



PRISM Cookbook

For Profile 1 Implementers

Recipe 2: Preparing a print article for an internal partner

July 2008

Getting Started with PRISM Metadata

This document contains Recipe 2 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.

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

4.2. Preparing a print article for an internal partner

4.2.1. Basic Description

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. The publisher will create a standalone XML file utilizing PRISM.

This recipe will use an article from In Style Magazine.

4.2.2. Ingredients

The recipe will demonstrate the use of the following PRISM and Dublin Core elements:

```
prism:byteCount
prism:creationDate
prism:endingPage
prism:publicationDate
prism:rightsAgent
dc:hasFormat
dc:isFormatOf
```

Included in this recipe is an appendix showing how custom elements can be used for internal purposes only. The custom elements are outside of PRISM. They demonstrate instances of article data that are not addressed in PRISM.

4.2.3. Step-by-step

1. The first step when creating an article that fulfills the business needs of an internal partner is to create a PAM article following all of the steps in Recipe 1 of this cookbook. A PAM article creates the proper foundation to build on, and will likely take you 85% of the way towards gathering all business information that your internal partner will need. Also, if you have created a valid PAM file it will insure that your XML will be repurposable, after simple transformations, if you ever have a need to share the content with an external recipient.

Please see the next page for this recipe's article. The article is "Crazy About... Jovovich-Hawk" from the March 2008 issue of In Style Magazine.

style file

Crazy About... Jovovich-Hawk

Based in L.A., where everyone's in her own fantasy world, the design pair's new Target line is for yours



Milla Jovovich and
Carmen Hawk

What Inspired Them



JODIE FOSTER
IN TAXI DRIVER

"There's a quirky innocence to her character," says Hawk. "Her charm is that she doesn't look like what she is."



PAINTINGS BY
ALPHONSE MUCHA

"I love how hippies embraced art nouveau and sixties London, when Biba defined the mod look of the city," says Jovovich.



Polyester ribbon
floppy hat, \$15.



Nylon-spandex
bikini top and bottom,
\$17 each.



Linen
vest, \$30.



Cotton-modal
halter dress, \$30.



Linen bag,
\$30.



Crinkle polyester
chiffon dress, \$40.



French terry cloth
shorts, \$25.

All available at Target, 800-800-8800 for stores or target.com/go.

Why we're crazy about them While most inexpensive lines are about looking put together for a price, Jovovich-Hawk is all mixed up in the most delightful way. Part rock star, part fairy princess, it nevertheless boasts an unexpected harmony. **What the duo like most** "Our clothes are for the art student or the girl with a flair for the theatrical," says Jovovich. "She takes risks, but subtly." **What delights us** For once, looks that are more appealing than studied. "We wanted to make a little magic," says Hawk. They did. —**Hal Rubenstein**

Here is the XML that would be created utilizing the steps in Recipe 1:

```
<?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>103587621</dc:identifier>
  <prism:issueIdentifier>1002216</prism:issueIdentifier>
  <pam:status>A</pam:status>
  <prism:aggregationType>magazine</prism:aggregationType>
  <prism:originPlatform prism:platform="print"/>
  <dc:title>Crazy About...Jovovich-Hawk</dc:title>
  <dc:creator>Hal Rubenstein</dc:creator>
  <prism:publicationName>In Style</prism:publicationName>
  <prism:issn>1076-0830</prism:issn>
  <dc:publisher>Time Inc.</dc:publisher>
  <prism:coverDate>2008-03-01</prism:coverDate>
  <prism:coverDisplayDate>March 2008</prism:coverDisplayDate>
  <prism:volume>15</prism:volume>
  <prism:number>3</prism:number>
  <prism:startingPage>240</prism:startingPage>
  <prism:section>Fashion</prism:section>
  <prism:subsection1>Style File</prism:subsection1>
  <dc:subject>Fashion</dc:subject>
  <dc:subject>Products</dc:subject>
  <prism:location>Los Angeles</prism:location>
  <prism:person>Milla Jovovich</prism:person>
  <prism:person>Carmen Hawk</prism:person>
  <prism:organization>Target</prism:organization>
  <prism:wordCount>210</prism:wordCount>
</head>
<body>
<p prism:class="deck"> Based in L.A., where everyone's in her own
fantasy world, the design pair's new Target line is for yours</p>

<p>Why we're crazy about them<br/>While most inexpensive lines are
about looking put together for a price, Jovovich-Hawk is all mixed
up in the most delightful way. Part rock star, part fairy princess,
it nevertheless boasts an unexpected harmony.</p>

<p>What the duo like most<br/>"Our clothes are for the art student
or the girl with a flair for the theatrical," says Jovovich. "She
takes risks, but subtly."</p>

<p>What delights us<br/>For once, looks that are more appealing
than studied. "We wanted to make a little magic," says Hawk. They
did.</p>

<p>Polyester ribbon floppy hat, $15.</p>
<p>Cotton-modal halter dress, $30.</p>
<p>Nylon-spandex bikini top and bottom, $17 each.</p>
```

