

Ultimately, the goal is to create an environment and framework in which collaboration continues and hopefully increases, which may include an aspect of knowledge management. The Dublin Core Web site <<http://www.dublincore.org/>>

serves as an example of the types of information and opportunities for information exchange that the public broadcasting community needs to maintain, including: news; recommendations; thoughts; problems; and – most importantly – a place in which to share application profiles. (Note: the Compliance-System Integration Plan, submitted under separate cover, also addresses the Web-based sharing of application profiles.)

Recommended Maintenance Activities

Inevitable changes to the PB Core will be required within several years of its publication, if not sooner, in order to respond to:

- Errors and oversights
- Changes in educational and other standards -- if it causes a change in the metadata form or content, a method of translation and/or update to the PB Core will be required
- Changes in user needs, particularly to describe attributes of a “use” not previously considered
- Changes in technology
- New types of content not yet invented/discovered
- New uses for content not yet considered
- New delivery platforms
- New business models

The recommended activities to maintain the PB Core include:

- Collaborate with key constituents outside of public broadcasting
- Convene in-person meetings of the oversight panel when considering updates to the PB Core
- Assessment and evaluation
- Respond to changes in standards
- Update records and software
- Publish updated changes online
- Establish a central repository for reported problems, reviewed on a regular (at least bi-annual, and possibly annual basis) by a review panel, which would have the authority to call for a “repair” order, that would convene the oversight group to fix the problems. (Note: This approach would be similar to the model in use by the Federal Aviation Administration’s database of “service bulletins”.)

It is recommended that the PB Core be reviewed either annually or biennially throughout its lifespan (Note: reference “Expected Lifespan of the PB Core” above.)

Associated Costs

- The expense to respond to changes in the standards and updating of the records and software related to use of records.
- Evaluation, coupled with standards and database updates
- Travel costs associated with in-person panel review
- Conference calls associated with panel communications
- Development, hosting, maintenance, review and response to a central repository for reported problems
- Hosting costs for online publication, and for publishing updates

Personnel Requirements

- Staff to support and update the online published site
- Database updates
- Response to user feedback
- Assessment and evaluation. The major ongoing activity is evaluation coupled with standards and database updates.
- Project management, to support and advance the oversight committee's work
- Communications staff to market updates to the PB Core
- Personnel fees not yet anticipated below – contingent upon the extent to which the existing participating organizations will be willing to continue to work on a pro-bono basis

Required Level of Commitment to Sustainability

Key organizations whose commitment to sustainability of the PB Core plays a pivotal role in the sustainability of the PB Core are listed below. (Note: Reference the Integration-Compliance Plan by Task Team F, submitted under separate cover.)

- The heads of the organizations that comprise the Dictionary Development Team (Public Broadcasting Service (PBS); National Public Radio (NPR); Minnesota Public Radio (MPR), and KUED Media Solutions) need to commit to sustainability on three levels:
 - To enable the ongoing participation of their metadata subject matter experts
 - To apply the PB Core to the content distribution and exchange services they operate (i.e. PBS's Orion, NPR's Content Depot, etc.)
 - To modify content acceptance policies as needed so as to require adherence to the PB Core from program producers.
- Corporation for Public Broadcasting (CPB), as noted in the "Organizational Participation" section above.
- Individual public broadcasting stations need to commit to complying with the PB Core, in order for their end-users to be able to search for, and access, content. Particularly in on-air promotions, staff needs to search on their assets' rights clearances, original usage (what format it was shot on), and scripts.
- Program producers