IDEAlliance

Publishing Requirements for

Industry Standard Metadata

Guide to the

PRISM Aggregator

Document Type Definition

(DTD) V. 1.1

January 2005

(referencing
PRISM Specification version 1.2)

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Documents may be used as templates for a PRISM implementation. The Presenters grant the right to modify and edit these templates to fit an actual implementation project, provided that all such templates [or such documents] display the copyright and any other proprietary notices contained in this document. Such modified documents must not be distributed beyond the partners implementing or maintaining PRISM.

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Introduction

The PRISM Aggregator DTD is a new standard format for publishers to use in transmitting content for online usage to aggregators and syndicators. This document describes the specification in detail and provides some examples of how it is used.

An Overview of PRISM

The PRISM Working Group was established in 1999 by a group of companies primarily involved in the production of serial and web-based editorial content. This group includes publishers, other rights holders, systems integrators, software developers and content aggregators who face common content application challenges such as re-use of content in multiple media types, rights and contract management, better access to content archives, and faster, less expensive exchange and integration of disparate sets of content across the enterprise and with outside business partners. The representatives of these companies believe that developing and adopting a standard set of XML metadata will assist them in managing and automating their labor-intensive content workflow processes.

The result of this collaboration is the PRISM specification. The PRISM specification defines a standard for describing, exchanging, and reusing content in both print and electronic publishing contexts. The Working Group released Version 1.0 of the PRISM specification in April of 2001. Version 1.1 was released a year later. As of November, 2004, the released version of the PRISM specification is 1.2.

The PRISM specification is built on a strong foundation of existing standards such as XML, RDF, the Dublin Core, and various ISO specifications for locations, languages, and date/time formats. On top of this base, it defines a small number of XML namespaces and controlled vocabularies in order to meet the goals of interoperability, interchange, and reuse.

For instance, to meet the need for better discovery of information through more granular classification, the PRISM namespace provides an extensive array of elements for describing the subject of an article such as Event, Location, Organization, Person and Object Title. The *PRISM Specification Version 1.2* is available at *http://www.prismstandard.org*.

The PRISM Aggregator DTD Version 1.0

The PRISM specification defines a collection of metadata elements for common publishing needs. To apply them in specific situations, it is necessary to define formats, typically through a series of DTDs (Document Type Definitions), that combine PRISM metadata with content markup to support those specific processing objectives.

This document defines such a specific standard - the PRISM Aggregator Message DTD, an XML DTD that provides a simple, flexible model for transmitting content and PRISM metadata from publishers to aggregators or content syndicators.

The PRISM Aggregator Message DTD combines a customization of the World Wide Web Consortium (W3C®) XHTML standard and a set of PRISM metadata that augments the widely accepted Dublin Core metadata standard.

The current DTD includes basic metadata and structural elements that will be found in any serial publication or web-based editorial. Future releases of the DTD will include additional elements to aid searching and to help track copyright ownership, rights and permissions information, and license agreements. The Aggregator DTD was developed to support the examples and use cases that are described in this document including corrections and updating processes.

The Aggregator DTD has been designed to meet the business requirements of the members of the Working Group. After examining numerous samples from every publisher, the group did an extensive review of all requirements and the ways the DTD could address them.

Why use the Aggregator DTD?

Using the Aggregator DTD does not require changes to the current workflow of content between suppliers and aggregators. It can be used as simply a new format. However, adapting your processes to conform to it will provide many advantages and financial benefits to you and your business partners.

- The use of a single, industry-standard format for extraction and acquisition reduces the errors and costs of tracking and deploying multiple formats to communicate with multiple business partners.

- The use of a single format for all organizations speeds the processing of content and speeds the integration of new business partners into your workflow. If a new partner is using a format that you can already handle, little if any process change is necessary to transmit content between you. The value and accessibility of the content will be increased because time to market is reduced.

- The use of a common industry format reduces the barrier to entry for all publishers and content aggregators. This is especially valuable for smaller organizations.

- Aggregators manage content from a large numbers of sources. Today, you receive metadata in as many different formats as you do content. By providing a common metadata standard, PRISM helps everyone in the electronic content business track, use and re-use their content.

- Providing content encoded in XML adds to the content's value because it makes it possible to repurpose it for multiple opportunities:

    - Tables of information marked up as tables can take advantage of more formatting capabilities, making them look more professional on output than the fixed-width font style that many are forced to use. Furthermore, the information within them now becomes accessible as data.
    - The inline XML markup that lets you identify names, key phrases and other important data elements within an article or paragraph, makes it easier to format them, search for them and turn them into links. This ability will also greatly contribute to search and display flexibility.
    - Standardization of the use of special characters gives you wider access to more scientific symbols and foreign characters. Furthermore, they can be handled automatically.

All of these capabilities combine to let you use your content on a wider variety of output media and products, getting more value from your information assets.

By enabling the delivery of detailed information in a consistent format, the new PRISM DTD allows publishers and other content-related companies to better communicate with a broader range of partners who are just now standardizing on XML. Many major publishers, other content rights holders, and developers of software tools and information and retrieval systems have indicated their plans to support this standard.

If you have questions:

If you have a question or comment about the DTD, please contact info@prismstandard.org

In your message, please provide the following information:

- Your name and company
- Telephone contact information
- If applicable, reference the document(s) and section(s)

Building Blocks for the Aggregator DTD

The *PRISM Aggregator DTD* incorporates several namespaces including: XHTML, Dublin Core (dc), PRISM Inline Markup (pim), PRISM Aggregator Message (pam).

The following table lists these namespaces and points to where the documentation resides.

Namespace common name	Description	Prefix Used in this Document	Reference in specification
Namespace name			
XHTML	XHTML will be treated as the default namespace in this document, so that XHTML elements in the document's examples will not have a namespace prefix.		W3C *Modularization of XHTML* (http://www.w3.org/TR/xhtml-modularization/)
URI: http://www.w3.org/1999/xhtml			
XML	Elements and attributes for XML, such as xml:lang	xml:	*Extensible Markup Language (XML) 1.0 (Second Edition)* (http://www.w3.org/TR/REC-xml)
URI: http://www.w3.org/XML/1998/namespace			

Namespace common name	Description	Prefix Used in this Document	Reference in specification
Namespace name			
Dublin Core	When applicable Dublin Core elements are integrated into this message including general purpose, date and subject.	dc:	*PRISM Specification v.1.2* Part 5.2 *Dublin Core Metadata Element Set, Version 1.1: Reference Description* http://dublincore.org/documents/dces/
URI: http://purl.org/dc/elements/1.1/			
PRISM	The 'prism' namespace contains elements suitable for a wide range of content publications, licensing and reuse situations.	prism:	*PRISM Specification v.1.2* Part 5.3
URI: http://prismstandard.org/namespaces/1.2/basic/			
PRISM Aggregator Message	The 'pam' namespace contains elements specific to the aggregator message.	pam:	*Guide to the PRISM Aggregator Document Type Definition (DTD) v.1.0* Appendix A
URI: http://prismstandard.org/namespaces/pam/1.0/			

Namespace common name	Description	Prefix Used in this Document	Reference in specification
Namespace name			
PRISM Inline Markup	The 'pim' namespace defines elements for inline metadata such as locations, organizations, personal names, works, events, quotations, etc.	pim:	*PRISM Specification v.1.2* Part 5.5
URI: http://prismstandard.org/namespaces/1.2/pim/			
PRISM Rights Language	The 'prl' namespace defines for describing permitted usage of content.	prl:	*PRISM Specification v.1.2* Part 5.4
URI: http://prismstandard.org/namespaces/1.2/prl/			

Status Values Used When Processing PRISM Aggregator DTD

The aggregator DTD can be sent with one of four values in the pam:status element. This element indicates whether to process a document in the aggregator message as an addition, correction, deletion or update. The values A, C, D, and U must be in upper-case.

Level	Value
PRISM Aggregator Message	**A- Add -** Indicates that this article is new, add it to the database. If the article identifier already exists, throw an error. This is the default case if no status element is defined. **C- Correction** – The article ID should already exist in the database. The article being sent should have a <prism:hasCorrection> element that contains a text description of what needs to be corrected. Aggregators should display the correction block to the reader of the article, at either the beginning or end of the article. • If <prism:hasCorrection> appears and <pam:status>C</pam:status> does not, aggregators should ignore the correction block and communicate a non-fatal error back to the publisher. • If a correction to the article has already been sent, or if there are multiple <prism:hasCorrection> elements in an article header, the aggregator should display all the corrections. **D- Delete** – The article ID should already exist in the database. Remove that article. If a reader attempts to access it, display a message that the article has been removed at the request of the publisher. **U- Update** - The article ID should already exist in the database. Remove the old article and replace it with the current one.

