



# PRISM Cookbook

## For Profile 1 Implementers

### Recipe 4:

### Preparing articles that have been published to multiple platforms for use by an external partner

July 2008

## Getting Started with PRISM Metadata

*This document contains Recipe 4 from the PRISM Cookbook for Profile 1 Implementers.*

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## **1. Preface   When should I read this cookbook?**

While this cookbook has been created with the intent to assist PRISM users with their implementation of the standard, we caution our readers that this document will not answer questions such as “What is metadata?”, “What is PRISM?”, and “Why choose PRISM?”. For answers to those questions please refer to the PRISM 2.0 Introduction document included in the PRISM 2.0 Specification. In fact, we suggest that all readers familiarize themselves with the PRISM 2.0 Introduction before moving head long into the recipes that you find here.

For those still exploring the business issues PRISM helps solve, reviewing the recipes listed in Section 4 of this document will provide you with some examples. There is, however, more material in the PAM User’s Guide and the PRISM 2.0 Introduction that provides insight into why you would use PRISM and what business problems it is intended to solve.

Once you’ve decided that PRISM is the standard for you and your organization this cookbook will help you tackle your implementation.

## 2. Introduction

**NOTE: This is a modularized version of the PRISM Cookbook. This document contains only Recipe 1: Preparing a print article for use by an external partner. For all recipes, please download the complete PRISM Cookbook available at [www.prismstandard.org](http://www.prismstandard.org).**

The objective of this guide is to assist implementers by providing a set of practical implementation steps for a chosen set of use cases, as well as provide insights into more sophisticated PRISM capabilities.

The PRISM 2.0 Specification consists of eight documents. We recommend that you keep these documents close at hand when working with the PRISM Cookbook, as they will prove to be handy reference resources for the elements utilized in the recipes.

### 2.1. PRISM Profile 1

This cookbook will address only Profile 1 PRISM implementations. Profile 1 requires the use of well-formed XML, is the most flexible profile, and currently represents the majority of known PRISM implementations.

Our approach to PRISM implementation in this cookbook addresses suggested mark-up methods, and not the ways in which a PRISM adopter would set up tools or systems. Recommendations of specific tools and systems to facilitate mark-up can be obtained by reaching out directly to publishers within the PRISM Working Group.

Profile 1 enables description of resources as complete, standalone XML documents or as inline XML and XHTML mark-up within the content itself.

Separate Profile 2 (XML-RDF) and Profile 3 (XMP) versions of the cookbook may be released by the PRISM Working Group in the future.

### 2.2. Recipe Format

All recipes begin with a basic description of the business purpose it fulfills.

The recipe ingredients will then be listed and described. In some cases the ingredient list may not be a straight list of elements employed in the recipe, but instead will contain short descriptions of the data needed in order to complete compilation of the XML.

Next, the recipe will include a step-by-step implementation method with accompanying sample XMLs and images. While the order of the steps was carefully considered for each recipe, do not feel beholden to the exact order. Just be sure to note all elements that are indicated as required, and be sure not to skip those steps.

Here is an example of a sample XML as it will be displayed throughout our recipes:

```
<?xml version="1.0" encoding="UTF-8"?>
<prism:metadataContainer
  xml:lang="en-US"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:prism="http://prismstandard.org/namespaces/basic/2.0/">
  <dc:identifier>100340926</dc:identifier>
</prism:metadataContainer>
```

Each recipe closes with a completed XML article.

At the end of this cookbook you will find several appendixes that include a list of helpful reference materials.

## 2.3. Domain Terminology

The terms external partner, internal partner, and platform are frequently used in the following recipe descriptions. In order to avoid any misinterpretation of these terms we have included definitions for them here:

### External partner

An external partner is frequently an aggregation or syndication partner. Examples include LexisNexis, republishers, Amazon, etc. In the simplest terms, it is a company with whom you share content, but who is not part of your own business corporation. In most situations, an external partner will be a recipient of content. Often times, content will not be shared with an external partner unless a contractual agreement has been drawn up between the two parties. External partners may not be privy to sensitive information or all content, especially when there are rights related limitations.

### Internal partner

An internal partner is a business division, department, system, or individual within your company. A system can include intranet websites. Since an internal partner is a portion of your corporation, you may choose to share sensitive metadata and information with them that you would not consider sharing with an external partner. An internal partner may be a recipient of content or they may be a content source.

### Platform

The platform identifies the delivery method of the resource. The PRISM Controlled Vocabulary specification provides a defined list of platforms that are applicable to publishers. These values are email, mobile, other, print, recordableMedia, broadcast, and web. With the release of PRISM 2.0 the specification allows for the handling of content that appears on multiple platforms.

## 2.4. PRISM Namespace Declarations & Controlled Vocabulary URIs

Systems that claim PRISM profile one compliance must recognize and support namespaces as defined. They may use the namespace declarations below in order to use familiar prefixes.

