


**PBCore:
The Public Broadcasting Metadata
Dictionary Project**

Workshop: Describing Moving Images
Northeast Historic Film
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Session Outline

- CPB's American Archive: a use case
- Background
- Community
- Structure
- Exercise

- More PBCore
- Tools
- Resources
- Questions

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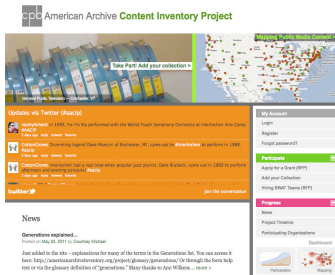
CPB's American Archive

- Public Broadcasting Act of 1967:
The [Corporation for Public Broadcasting] is authorized to...
*establish and maintain, or contribute to, a library and archives
of noncommercial educational and cultural radio and television
programs and related materials...*
- Pilot Project (2009)
- Inventory (2010)
- Digitization (2011)

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American Archive Inventory Project: Overview

- Nationwide inventory of public media materials
- Focus on audiovisual assets
- CPB initiative, WGBH managing
- americanarchiveinventory.org



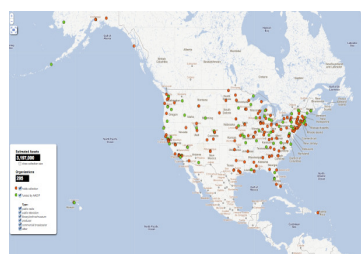
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American Archive Inventory Project: By the #s

Almost 300 organizations registered with the project saying "I have an archive of public media materials"

- 108 radio stations
- 65 tv stations
- 54 radio/tv stations
- 70 archives, producers

Together they estimate **3.2 million** public media assets exist nationwide!



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American Archive Inventory Project: Diversity of data

- Ingesting existing inventories/catalogs
 - broadcast software, production databases, archival finding aids, workflow spreadsheets
- Creating new inventories/catalog records
 - web entry form, excel template, filemaker template
 - adapting existing systems
- "Inventory NOT Cataloging" Project – MPLP!

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American Archive Inventory Project: PBCore

- PBCore (1.3 and 2.0)
- Minimum "required" set of fields
 - Unique identifier, identifier source
 - Format – digital or physical
 - Generation
 - Duration
 - Location
 - Title, type of title

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Background

- Public Broadcasting Metadata Dictionary Project - originally focused on the ability to exchange metadata between parties. (PBCore 1.0, 2005)
- Based on Dublin Core – customized set of elements for Public Broadcasting materials
- Simple but extensible
- Most recent versions 1.3 (August 2010) and 2.0 (January 2011)
- Case Studies: WGBH, NHF, LC

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Community

- pbcore.org – the official site
- pbcore-talk@googlegroups.com - listserv
- pbcore corps on Facebook – news and questions
- pbcoreresources.org – community discussion

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Structure: Overview 10

- Classes (4)
- Containers (15)
- Elements (82)
- Attributes (30)
- Order determined by XSD
- Controlled Vocabularies (required vs. recommended)
- Recursion

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Structure: Content Classes & Containers 11

- Content Classes
 1. Intellectual Content (FRBR “work” and “expression”)
 2. Intellectual Property
 3. Instantiation(s) (FRBR “manifestation” and “item”)
 4. Extensions
- Containers, e.g.:
 - pbcoreRelation
 - pbcoreCoverage
 - pbcoreCreator, Contributor, Publisher

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Structure: Elements & Attributes 12

- Elements
 - 82 elements, only 3-4 required
 - grouped within classes, shared prefix
- Attributes, e.g.:
 - Source
 - Reference
 - Annotation
 - TimeStart
 - Element specific attributes...

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Structure: Controlled Vocabularies

- “Required” or “Recommended” or “ref(erence)” your own
- Maintained at metadataregistry.org

e.g.: instantiationPhysical (physical format)

Label	SRI	Status	Updated
to tape	.._forPhysical#1-1mch-audio-tape	Published	2011-01-31 16:21
ktape	.._forPhysical#1-1mch-video-tape	Published	2011-01-31 16:21
elx400	.._forPhysical#1-1mch-video-tape-elx400	Published	2011-01-31 16:21
ev200	.._forPhysical#1-1mch-video-tape-ev200	Published	2011-01-31 16:21
helical-bvh-1000	.._mch-video-tape-helical-bvh-1000	Published	2011-01-31 16:21
ivc-750/60/9000	.._mch-video-tape-ivc-750-600-9000	Published	2011-01-31 16:22
p-cv	.._forPhysical#1-1mch-video-tape-p-cv	Published	2011-01-31 16:22
p-cv-2	.._forPhysical#1-1mch-video-tape-p-cv-2	Published	2011-01-31 16:22

Exercise

- Create a simple PBCore record for a tape
- Create a PBCore record for a film
- Create a complex PBCore record
 - multi-track
 - multi-instantiation

Exercise: Create a simple PBCore record for a tape

```

<?xml version="1.0" encoding="UTF-8"?>
<pbcoreDescriptionDocument xmlns="http://www.pbcore.org/PBCore/PBCoreNamespace.html"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:schemaLocation="http://www.pbcore.org/PBCore/PBCoreNamespace.html
  http://pbcore.org/xsd/pbcore-2.0.xsd">
  <pbcoreIdentifier source="...">...</pbcoreIdentifier>
  <pbcoreTitle>...</pbcoreTitle>
  <pbcoreDescription>...</pbcoreDescription>
  <pbcoreInstantiation>
    <instantiationIdentifier source="...">...</instantiationIdentifier>
    <instantiationPhysical>...</instantiationPhysical>
    <instantiationLocation>...</instantiationLocation>
    <instantiationGenerations>...</instantiationGenerations>
    <instantiationDuration>...</instantiationDuration>
  </pbcoreInstantiation>
</pbcoreDescriptionDocument>
    
```