Subject Identifiers

The PRISM Aggregator DTD augments the Dublin Core namespace by allowing multiple subject identifiers instead of only one. The PRISM aggregator format provides for indicating named entities as the subject of an article in both a metadata header and as in-line markup in the body of the article. All of the special subject identifiers have these two forms.

See the following elements in the glossary:

Event
- prism:event
- pim:event

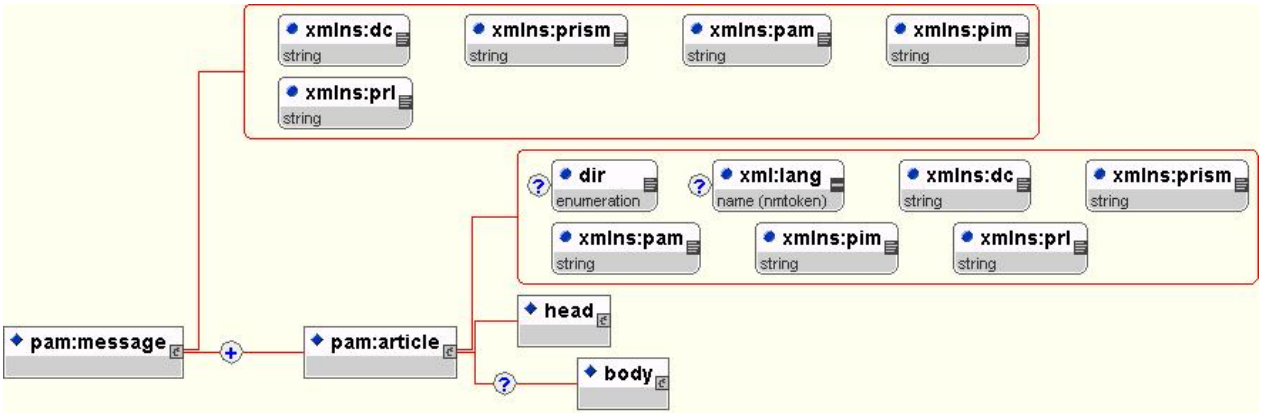
Location
- prism:location
- pim:location

Organization
- prism:organization
- pim:organization

Person
- prism:person
- pim:person

Object Title
- prism:objectTitle
- pim:objectTitle

High-level Diagram of the Aggregator DTD



Overview of Aggregator Structure

Attributes are in italics.

		Type	Required	Occurrence
pam:message		Root		
	xmlns:dc (Dublin Core namespace declaration)	*Attribute*	**Required**	Single
	xmlns:prism (PRISM namespace declaration)	*Attribute*	**Required**	Single
	xmlns:pam (PRISM Aggregator Message namespace declaration	*Attribute*	**Required**	Single
	xmlns:pim (PRISM Inline Markup namespace declaration)	*Attribute*	**Required**	Single
	xmlns:prl (PRISM Rights Language namespace declaration)	*Attribute*	**Required**	Single
pam:article		Element	**Required**	Multiple
	Dir	*Attribute*	Optional	Single
	xml:lang	*Attribute*	Optional	Single
	xmlns:dc points to Dublin Core	*Attribute*	**Required**	Single
	xmlns:prism points to PRISM	*Attribute*	**Required**	Single
	xmlns:pam points to PRISM Aggregator Message	*Attribute*	**Required**	Single
	xmlns:pim points to PRISM Inline Markup	*Attribute*	**Required**	Single
Head		Element	**Required**	Single
	xmlns	*Attribute*	**Required**	Single
	dir	*Attribute*	Optional	Single
	xml:lang	*Attribute*	Optional	Single
	profile	*Attribute*	Optional	Single
	dc:identifier	Element	**Required**	Single
	prism:issueIdentifier	Element	**Optional**	Single
	pam:status	Element	Optional	Single
	prism:hasCorrection	Element	Optional	Single
	dc:title	Element	Optional	Single
	dc:creator	Element	Optional	Multiple
	dc:contributor	Element	Optional	Multiple
	prism:publicationName	Element	**Required**	Single
	prism:issn	Element	Optional	Single
	dc:publisher	Element	Optional	SIngle
	prism:coverDate	Element	**Required**	Single
	prism:coverDisplayDate	Element	Optional	Single

or	prism:coverDisplayDate	Element	**Required**	Single
	prism:volume	Element	Optional	Single
	prism:number	Element	Optional	Single
	prism:issueName	Element	Optional	Single
	prism:edition	Element	Optional	Single
	prism:startingPage	Element	Optional	Single
	prism:section	Element	Optional	Single
	prism:subsection1	Element	Optional	Single
	prism:subsection2	Element	Optional	Single
	The following elements can appear in any order			
	dc:subject	Element	Optional	Multiple
	dc:description	Element	Optional	Multiple
	prism:event	Element	Optional	Multiple
	prism:location	Element	Optional	Multiple
	prism:objectTitle	Element	Optional	Multiple
	prism:organization	Element	Optional	Multiple
	prism:person	Element	Optional	Multiple
	prism:category	Element	Optional	Multiple
	prism:copyright	Element	Optional	Single
	prism:wordCount	Element	Optional	Single
	prism:hasPart	Element	Optional	Single
	prism:corporateEntity	Element	Optional	Single
	prl:usage	Element	Optional	Single
Body		Element	**Required**	Single
	xmlns	*Attribute*	**Required**	Single
	id	*Attribute*	Optional	Single
	class	*Attribute*	Optional	Single
	title	*Attribute*	Optional	Single
	dir	*Attribute*	Optional	Single
	xml:lang	*Attribute*	Optional	Single
	The following elements can appear in any order but at least one is required	Element	**Required**	Multiple
	h1	Element	Optional	Multiple
	h2	Element	Optional	Multiple
	h3	Element	Optional	Multiple
	h4	Element	Optional	Single
	h5	Element	Optional	Multiple
	h6	Element	Optional	Multiple

ul		Element	Optional	Multiple
ol		Element	Optional	Multiple
dl		Element	Optional	Multiple
p		Element	Optional	Multiple
div		Element	Optional	Multiple
table		Element	Optional	Multiple
pre		Element	Optional	Multiple
blockquote		Element	Optional	Multiple
address		Element	Optional	Multiple
pam:media		Element	**Optional**	Multiple
pim:event		Element	**Optional**	Multiple
pim:location		Element	**Optional**	Multiple
pim:objectTitle		Element	**Optional**	Multiple
pim:organization		Element	**Optional**	Multiple
pim:person		Element	**Optional**	Multiple
pim:quote		Element	**Optional**	Multiple
	dc:type	Element	Optional	Multiple
	pam:mediaref	Element	Optional	Multiple
	pam:refid	*Attribute*	**Required**	Multiple
	pam:mimetype	*Attribute*	Optional	Single
	pam:credit	Element	Optional	Single
	caption	Element	Optional	Single
	prism:copyright	Element	Optional	Single
	prism:textdesc	Element	Optional	Single
	pam:extension	Element	Optional	Single