Namespace	Recommended Namespace Declaration
Dublin Core	<code>xmlns:dc="http://purl.org/dc/elements/1.1"</code>
PRISM	<code>xmlns:prism="http://prismstandard.org/namespaces/2.0/basic/"</code>
PRISM Controlled Vocabulary	<code>xmlns:pcv="http://prismstandard.org/namespaces/2.0/pcv/"</code>
PRISM Inline Markup	<code>xmlns:pim="http://prismstandard.org/namespaces/2.0/pim/"</code>
PRISM Aggregator Message	<code>xmlns:pam="http://prismstandard.org/namespaces/2.0/pam/"</code>
PRISM Rights Language	<code>xmlns:prl="http://prismstandard.org/namespaces/2.0/prl/"</code>

The PRISM specification also defines a number of controlled vocabularies. The base URIs for these vocabularies are:

Vocabulary Name	Base URI
PRISM Aggregation Type	<a href="http://prismstandard.org/vocabularies/2.0/aggregationtype.xml">http://prismstandard.org/vocabularies/2.0/aggregationtype.xml</a>
PRISM Compliance Profile	<a href="http://prismstandard.org/vocabularies/2.0/complianceprofile.xml">http://prismstandard.org/vocabularies/2.0/complianceprofile.xml</a>
PRISM Genre	<a href="http://prismstandard.org/vocabularies/2.0/genre.xml">http://prismstandard.org/vocabularies/2.0/genre.xml</a>
PRISM Platform	<a href="http://prismstandard.org/vocabularies/2.0/platform.xml">http://prismstandard.org/vocabularies/2.0/platform.xml</a>
PRISM Resource Type	<a href="http://prismstandard.org/vocabularies/2.0/resourcetype.xml">http://prismstandard.org/vocabularies/2.0/resourcetype.xml</a>
PRISM Rights	<a href="http://prismstandard.org/vocabularies/2.0/rights.xml">http://prismstandard.org/vocabularies/2.0/rights.xml</a>
PRISM Role	<a href="http://prismstandard.org/vocabularies/2.0/role.xml">http://prismstandard.org/vocabularies/2.0/role.xml</a>
PAM Class	<a href="http://prismstandard.org/vocabularies/2.0/pam.xml">http://prismstandard.org/vocabularies/2.0/pam.xml</a>

## 2.5. PRISM Reference Materials

### Normative References

Dublin Core Metadata Element Set, Version 1.1: Reference Description.

<http://purl.org/dc/documents/rec-dces-19990702.htm>

Relation Element Working Draft; Dublin Core Metadata Initiative; 1997-12-19.

<http://dublincore.org/documents/relation-element/>

Dublin Core Metadata Terms, 2005-01-10.

<http://dublincore.org/documents/2005/01/10/dcmi-terms/>

PRISM Working Group, 2007,

PRISM Introduction, v 2.0.

[http://www.prismstandard.org/specifications/2.0/PRISM\\_introduction\\_2.0.pdf](http://www.prismstandard.org/specifications/2.0/PRISM_introduction_2.0.pdf)

The PRISM Namespace v 2.0.

[http://www.prismstandard.org/specifications/2.0/PRISM\\_prism\\_namespace\\_2.0.pdf](http://www.prismstandard.org/specifications/2.0/PRISM_prism_namespace_2.0.pdf)

PRISM Compliance, v 2.0.

[http://www.prismstandard.org/specifications/2.0/PRISM\\_compliance\\_2.0.pdf](http://www.prismstandard.org/specifications/2.0/PRISM_compliance_2.0.pdf)

The PRISM Subset of the Dublin Core Namespace v 2.0.

[http://www.prismstandard.org/specifications/2.0/PRISM\\_dublin\\_core\\_namespace\\_2.0.pdf](http://www.prismstandard.org/specifications/2.0/PRISM_dublin_core_namespace_2.0.pdf)

The PRISM Rights Language Namespace v 2.0.

[http://www.prismstandard.org/specifications/1.3/PRISM\\_prism\\_namespace\\_2.0.pdf](http://www.prismstandard.org/specifications/1.3/PRISM_prism_namespace_2.0.pdf)

The PRISM Controlled Vocabulary Namespace v 2.0.

[http://www.prismstandard.org/specifications/2.0/PRISM\\_controlled\\_vocabulary\\_namespace\\_2.0.pdf](http://www.prismstandard.org/specifications/2.0/PRISM_controlled_vocabulary_namespace_2.0.pdf)

The PRISM Inline Markup Namespace v 2.0.

[http://www.prismstandard.org/specifications/2.0/PRISM\\_inline\\_markup\\_namespace\\_2.0.pdf](http://www.prismstandard.org/specifications/2.0/PRISM_inline_markup_namespace_2.0.pdf)

The PRISM Aggregator Message Namespace v 2.0.

[http://www.prismstandard.org/specifications/2.0/PRISM\\_prism\\_aggregator\\_message\\_namespace\\_2.0.pdf](http://www.prismstandard.org/specifications/2.0/PRISM_prism_aggregator_message_namespace_2.0.pdf)

Guide to the PRISM Aggregator Message v 2.0.

[www.prismstandard.org/pam\\_2.0/PAMGuide\\_2.0.pdf](http://www.prismstandard.org/pam_2.0/PAMGuide_2.0.pdf)

Tim Bray, Jean Paoli, C. M. Sperberg-McQueen (eds.), Extensible Markup Language (XML).

<http://www.w3.org/TR/REC-xml>

Jonathan Marsh (ed.); XML Base.

<http://www.w3.org/TR/xmlbase/>

Tim Bray, Dave Hollander, Andrew Layman (eds.); Namespaces in XML.

<http://www.w3.org/TR/REC-xml-names>

### **Non-Normative References**

ISO (International Organization for Standardization), ISO 8601:1988 (E) Data elements and interchange formats - Information interchange - Representation of dates and times, 1998.

<http://www.iso.ch/cate/d15903.html>

Time Zone Library.

<ftp://elsie.nci.nih.gov/pub/>

Extensible Markup Language (XML) 1.1, John Cowan, Editor. W3C Recommendation 2002-10-15.

