

Shhhh!

It's time to listen to your inner librarian

**The Public Broadcasting Metadata
Dictionary (PBMD) is preparing
to publish version 1.0**

Update on the Public Broadcasting Metadata Dictionary

The first version of the Public Broadcasting Metadata Dictionary

(PBMD), a standard way to describe all public broadcasting content, has been developed by a cross-organizational team of public radio and television producers and managers, archivists and information scientists. This uniform method of description, with an anticipated lifespan of several decades, will allow content to be more easily retrieved and shared among colleagues, software systems, institutions, community and production partners, private citizens, and educators.

Imagine being able to search reels of tape for a particular

interview on a specific subject without watching or listening to hours of tape or reading pages of transcripts; having access to producers' notes and rights and clearance information at the same time; and being able to share this information quickly with your promotion team, underwriting department, Web site developer, or programming department. All this and more is possible when content is described and stored in accordance with the PBMD, available free of charge to public broadcasting stations, distributors, vendors, and partners.

For many, the impact of the PBMD will be transparent,

implemented behind the scenes within each organization's internal systems that deal with content. However, those responsible for describing and retrieving content assets will now have a consistent methodology to do so.

In February 2004, over seventy invitations to participate in a Request for Comments

—the first public unveiling of the PBMD—were sent to representatives in various disciplines at public television and radio stations, program distributors and producers, vendors serving the public broadcasting community, universities and libraries, related community partners, standards bodies, and national organizations including the Library of Congress and the American Film Institute. The invitations were circulated around the globe, reflecting enthusiastic interest in the project, and yielded valuable input from numerous respondents not otherwise associated with the project. A summary of the results will be available on the project Web site in May, 2004. While final analysis and results are pending, one

comment received thus far notes that the PBMD "is a significant step forward for the professional television production and distribution community—it will become the *lingua franca* by which Public Broadcasters can make their tape liabilities into digital assets that can be easily located by all end users."

Sample test implementations at approximately six sites will be conducted in Spring 2004.

Watch for version 1.0 of PBMD to be published by Fall 2004.

Funded by the Corporation for Public Broadcasting

and administered by WGBH/Boston®, a well-formed metadata dictionary directly addresses public broadcasting's mission by making its award-winning content more easily accessible to teachers, scholars, lifelong learners, engaged citizens, and community partners.

Updates, presentations, background articles, and resources are all available on the project's Web site at <http://www.utah.edu/cpbmetadata/>



***Notes:** Prior to the development of the Public Broadcasting Metadata Dictionary (PBMD), WGBH developed a separate metadata model as part of its digital asset management efforts, which is a far more complex database schema than the PBMD. WGBH, along with other PBMD working group participants, shared its list of metadata fields and vocabularies towards the development of the PBMD. PBMD is the field set and vocabulary used to describe assets. The WGBH metadata model incorporates more complex relationships between fields, database table structures, workflow information, and triggers required to populate the fields within a database. Both the PBMD and the WGBH metadata model are based upon the internationally recognized Dublin Core metadata element set.