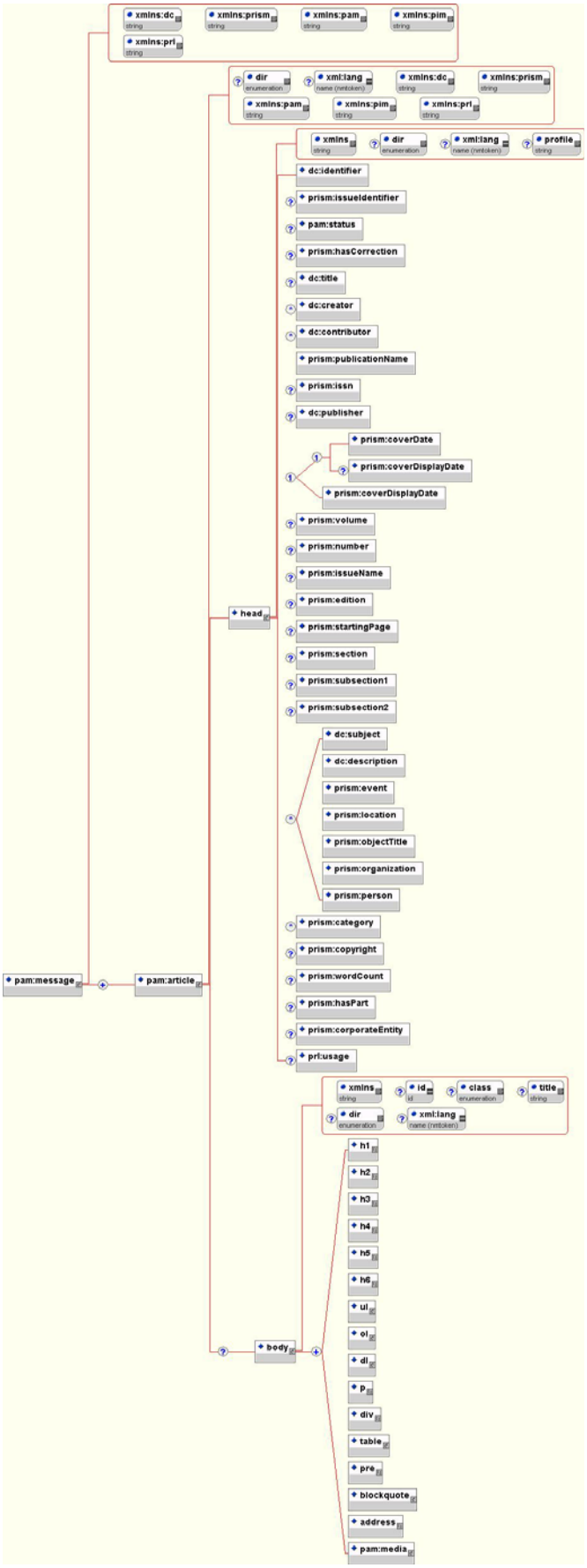
Graphical Representation of Aggregator DTD

The following section provides a detailed graphical view of the Aggregator DTD structure. On the next page is an expanded view of a **message** that can contain one or more **articles** with each **article** composed of a **head** and a **body.**

The graphical display of the DTD contains occurrence indicators and data type information. These indicators appear to the left of the boxes in the schema graphic and they have the following meanings:

- (Blank) Required, single instance
- (+) Required, multiple instances
- (?) Optional, single instance
- (*) Optional, multiple instances

In the schematic, attributes are boxed.


xmlns:dc
xmlns:prism
xmlns:pam
xmlns:pim
xmlns:prl
dir
xml:lang
xmlns:dc
xmlns:prism
xmlns:pam
xmlns:pim
xmlns:prl
xmlns
dir
xml:lang
profile
dc:identifier
prism:issueIdentifier
pam:status
prism:hasCorrection
dc:title
dc:creator
dc:contributor
prism:publicationName
prism:issn
dc:publisher
prism:coverDate
prism:coverDisplayDate
prism:coverDisplayDate
prism:volume
prism:number
prism:issueName
prism:edition
prism:startingPage
prism:section
prism:subsection1
prism:subsection2
dc:subject
dc:description
prism:event
prism:location
prism:objectTitle
prism:organization
prism:person
prism:category
prism:copyright
prism:wordCount
prism:hasPart
prism:corporateEntity
prl:usage
head
pam:message
pam:article
xmlns
id
class
title
dir
xml:lang
h1
h2
h3
h4
h5
h6
ul
ol
dl
p
div
table
pre
blockquote
address
pam:media
body

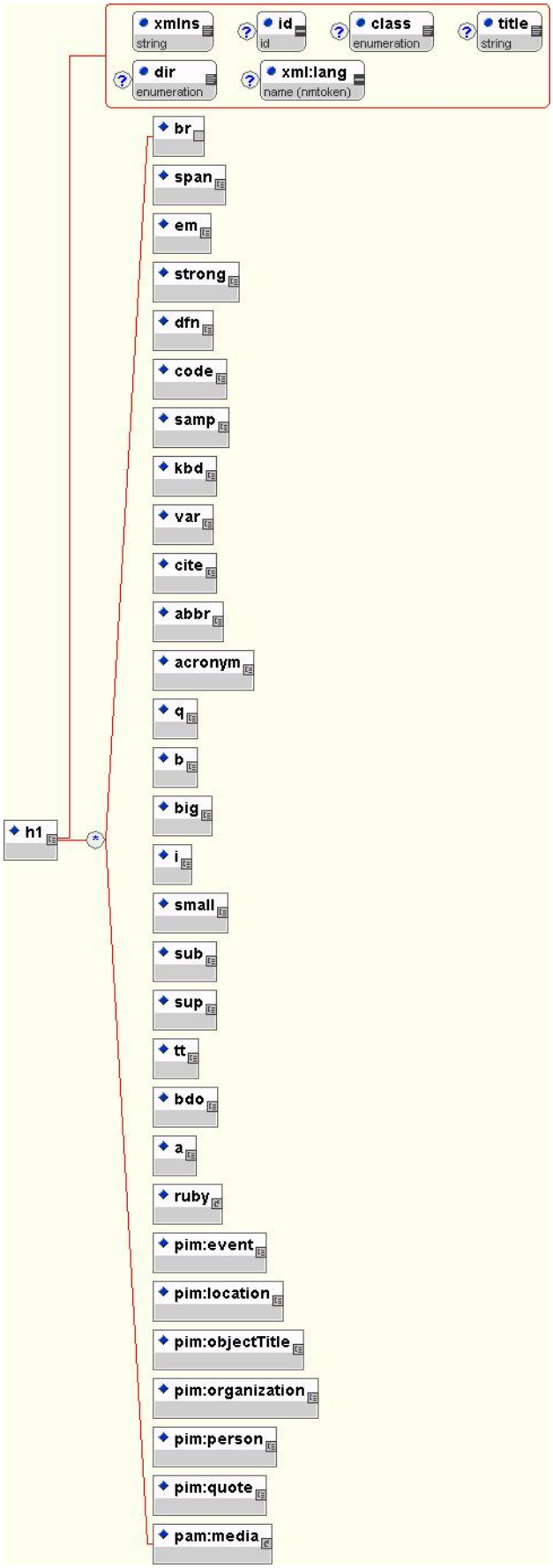
Detail Structure of the Body

The body element is an XHTML body element with some modifications. This has the advantage of familiarity, and the disadvantage of a relatively wide-open content model.

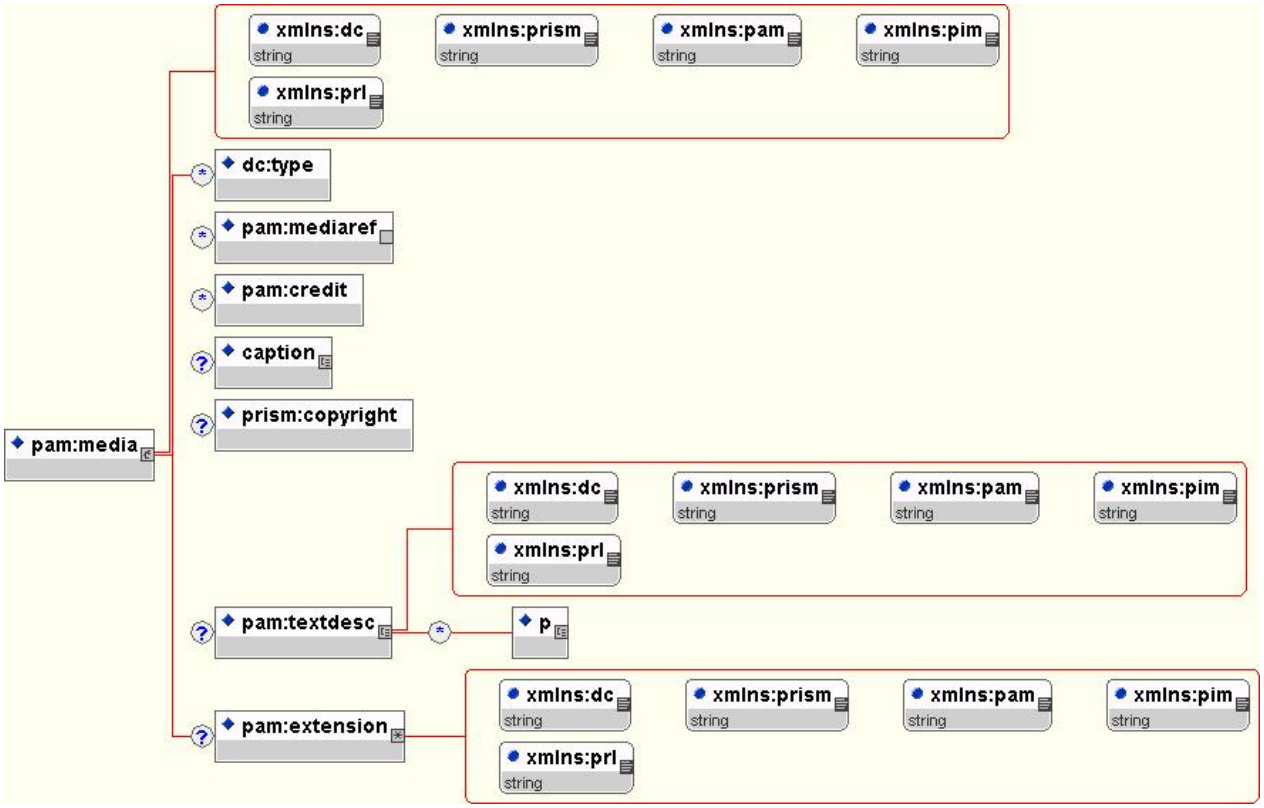
As an example, consider the **h1** (Header 1) element. In an XHTML document, the content of an **h1** element will typically be just text. However, markup is allowed for cases such as superscripts, or for bold and italic portions of the heading.