The latest version is available at <http://www.w3.org/TR/xml11/>.

XML Schema Part 1: Structures, W3C Recommendation, World Wide Web Consortium, 2 May 2001.

The latest version is available at <http://www.w3.org/TR/xmlschema-1/>.

XML Schema Part 2: Datatypes, W3C Recommendation, World Wide Web Consortium, 2 May 2001.

The latest version is available at <http://www.w3.org/TR/xmlschema-2/>.



### 3. Recipe List

**NOTE: This is a modularized version of the PRISM Cookbook. This document contains only Recipe 1: Preparing a print article for use by an external partner. For all recipes, please download the complete PRISM Cookbook available at [www.prismstandard.org](http://www.prismstandard.org).**

The PRISM cookbook contains the following recipes:

1. **Preparing a print article for use by an external partner:** The publisher wants to use PRISM metadata to prepare an article for use by an external aggregation or syndication partner. Examples include LexisNexis, republishers, Amazon, etc. The publisher must determine which identification fields will meet the business requirements for the recipient. The publisher will create a standalone XML file utilizing only PAM elements.
2. **Preparing a print article for use by an internal partner:** A publisher wants to use PRISM metadata to prepare an article for an internal partner. The publisher must determine which identification fields will meet the internal partner's business requirements. This may include creation of a publisher-specific namespace and DTD/XSD that addresses needs not met by PRISM metadata. The publisher will create a standalone XML file utilizing PAM, PRISM, and possibly publisher-specific elements.
3. **Using PRISM to enhance to enhance the searchability of content:** One of the benefits of the PRISM standard is how it can facilitate and enhance search. The variety of PRISM XML elements can be leveraged by a search site to enable users to find content using precise criteria. In this recipe, we will show how PRISM elements relate to different kinds of searches.
4. **Preparing articles that have been published to multiple platforms for use by an external partner:** In this recipe, the article was published in print, on the web, and to a mobile device. The publisher will use PRISM metadata to indicate that the article was published on these platforms. This article will be supplied to an external aggregation or syndication partner. The publisher must determine which identification fields are necessary for each of these platforms and meet the business requirements for the recipient. The publisher will create a standalone XML file utilizing only PAM elements.
5. **Preparing web articles for use by an external partner:** A publisher wants to use PRISM metadata to prepare an article that has originated on a non-print platform, such as the web. The publisher must determine which identification fields will meet the external partner's business requirements. The publisher will create a standalone XML file utilizing only PAM elements.

- 6. Preparing print articles with published corrections:** A publisher wants to use PRISM metadata to prepare a published correction for archival needs and/or to send to an external partner. This recipe will have two parts: 1) preparing the correction as it appears in the publication and 2) attaching correction metadata to the corresponding article to meet the external partner's business requirements. The publisher will resend the article, with the correction, utilizing PAM markup.
- 7. Preparing articles using relationship elements:** A publisher wants to prepare an article with relationships to other objects which may exist as a separate identifiable resource or may need to be included within an existing resource. This recipe will show how to express these complex relationships in PAM XML. A resource could be any of the following (this, however, is not a definitive list): story, sidebar, table, chart, illustration, photograph, cartoon, cover, video, info graphic. This recipe will use a story and a graphic that have been identified as separate resources.

## 4. Recipes

### 4.4. Preparing articles that have been published to multiple platforms for use by an external partner

#### 4.4.1. Basic Description

In this recipe, the article was published in print, on the web, and to a mobile device. The publisher will use PRISM metadata to indicate that the article was published on these platforms. This article will be supplied to an external aggregation or syndication partner. The publisher must determine which identification fields are necessary for each of these platforms and meet the business requirements for the recipient. The publisher will create a standalone XML file utilizing only PAM elements.

#### 4.4.2. Ingredients

prism:platform  
prism:originPlatform  
prism:url  
prism:channel  
prism:publicationDate  
prism:alternateTitle  
prism:teaser

#### 4.4.3. Step-by-step

1. To begin, identify the initial publication platform. You'll then create a foundational article based on the metadata for this original platform. Our sample article from Money Magazine (see image to the right) was initially published in print.

Using the steps in Recipe 1 of this cookbook we created the PAM article below. Pay particular attention to the **prism:originPlatform**, which identifies that this article originated in print.

**prism:originPlatform**

The platform of original publication.

This element requires use of the platform attribute and is not a paired set of open and close tags. It is a single tag that is self-closing.

**prism:platform**

Attribute that uses the PRISM Controlled Vocabulary (web,



## 4.4 Preparing articles that have been published to multiple platforms

mobile, print, email, broadcast, recordableMedia, other) to indicate an element's intended use on a platform.

The prism:platform attribute can be used with prism:alternateTitle, prism:embargoDate, prism:expirationDate, prism:originPlatform, and prism:teaser.

