Metadata Working Group User Requirements Committee
Use Case Interview– 8/1/02
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Michael Yoch, Multimedia Developer
NPR Online
202 513-3602, MYoch@npr.org

Interview Conducted by Tim Olson

Key Issues
   • NPR library has several robust controlled vocabularies
   • NPR online not currently using any metadata standards, but looking to better integrate with NPR library standards in the future
   • NPR looking to utilize XML for future station/NPR content exchange
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Most Common End User Requests
The most common user request is to hear an archived NPR story. The second most common request is for information about music they heard, usually during a on-air break, the music "buttons" between the shows.

NPR Story/Reports Fields
NPR stories are currently flat files, although NPR is currently building a Content Management System so the stories can be logged into a database and pulled out dynamically. Story fields include: Headline, teaser, date, dateline, other resources, images, audio story, title, short title, comments, audio credit, video, video credit, copyright year, copyright date, copyright holder, sidebar, pull quotes and pull quote author.

No NPR.org Metadata Standards
NPR.org is not currently using any metadata standards, though they looked into and liked NITF, the News Industry Text Formatting standard.

Station Constituents
NPR serves stations by providing them content modules. Modules are either one time stories or recurring stories (i.e. book reviews). All modules keep roughly the same form, a title, teaser, photo, audio link and link to expanded feature. NPR.org is moving to XML as a better way to share modules between stations and NPR.

NPR Audio
Users can not search inside the audio itself. There is no speech to text automation software being used. Most audio pieces are 4-8 minutes. NPR.org feels there is not much to gain by the addition of speech to text. Using keywords, most users can find what they need already. And the short pieces means keywords usually cover the bulk of the piece's content already.