



# PRISM Cookbook

## For Profile 1 Implementers

### Recipe 1: Preparing a print article for use by an external partner

July 2008

## Getting Started with PRISM Metadata

*This document contains Recipe 1 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

### 4.1. Preparing a print article for use by an external partner

#### 4.1.1. Basic Description

The publisher wants to use PRISM metadata fields to prepare a print 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 requirement for recipient. The publisher will create a standalone XML file utilizing only PAM elements according to Profile 1.

#### 4.1.2. Ingredients

Simply put, 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.

#### 4.1.3. Step-by-step

1. Select a print article you would like to share with your external partner.

In this case, we are going to work with a story from *Time Magazine*.



## 4.1 Preparing a print article for use by an external partner

2. We recommend that you begin creating a PAM XML article by adding content for the elements the specification requires. These elements are `dc:identifier`, `prism:publicationName`, and either `prism:coverDate` or `prism:publicationDate`.

### **dc:identifier**

The `dc:identifier` element should be populated with a unique ID number or string that identifies that article from all others. The PRISM specification recommends that this identifier be system-generated, possibly by a DAM or CMS. The identifier may be a simple integer as indicated in the example below or it may be more complex and identify the system, country, and time of origin. This identifier will remain with the article throughout its lifetime.

If use of a Document Object Identifier (DOI) is desired it may be placed within `dc:identifier`. If you would like to use both a DOI and another unique identifier, place your DOI in the **prism:doi** element, and reserve `dc:identifier` for the other unique identifier.

### **prism:publicationName**

This element identifies the name of the publication in which the print article appeared. The name of the publication will be displayed on the cover of the publication.



```
<?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>100340926</dc:identifier>
  <prism:publicationName>Time</prism:publicationName>
</head>
</pam:article>
</pam:message>
```

## 4.1 Preparing a print article for use by an external partner

### **prism:coverDate** or **prism:publicationDate**

One of these elements must always be used. Since we are capturing metadata for a print article, PRISM advises capture of the cover date. This information is also found on the cover of the magazine.



The prism:coverDate element requires that the value be machine readable, so for this element February 18, 2008 will be reformatted as 2008-02-18 (YYYY-MM-DD).

```
<?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:publicationName>Time</prism:publicationName>
  <prism:coverDate>2008-02-18</prism:coverDate>
</head>
</pam:article>
</pam:message>
```

3. Next, you can add some very basic information about where the article appeared.

### **prism:originPlatform**

The values for this element may be selected from the platform controlled vocabulary. See the PRISM Controlled Vocabulary (PCV) Specification. In this case, the proper value would be **print**.

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.

## 4.1 Preparing a print article for use by an external partner

**prism:aggregationType** The aggregation type element allows you to identify the original unit of aggregation for the article. In this case, the proper value is **magazine**. See the PCV Specification for the aggregation type controlled vocabulary.

```
<?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>100340926</dc:identifier>
  <prism:aggregationType>magazine</prism:aggregationType>
  <prism:originPlatform prism:platform="print"/>
  <prism:publicationName>Time</prism:publicationName>
  . . .
</head>
</pam:article>
</pam:message>
```

4. Since we've begun using the cover to capture relevant data, let's continue extracting as much information from it as we can in order to populate the article metadata. Note that all elements in the remainder of this recipe are optional.

**prism:coverDisplayDate** We've already added the issue date to our XML article in a machine-readable format using `prism:coverDate`. You may, however, want to also capture the issue date exactly as it is displayed on the cover of the magazine, as searchers may be more familiar with the value as it was printed. In this case, the cover display date is **February 18, 2008**.



```
<?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">
```

## 4.1 Preparing a print article for use by an external partner

```
<head>
  . . .
  <prism:coverDate>2008-02-18</prism:coverDate>
  <prism:coverDisplayDate>February 18,
2008</prism:coverDisplayDate>
</head>
</pam:article>
</pam:message>
```