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:pam="http://prismstandard.org/namespaces/pam/2.0/"
  xmlns:pim="http://prismstandard.org/namespaces/pim/2.0/"
  xmlns:prl="http://prismstandard.org/namespaces/prl/2.0/"
  xmlns:prism="http://prismstandard.org/namespaces/basic/2.0/">
<pam:article xml:lang="en-US">
<head>
  <dc:identifier>105471756</dc:identifier>
  <prism:issueIdentifier>523</prism:issueIdentifier>
  <pam:status>A<pam:status/>
  <prism:originPlatform prism:platform="print"/>
  <dc:title>The Best Ways to Find Love and Happiness Through
  Economics</dc:title>
  <prism:teaser>Plus, the best... Way to get someone to fall in love
  with you</prism:teaser>
  <dc:creator>Tyler Cowen</dc:creator>
  <prism:publicationName>Money</prism:publicationName>
  <prism:issn>0149-4953</prism:issn>
  <dc:publisher>Time Inc.</dc:publisher>
  <prism:coverDate>2008-05-01</prism:coverDate>
  <prism:coverDisplayDate>May 2008</prism:coverDisplayDate>
  <prism:volume>37</prism:volume>
  <prism:number>5</prism:number>
  <prism:issueName>The 100 Best</prism:issueName>
  <prism:startingPage>98</prism:startingPage>
  <prism:section>The 100 Best</prism:section>
  <prism:subsection1>The 100 Best List</prism:subsection1>
  <prism:subsection2>[5 TO 8]</prism:subsection2>
  <dc:subject>LOVE</dc:subject>
  <prism:wordCount>369</prism:wordCount>
</head>
<body>
<p> BY TYLER COWEN / Economist at George Mason University and
  Author of Discover Your Inner Economist</p>

<p>You may think economics is just about GDP and the Fed. But
  actually, it's the science of weighing costs and benefitsâ€"which
  makes it also very useful for solving problems in everyday
  life.</p>

<p>HOW TO WIN AN ARGUMENT WITH YOUR SPOUSE<br/>
  A marriage, like a lot of economic arrangements, is a long-term
  investment. It's smarter to defer an immediate profit (proving to
  your spouse that you're more intelligent/deserving/put upon) in
```

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order to gain a longer-lasting one (a spouse who thinks you take his or her points seriously). So in the middle of your next battle, stop and remember, "The chance that I am wrong is at least 50%." And ask yourself whether this particular fifty-fifty proposition is worth the certainty that you'll steam your spouse if you insist on winning. Then give in.</p>

<p>HOW TO FIND A GOOD RESTAURANT IN A STRANGE CITY<br/>

Keep in mind just one simple principle: Competition raises quality and lowers price. Look for large numbers of restaurants of a similar kind—barbecue in rural Texas, Mexican food in Chicago—where competition will work its magic. Avoid going to the restaurant on the main drag; the worst ones are those with a captive (or lazy) audience.</p>

<p>HOW TO REALLY HELP A CHARITY<br/>

What you don't want to do is send a check for \$50 with a hint that you own a yacht. Because fund raising is so expensive, the nonprofit will probably end up spending more money on future solicitations than you're worth. Minimize the costs of extracting a donation and processing it: Give one large amount to your favorite cause rather than small sums to many.</p>

<p>HOW TO GET SOMEONE TO FALL IN LOVE WITH YOU<br/>

Join a dating service such as eHarmony that uses scientific formulas to tell a potential mate that you are a terrific match. The point is not that the formulas really work (who knows?) but that the users of the service believe they do—and therefore will be receptive to you. A lot about closing a deal, whether in business or romance, is simply being open to it.</p>

<pam:media>

<dc:type>illustration</dc:type>

<pam:credit>BRIAN CRONIN</pam:credit>

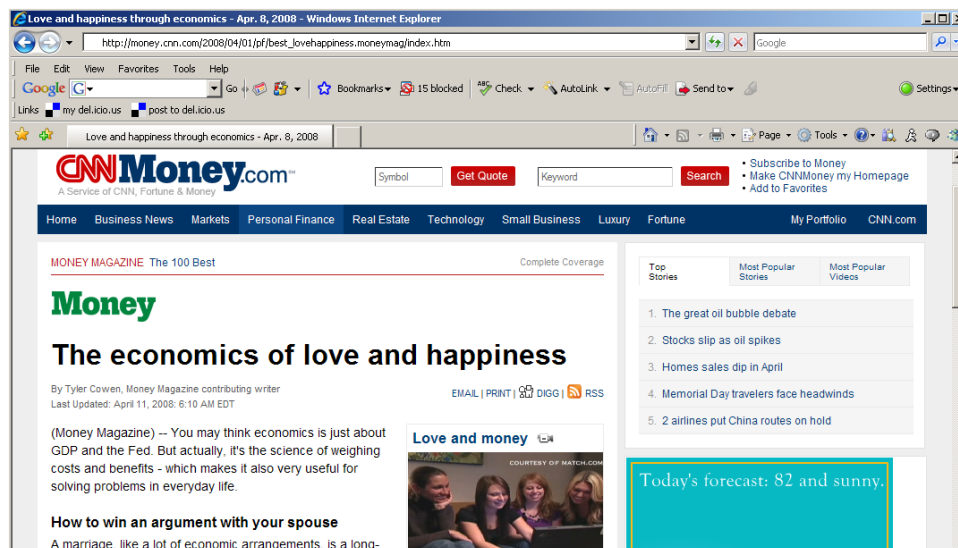
</pam:media>

</body>

</pam:article>

</pam:message>

2. After publishing this article in the May 2008 print issue, Money also posted the article on their website. Here is how the article appears on the CNNMoney.com website -



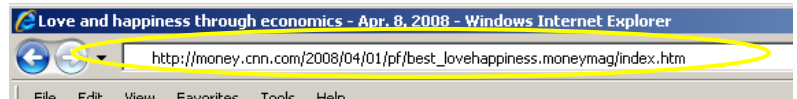
## 4.4 Preparing articles that have been published to multiple platforms

3. We will now modify our PAM article to include metadata for this second platform.

There are several pieces of metadata that we need to capture that are very specific to the web platform. This includes the URL and channel.

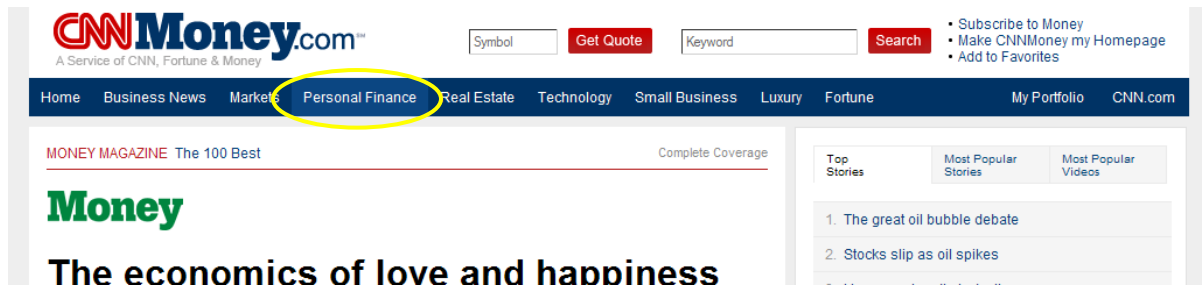
### **prism:url**

This element is straightforward, and is for capture of the url at which the article can be found. We will capture the URL mentioned in step 2 within this element.

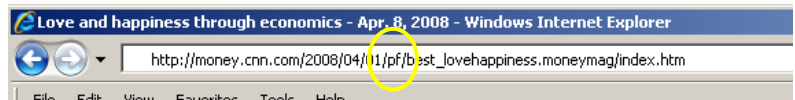


### **prism:channel**

The prism:channel element is for capture of the organizational area of the website where the article can be found. While a channel is similar to a section in a print publication, the channel is unique in that the name of the channel frequently becomes part of the URL for the article.



The channel for this article is Personal Finance, which is captured in the url as 'pf'.



