



PRISM Cookbook

For Profile 1 Implementers

Recipe 6: Preparing print articles with published corrections

July 2008

Getting Started with PRISM Metadata

This document contains Recipe 6 from the PRISM Cookbook for Profile 1 Implementers.

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Table of Contents

1. Preface When should I read this cookbook?	4
2. Introduction	5
2.1. PRISM Profile 1	5
2.2. Recipe Format	5
2.3. Domain Terminology	6
2.4. PRISM Namespace Declarations & Controlled Vocabulary URIs	7
2.5. PRISM Reference Materials	7
3. Recipe List	9
4. Recipes	11
4.6. Preparing print articles with published corrections	11
4.6.1. Basic Description	11
4.6.2. Ingredients	11
4.6.3. Step-by-step	11
4.6.4. Completed XML Article	16
Appendix A Alphabetical Listing of PRISM Elements	19
Appendix B Functional Listing of PRISM Elements	21

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.

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	http://prismstandard.org/vocabularies/2.0/aggregationtype.xml
PRISM Compliance Profile	http://prismstandard.org/vocabularies/2.0/complianceprofile.xml
PRISM Genre	http://prismstandard.org/vocabularies/2.0/genre.xml
PRISM Platform	http://prismstandard.org/vocabularies/2.0/platform.xml
PRISM Resource Type	http://prismstandard.org/vocabularies/2.0/resourcetype.xml
PRISM Rights	http://prismstandard.org/vocabularies/2.0/rights.xml
PRISM Role	http://prismstandard.org/vocabularies/2.0/role.xml
PAM Class	http://prismstandard.org/vocabularies/2.0/pam.xml

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

The PRISM Namespace v 2.0.
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

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

The PRISM Rights Language Namespace v 2.0.

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

The PRISM Inline Markup Namespace v 2.0.

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

Guide to the PRISM Aggregator Message v 2.0.

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.

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

4.6. Preparing print articles with published corrections

4.6.1. Basic Description

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.

4.6.2. Ingredients

This recipe consists of two parts: the published correction as it appears in the publication and the correction as appended to the original article. The ingredients for this recipe are all elements included in the PRISM Aggregator Message (PAM) DTD/XSD.

We recommend that you have the PAM Guide on hand while reading through this recipe. The Guide will serve as a helpful reference tool in case you'd like to review element definitions.

4.6.3. Step-by-step

Part 1: Preparing the correction as it appears in the publication

1. A correction or clarification to a print article will generally appear in a subsequent issue of the publication. In our example, which was published in *U.S. News & World Report*, the correction appears in the Letters section.



2. In order to prepare the article in which the correction is published, we recommend you refer to recipe 4.1 Preparing a Print Article for Use by an External Partner.

The XML below shows the published correction as part of the Letters article.

Remember, in this part of the recipe we are representing the published correction text itself, as it appears in the publication. We will deal with the relationship between the correction and the article being corrected in the second part of the recipe.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<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>20080225_25lett</dc:identifier>
    <pam:status>A</pam:status>
    <dc:title>Remnants and Reflections; Beneficiary Rebuff;
    Correction</dc:title>
    <prism:publicationName>U.S. News & World
    Report</prism:publicationName>
    <prism:coverDate>2008-02-25</prism:coverDate>
    <prism:coverDisplayDate>February 25,
    2008</prism:coverDisplayDate>
    <prism:volume>144</prism:volume>
    <prism:number>6</prism:number>
    <prism:startingPage>6</prism:startingPage>
    <prism:section>Letters</prism:section>
    <prism:copyright>Copyright 2008 U.S. News & World
    Report</prism:copyright>
    <prism:wordCount>632</prism:wordCount>
  </head>
  <body>
    <h1>Remnants and Reflections; Beneficiary Rebuff; Correction</h1>