4.2 Preparing a print article for an internal partner

```
<p>Linen vest, $30.</p>
<p>Linen bag, $30.</p>
<p>Crinkle polyester chiffon dress, $40.</p>
<p>French terrycloth shorts, $25.</p>
<p>All available at Target, 800-800-8800 for stores or
target.com/go.</p>

<p>What Inspired Them</p>

<p>JODIE FOSTER IN TAXI DRIVER</p>
<p>"There's a quirky innocence to her character," says Hawk. "Her
charm is that she doesn't look like what she is."</p>

<p>PAINTINGS BY ALPHONSE MUCHA</p>
<p>"I love how hippies embraced art nouveau and sixties London,
when Biba defined the mod look of the city," says Jovovich.</p>

<pam:media>
  <dc:type>photo</dc:type>
  <pam:caption>Milla Jovovich and Carmen Hawk</pam:caption>
</pam:media>

<pam:media>
  <dc:type>Eight photos</dc:type>
</pam:media>

</body>
</pam:article>
</pam:message>
```

2. There is likely some information needed by your internal partner that the above PAM article does not capture. A number of elements included in the PRISM specification, that are not part of the PAM specification, are provided for internal uses. It is possible that these elements will fulfill some of the needs of your internal partners. Let's walk through these elements one-by-one.

prism:creationDate

The creation date element is not for capturing the date on which the article was written or the date it was published. Instead, this element is used to capture the date on which the PRISM XML document was created.

In this case, the creation date was 2008-04-18.

This element may be inserted at any location in the <head> of your XML. We have chosen to place the element at the end, after all of the PAM specification elements. Later in this recipe we will discuss creation of your own DTD or schema.

Please note that our XML sample below has been

4.2 Preparing a print article for an internal partner

truncated to show only the relevant portion of the <head>.

```
<?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>
      . . .
      <prism:wordCount>210</prism:wordCount>
      <prism:creationDate>2008-04-18</prism:creationDate>
    </head>
    <body>
      . . .
    </body>
  </pam:article>
</pam:message>
```

3. Keeping in the vein of capturing important date information surrounding the article, we will address capture of the publication date, an issue level piece of metadata.

prism:publicationDate

The publication date can generally be thought of as analogous to the newsstand or in-home date for the publication. This differs from the prism:coverDate in that that value is the date captured on the cover of the magazine, which, for most publishers, is distinct from the newsstand or in-home date.

The cover date for this issue is 2008-03-01, but the date the publication will appear on newsstands is 2008-02-15.

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message
  . . .
  <pam:article xml:lang="en-US">
    <head>
      . . .
      <prism:creationDate>2008-04-18</prism:creationDate>
      <prism:publicationDate>2008-02-15</prism:publicationDate>
    </head>
    <body>
      . . .
    </body>
  </pam:article>
</pam:message>
```

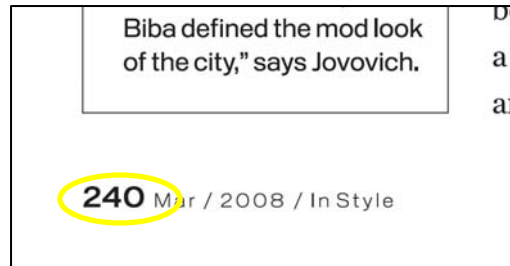

4.2 Preparing a print article for an internal partner

4. Because an internal partner may use the content to reshape the complete issue, they may be interested in knowing the ending page of the article.

prism:endingPage

This happens to be a one page article, so the value captured for the ending page will be the same as that captured for the starting page.

`<prism:startingPage>240</prism:startingPage>`



Since this ending page is closely related to the starting page already captured when creating our PAM article, we will place the ending page element just after the starting page element. This keeps elements with similar data in the same proximity.