```
<?xml version="1.0" encoding="UTF-8"?>
. . .
<head>
. . .
  <prism:startingPage>98</prism:startingPage>
  <prism:url>http://money.cnn.com/2008/04/01/pf/best_lovehappiness
.moneymag/index.htm</prism:url>
  <prism:channel>Personal Finance</prism:channel>
  <prism:section>The 100 Best</prism:section>
. . .
</head>
<body> . . . </body>
</pam:article>
```

## 4.4 Preparing articles that have been published to multiple platforms

```
</pam:message>
```

4. We also need to capture metadata regarding the date and time when the article was posted to the site, as this information is distinctly different from the print publication's cover date and cover display date.

### **prism:publicationDate**

The publicationDate element is not specific to the web, but can be used to capture the date and time that the article was published on any variety of platforms. The platform attribute is used in combination with this element to specifically identify the platform.

In this article the publicationDate is below the byline.

### **The economics of love and happiness**

By Tyler Cowen, Money Magazine contributing writer  
Last Updated: April 11, 2008 6:10 AM EDT

EMAIL | PRINT |  DIGG |  RSS

The PRISM specification calls for use of the standard W3C date/time format for this element. This format is YYYY-MM-DDThh:mm:ssTZD. See the example in our XML below and <http://www.w3.org/TR/NOTE-datetime> for more information.

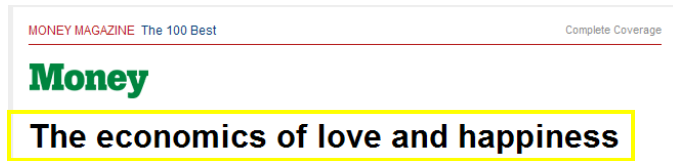
```
<?xml version="1.0" encoding="UTF-8"?>
. . .
<head>
. . .
  <prism:coverDisplayDate>May 2008</prism:coverDisplayDate>
  <prism:publicationDate prism:platform="web">2008-04-
  11T06:10:00-05:00</prism:publicationDate>
  <prism:volume>37</prism:volume>
. . .
</head>
<body>
. . .
</body>
</pam:article>
</pam:message>
```

5. Sometimes, when an article moves to a new platform, existing metadata changes. In this example, that is true for the title of the article. In the print publication the title was “The Best Ways to Find Love and Happiness Through Economics”. On the web, however, the article is titled “The economics of love and happiness”. Depending on the platform and the publication, the title may become either shorter or longer due to space constraints. We will capture this new, web-specific title using the **prism:alternateTitle** element.

## 4.4 Preparing articles that have been published to multiple platforms

### **prism:alternateTitle**

Allows for a new title to be assigned based on platform.



Note that it is not necessary for us to add a platform attribute to the dc:title element, for the PRISM specification assumes that dc:title refers to the origin platform specified in prism:originPlatform.