    <p>Remnants and Reflections</p>

    <p>I read every word of your cover story...</p>

    <p><b>Correction:</b> In "The Presidency Was His for a Song"
    [January 28-February 4], the party that christened Martin Van
    Buren "Little Van" was the Whig Party.</p>
  </body>
</pam:article>
</pam:message>
```

In this case, the correction is treated as text in the article and no additional metadata is needed. The placement of published corrections within a publication will vary with each publisher. The practice at *U.S. News* is to print corrections as part of the Letters page and include the word “Correction” as part of the headline (dc:title).

Part 2: Identifying the article being corrected and attaching metadata

2. We'll now append the published correction to the original article for placing in an archive or sending to an external partner. First, we need to access the original article. This article is titled "The Presidency Was His for a Song" and was published on Jan. 28, 2008. The text requiring the published correction is indicated below.

The Presidency Was His for a Song

From platforms to pennants to booze, the multifaceted legacy of the election of 1840

By Alex Kingsbury

TURNING POINTS


The election of 1840 was the first in which presidents appealed to crowds of voters, in which the parties adopted platforms, and which featured the miscellany that has come to define modern politics—banners, merchandise, and theme songs. One of those songs exhorted voters to "Turn out! Turn out!" and indeed they did: Some 80 percent of the eligible electorate cast ballots. But it's the campaign tune that makes the election of 1840 a staple of high school history books.

Few may remember what "Tippecanoe and Tyler, too" actually meant. It was, in fact, a song praising Whig candidate William Henry Harrison, or "Old Tip," as he was known, and his running mate, John Tyler. Harrison was the hero of the battle of Tippecanoe, a clash in present-day Indiana between the Army and American Indian forces led by Tecumseh and a confederation of tribes.

The tune also took aim at the incumbent Democratic president, Martin Van Buren, or "Little Van," as the GOP lyrics christened him. A footnote to that textbook version is that the Democrats also tried to affix a catchy moniker to their candidate. "Old Kinderhook," they dubbed him, in honor of Van Buren's birthplace of Kinderhook, N.Y. When supporters chanted it at rallies, the nickname stuck, and the universal affirmation "O.K." has remained in the lexicon ever since.

The odds were against Harrison, who had lost to Van Buren four years earlier. At 68, he was old by the standards of the day and not regarded as a particularly deep thinker. One Democratic newspaper wrote that he would be happy spending the rest of his years in a log cabin with a jug of whiskey.

Clever. Harrison, however, was shrewd. He turned the criticism to his advantage in what became "a landmark in the carnivalization of American politics," as historian Richard S. Elliot called the rallies and parades of 1840. The Whigs launched "Log Cabin" newspapers to cover their events, a nod to Harrison's image as a homespun




man of the people and a play on the newspaper's criticism. One Philadelphia distiller, E. C. Booz, started selling whiskey in bottles shaped like log cabins; "booze" has been synonymous with liquor ever since.

Forced to cut through the misinformation from Whig campaigning and to better articulate their positions, the Democrats adopted a statement of principles known as a "party platform" consisting of nine issues, or planks. They adopted the platform at their convention, mainly as a repudiation of abolitionists.

But back to the song. It was reprinted in the *Log Cabin Songbook* and no doubt would strike modern listeners as less than inspiring: "What has caused the great commotion, motion, motion, Our country through? / It's the ball a rolling on, on. For Tippecanoe and Tyler, too."

At political rallies, supporters would chant the song and roll massive paper balls between themselves. Thus the phrase "keep the ball rolling" was born. And electors that year cast ballots for four men who had been or would become president: Whigs Harrison and Tyler and Democrats Van Buren and James Polk.

In the end, all the singing and electioneering paid off. Harrison clobbered Van Buren in the general election, 234 electoral votes to 60. A Whig leader in New York later jotted in his diary that "General Harrison was sung into the presidency." But his term was famously short lived. One month after his inauguration, Harrison died of pneumonia, and Tyler became the first president to assume office after the death of another one. ■



HARRISON AND TYLER.

PUBLISHED BY HOWARD A. TURNER,
No. 664 BALTIMORE STREET.
Of whom may be had ALL the Principal Almanacs in print.

Harrison and Tyler, as depicted by the *Hard Cider and Log Cabin Almanac*

The tune also took aim at the incumbent Democratic president, Martin Van Buren, or "Little Van," as the GOP lyrics christened him. A footnote to that

Once the article has been accessed we can use the **prism:hasCorrection** element to append the published correction to the article.

prism:hasCorrection

The prism:hasCorrection element identifies the correction and appends it to the original article. This allows for both an archival record of the correction, as well as providing external partners with a means to append the correction to the original article.

Note that some publishers may choose to add language to the correction, such as the date the article was published, to further identify the article being corrected.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<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>
  . . .
  <prism:wordCount>633</prism:wordCount>
  <prism:hasCorrection>Correction: In "The Presidency Was His
for a Song" [January 28-February 4], the party that
christened Martin Van Buren "Little Van" was the Whig
Party.</prism:hasCorrection>
</head>
<body>
  . . .
</body>
</pam:article>
</pam:message>
```