### **prism:issueName**

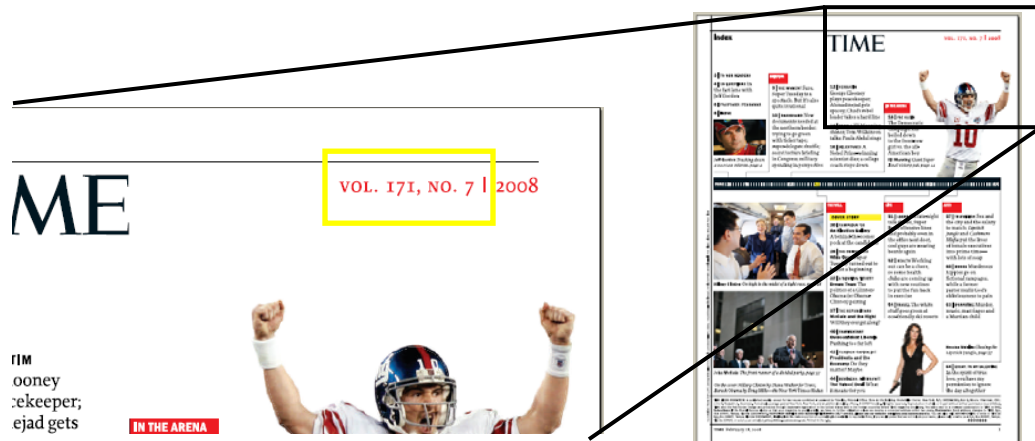
In some cases, issues have unique names to identify them. The prism:issueName element allows for capture of this information. This issue of *Time Magazine* does have an issue name: Super Tuesday Special.



Please note that the issue name might not always be printed in or on the magazine, but may be a name that is used internally to refer to the issue.

### **prism:volume and prism:number**

Time does not display volume and number information on its cover, but many publications do, so you may find this information here. In Time's case, this information is in the table of contents.



## 4.1 Preparing a print article for use by an external partner

```
<?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:coverDisplayDate>February 18,
2008</prism:coverDisplayDate>
  <prism:volume>171</prism:volume>
  <prism:number>7</prism:number>
  <prism:issueName>Super Tuesday Special</prism:issueName>
</head>
</pam:article>
</pam:message>
```

### **prism:edition**

Magazines that publish in varied geographical or demographic regions frequently produce different editions. Some magazines may identify their edition on their cover, table of contents or in their indicia. Time chooses not to do so in any of these locations, and we must just be aware that this is the **U.S. Edition**.

```
<?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:issueName>Super Tuesday Special</prism:issueName>
  <prism:edition>U.S. Edition</prism:edition>
</head>
</pam:article>
</pam:message>
```

5. There is an additional piece of information that may be found in the publisher's indicia. This is the ISSN. (Note that indicia may not be found in all issues.)

### **prism:issn**

As you'll see below Time's ISSN is **0040-781X**.

On the cover: Hillary Clinton by Diana Walker for TIME;  
Barack Obama by Doug Mills—the New York Times/Redux

THE YAHOO! DEAL What it means for you

TIME (ISSN 0040-781X) is published weekly, except for two issues combined at year-end by Time Inc. Principal Office: Time & Life Building, Rockefeller Center, New York, New York. Periodicals postage paid at New York, New York, and at additional mailing offices. © 2008 Time Inc. All rights reserved. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine is published. Subscribers: If the Postal Service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address.



## 4.1 Preparing a print article for use by an external partner

```
<?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:publicationName>Time</prism:publicationName>
      <prism:issn>0040-781X</prism:issn>
      <prism:coverDate>2008-02-18</prism:coverDate>
      . . .
    </head>
  </pam:article>
</pam:message>
```

6. The indicia also frequently includes information that identifies the publisher of the magazine. In companies where multiple magazines are produced, this information will be different from that captured in prism:publicationName.