```
<?xml version="1.0" encoding="UTF-8"?>
. . .
<head>
. . .
<dc:title>The Best Ways to Find Love and Happiness Through
Economics</dc:title>
<prism:alternateTitle prism:platform="web">The economics of love
and happiness</prism:alternateTitle>
<prism:teaser>Plus, the best... Way to get someone to fall in love
with you</prism:teaser>
. . .
</head>
<body>
. . .
</body>
</pam:article>
</pam:message>
```

6. At the time that the print PAM article was created, only one platform was represented. It was not necessary to, therefore, indicate the platform on which a particular piece of metadata appeared. Now that our XML represents multiple platforms, we must make sure to represent the platform in cases where it is ambiguous.

In our example, a teaser appeared in the Table of Contents of the print article. We will now add a unique teaser that appeared on the web per the below image. In this new teaser element, we will use the platform attribute to indicate that it appeared on the web. It is not necessary to add a platform attribute to the original teaser element because the default assumption is that if a platform is not specified that metadata refers to the content on the origin platform.



## 4.4 Preparing articles that have been published to multiple platforms



### prism:teaser

Allows for a short description to be written about the article. It is sometimes used to 'lure' readers in to view the full article.

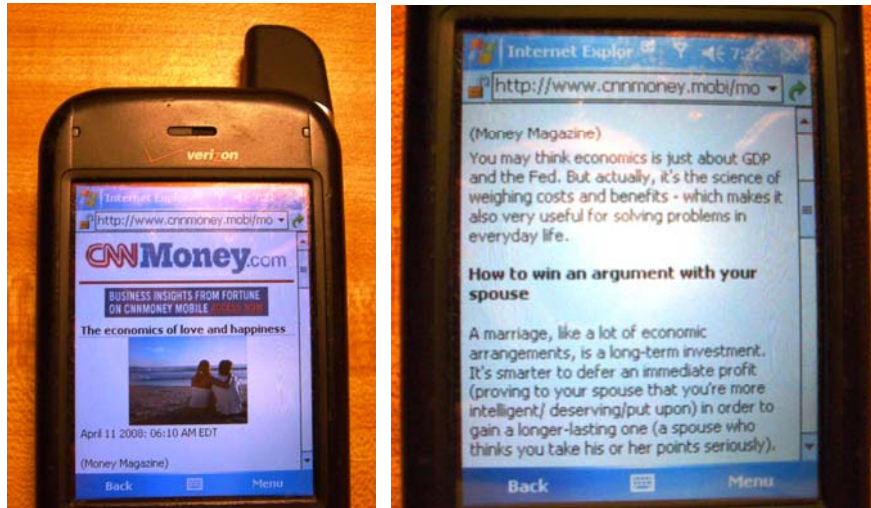
```
<?xml version="1.0" encoding="UTF-8"?>
. . .
<head>
. . .
<prism:alternateTitle prism:platform="web">The economics of love
and happiness</prism:alternateTitle>
<prism:teaser>Plus, the best... Way to get someone to fall in love
with you</prism:teaser>
<prism:teaser prism:platform="web">Find love and happiness
Manage your social life with these 4 tips.</prism:teaser>
<dc:creator>Tyler Cowen</dc:creator>
. . .
</head>
<body>
. . .
</body>
</pam:article>
</pam:message>
```

7. The PRISM specification does not currently allow for capture of multiple prism:publicationName elements. So, we cannot include a second prism:publicationName element in our article with the value CNNMoney.com. The PRISM Working Group is currently evaluating ways in which the specification should be modified to handle multiple publication designations for a single article. Until the outcome of that evaluation is included in a later release of the specification, we will not include this additional metadata in our article.



#### 4.4 Preparing articles that have been published to multiple platforms

8. Additional platform elements, however, can be added as needed. This article was simultaneously published to the CNNMoney mobile site. Here is how this article looks on a mobile device:



While this particular article had the same title for both web and mobile, it may be common to have a different title to accommodate the platform and unique audience.

In the below article an additional **prism:alternateTitle** element has been added with a **prism:platform** attribute of 'mobile'.

```
<?xml version="1.0" encoding="UTF-8"?>
. . .
<head>
. . .
<dc:title>The Best Ways to Find Love and Happiness Through
Economics</dc:title>
<prism:alternateTitle prism:platform="web">The economics of love
and happiness</prism:alternateTitle>
<prism:alternateTitle prism:platform="mobile">The economics of
love and happiness</prism:alternateTitle>
<prism:teaser>Plus, the best... Way to get someone to fall in love
with you</prism:teaser>
<prism:teaser prism:platform="web">Find love and happiness
Manage your social life with these 4 tips.</prism:teaser>
. . .
</head>
<body>
. . .
</body>
</pam:article>
</pam:message>
```

8. An additional URL has been added to reflect the mobile URL.