In the Aggregator DTD, **h1** is extended from XHTML by adding some elements from the pim namespace. The pim extensions allow us to markup mentions of people, places, or things - very powerful for discovery purposes.

A detail schematic of **h1** follows.


xmlns
string
id
id
class
enumeration
title
string
dir
enumeration
xml:lang
name (nmtoken)
h1
br
span
em
strong
dfn
code
samp
kbd
var
cite
abbr
acronym
q
b
big
i
small
sub
sup
tt
bdo
a
ruby
pim:event
pim:location
pim:objectTitle
pim:organization
pim:person
pim:quote
pam:media

The **pam:media** construct is an alternative to the XHTML img element. Currently, magazines rarely send images to aggregators. However, they do send image captions, descriptions, and credits. **pam:media** includes elements and attributes from XHTML (e.g. **caption**), Dublin Core (like **dc:type**), PRISM Aggregator Message (e.g. **pam:credit**), and PRISM (e.g. **prism:copyright**).



Appendix A: PRISM Aggregator Message Glossary

This appendix contains many of the elements and attributes referenced in the Aggregator DTD. Since the Aggregator DTD references other namespaces, additional information for elements or attributes from these namespaces can be found in their specifications.

Entries in the appendix are sorted alphabetically by their local names (that is, namespace prefixes are ignored in the sorting. Pointers to the namespace source of each element or attribute are included. *Attribute names are noted in italics.*

caption

Fully prefixed name	Namespace	Reference in specification
caption	XHTML	http://www.w3.org/TR/1999/REC-html401-19991224/struct/tables.html#edef-CAPTION

Text identifying or explaining a graphic element within the article, such as a photograph, table, graph, illustration, line drawing, etc., which is in close proximity to such images. If an article contains a caption the Caption element should be included in the content sent to the aggregators.

Some captions have *lead-ins*, a short section typically rendered in bold type. The PAM format provides the “lead-in” value of the “class” attribute for indicating those.

Example:

```
<caption>The Sentry Owl UAV (top), which has a 42-in. wingspan, is being used
to patrol the perimeters of military facilities.</caption>
```

```
<caption><span class=”lead-in”>Going, Going, Gong</span> Chuck Barris dismisses
a contestant from The Gong Show</caption>
```

prism:category

Fully prefixed name	Namespace	Reference in specification
prism:category	PRISM	*PRISM Specification v.1.2* Part 5.3.2

The 'genre' of the article, such as biography, interview, feature, etc.

Example:

```
<prism:category>Feature</prism:category>
<prism:category>Review</prism:category>
```

dc:contributor

Fully prefixed name	Namespace	Reference in specification
dc:contributor	Dublin Core	*PRISM Specification v.1.2* Part 5.2.1

An entity responsible for making contributions to the content of the resource.

PRISM recommends that magazine publishers use dc:contributor for people who do additional reporting, or individuals who would be called out for special acknowledgments, such as research assistants.

Recommended practice is to list the contributors, one dc:contributor per element.

Example 1:

```
<dc:contributor>Diane Smith</dc:contributor>
```

Example2:

```
<dc:contributor>With additional reporting by Jennifer
Armstrong</dc:contributor>
```

Example2:

```
<dc:contributor>Edited by Mark Bechtel</dc:contributor>
```

prism:copyright

Fully prefixed name	Namespace	Reference in specification
prism:copyright	PRISM	*PRISM Specification v.1.2* Part 5.3.3

The Copyright information about the article. Typically, this statement will contain the same copyright statement as in the printed magazine and describes the entity that has the right to publish the article.

Either of the following metadata can be provided in each document by the publisher or other rights holder:

Example 1 - Standard Copyright statement:

```
<prism:copyright>Copyright © 2003 Time, Inc. All rights
reserved.</prism:copyright>
```

Example 2 - Standard Copyright notice with additional text:

```
<prism:copyright>Copyright © yyyy, The McGraw-Hill Companies, Inc.
www.mcgraw-hill.com      Information has been obtained from sources believed to
be reliable. However, accuracy, adequacy or completeness is not guaranteed. The
editorial material may not be published, networked, stored or otherwise copied
or distributed, except as expressly authorized by the service provider and The
McGraw- Hill Companies, Inc.</prism:copyright>
```

Note: In the example directly above, the copyright field is padded with a few spaces to include the publisher's website URL, which is not intended to be a live link.

prism:corporateEntity

Fully prefixed name	Namespace	Reference in specification
prism:corporateEntity	PRISM	*PRISM Specification v.1.2 Part 5.3.5*

Corporations have the need to directly relate content to the internal organizational unit that creates, owns, or administers the specific piece of content being enhanced with metadata. This role is similar to being an internal publisher, but it is not adequate to use a publisher field, as often there is an external world publisher of the content. It is my understanding that most organizations have this same kind of need, and it would be helpful to have a standard way of referring to whatever the internal organizational unit is called.

Example:

```
<prism:corporateEntity>Consumer Publications Business
Unit</prism:corporateEntity>
```

prism:coverDate and prism:coverDisplayDate

Fully prefixed name	Namespace	Reference in specification
prism:coverDate prism:coverDisplayDate	PRISM	*PRISM Specification v.1.2* Part 5.3.4 Part 5.3.5

The issue date printed on the magazine, newsletter or journal in which the article appears, or the date on which the web-originated article was first displayed.

In magazine publishing, the cover date of an issue may appear in many different forms. Some, such as January 12, 2003, are easy to convert to a form that can sort chronologically. Others, such as “Fall-Winter 2002-2003”, are quite difficult to convert to such forms. The DTD provides two elements for conveying the publication’s date. <prism:coverDisplayDate> contains the date, as displayed on the cover of the printed issue. The data type of the content is a string. This element fills the need for being able to search for articles that appeared in an issue whose date is of the form “Fall-Winter 2002-2003”. <prism:coverDate> contains the cover date,

formatted as an ISO 8601 date (yyyy-mm-dd). This fulfills the need for being able to sort items chronologically.

At least one date should be provided. Both may be provided. The recommendation from the PRISM technical committee is to use the <prism:coverDisplayDate> element, whose value is a string.

Example:

```
<prism:coverDate>2003-01-10</prism:coverDate>
<prism:coverDisplayDate>January 10, 2003</prism:coverDisplayDate>
<prism:coverDisplayDate>January 12, 2003</prism:coverDisplayDate>
<prism:coverDisplayDate>Fall-Winter, 2002-2003</prism:coverDisplayDate>
<prism:coverDisplayDate>Fall-Winter, 2002-2003</prism:coverDisplayDate>
<prism:coverDisplayDate>January 12, 2003</prism:coverDisplayDate>
<prism:coverDisplayDate>January, 2003</prism:coverDisplayDate>
<prism:coverDisplayDate>12 January, 2003</prism:coverDisplayDate>
```

dc:creator

Fully prefixed name	Namespace	Reference in specification
dc:creator	Dublin Core	

Names of the people primarily responsible for the intellectual content of the article.

If this element is not supplied, look inside the <body> for text marked with the class='byline' attribute. If this element is supplied, then the recipient MUST use it, and not the class='byline' text, when providing citations for the article.

If there are multiple creators, they SHOULD be credited in separate dc:creator elements. However, recipients are advised not to rely on that, and to be prepared to separate multiple names which appear in a single dc:creator element if they need.

Example:

```
<dc:creator>ANTONIN KRATOCHVIL</dc:creator>

<dc:creator>Fred Westbrook, Joseph Temple, Susan Jones</dc:creator>
```

pam:credit

Fully prefixed name	Namespace	Reference in specification
pam:credit	PRISM Aggregator Message	

Acknowledgement appearing in the style of a caption.