```
<?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>
      . . .
      <prism:startingPage>240</prism:startingPage>
      <prism:endingPage>240</prism:endingPage>
      <prism:section>Fashion</prism:section>
      . . .
    </head>
    <body>
      . . .
    </body>
  </pam:article>
</pam:message>
```


5. Rights are important to all partners that receive and distribute content, but there is some rights information that you may choose to share only with your internal partners. An example is the rights agent.

prism:rightsAgent

The right agent is the person, department, or organization that should be contacted if there is a desire to license the rights to the article. If desired, this element may also include contact information. In our example, 'Erin Clark' is the rights agent.

Again, we have flexibility in terms of deciding where to place the element in the <head>.

```
<?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>
  . . .
  <prism:publicationDate>2008-02-15</prism:publicationDate>
  <prism:rightsAgent>Erin Clark</prism:rightsAgent>
</head>
<body>
  . . .
</body>
</pam:article>
</pam:message>
```

6. It is becoming a common practice of publishers to store the print-ready PDF versions of their content in their archives. It is, therefore, very helpful to be able to reference this PDF version of the content in your PRISM XML file.

dc:isFormatOf

The dc:isFormatOf element allows for capture of this reference. For most print products, the PDF is the original source of the content, so we use dc:isFormatOf to refer to it. If the XML version of the content was the original form, the dc:hasFormat element would be used.

dc:isFormatOf – Points to the original source of the XML document.

dc:hasFormat – Points to an alternate version of the XML document.

4.2 Preparing a print article for an internal partner

dc:isFormatOf and dc:hasFormat can refer to sources other than a PDF, but we highlight PDFs here as a particularly common example.

```
<?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>
  . . .
  <prism:rightsAgent>Erin Clark</prism:rightsAgent>
  <dc:isFormatOf>STYLE_20080301_240_article.pdf</dc:isFormatOf>
</head>
<body>
  . . .
</body>
</pam:article>
</pam:message>
```

7. The **prism:byteCount** element may be useful for internal content managers and is included in the completed XML document on the next page.

4.2.4. Completed XML Article

Here is the completed XML document that includes all ingredients discussed in this recipe:

```
<?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>103587621</dc:identifier>
  <prism:issueIdentifier>1002216</prism:issueIdentifier>
  <pam:status>A</pam:status>
  <prism:aggregationType>magazine</prism:aggregationType>
  <prism:originPlatform prism:platform="print"/>
  <dc:title>Crazy About...Jovovich-Hawk</dc:title>
  <dc:creator>Hal Rubenstein</dc:creator>
  <prism:publicationName>In Style</prism:publicationName>
  <prism:issn>1076-0830</prism:issn>
  <dc:publisher>Time Inc.</dc:publisher>
  <prism:coverDate>2008-03-01</prism:coverDate>
  <prism:coverDisplayDate>March 2008</prism:coverDisplayDate>
  <prism:volume>15</prism:volume>
  <prism:number>3</prism:number>
  <prism:startingPage>240</prism:startingPage>
  <prism:endingPage>240</prism:endingPage>
  <prism:section>Fashion</prism:section>
  <prism:subsection1>Style File</prism:subsection1>
  <dc:subject>Fashion</dc:subject>
  <dc:subject>Products</dc:subject>
  <prism:location>Los Angeles</prism:location>
  <prism:person>Milla Jovovich</prism:person>
  <prism:person>Carmen Hawk</prism:person>
  <prism:organization>Target</prism:organization>
  <prism:wordCount>210</prism:wordCount>
  <prism:byteCount>4096</prism:byteCount>
  <prism:creationDate>2008-04-18</prism:creationDate>
  <prism:publicationDate>2008-02-15</prism:publicationDate>
  <prism:rightsAgent>Erin Clark</prism:rightsAgent>
  <dc:isFormatOf>STYLE_20080301_240_article.pdf</dc:isFormatOf>
</head>
<body>
<p prism:class="deck"> Based in L.A., where everyone's in her own
fantasy world, the design pair's new Target line is for yours</p>

<p>Why we're crazy about them<br/>While most inexpensive lines are
about looking put together for a price, Jovovich-Hawk is all mixed
up in the most delightful way. Part rock star, part fairy princess,
it nevertheless boasts an unexpected harmony.</p>
```

4.2 Preparing a print article for an internal partner

```
<p>What the duo like most<br/>"Our clothes are for the art student
or the girl with a flair for the theatrical," says Jovovich. "She
takes risks, but subtly."</p>

<p>What delights us<br/>For once, looks that are more appealing
than studied. "We wanted to make a little magic," says Hawk. They
did.</p>

