To: Core Working Group – Metadata Dictionary for Public Broadcasting

From: Bill Keens

Date: June 8, 2004

Re: Facilitator's Memo – Sustainability and Compliance Meeting

This memo summarizes the areas of agreement and key outcomes achieved during the two-day conference of the Core Working Group for Public Broadcasting's Metadata Dictionary, which took place at the Corporation for Public Broadcasting in Washington, DC on May 27-28, 2004.

Those in attendance included: Alan Baker (MPR), Marty Bloss (NPR), Marcia Brooks (WGBH), Paul Burrows (KUED Media Solutions), Dennis Haarsager (KWSU), Alexis Harrigan (WKC), Bill Keens (WKC), Mark Laskowski (CPB), Cate Pederson (PBS), Sean Simplicio (CPB), James Steinbach (WPT), Alison White (CPB) and Tracy Vosburgh (WPSX).

THURSDAY, MAY 27

The initial session involved an update surrounding the current state of the project and test implementation sites, a broad investigation of compliance and sustainability, and a narrowed identification of the necessary action steps to ensure compliance and sustainability standards are met.

Welcome and Purpose

Alison White praised the Working Group for its work thus far. She stated that the desired outcome from this meeting would be a set of recommendations about the future of the metadata dictionary, stressing that these recommendations be reasoned and realistic, yet reflect the Working Group's passion for carrying this project forward.

Marcia Brooks echoed Alison's praise for the Working Group's commitment to consensus building. Going forward, the Working Group needs to keep in mind how the project will have an on-going life and then develop concrete steps for continuing the work. The recommendations that are developed need to balance

the strategic with the tactical, ensuring the project's future viability. Given the metadata dictionary's extensive reach, and interest outside the core constituency, Marcia hoped to elevate thinking beyond the core.

Bill Keens reviewed the conference agenda, which would focus on the project's beginning, the assumptions that have grown out of the project and the two main topics: sustainability and compliance. Regarding sustainability and compliance, conference participants were asked to pinpoint the win and the win-win in both, assemble a set of recommendations and prioritize near-term, mid-term and long-term steps to realize these recommendations. On Day 2, the Working Group would be asked to refine the recommendations presented on Day 1.

Genesis to Present: PB Core Background

Marcia and Alison provided the Working Group with a cursory overview of the project's four phases and highlighted to the basic assumptions resulting from this project's development. Much success has resulted from getting the issues into a brief and workable summary.

Following these orientation sessions, Alan Baker presented a report to the Working Group. This report focused on the results of test implementation.

Report from the Sites: Test Implementation Results

Alan Baker reported on the status of test implementation. Alan discussed three scenarios with regard to the test sites. The first scenario involved four test sites, two of which were in radio and the other two in TV. Alan discussed the test sites' relationship to the PB Core. Producers extracted data from existing information and delivered it to their distribution partner (e.g. MPR → NPR and WGBH → PBS). The second scenario involved digitization and archiving. Tom Shepherd of WGBH built a system, which Kentucky Educational TV used to digitize a portion of their collection. The third scenario involved Grace Agnew mapping from PB Core to other standards, such as ViDe and MPEG.

Alan praised the people working on this who were pressed for time and delivered results. Alan noted tests were on schedule and would be wrapping up at the end of this week, providing Marcia with feedback one month from now.

Alan offered observations with regard to training, authority and culture. He noted that testers grasped things quickly, but, as is often the case in public broadcasting, and especially with regard to public television and public radio, the cultures are very different and not often compatible. Therefore, each tester had a different understanding of the scheme and used it quite differently. To ensure ease of use, he suggested that a common language needs to be spoken and workflows need to be designed to fit the cultures. It will be important for

buy-in and implementation to have an authority to foster a common understanding of PB Core. This authority needs to address the differences in culture and workflow that are evidenced in television and radio. Additionally, it is important to have buy-in from distributors and producers. This will be a challenge given the lack of openness to change that often pervades the system.

The remainder of this session was devoted to developing recommendations surrounding Sustainability and Compliance. The larger Working Group discussed important elements and then the Working Group split into two smaller working groups with the aim of winnowing recommendations.

Sustainability: Develop Options and Scenarios

During this session, the crossover between compliance and sustainability was addressed. A diagram emerged that captured the interdependence of compliance and sustainability [see Attachment 1] and traced the cyclical nature of functionality, training, authority and culture. Alison then painted a picture of her vision of sustainability. Alison believed the PB Core instrument would be expressed through a user-friendly website and would be adaptable to an individual's varying needs (e.g. Filemaker, XML, DTD, MS Word). Alison envisioned the user would have some degree of participation in the life of the instrument and be imbued with a sense of community similar to the Dublin Core site. A conversation surrounding the Working Group's vision of PB Core ensued. There was discussion and understanding of the many possible approaches, the diversity of PBS, independent producers and radio, and a consensus that the system tends to resist change. However, the group accepts that sustainability is vital, contributes toward the project's momentum and enables a greater good.