Example:

```
<pam:credit>PHOTOGRAPH BY ANTONIN KRATOCHVIL/VII</pam:credit>
<pam:credit>FRED WESTBROOK</pam:credit>
```

dc:description

Fully prefixed name	Namespace	Reference in specification
dc:description	Dublin Core	*PRISM Specification v.1.2* Part 5.2.5

An account of the content of the resource.

The Dublin Core Metadata Initiative recommends that dc:description MAY contain any information (e.g., an abstract, table of contents, reference to a graphical representation of content or a free-text account of the content) that describes the resource.

Short descriptions, such as those which appear in the Table of Contents of a magazine, or might appear in the results list of an online search, SHOULD be given in the prism:teaser element.

The dc:description element MAY refer to separate descriptions, such as an abstract prepared by an A&I service, by providing the URI of the description as the value of an rdf:resource attribute. (In this case, the description is a separate, standalone resource which could have its own metadata. The metadata record for the separate abstract should contain a <prism:category> of abstract, and a <dc:source> element pointing back to the original article.)

Example:

```
<dc:description>Browse our catalog of desktop and notebook computers to find one just right for you.</dc:description>

<dc:description rdf:parseType="Literal"> Describes the infamous criminal and gunfighter, <em>Billy the Kid</em>. </dc:description>

<dc:description
rdf:resource="http://www2.rhbnc.ac.uk/Music/Archive/Disserts/attinell.html"/>
>
```

prism:edition

Fully prefixed name	Namespace	Reference in specification
prism:edition	PRISM	*PRISM Specification v.1.2* Part 5.3.8

The name of the edition of the magazine in which an article was published, if it did not appear in all editions.

An issue of a magazine may be produced in multiple editions, with each edition providing content customized for a particular demographic or geographic group. Fortune, for example, is produced in a Domestic edition, a European edition, and an Asian edition. While much of the content overlaps, there is some content that is peculiar to each edition.

Example 1:

```
<prism:edition>Southeastern US</prism:edition>
```

Example 2:

```
<prism:edition>International</prism:edition>
```

prism:event and pim:event

Fully prefixed name	Namespace	Reference in specification
prism:event	PRISM	*PRISM Specification v.1.2* Part 5.3.10
pim:event	PIM	*PRISM Specification v.1.2* Part 5.5.1

An event referred to in or described by the resource (article).

The PRISM aggregator format provides for indicating named entities as the subject of an article in both a metadata header and as in-line markup in the body of the article. Therefore, the format provides two different elements for those different usages.

Example1 – Event as metadata header:

```
<prism:event>Toronto film festival</prism:event>
```

Example 2 – Event as in-line markup:

```
<p>During the <pim:event>Toronto film festival</pim:event>,
viewers were treated to the sight of …</p>
```

prism:hasCorrection

Fully prefixed name	Namespace	Reference in specification
prism:hasCorrection	PRISM	*PRISM Specification v.1.2* Part 5.3.13

The text of the 'correction block', which corrects errors in the article. The correction block is typically printed in the letters to the editor section of a subsequent issue. Handling of corrections, and the use of the status element, are discussed earlier in this document.

Example:

```
<prism:hasCorrection>Published November 4, 2002 page 24. Clarification: The
graphic with our report on spyware programs installed on your computer without
your consent [PERSONAL TIME: YOUR TECHNOLOGY, Oct. 7] referred to B3D, a
product of Brilliant Digital Entertainment, saying that when you download a
copy of Kazaa's file-sharing software, B3D is installed. We also said that B3D
allows your PC's spare computer power to be used by Brilliant's network. This
power-sharing feature has not yet been activated, and, the company says, it
will not be used without the computer owner's specific
consent.</prism:hasCorrection>
```

prism:hasPart

Fully prefixed name	Namespace	Reference in specification
prism:hasPart	PRISM	*PRISM Specification v.1.2* Part 5.3.19

The described resource includes the referenced resource either physically or logically.

Recommended best practice is to describe photos, etc. as separate objects, rather than embedding their metadata in the metadata for an article, in order to ease their reuse and to simplify data maintenance when the resources are reused. Best practice is also to identify the resources with URIs, rather than human-readable text descriptions, in order to enable automated handling of the resource.

The element is repeated if there are multiple parts included in the current resource.

Example 1:

```
<prism:hasPart rdf:resource=
 ”http://travelmongo.com/2000/08/BelizePhoto.jpg”/>
```

Example 2:

```
<prism:hasPart>dam-obj-32485u2</prism:hasPart>
```

Headline elements

Fully prefixed name	Namespace	Reference in specification
h1 h2 h3 h4 h5 h6	XHTML	http://www.w3.org/TR/1999/REC-html401-19991224/struct/global.html#edef-H1

Title of the story article, or headings of sections within the article.

Example 1 – Regular headline:

```
<h1>Lifestyles of the Kitsch and Semi-Famous</h1>
```

Example 2 - Continued headline:

```
<h1>Will this Bill Pass…</h1>  would be the headline of one article, while
<h1>… Or Won't It</h1> would be the headline of the other.
```

dc:identifier

Fully prefixed name	Namespace	Reference in specification
dc:identifier	Dublin Core.	*PRISM Specification v.1.2* Part 5.2.7

Unique identifier at the article level of a publication.

An article (referred to as "resource" in the PRISM Specifications) is a fully attributed unit of a publication. The party assigning the Identifier is the sole arbiter of the metadata to be used. The Identifier contains information that fully qualifies it to a publication and issue. For example, a publication code, system-generated article accession number or internal tracking number. The Identifier may be based on the publication's ISSN, (extended as needed to uniquely identify the article), but this is not a requirement. Similarly, the identifier may be formatted as a URL or DOI, but this is not a business requirement. The Identifier must be unique across the publisher's cumulative inventory of articles.

Example1:

```
<dc:identifier>MHP_IMS_AW5_Vol 1_No 43_123456789</dc:identifier>
```

Example 2:

```
<dc:identifier>335440</dc:identifier>
```

NOTE: Aggregators must be able to deal with purely numeric identifiers, it is their responsibility not to confuse an article from one magazine labeled with "123456" with one from a different publisher given the same number.

prism:issn

Fully prefixed name	Namespace	Reference in specification
prism:issn	PRISM	*PRISM Specification v.1.2* Part 5.3.23

International Standard Serial Number of the publication.

If a publication has an ISSN the ISSN element should be sent in the aggregator content.

Example:

```
<prism:issn>0149-4953</prism:issn>
```

prism:issueIdentifier

Fully prefixed name	Namespace	Reference in specification
prism:issueIdentifier	PRISM	*PRISM Specification v.1.2* Part 5.3.29

Unique identifier at the issue level of a publication.

An issue (referred to as "resource" in the PRISM Specifications) is a fully attributed unit of a publication. The party assigning the Issue Identifier is the sole arbiter of the metadata to be used. The Issue Identifier contains information that fully qualifies it to a publication and issue. For example, a publication code, system-generated article accession number or internal tracking number. The Issue Identifier may be based on the publication's ISSN, (extended as needed to uniquely identify the issue), but this is not a requirement. Similarly, the Issue Identifier may be formatted as a URL or DOI, but this is not a business requirement. The Issue Identifier must be unique across the publisher's cumulative inventory of issues.

Example:

```
<prism:issueIdentifier>709564</prism:issueIdentifier>
```

NOTE: Aggregators must be able to deal with purely numeric identifiers, it is their responsibility not to confuse an article from one magazine labeled with "123456" with one from a different publisher given the same number.

prism:issueName

Fully prefixed name	Namespace	Reference in specification
prism:issueName	PRISM	*PRISM Specification v.1.2* Part 5.3.24

Contains any special name for the issue of the magazine.

A special name for an issue of a magazine might be "Swimsuit Issue" or "Buyer's Guide Issue".

Example 1:

```
<prism:issueName>Spring Movie Preview</prism:issueName>
```

Example 2:

```
<prism:issueName>Special Investor's Issue</prism:issueName>
```

Language attribute

Fully prefixed name	Namespace	Reference in specification
xml:lang is an attribute	XML	*Extensible Markup Language (XML) 1.0 (Second Edition)* (http://www.w3.org/TR/REC-xml)

The language of the intellectual content of a particular element. Language is defined by the xml:lang attribute and defaults to “eng-US” (American English).

The language value, if used, should conform to the appropriate specification. The values of the attribute are language identifiers as defined by [IETF RFC 1766], *Tags for the Identification of Languages*, or its successor on the IETF Standards Track.