```
<?xml version="1.0" encoding="UTF-8"?>
. . .
<head>
. . .
<prism:url>http://money.cnn.com/2008/04/01/pf/best_lovehappiness
.moneymag/index.htm</prism:url>
<prism:url>http://www.cnnmoney.mobi/money/archive/archive/
detail/52312/full</prism:url>
<prism:channel>Personal Finance</prism:channel>
. . .
</head>
<body>
. . .
</body>
</pam:article>
</pam:message>
```

Note: There is currently work in place for PRISM 2.1 to allow for a distinguishing attribute to relate the type of URL in place. However, currently it is acknowledged that it is difficult to distinguish where a given URL's platform is intended.

See the following page for the completed XML article.

#### 4.4.4. Completed XML Article

We now have a complete XML that represents all three platforms: print, web, and mobile.

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:pam="http://prismstandard.org/namespaces/pam/2.0/"
  xmlns:pim="http://prismstandard.org/namespaces/pim/2.0/"
  xmlns:prl="http://prismstandard.org/namespaces/prl/2.0/"
  xmlns:prism="http://prismstandard.org/namespaces/basic/2.0/">
<pam:article xml:lang="en-US">
<head>
  <dc:identifier>105471756</dc:identifier>
  <prism:issueIdentifier>523</prism:issueIdentifier>
  <pam:status>A<pam:status/>
  <prism:originPlatform prism:platform="print"/>
  <dc:title>The Best Ways to Find Love and Happiness Through
  Economics</dc:title>
  <prism:alternateTitle prism:platform="web">The economics of love
  and happiness</prism:alternateTitle>
  <prism:alternateTitle prism:platform="mobile">The economics of
  love and happiness</prism:alternateTitle>
  <prism:teaser>Plus, the best... Way to get someone to fall in love
  with you</prism:teaser>
  <prism:teaser prism:platform="web">Find love and happiness
  Manage your social life with these 4 tips.</prism:teaser>
  <dc:creator>Tyler Cowen</dc:creator>
  <prism:publicationName>Money</prism:publicationName>
  <prism:issn>0149-4953</prism:issn>
  <dc:publisher>Time Inc.</dc:publisher>
  <prism:coverDate>2008-05-01</prism:coverDate>
  <prism:coverDisplayDate>May 2008</prism:coverDisplayDate>
  <prism:publicationDate prism:platform="web">2008-04-
  11T06:10:00-05:00</prism:publicationDate>
  <prism:volume>37</prism:volume>
  <prism:number>5</prism:number>
  <prism:issueName>The 100 Best</prism:issueName>
  <prism:startingPage>98</prism:startingPage>
  <prism:url>http://money.cnn.com/2008/04/01/pf/best_lovehappiness
  .moneymag/index.htm</prism:url>
  <prism:url>http://www.cnnmoney.mobi/money/archive/archive/
  detail/52312/full</prism:url>
  <prism:channel>Personal Finance</prism:channel>
  <prism:section>The 100 Best</prism:section>
  <prism:subsection1>The 100 Best List</prism:subsection1>
  <prism:subsection2>[5 TO 8]</prism:subsection2>
  <dc:subject>LOVE</dc:subject>
  <prism:wordCount>369</prism:wordCount>
</head>
<body>
<p> BY TYLER COWEN / Economist at George Mason University and
  Author of Discover Your Inner Economist</p>
```

#### 4.4 Preparing articles that have been published to multiple platforms

<p>You may think economics is just about GDP and the Fed. But actually, it's the science of weighing costs and benefitsâ€"which makes it also very useful for solving problems in everyday life.</p>

<p>HOW TO WIN AN ARGUMENT WITH YOUR SPOUSE<br/>

A marriage, like a lot of economic arrangements, is a long-term investment. It's smarter to defer an immediate profit (proving to your spouse that you're more intelligent/deserving/put upon) in order to gain a longer-lasting one (a spouse who thinks you take his or her points seriously). So in the middle of your next battle, stop and remember, "The chance that I am wrong is at least 50%." And ask yourself whether this particular fifty-fifty proposition is worth the certainty that you'll steam your spouse if you insist on winning. Then give in.</p>

<p>HOW TO FIND A GOOD RESTAURANT IN A STRANGE CITY<br/>

Keep in mind just one simple principle: Competition raises quality and lowers price. Look for large numbers of restaurants of a similar kindâ€"barbecue in rural Texas, Mexican food in Chicagoâ€"where competition will work its magic. Avoid going to the restaurant on the main drag; the worst ones are those with a captive (or lazy) audience.</p>

<p>HOW TO REALLY HELP A CHARITY<br/>

What you don't want to do is send a check for \$50 with a hint that you own a yacht. Because fund raising is so expensive, the nonprofit will probably end up spending more money on future solicitations than you're worth. Minimize the costs of extracting a donation and processing it: Give one large amount to your favorite cause rather than small sums to many.</p>

<p>HOW TO GET SOMEONE TO FALL IN LOVE WITH YOU<br/>

Join a dating service such as eHarmony that uses scientific formulas to tell a potential mate that you are a terrific match. The point is not that the formulas really work (who knows?) but that the users of the service believe they doâ€"and therefore will be receptive to you. A lot about closing a deal, whether in business or romance, is simply being open to it.</p>

<pam:media>

<dc:type>illustration</dc:type>

<pam:credit>BRIAN CRONIN</pam:credit>

</pam:media>

</body>

</pam:article>

</pam:message>

## Appendix A Alphabetical Listing of PRISM Elements

Following the element name is the namespace, which corresponds to the PRISM specification document where you can obtain more information about that element. Elements indicated in [blue](#) are part of the PRISM Aggregator Message (PAM).