<p>Polyester ribbon floppy hat, $15.</p>
<p>Cotton-modal halter dress, $30.</p>
<p>Nylon-spandex bikini top and bottom, $17 each.</p>
<p>Linen vest, $30.</p>
<p>Linen bag, $30.</p>
<p>Crinkle polyester chiffon dress, $40.</p>
<p>French terry cloth shorts, $25.</p>
<p>All available at Target, 800-800-8800 for stores or
target.com/go.</p>

<p>What Inspired Them</p>

<p>JODIE FOSTER IN TAXI DRIVER</p>
<p>"There's a quirky innocence to her character," says Hawk. "Her
charm is that she doesn't look like what she is."</p>

<p>PAINTINGS BY ALPHONSE MUCHA</p>
<p>"I love how hippies embraced art nouveau and sixties London,
when Biba defined the mod look of the city," says Jovovich.</p>

<pam:media>
  <dc:type>photo</dc:type>
  <pam:caption>Milla Jovovich and Carmen Hawk</pam:caption>
</pam:media>

<pam:media>
  <dc:type>Eight photos</dc:type>
</pam:media>

</body>
</pam:article>
</pam:message>
```

4.2.5. APPENDIX: Custom elements and custom DTD/XSD

NOTE: In this Appendix ‘custom’ is defined as being outside of PRISM or any other metadata standard and as being created by the publisher for internal needs. Custom elements, DTD, XSD, and namespaces should not be intended for external recipients who receive content conforming to the PAM standard.

While PRISM metadata is intended to meet the most universal requirements of publishers and content recipients, it is always possible that certain parties will have additional needs. For example, a publisher may need to include the name of the person who processed the XML document in the XML itself; an internal recipient, such as an editorial research group, may wish to receive articles with information specific to their constituents.

For scenarios like these, the best practice is to create a custom DTD/XSD that combines PRISM and custom elements. This way an article could be processed one time with the custom DTD/XSD and repurposed in different formats. The article could be sent to a database aggregator in PAM format without custom elements and sent to an internal recipient in the format that combines PAM with custom elements.

It is recommended that an individual with DTD/XSD editing expertise undertake the task of creating a custom DTD/XSD.

A custom namespace needs to be created for the custom elements. In the following examples “TimeInc” is the name of the custom namespace.

Example 1. Custom element for publisher’s internal record keeping.

TimeInc:checker	The name of the person who quality checked the XML document is captured by this element.
------------------------	--

Example 2. Custom element for an internal research department’s use.

TimeInc:instyleIndexProduct	The name of a featured fashion product is captured by this element.
	The article features clothing and accessories of the Jovovich-Hawk brand.

4.2 Preparing a print article for an internal partner

The following portion of the XML document contains the two custom elements above:

```
<?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>103587621</dc:identifier>
  <prism:issueIdentifier>1002216</prism:issueIdentifier>
  <pam:status>A</pam:status>
  <prism:aggregationType>magazine</prism:aggregationType>
  <prism:originPlatform prism:platform="print"/>
  <dc:title>Crazy About...Jovovich-Hawk</dc:title>
  <dc:creator>Hal Rubenstein</dc:creator>
  <prism:publicationName>In Style</prism:publicationName>
  <prism:issn>1076-0830</prism:issn>
  <dc:publisher>Time Inc.</dc:publisher>
  <prism:coverDate>2008-03-01</prism:coverDate>
  <prism:coverDisplayDate>March 2008</prism:coverDisplayDate>
  <prism:volume>15</prism:volume>
  <prism:number>3</prism:number>
  <prism:startingPage>240</prism:startingPage>
  <prism:endingPage>240</prism:endingPage>
  <prism:section>Fashion</prism:section>
  <prism:subsection1>Style File</prism:subsection1>
  <dc:subject>Fashion</dc:subject>
  <dc:subject>Products</dc:subject>
  <prism:location>Los Angeles</prism:location>
  <prism:person>Milla Jovovich</prism:person>
  <prism:person>Carmen Hawk</prism:person>
  <prism:organization>Target</prism:organization>
  <prism:wordCount>210</prism:wordCount>
  <prism:byteCount>????</prism:byteCount>
  <prism:creationDate>2008-04-18</prism:creationDate>
  <prism:publicationDate>2008-02-15</prism:publicationDate>
  <prism:rightsAgent>Erin Clark</prism:rightsAgent>
  <dc:isFormatOf>STYLE_20080301_240_article.pdf</dc:isFormatOf>
  <TimeInc:checker>Perry Metaire</TimeInc:checker>
  <TimeInc:instyleIndexProduct>Jovovich-Hawk clothing and
    accessories</TimeInc:instyleIndexProduct>
</head>
<body>
  . . .
</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:)