3. Next we need to change the **pam:status** element. When the article was originally marked up, the pam:status element was set to “A” to indicate that the article was new and had never before been transmitted to the recipient. We will now go back and change the pam:status to “C” to indicate that the article contains a correction. This will alert the recipient of a published correction and may trigger a “Correction Appended” message to appear at either the beginning or end of the article, as well as the correction itself.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<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>20080128_28Harrison</dc:identifier>
  <pam:status>C</pam:status>
  <dc:title>The Presidency Was His for a Song</dc:title>
  . . .
</head>
<body>
  . . .
</body>
</pam:article>
</pam:message>
```


4.6 Preparing print articles with published corrections

Here is how this article now appears in LexisNexis. Note the “Correction Appended” message below the date in the first image and the correction in the second image.

The screenshot shows a web browser window displaying a LexisNexis document. The address bar shows the URL: http://w3.lexis.com/new/results/docview/docview.do?risb=21_T3577803734&format=GNBFI&sort=BOOLEAN&startDoc. The document title is "The Presidency Was His for a Song U.S...". Below the title, the date is "January 28, 2008 Monday". A red message "Correction Appended" is displayed below the date. The article text begins with "The election of 1840 was the first in which presidents appealed to crowds of voters, in which the parties adopted platforms, and which featured the miscellany that has come to define modern politics--banners, merchandise, and theme songs. One of those songs exhorted voters to 'Turn out! Turn out!' and indeed they did: Some 80 percent of the eligible electorate cast ballots. But it's the campaign tune that makes the election of 1840 a staple of high school history books. Few may remember what 'Tippecanoe and Tyler, too' actually meant. It was, in fact, a song praising Whig candidate William Henry Harrison, or 'Old

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The screenshot shows a web browser window displaying a LexisNexis document. The address bar shows the URL: http://w3.lexis.com/new/results/docview/docview.do?risb=21_T3577803734&format=GNBFI&sort=BOOLEAN&startDoc. The document title is "The Presidency Was His for a Song U.S...". Below the title, the date is "February 15, 2008". The article text begins with "The election of 1840 was the first in which presidents appealed to crowds of voters, in which the parties adopted platforms, and which featured the miscellany that has come to define modern politics--banners, merchandise, and theme songs. One of those songs exhorted voters to 'Turn out! Turn out!' and indeed they did: Some 80 percent of the eligible electorate cast ballots. But it's the campaign tune that makes the election of 1840 a staple of high school history books. Few may remember what 'Tippecanoe and Tyler, too' actually meant. It was, in fact, a song praising Whig candidate William Henry Harrison, or 'Old

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4.6.4. Completed XML Article

Here is the full markup of the article, ready to be archived or resent to external partners.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<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/"
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    <dc:creator>Alex Kingsbury</dc:creator>
    <prism:publicationName>U.S. News & World
    Report</prism:publicationName>
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    <prism:coverDisplayDate>January 28,
    2008</prism:coverDisplayDate>
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    <prism:subsection1>Great Campaign Moments</prism:subsection1>
    <prism:subsection2>Turning Points</prism:subsection2>
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    Report</prism:copyright>
    <prism:wordCount>633</prism:wordCount>
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    for a Song" [January 28-February 4], the party that
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    Party.</prism:hasCorrection>
  </head>
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    <h1>The Presidency Was His for a Song</h1>

    <p class="deck">From platforms to pennants to booze, the
    multifaceted legacy of the election of 1840</p>

    <p class="byline">By Alex Kingsbury</p>

    <p>The election of 1840 was the first in which presidents appealed
    to crowds of voters, in which the parties adopted platforms, and
    which featured the miscellany that has come to define modern
    politics--banners, merchandise, and theme songs. One of those songs
    exhorted voters to "Turn out! Turn out!" and indeed they did: Some
    80 percent of the eligible electorate cast ballots. But it's the
    campaign tune that makes the election of 1840 a staple of high
    school history books. </p>

    <p>Few may remember what "Tippecanoe and Tyler, too" actually
    meant. It was, in fact, a song praising Whig candidate William
```


