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Dear Colleague,

For the past several years, a team of public radio and television producers and managers, archivists and information scientists, called together by the Corporation for Public Broadcasting, have been meeting to develop a single, shared protocol for identifying and describing our rich media assets.

Administered by WGBH/Boston, the **Public Broadcasting Metadata Dictionary Project** <<http://www.utah.edu/cpbmetadata/>> is a cross-organizational, multi-disciplined effort to establish a standard way to describe all public broadcasting content (radio and television), so that it can be more easily exchanged between colleagues, software systems, institutions, community partners, individual citizens, etc. It is our belief that in a rapidly evolving and deeply challenging media environment, a well-formed Metadata Dictionary directly addresses our core mission of serving the people of the United States. By working hard to sensibly describe public broadcasting content with standardized, accurate descriptions, we can facilitate easy access and use by teachers, scholars, lifelong learners, engaged citizens and community partners.

We are now at a point where we need to validate our work by gaining the insights of key representatives from both within and outside of the public broadcasting community, and we would like to solicit your assistance in this validation process.

We have created an online survey that is linked to the Public Broadcasting Metadata Dictionary (PBCore). Each PBCore metadata element (which is based on the internationally-accepted Dublin Core format) is described along with its attributes and controlled vocabularies. Your feedback as to the clarity and usefulness of each element will be gathered through this online process – which can be broken up into multiple sessions should you desire.

We hope you will be willing to help us in this important process. Should you wish to substitute a person in your organization or business who is more familiar with content exchange and/or metadata issues, please feel free to indicate their name, phone and e-mail address in your reply to this e-mail. **Please reply by February 9 to our project consultant, Mr. Steven Vedro of Madison, Wisconsin, at <srvconsult@charter.net>.**

Upon your confirmation of participation, Steven will contact you (or your delegate) with additional details, and you will be welcome to participate at any time during the survey process, which will be conducted from February 16 through February 25.

Thank you in advance for your consideration and assistance.

Marcia Brooks, Project Director, Public Broadcasting Metadata Dictionary Project
WGBH/Boston