- [aggregationType \(prism:\)](#)
- [alternateTitle \(prism:\)](#)
- [article \(pam:\)](#)
- [byteCount \(prism:\)](#)
- [caption \(pam:\)](#)
- [channel \(prism:\)](#)
- [complianceProfile \(prism:\)](#)
- [contributor \(dc:\)](#)
- [copyright \(prism:\)](#)
- [corporateEntity \(prism:\)](#)
- [coverDate \(prism:\)](#)
- [coverDisplayDate \(prism:\)](#)
- [creationDate \(prism:\)](#)
- [creator \(dc:\)](#)
- [credit \(pam:\)](#)
- [dateReceived \(prism:\)](#)
- [description \(dc:\)](#)
- [distributor \(prism:\)](#)
- [doi \(prism:\)](#)
- [edition \(prism:\)](#)
- [eIssn \(prism:\)](#)
- [embargoDate \(prism:\)](#)
- [endingPage \(prism:\)](#)
- [event \(prism:, pim:\)](#)
- [expirationDate \(prism:\)](#)
- [extension \(pam:\)](#)
- [format \(dc:\)](#)
- [genre \(prism:\)](#)
- [geography \(prl:\)](#)
- [hasAlternative \(prism:\)](#)
- [hasCorrection \(prism:\)](#)
- [hasFormat \(dc:\)](#)
- [hasPart \(dc:\)](#)
- [hasPreviousVersion \(prism:\)](#)
- [hasVersion \(dc:\)](#)
- [hasTranslation \(prism:\)](#)
- [identifier \(dc:\)](#)
- [industry \(prism:, pim:, prl:\)](#)
- [isCorrectionOf \(prism:\)](#)
- [isPartOf \(dc:\)](#)
- [isRequiredBy \(dc:\)](#)
- [issn \(prism:\)](#)
- [issueIdentifier \(prism:\)](#)
- [issueName \(prism:\)](#)
- [isTranslationOf \(prism:\)](#)
- [isVersionOf \(dc:\)](#)
- [keyword \(pim:, prism:\)](#)
- [killDate \(prism:\)](#)
- [language \(dc:\)](#)
- [location \(prism:, pim:\)](#)
- [media \(pam:\)](#)
- [mediaTitle \(pam:\)](#)
- [mediaReference \(pam:\)](#)
- [message \(pam:\)](#)
- [metadataContainer \(prism:\)](#)
- [mimetype \(pam:\)](#)
- [modificationDate \(prism:\)](#)
- [nonpublishedMediaTitle \(pam:\)](#)
- [number \(prism:\)](#)
- [object \(prism:, pim:\)](#)
- [organization \(prism:, pim:\)](#)
- [originPlatform \(prism:\)](#)
- [pageRange \(prism:\)](#)
- [person \(prism:, pim:\)](#)
- [publicationDate \(prism:\)](#)
- [publicationName \(prism:\)](#)
- [publisher \(dc:\)](#)
- [quote \(pim:\)](#)
- [receptionDate \(prism:\)](#)
- [refid \(pam:\)](#)
- [relation \(dc:\)](#)
- [requires \(dc:\)](#)
- [rights \(dc:\)](#)
- [rightsAgent \(prism:\)](#)
- [section \(prism:\)](#)
- [source \(dc:\)](#)
- [startingPage \(prism:\)](#)
- [status \(pam:\)](#)
- [subject \(dc:\)](#)
- [subsection1 \(prism:\)](#)

## Appendix A. Alphabetical Listing of PRISM Elements

- subsection2 (prism:)
- subsection3 (prism:)
- subsection4 (prism:)
- teaser (prism:)
- textDescription (pam:)
- ticker (pim:, prism:)
- timePeriod (prism:)
- title (dc:)
- type (dc:)
- url (prism:)
- usage (prl:)
- versionIdentifier (prism:)
- volume (prism:)
- wordCount (prism:)

## Appendix B Functional Listing of PRISM Elements

The following is a functional list of PRISM elements. Following the element name is the namespace and the document in the PRISM documentation package where that element appears:

### DATE METADATA

- coverDate (prism:)
- coverDisplayDate (prism:)
- creationDate (prism:)
- dateReceived (prism:)
- embargoDate (prism:)
- expirationDate (prism:)
- killDate (prism:)
- modificationDate (prism:)
- publicationDate (prism:)

### IDENTIFICATION

- contributor (dc:)
- corporateEntity (prism:)
- creator (dc:)
- doi (prism:)
- edition (prism:)
- eIssn (prism:)
- identifier (dc:) \* REQUIRED
- issn (prism:)
- issueIdentifier (prism:)
- issueName (prism:)
- number (prism:)
- publicationName (prism:)
- publisher (dc:)
- source (dc:)
- title (dc:)
- versionIdentifier (prism:)
- volume (prism:)
- url (prism:)

### CONTENT DESCRIPTION

- alternateTitle (prism:)
- channel (prism:)
- complianceProfile (prism:)
- description (dc:)
- distributor (prism:)
- event (prism:, pim:)
- genre (prism:)
- industry (prism:, pim:)
- keyword (pim:, prism:)
- language (dc:)
- location (prism:, pim:)
- object (prism:, pim:)
- organization (prism:, pim:)
- originPlatform (prism:)
- person (prism:, pim:)

- quote (pim:)
- section (prism:)
- subject (dc:)
- subsection1 (prism:)
- subsection2 (prism:)
- subsection3 (prism:)
- subsection4 (prism:)
- teaser (prism:)
- ticker (pim:, prism:)
- timePeriod (pim:, prism:)
- type (dc:)

### PHYSICAL DESCRIPTION

- aggregationType (prism:)
- byteCount (prism:)
- endingPage (prism:)
- format (dc:)
- pageRange (prism:)
- startingPage (prism:)
- wordCount (prism:)

### RELATIONSHIPS

- hasAlternative (prism:)
- hasFormat (dc:)
- hasPart (dc:)
- hasPreviousVersion (prism:)
- hasVersion (dc:)
- hasTranslation (prism:)
- isCorrectionOf (prism:)
- isFormatOf (dcterms:)
- isPartOf (dc:)
- isRequiredBy (dc:)
- isTranslationOf (prism:)
- isVersionOf (dc:)
- relation (dc:)
- requires (dc:)

### RIGHTS

- copyright (prism:)
- embargoDate (prism:)
- expirationDate (prism:)
- geography (prl:)
- industry (prl:)
- rights (dc:)
- rightsAgent (prism:)
- usage (prl:)