4.6 Preparing print articles with published corrections

Henry Harrison, or "Old Tip," as he was known, and his running mate, John Tyler. Harrison was the hero of the battle of Tippecanoe, a clash in present-day Indiana between the Army and American Indian forces led by Tecumseh and a confederation of tribes.</p>

<p>The tune also took aim at the incumbent Democratic president, Martin Van Buren, or "Little Van," as the GOP lyrics christened him. A footnote to that textbook version is that the Democrats also tried to affix a catchy moniker to their candidate. "Old Kinderhook," they dubbed him, in honor of Van Buren's birthplace of Kinderhook, N.Y. When supporters chanted it at rallies, the nickname stuck, and the universal affirmation "O.K." has remained in the lexicon ever since.</p>

<p>The odds were against Harrison, who had lost to Van Buren four years earlier. At 68, he was old by the standards of the day and not regarded as a particularly deep thinker. One Democratic newspaper wrote that he would be happy spending the rest of his years in a log cabin with a jug of whiskey.</p>

<p>Clever. Harrison, however, was shrewd. He turned the criticism to his advantage in what became "a landmark in the carnivalization of American politics," as historian Richard S. Elliot called the rallies and parades of 1840. The Whigs launched "Log Cabin" newspapers to cover their events, a nod to Harrison's image as a homespun man of the people and a play on the newspaper's criticism. One Philadelphia distiller, E. C. Booz, started selling whiskey in bottles shaped like log cabins; "booze" has been synonymous with liquor ever since.</p>

<p>Forced to cut through the misinformation from Whig campaigning and to better articulate their positions, the Democrats adopted a statement of principles known as a "party platform" consisting of nine issues, or planks. They adopted the platform at their convention, mainly as a repudiation of abolitionists.</p>

<p>But back to the song. It was reprinted in the <i>Log Cabin Songbook</i> and no doubt would strike modern listeners as less than inspiring: "What has caused the great commotion, motion, motion, Our country through / It's the ball a rolling on, on. For Tippecanoe and Tyler, too."</p>

<p>At political rallies, supporters would chant the song and roll massive paper balls between themselves. Thus the phrase "keep the ball rolling" was born. And electors that year cast ballots for four men who had been or would become president: Whigs Harrison and Tyler and Democrats Van Buren and James Polk.</p>

<p>In the end, all the singing and electioneering paid off. Harrison clobbered Van Buren in the general election, 234 electoral votes to 60. A Whig leader in New York later jotted in his diary that "General Harrison was sung into the presidency." But his term was famously short lived. One month after his inauguration, Harrison died of pneumonia, and Tyler became the first president to assume office after the death of another one.</p>

4.6 Preparing print articles with published corrections

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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).

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- [caption \(pam:\)](#)
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- [complianceProfile \(prism:\)](#)
- [contributor \(dc:\)](#)
- [copyright \(prism:\)](#)
- [corporateEntity \(prism:\)](#)
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- [edition \(prism:\)](#)
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- [embargoDate \(prism:\)](#)
- [endingPage \(prism:\)](#)
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- [expirationDate \(prism:\)](#)
- [extension \(pam:\)](#)
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- [genre \(prism:\)](#)
- [geography \(prl:\)](#)
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- [hasFormat \(dc:\)](#)
- [hasPart \(dc:\)](#)
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- [hasTranslation \(prism:\)](#)
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- [isPartOf \(dc:\)](#)
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- [isVersionOf \(dc:\)](#)
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- [section \(prism:\)](#)
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- [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

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- 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

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

RELATIONSHIPS

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- hasFormat (dc:)
- hasPart (dc:)
- hasPreviousVersion (prism:)
- hasVersion (dc:)
- hasTranslation (prism:)
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- 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:)