Exercise: Create a PBCore Record for a film

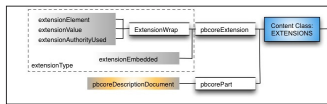
ALASKA'S SILVER MILLIONS (1936, sound, 30 min, b&w, 35mm) SPONSOR: American Can Co. PRODUCTION CO.: Carousel Films. PRODUCER/EDITOR: Beverly Jones. CAMERA: Nicholas Cavaliere, Father Bernard Hubbard. NARRATOR: Father Bernard Hubbard. RESOURCES: Copyright not registered; Living Films, 27; EFG (1949), 494. HOLDINGS: AAFF, LC/Prelinger, MacDonald. Travelogue in three sections narrated by Father Bernard Hubbard, known as the "Glacier Priest" for his highly publicized Arctic excursions and lectures, and released by a manufacturer of canning equipment used to pack Alaskan fish. The first segment introduces the regions of Alaska, the second shows the life cycle of the salmon, and the third illustrates salmon netting and canning. NOTE: Widely distributed in 16mm, *Alaska's Silver Millions* was praised by educational film users. Viewable online at Internet Archive, www.archive.org/details/Alaskas1936.

Prelinger, Rick. *The Field Guide to Sponsored Films*. National Film Preservation Foundation. San Francisco, CA: 2006.

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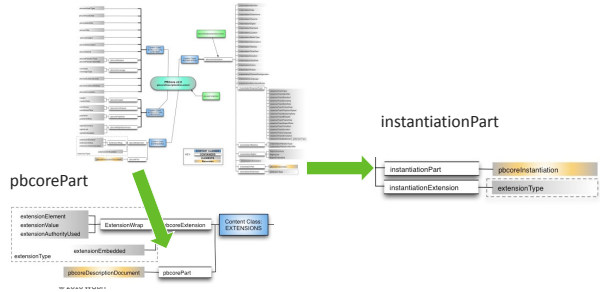
More PBCore

- New in PBCore 2.0
 - Wrap records into a collection
 - Create "abstract" assets (no instantiation)
 - Embed non-PBCore metadata within a PBCore record
 - Pinpoint metadata to time segments
 - Rights information per instance/item, rather than per expression
 - Multi-part records and recursive relationships

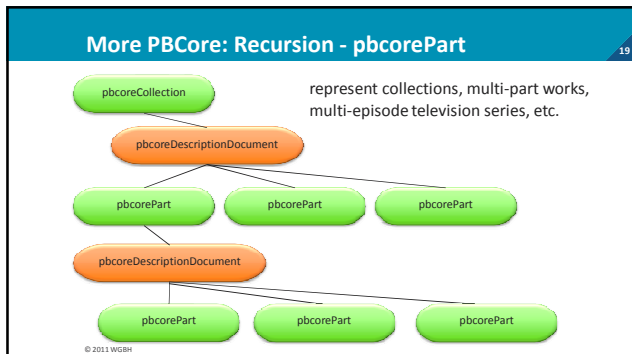


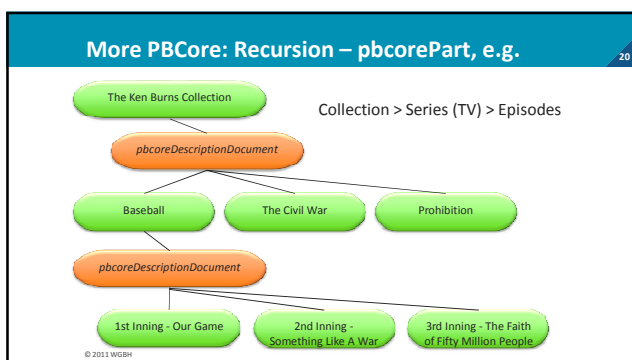
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More PBCore: Recursion



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- ### Tools
- Collective Access - <http://www.collectiveaccess.org/support/library>
 - Instantionizer - <http://www.avpreserve.com/pbcore-instantiationizer/>
 - Vermicel.li - <http://pbcore.vermicel.li/>
 - Collection Workflow Integration System (CWIS) - <http://scout.wisc.edu/Projects/CWIS/>
 - Expression Engine/Drupal - http://www.pbcoreresources.org/article/use_of_pbcore_in_the_american_archive_pilot_project/
 - Crosswalking, XLSX - oXygen xml editor – <http://www.oxygenxml.com>
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Resources

- PBCore.org
 - “How to” - <http://pbcore.org/documentation/>
 - Case Studies - <http://pbcore.org/category/case-studies/>
- PBCore 2.0 Graphical View
 - <http://pbcore.org/wp-content/uploads/PBCoreDiagram-v2.jpg>
- *PBCore: The Challenge of Adopting a Descriptive Metadata Standard for Public Media* by Nan Rubin, AMIA Tech Review, April 2011, Issue 3.
<http://www.amiaconference.com/techrev/V11-01/papers/rubin.pdf>

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Questions?

Thank you!

for the use of slides and ideas

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- Paul Burrows, KUED Media Solutions, University of Utah
- Nadia Ghasedi, Film & Media Archive, Washington University in St. Louis
- Peter Pinch, WGBH Interactive

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