

## **Task Team F – Integration and Compliance**

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(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 stations, national distributors, producers, etc.? Are there different levels of compliance?
- 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 to ensure interoperability, 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?

Recommended Activities:

1. Read Dublin Core paper; make sure understand what the PBMD is (“touchstone” for metadata translation). Read Grace Agnew paper (on metadata site), “Developing a Metadata Strategy.” Review AW docs used for Traffic Presentation. Review (incomplete) User Requirements Matrix.

2. Determine how the information gathered by this Task Team might best be presented to the full project, and who will be responsible for various parts of the Team’s work. In terms of reporting, AW suggests a series of short narratives, with supporting Excel and Visio documents:

- National/Local Metadata Integration Issues (with attached list of affected institutions, software systems, vendors, etc.).

- PBCore Compliance Issues (What should constitute compliance for each affected group? What are the benefits of compliance for each group? What are the costs and drawbacks of compliance?)
- Working Together (How might key vendors, producers and PB's metadata sustainers work together to ease the cost or difficulty of compliance, and maximize its benefits?)
- Related Data Issues (Are other protocols required for the PBCore to be successfully integrated? Should we gather program-level metadata in a single repository, through a standardized portal, and then let various institutions obtain and use that data as appropriate? How might we best generate fragment-level data for stock footage sales or curriculum-correlation? Might we create service bureaus, or do they already exist?)

Task Team leaders will have phone and in-person meetings to keep the work on track. Expect that the output of your group will be available, when you feel it's ready, to the rest of the Working Group via the password-protected website.

3. Starting with User Matrix document, create a list of software companies and other institutions, etc. that would be affected by the requirement to be compliant with the PBCore. This would include any system or company using a system that has data fields containing information about full-length PB programming (or web content?). (Production companies, national distributors, programming and traffic software, Development software.)

4. Create second list of companies that would be affected by compliance with PBMD at fragment-level content (Avid, ProTools, Web CMS systems, onCourse, etc.)

5. Define (or discuss) what might constitute "compliance" for each of these companies and institutions. (For example, at CPB, it would mean that PBCore fields, or perhaps what could be called a complete PBCore record, would be used by production companies to provide data to us about the completed programs that we financially supported. The record would be required in our production contracts. We could then use that data to report to OUR constituencies, our presidentially-nominated Board and Congress, in a comprehensive manner. In the case of a software vendor like Team Approach, would it mean that any applicable field in that software would be mapped to the Dictionary, and that map would reside....where?)

6. Develop list of people to be interviewed about how PBCore compliance might affect these companies, and/or people to be interviewed at the companies themselves (e.g. White-CPB, Mendes-PBS, Kutzner-PBS/NGIS, Loewenstein-NPR/PRSS, Twohill-PBS, Tracy Carter-Myers ProTrack, Jay Adrick-Harris, Agnew, etc.)

7. Develop list of interview questions for each. First, assume that the Dictionary will be financially sustained and updated annually. Now, what would compel various individuals and organizations to comply? Are there benefits besides money, such as prestige, easing of workload, new service opportunities? What are the difficulties, costs, etc. for the complying organizations? How might these costs be mitigated (through training, through a centralized approach to the mapping, what?)

- Producers: CPB production funding; PBS production funding or acceptance of program for distribution; NPR production funding or acceptance of program for distribution? (Ability to organize materials for group PB stock footage sales at some future date?)
- Vendors: (Broadcast Ops, Development, Web CMS) presumably, will be able to serve PTV and PR clients better if data fields used and processed by software system maps to PBCore. How much PB business do these various companies have? Get as much info from PBS and NPR and anyone else as possible, re: key vendors. (E.g. Allegiance, Scout, ProTrack, Team Approach, Memsys, Raiser's Edge, Triveni Digital (PSIP) - who else?) Do PBS and NPR have a particular role here, in terms of purchasing recommendations? Suggest a mechanism for being aligned with vendors over time. Use as model other standards groups and upgrades; look for different models. How will vendors know they're in compliance? How can we have a two-way relationship?
- Stations: If various existing systems (programming, logs, tape library, membership, underwriting, pledge scheduling, Web page, etc.) can be mapped to PBCore, won't that allow data to be moved more easily between systems, saving manual data translation time? How can we find out how many stations are either writing manual translations, or are re-keying the same data into similar software systems? Does PBS or NPR have an IT advisory committee? PBS has a Traffic Advisory committee that could answer a series of questions perhaps.

8. Conduct interviews. Compile findings.

9. Conduct some research on integration issues, either on your own, or as assigned by group:

- Regarding the issue of creating data portals, federated repositories, etc., see [http://www.amianet.org/05\\_Committees/5b2\\_CDSite/C3\\_MIG/C3b\\_MIGrec.html](http://www.amianet.org/05_Committees/5b2_CDSite/C3_MIG/C3b_MIGrec.html),
- Regarding long-term compliance and integration across multiple organizations, see <http://www.sifinfo.org/> and perhaps [www.grants.gov](http://www.grants.gov).
- Regarding the issue of metadata registries, see <http://www.smpte-ra.org/mdd/> and see SCHEMAS registry at <http://www.schemas-forum.org/registry/>.
- Regarding agreeing on other standards, see XML writeup at <http://www.oasis-open.org/cover/schemas.html>, see Advance Authoring Format at [http://www.aafassociation.org/html/pr/291\\_gilmer1\\_0702.pdf](http://www.aafassociation.org/html/pr/291_gilmer1_0702.pdf); see MXF paper at <http://www.broadcastpapers.com/sigdis/Snell&WilcoxMXF-print.htm>.

10. More tasks to come!!