The recommendation is to use the xml:lang attribute on the <pam:article> element. In keeping with XML practice, the DTD allows the attribute to be used with other elements (such as on paragraphs or inline spans which are in a different language than the rest of the article). However, dealing with mixed-language content is more advanced than the current state of the art for most of the publishing industry. Accordingly, aggregators will only be required to support the attribute's use at the pam:article level. They may ignore it in other places.

Example:

```
<pam:article  xml:lang=“en-US”>
```

prism:location and pim:location

Fully prefixed name	Namespace	Reference in specification
prism:location	PRISM	*PRISM Specification v.1.2* Part 5.3.28
pim:location	PIM	*PRISM Specification v.1.2* Part 5.5.3

A subject identifier for the geographical location referred to in the article.

The PRISM aggregator format provides for indicating location as the subject of an article in both a metadata header and as in-line markup in the body of the article.

Example 1 – Location as metadata header:

```
<prism:location>Germany</prism:location>
```

Example 2 – Location as in-line markup:

```
<p>The condition of <pim:location>Germany</pim:location> suffers from high
labor costs.</p>
```

pam:media

Fully prefixed name	Namespace	Reference in specification
pam:media	PRISM Aggregator Message	This document

An alternative to the XHTML img element.

Currently, magazines rarely send images to aggregators. However, they do send image captions, descriptions, and credits. **pam:media** includes elements and attributes from XHTML (e.g. **caption**), Dublin Core (like **dc:type**), PRISM Aggregator Message (e.g. **pam:credit**), and PRISM (e.g. **prism:copyright**).

pam:message

Fully prefixed name	Namespace	Reference in specification
pam:message	PRISM Aggregator Message	This document

Root element for message from publisher to aggregator. Contains one or more article elements.

Example:

```
See examples at end of document.
```

prism:number

Fully prefixed name	Namespace	Reference in specification
prism:number	PRISM	PRISM Specification Version 1.2 (e) Part 5.3.30

Issue display field of a magazine, newsletter, or journal.

Generally the Number accompanies the publication Volume (*see Volume).* Used for print publications that identify their issues by number. Not required for web-originated content, or for publications that do not use an issue number.

Example:

```
<prism:number>690</prism:number>
```

prism:objectTitle

Fully prefixed name	Namespace	Reference in specification
prism:objectTitle	PRISM	*PRISM Specification v.1.2* Part 5.3.31
pim:objectTitle	PIM	*PRISM Specification v.1.2* Part 5.5.4

Metadata or In-line markup of the name of an intellectual work or physical item that is a subject of an article.

The PRISM aggregator format provides for indicating *things* (such as products, books, movies, etc.) as the subject of an article in both a metadata header and as in-line markup in the body of the article.

Example 1 – Title of an intellectual work as metadata header:

```
<prism:objectTitle>Confessions of a Dangerous Mind</prism:objectTitle>
```

Example 2 – Work as in-line markup:

```
<p>This review of <pim:objectTitle>Confessions of a Dangerous
Mind</pim:objectTitle> is positive.</p>
```

prism:organization and pim:organization

Fully prefixed name	Namespace	Reference in specification
prism:organization	PRISM	*PRISM Specification v.1.2* Part 5.3.32
pim:organization	PIM	*PRISM Specification v.1.2* Part 5.5.5

A company, government agency, or other organization that is a subject of the article.

The PRISM aggregator format provides for indicating organization as the subject of an article in both a metadata header and as in-line markup in the body of the article.

Example1 – Organization as metadata header:

```
<prism:organization>Paramount Pictures</prism:organization>
<prism:organization>The Screen Actors Guild</prism:organization>
```

Example 2 – Organization as in-line markup:

```
<p>The success of <pim:organization>Paramount Pictures</pim:organization>
varies year to year.</p>

<p>The clout of <pim:organization>The Screen Actors Guild</pim:organization> is
considerable.</p>
```

prism:person and pim:person

Fully prefixed name	Namespace	Reference in specification
prism:person	PRISM	*PRISM Specification v.1.2* Part 5.3.33
pim:person	PIM	*PRISM Specification v.1.2* Part 5.5.6

A person referred to in or described by the resource (article).

The PRISM aggregator format provides for indicating person as the subject of an article in both a metadata header and as in-line markup in the body of the article.

Example 1 – Person as metadata header:

```
<prism:person>Chuck Barris</prism:person>
```

Example 2 – Person as in-line markup:

```
<p>This profile of <pim:person>Chuck Barris</pim:person> follows his
career.</p>
```

prism:publicationName

Fully prefixed name	Namespace	Reference in specification
prism:publicationName	PRISM	*PRISM Specification v.1.2* Part 5.3.35

Title of the publication or name of the website in which the article is published.

Example 1:

```
<prism:publicationName>Aviation Week</prism:publicationName>
```

Example 2:

```
<prism:publicationName>Sports Illustrated</prism:publicationName>
```

dc:publisher

Fully prefixed name	Namespace	Reference in specification
dc:publisher	Dublin Core	*PRISM Specification v.1.2*

The name of the organization or person which published the article.

Example 1:

```
<dc:publisher>The McGraw-Hill Companies, Inc.</dc:publisher>
```

Example 2:

```
<dc:publisher>Time Inc.</dc:publisher>
```

prism:section

Fully prefixed name	Namespace	Reference in specification
prism:section	PRISM	*PRISM Specification v.1.2* Part 5.3.39

Name of the section of the magazine in which the article was published.

Example 1:

```
<prism:section>Nation</prism:section>
```

Example 2:

```
<prism:ssection>Arts</prism:section>
```

prism:startingPage

Fully prefixed name	Namespace	Reference in specification
prism:startingPage	PRISM	*PRISM Specification v.1.2* Part 5.3.40

The page number for the first page of the article as published in print.

Not all articles have page numbers. For example, articles which originated on the web. Also, page numbers may not be an integer.

Example 1:

```
<prism:startingPage>32</prism:startingPage>
```

Example 2:

```
<prism:startingPage>A14 [Not available in all editions]</prism:startingPage>
```

dc:subject

Fully prefixed name	Namespace	Reference in specification
dc:subject	Dublin Core	*PRISM Specification v.1.2* Part 5.2.13

The central topic or topics of the article.

More specific subject categories, such as person, organization, location, are preferred when appropriate.

Note: For articles with multiple subjects, include one value for each Subject element. The Subject element takes text strings as its value. Those strings may or may not come from a list of pre-defined values. Communication of such lists of pre-defined values (known as controlled vocabularies) between publishers and aggregators is outside the scope of this specification.

Examples:

```
<dc:subject>Television</dc:subject>
<dc:subject>Movies</dc:subject>
<dc:subject>Homeland security</dc:subject>
<dc:subject>Reconnaissance equipment</dc:subject>
<dc:subject>Cryogenic rocket engines</dc:subject>
<dc:subject>SLI engines</dc:subject>
```

prism:subsection1

Fully prefixed name	Namespace	Reference in specification
prism:subsection1	PRISM	*PRISM Specification v.1.2* Part 5.3.41

Name of the section/subsection of the magazine in which the article was published.

The section name is given in the prism:section element.

Example 1:

```
<prism:section>Arts</prism:section>
<prism:subsection1>Movies</prism:subsection1>
```

Example 2:

```
<prism:section>FORTUNE Advisor</prism:section>
<prism:subsection1>On the Job</prism:subsection1>
```

prism:subsection2

Fully prefixed name	Namespace	Reference in specification
prism:subsection2	PRISM	*PRISM Specification v.1.2* Part 5.3.42

Name of the section/subsection/sub-subsection of the magazine in which the article was published.

Example:

```
<prism:section>Arts</prism:section>
<prism:subsection1>Movies</prism:subsection1>
<prism:subsection2>Reviews</prism:subsection2>
```

```
<prism:section>FORTUNE Advisor</prism:section>
<prism:subsection1>On the Job</prism:subsection1>
<prism:subsection2>Career Advice</prism:subsection2>
```

pam:textdesc

Fully prefixed name	Namespace	Reference in specification
pam:textdesc	PRISM Aggregator Message	This document

Contains a textual description for the item in the media element, akin to XHTML's ALT attribute.

Example:

```
<pam:textdesc>Photo of President Bush and Prime Minister Blair</pam:textdesc>
```

dc:title

Fully prefixed name	Namespace	Reference in specification
dc:title	Dublin Core	*PRISM Specification v.1.2* Part 5.2.14

The title (headline) for the article.