Compliance: Develop Matrix

Alison White guided the Working Group through an exercise that involved identifying value propositions, steps, and risks and costs for compliers. This process resulted in Metadata Dictionary Compliance Matrix [see Attachment 2]. The Compliance Working Group would use the product of this exercise to inform a more focused discussion regarding compliance.

Sustainability Working Group Report

The Sustainability Working Group consisted of: Alan Baker, Paul Burrows, Mark Laskowski, Cate Pederson and Alison White

As the group's moderator, Alan reported on the Sustainability Working Group's findings. First, Alan elaborated on the Working Group's initial discussion of the vision for PB Core. Alan presented Alison's view of what the PBMD home should be. PB Core's home is a website and is the main vehicle for users to

access information. It is important that it reflect Public Broadcasting's mission – to provide non-commercial educational information and universal access to the public. The website serves users' interests in a variety of ways (e.g. case studies), provides concrete deliverables, such as tools, techniques, code and XML, invites users' participation, balances users' interests and offers marketing tools.

The Sustainability Working Group felt PB Core would be sustainable if the following set of objectives were adopted and implemented [see Attachment 3]:

- Establish a centralized governing authority with a mission and scope
- Create, adopt and update as needed a financial model, with multiple revenue streams, for centralized governing authority
- Have authority support and/or promote emerging data interoperability models
- Attract and benefit adopters of PB Core by meeting current needs and anticipating future needs
- Express PB Core in a usable fashion
- Make PB Core useful beyond Public Broadcasting
- Map PB Core to users' needs over time and given the realities of the marketplace
- Design recommended levels of use for PB Core
- Ensure PB Core support is available on an ongoing basis

A party is designated with the responsibility of executing each of these recommendations. Near-term (within 6 months), mid-term (6 months – 3 years) and long-term (3 years +) steps are shown, enabling each objective to be completed.

Compliance Working Group Report

The Compliance Working Group included: Marty Bloss, Marcia Brooks, Dennis Haarsager, Sean Simplicio, James Steinbach and Tracy Vosburgh.

Led by Marcia, the Compliance Working Group offered a set of objectives to ensure that compliance standards were created and maintained.

- Align stations' vision and priorities to the realities of future distribution – cultural change here an now
- Align national distributors' vision and priorities with those of their constituents
- Fund, establish and provide training, focusing on stations in particular and provide tools, such as user guides, on website for others
- Communicate clear value propositions that address constituents' business problems

- Create new efficiencies with regard to Public Radio Exchange, promoting an efficient and effective workflow
- Fund implementation resources via CPB
- Develop PB Core Good Housekeeping™ Seal of Approval to brand vendor products showing up in bid specs, and to brand content
- Require PB Core compliance in technical and content Requests for Proposals and Requests for Bids
- Drive compliance through an Authority that provides and demonstrates stability
- Demonstrate support for and value of PB Core by having PBS and NPR play leadership role
- Tie funding for CPB content and systems to compliance

Like the Sustainability Working Group, the Compliance Working Group outlined a timeline to execute these objectives.

FRIDAY, MAY 28

During the second session, the Core Working Group discussed who would execute the action steps defined during the first session and decided upon a financial model suitable for the authority that would oversee the continued evolution of the MetaData Dictionary.

Doug Weiss' Report

Before the Core Working Group began its meeting, Doug Weiss underscored the importance of the MetaData Dictionary project, expressing that PB Core is the foundation of the content supply chain and, as such, can yield an economic benefit.

Review the Prior Day's Results

Using the Metadata Worksheet [see Attachment 3] to guide their work, the Working Group established who would take responsibility for each action statement. It was decided that an authority would be set up to monitor and evaluate the PB Core.

The group weighed several financial models for the authority. The following financial models were discussed: 1) an independent entity that would be fully funded by CPB;
2) an entity fully funded by ongoing CPB revenue and other sources; and 3) an entity that received a diminishing sum from CPB (e.g. CPB funds 100% in Year 1; 75% in Year 2; and 50% in Year 3). The Core Working Group determined the preliminary expense budget [see Attachment 4].

Wrap-up & Next Steps

At the close of the second and final session, the Working Group agreed upon a number of "next steps." These tasks included:

- Dennis and James agreed to notify CPB that funding was drying up and to stress the need for action.

- Alison, Marcia and Mark agreed to complete the recommendations matrix and circulate it to the entire Working Group for comment, along with a memo reflecting the group's desire to urge action on the prospects put forward.

- CPB's investment over a defined period of time will be augmented by increasing investment from other sources, displaying a move toward self-sufficiency.

- In reference to Doug Weiss' remarks regarding operational efficiency, it was decided that Mark and Alison would explore linkages to local service models, major giving, and operational efficiency.

- The Working Group weighed the names PB Core vs. PBMD and decided PB Core was a more fitting name.

- The Working Group closed the session by emphasizing that PBS needs to be an advocate for PB Core.

After committing to ensuring that next steps would be realized, and after being thanked for the outstanding work that members continue to deliver, the Working Group adjourned.