This element is optional. If it is not supplied, look inside the <body> for an <h1> element. If this element is supplied, then the recipient MUST use it, and not the content of an <h1>, when providing citations for the article (under the assumption that if the publisher has gone to the effort of making it different than the headline, they had a reason to do so).

Example 1:

```
<dc:title>The Gong Goodbye</dc:title>
```

Example 2:

```
<dc:title>Toil And Trouble: Online Shopping Is Still A Muddle</dc:title>
```

dc:type

Fully prefixed name	Namespace	Reference in specification
dc:type	Dublin Core	*PRISM Specification v.1.2* Part 5.2.15

The type of image or illustration used in a pam:media element.

Typically dc:typewill be used to indicate if a photo is color or black and white.

Example 1:

```
<dc:type>COLOR PHOTO</dc:type>
```

Example 2:

```
<dc:type>B/W PHOTO</dc:type>
```

prl:usage

Fully prefixed name	Namespace	Reference in specification
prl:usage	PRISM Rights Language	*PRISM Specification v.1.2* Part 5.4.4

Authority reference or human-readable description of a use that is allowed or restricted. Authority references SHOULD reference values from Table 8: Predefined Usages.

Example 1:

```
<prl:usage>May not use on keychains or coffee mugs.</prl:usage>
```

Example 2:

```
<prl:usage>***ELECTRONIC DISTRIBUTION AND REPUBLICATION
  RESTRICTED***</prl:usage>
```

prism:volume

Fully prefixed name	Namespace	Reference in specification
prism:volume	PRISM	*PRISM Specification v.1.2* Part 5.3.44

Volume display field of a magazine, newsletter, or journal.

Generally accompanies Issue No. *(see Issue No. above)*. Mandatory for print publications that identify issues by volume. Not required for web-originated content. If publication does not use "volume" this element will not appear.

Volume number is often utilized within a digital asset management system for fast access to an article. It is also used for the editorial calendar, *e.g.*, double issues combine Volumes 26 and 27, and Volumes 50 and 51, thus eliminating the need to specify the date of those issues in the retrieval process.

The value should not contain abbreviations such as “Vol.”. Implementations must not assume the value is a simple integer.

Example 1 - integer:

```
<prism:volume>88</prism:volume>
```

Example 2 – roman numeral:

```
<prism:volume>XXVI</prism:volume>
```

prism:wordCount

Fully prefixed name	Namespace	Reference in specification
prism:wordCount	PRISM	*PRISM Specification v.1.2* Part 5.3.51

The (approximate) count of the number of words in a textual resource.

Example:

```
<prism:wordCount>7037</prism:wordCount>
```

Appendix B: Controlled Vocabulary Reference

A major requirement on the DTD was that it be easy to apply to magazine articles. There are some parts of magazine articles, which commonly appear in different ways. Bylines, for example, may appear as a separate line, or embedded within a descriptive paragraph. This flexibility is awkward to handle with a simple element. Accordingly, several common features are marked up using predefined values for the 'class' attribute. The class attribute can appear on almost any XHTML element. In PRISM Aggregator messages, it will typically appear on p, span, and div elements. The predefined values for the class attribute are:

deck

A sub-head or secondary headline that generally is preceded by the article headline and precedes the body of the story.

See "headline" above. Deckheads are not headlines or subheadlines, which are marked up using <h1>, <h2>, <h6>. They are really a special kind of introductory paragraph. Therefore, they are marked up using a <p> element, which contains a special value, "deck", in the class attribute.

Example 1:

```
<p class="deck">Cash-strapped U.S. strategists ask: Is the nuclear stockpile still a
viable deterrent-- and can we afford it?</p>
```

Example 2:

```
<p class="deck">Mix a dash of 'E! True Hollywood Story,' a pinch of 'Real
World,' and a big helping of broken dreams, and you have THE SURREAL LIFE, The
WB's new reality experiment.</p>
```

byline

The byline (author) of the story.

Example 1:

```
<p class='byline'>John A. Byrne</>
```

Occasionally the dateline is included with the byline in the original publication. The granularity of the markup will depend on the level of sophistication of the publisher's production system. Either of the examples below is acceptable:

Example 2:

```
<p class='byline'>John A. Byrne in Tokyo</p>
<p><span class='byline'>John A. Byrne</span> in <span class="dateline">Tokyo</span></p>
```

Note: Occasionally the byline is embedded in running text, typically the deckhead, as shown below:

```
<p class="deck">... In the first part of our special report on Iran,  <span class="byline">John Roberts</span> looks into the future.</p>
```

Iran faces Iraqi squeeze in any post-Saddam future

In any post-Saddam future for Iraq, there will also be winners and losers among its neighbours. One of those that could be hit hard by the creation of any new, more favourable regime in Iraq is Iran. Has Iran taken this possibility on board? If so, is change on the way? In the first part of our special report on Iran, **John Roberts** looks into the future

Of Iraq's neighbours, Iran stands to be the biggest single loser from any post-Saddam, post-sanctions regime in Teheran. It would lose out both from any resurgence in Iraqi oil production – and from the opening up of the Iraqi oil industry to international companies which would result.

military authority prepared to defy international law by instituting production-sharing agreements on its own authority.

Officially, Iran plans to raise its oil production capacity to 5.0m b/d by 2005, and eventually to 5.5m b/d. The first goal was set out in 2001 by the

dateline

The geographical location where the story was filed, e.g., city, state, and/or country where the story originated.

Example 1:

```
<p class='dateline'>Atlanta</p>
```

Note: Dateline is not often used in newsletter and journal articles.

Note: As mentioned in byline, there are times when the byline and dateline information are intermingled to a degree that it is not cost-effective for the publishers to separate. In such cases, all the information will be marked as byline.

Example 2:

```
<p class="dateline">Atlanta</p>

<p class="byline">John A. Byrne in Tokyo</p>

<p class='byline'>Simon Elegant/Kuala Lumpur
With reporting by Baradan Kuppusamy/Sungei Tiram, Zamira
Loebis/Tenggulun, Mageswary Ramakhrishnan/Kuala Lumpur
and Jason Tedjasukmana/Bali</p>
```

sidebar

A separate piece of content presented as part of an article.

Example:

```
<div class="sidebar">...
</div>
```

lead-in

Eye catching beginning to a caption.

Example:

```
<caption><span class="lead-in">Top amateur</span> Kevin Fravel is one of
Marketocracy's champs.</caption>
```

Footnotes

A footnote has two parts - the note and the reference to the note. The reference is typically a number or letter, which directs the reader to the note. The reference is typically repeated in the note, where it is known as the key. The PRISM Aggregator message provides class attributes for those three kinds of text:

fnRef
fnBody
fnKey

Example:

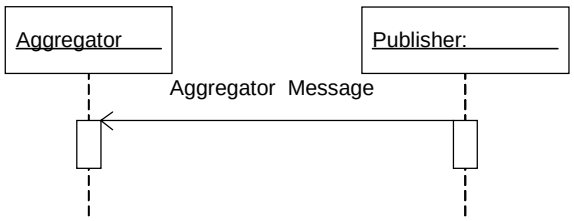
```
... Enron (Houston)<span class="fnRef">3</span>...

<p class="fnBody"><span class="fnKey">3</span>Company filed for bankruptcy
   ...</p>
```

Appendix C: Aggregator Business Scenarios

Listing of Business Scenarios

Scenario A	A Publisher (Supplier) sends content to an Aggregator or Syndicator for one issue of a serial publication
Scenario B	A Publisher (Supplier), sends a correction of an article to an Aggregator or Syndicator
Scenario C	A Publisher (Supplier), sends an update of an article to an Aggregator or Syndicator
Scenario D	A Publisher (Supplier), sends a deletion of an article to an Aggregator or Syndicator

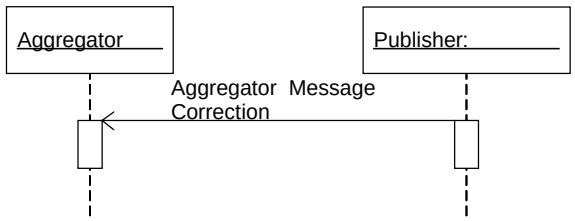
Scenario A

Message	Aggregator
Business Scenario	A Publisher sends content to an Aggregator or Syndicator for one issue of a serial publication. 
Step 1; Agreement	The Publisher and Aggregator or Syndicator have an agreement for delivery of content.
Step 2; Detail Scenario	An article, “Confessions of a Dangerous Mind” about Chuck Barris has been published. The Publisher is sending its content to the Aggregator.
Example	Refer to the xml example good-barris.xml that follows.
Step 3; Format Head	Refer to the comments on the XML example that follows
Step 4; Format Body	Refer to the the comment on the XML example that follows
Results	Aggregator adds article to its content

XML Example	Comments
<?xml version="1.0" encoding="ISO-8859-1"?> <!DOCTYPE pam:message PUBLIC "-//PRISMstandard.org//DTD Aggregation with XHTML v1.0//EN"> <pam:message xmlns:pam="http://prismstandard.org/namespaces/pam/1.0/" xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/" xmlns:pim="http://prismstandard.org/namespaces/1.2/pim/" xmlns:dc="http://purl.org/dc/elements/1.1/"> <!-- This is a sample of a fairly completely marked-up article. -->	Contains namespace declarations.
<pam:article> <head> <dc:identifier>335398</dc:identifier> **<pam:status>A</pam:status >** <dc:title>The Gong Goodbye</dc:title> <dc:creator>Karen Valby</dc:creator> <prism:publicationName>ENTERTAINMENT WEEKLY</prism:publicationName> <dc:publisher>Time, Inc.</dc:publisher> <prism:coverDate>2003-01-10</prism:coverDate> <prism:coverDisplayDate>January 10, 2003</prism:coverDisplayDate> <prism:number>690</prism:number> <prism:startingPage>28</prism:startingPage> <dc:subject>Television</dc:subject> <dc:subject>Movies</dc:subject> <prism:person>Chuck Barris</prism:person> <prism:objectTitle>Confessions of a Dangerous Mind</prism:objectTitle> <prism:category>Profile</prism:category> <prism:copyright>Copyright 2003, Time Inc.</prism:copyright> </head>	Note that pam:status A is for addition of article.
<body> The Gong Goodbye Was game-show king **<pim:person>Chuck Barris</pim:person>** a hitman or just a hitmaker? The subject of **<pim:objectTitle>Confessions of a Dangerous Mind</pim:objectTitle>** confronts his past lives.	Note the inline mark-up of pim:person and pim:objectTitle
** Karen Valby **	Note the use of the byline class for inline mark-up

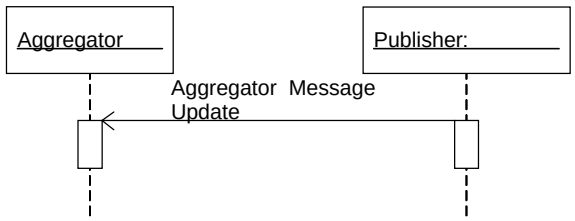
Chuck Barris can't stand the sight of himself. Old episodes of The Gong Show, the daffy '70s talent show he created and hosted with manic glee, turn his stomach. "I went nuts up there on the stage to a point where it was pitiful," he says. "I. Was. So. Obnoxious." Three decades later he still can't shake his buffoon persona. "If I died," says the 73-year-old Barris, "I wouldn't be surprised if an obituary says, 'Gonged. He's Gonged. He's finally Gonged.' But that's not me. It's not me." So who is Chuck Barris? The new movie Confessions of a Dangerous Mind, based on his '80s memoir, alleges that when he wasn't bedding leggy ladies or dreaming up <pim:objectTitle>The Dating Game</pim:objectTitle> and <pim:objectTitle>The Newlywed Game</pim:objectTitle>, Barris was a CIA assassin who murdered 33 enemies of the American state. So he was the dreaded killer of Cold War criminals. Or he's the Game Show King who inspired today's reality TV. Either way, he just wants to leave the past behind. 	Note the use of multiple pim:objectTitle for in-line markup
<pam:media> <dc:type>B/W PHOTO</dc:type> <pam:credit>PHOTOGRAPH BY ANTONIN KRATOCHVIL/VII</pam:credit> </pam:media> <pam:media> <dc:type>COLOR PHOTO</dc:type> <pam:credit>FRED WESTBROOK</pam:credit> <caption> HE GOT GAME Barris hammed it up as the host of the program he created, The Gong Show</caption> </pam:media> <pam:media> <dc:type>COLOR PHOTO</dc:type> <pam:credit>TAKASHI SEIDA</pam:credit> <caption> MIND-EXPANDINGBarris, (1) who's played by Rockwell (with Barrymore) in the movie, dreamed up (2) The Newlywed Game and (3) The Dating Game </caption> </pam:media> <pam:media> <dc:type>COLOR PHOTO</dc:type> <pam:credit>Fred Westerbrook</pam:credit> <caption>[See caption above]</caption> </pam:media> <pam:media> <dc:type>COLOR PHOTO</dc:type> <pam:credit>Photofest</pam:credit> <caption>[See caption above]</caption> </pam:media> </body> </pam:article> </pam:message>	Note the multiple pam:media that relate to the article

Scenario B

Message	Aggregator
Business Scenario	A Publisher (Supplier), sends a correction of an article to an Aggregator or Syndicator 
Step 1; Agreement	The Publisher and Aggregator or Syndicator has an agreement for delivery of content. Whenever there are corrections to be made to a previously sent article, the publisher sends a full correction noting what was corrected.
Step 2; Detail Scenario	An article, “What Spies Beneath”. The Publisher needs to note a correction.
Example	Refer to the xml example good-corr.xml that follows.
Step 3; Format Head	Refer to the comments on the XML example that follows
Step 4; Format Body	Resend the entire body of the article.
Results	Aggregator updates article and retains correction information.

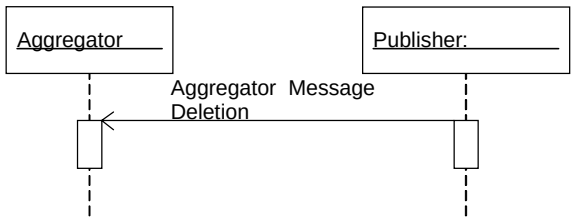
XML Example	Comments
<?xml version="1.0" encoding="ISO-8859-1"?> <!DOCTYPE pam:message PUBLIC "-//PRISMstandard.org//DTD Aggregation with XHTML v1.0//EN"> <pam:message xmlns:pam="http://prismstandard.org/namespaces/pam/1.0/" xmlns:prism="http://prismstandard.org/namespaces/1.2/basic/" xmlns:pim="http://prismstandard.org/namespaces/1.2/pim/" xmlns:dc="http://purl.org/dc/elements/1.1/"> <pam:article xml:lang="en-US"> <head> <dc:identifier>329915</dc:identifier> <pam:status>C</pam:status> <prism:hasCorrection>Published November 4, 2002 page 24 Clarification The graphic with our report on spyware programs installed on your computer without your consent [PERSONAL TIME: YOUR TECHNOLOGY, Oct. 7] referred to B3D, a product of Brilliant Digital Entertainment, saying that when you download a copy of Kazaa's file-sharing software, B3D is installed. We also said that B3D allows your PC's spare computer power to be used by Brilliant's network. This power-sharing feature has not yet been activated, and, the company says, it will not be used without the computer owner's specific consent.</prism:hasCorrection>	Note the pam:Status of “C” is for a correction and prism:hasCorrection explains the correction

Scenario C

Message	Aggregator
Business Scenario	A Publisher (Supplier), sends an update of an article to an Aggregator or Syndicator 
Step 1; Agreement	The Publisher and Aggregator or Syndicator has an agreement for delivery of content. Whenever there are updates to be made to a previously sent article, the publisher sends a full update without noting what was updated.
Step 2; Detail Scenario	
Example	None
Step 3; Format Head	Refer to the comments on the XML example that follows
Step 4; Format Body	Resend the entire body of the article.
Results	Aggregator updates article

XML Example	Comments
<dc:identifier>329915</dc:identifier> <pam:status>U</pam:status>	Note the pam:Status of “U” is for a update; the dc:identifier is used to find the article to be updated.

Scenario D

Message	Aggregator
Business Scenario	A Publisher (Supplier), sends a deletion of an article to an Aggregator or Syndicator 
Step 1; Agreement	The Publisher and Aggregator or Syndicator have an agreement for delivery of content. Whenever there are deletions to be made to a previously sent article, the publisher sends a message directing which articles should be deleted.
Step 2; Detail Scenario	
Example	None
Step 3; Format Head	Refer to the comments on the XML example that follows
Step 4; Format Body	
Results	Aggregator deletes article

XML Example	Comments
<dc:identifier>329915</dc:identifier> <pam:status>D</pam:status>	Note the pam:Status of "D" is for a deletion; the dc:identifier is used to find the article to be deleted.

Please send all questions to:

info@prismstandard.org