**dc:publisher**

In this case, the publisher is **Time Inc.**

FROM TOP LEFT: DOI

On the cover: Hillary Clinton by Diana Walker for TIME;  
Barack Obama by Doug Mills—the New York Times/Redux

**The Yahoo! Deal** What  
it means for you



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John S. Redpath Jr., Secretary, Periodicals postage paid at New York, New York, and at additional mailing offices. © 2008 Time Inc. All rights reserved. R  
TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine

If *Time Magazine* was part of a division of magazines that was further differentiated within the company, for example the Time Business & Finance Group, **prism:corporateEntity** could be used to capture that information. Time Magazine does not belong to any such group, therefore our example does not contain prism:corporateEntity.

```
<?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:issn>0040-781X</prism:issn>
      <dc:publisher>Time Inc.</dc:publisher>
      <prism:coverDate>2008-02-18</prism:coverDate>
      . . .
    </head>
  </pam:article>
</pam:message>
```

## 4.1 Preparing a print article for use by an external partner

7. Many of the elements we have been populating capture issue level information. These elements make it easy to search for items related to a specific issue. One additional issue level element is **prism:issueIdentifier**, which can be used to track an issue. This identifier, like dc:identifier, is usually applied by a system, and the format is publisher-specific.

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message
  . . .
<pam:article xml:lang="en-US">
<head>
  <dc:identifier>100340926</dc:identifier>
  <prism:issueIdentifier>1000710</prism:issueIdentifier>
  <prism:aggregationType>magazine</prism:aggregationType>
  . . .
</head>
</pam:article>
</pam:message>
```

8. Now it's time to dive into the article itself! We'll be tackling each portion of the article bit by bit. First, here are images of the three pages that make up our article, which consists of one spread followed by a single left-hand page.

Here are images that show what this article looks like:



## CAMPAIGN '08 | DEMOCRATS

had surrounded Obama's endorsement by Senator Edward Kennedy and much of his family, as well as the state's other Senator, 2004 Democratic nominee John Kerry, and Governor Deval Patrick.

Clinton strategists, perhaps wishfully, suggested that Super Tuesday may prove to be a high mark for Obama, coming as it did after a burst of good publicity surrounding his high-profile endorsements and after Clinton stumbled in South Carolina. Said one: "It's going to be hard to find a better week for him."

Indeed, they are working to make sure that is the case. The day of the primaries, the Clinton campaign announced she had agreed to participate in four debates—a format in which she has dominated—in the coming month and challenged Obama to do the same. But the Obama campaign is in no rush. "Our schedule's not going to be dictated by the Clinton campaign," said campaign manager David Plouffe.

As the pace of the campaign slows considerably, Obama's aides say, that will play in favor of a candidate who is gaining strength against a far more established front runner. The next round of primaries in particular will be on friendly territory

for Obama. He is expected, for instance, to sweep the Beltway cluster of Maryland, Virginia and the District of Columbia, which has a large number of upscale Democrats and African Americans.

And he goes forward with a growing financial advantage, having raised \$32 million in January, largely from small donors who can be tapped again. That fund-raising haul was better than twice the \$13.5 million that Clinton took in over the same period. If anything, the Super Tuesday results, coupled with additional wins in coming weeks, are likely to bring in an even bigger flood of contributions to Obama, whose Internet-fueled coffers were already flush enough to buy Super Bowl advertising in the post-Super Tuesday primary states.

The Clinton operation, on the other hand, is showing signs of financial stress—something that would have seemed inconceivable months ago. The day after the primary, the campaign announced that Clinton had loaned her campaign \$5 million late last month, a move that spokesman Howard Wolfson said "illustrates Senator Clinton's commitment to this effort and to ensuring that our campaign

has the resources it needs to compete and win across this nation." Clinton has relied most heavily on the party's traditional big donors and is finding fewer and fewer who have not already given the maximum legal limit of \$2,300 for the primary race. "They've got to produce something out of these next nine states [that vote between Super Tuesday and March 4], or they are going to have some serious money troubles," says Obama adviser Steve Hildebrand.

Clinton is counting on recouping whatever ground she loses over the next few weeks in early March, when Ohio and Texas hold their primaries. Ohio is in economic distress and has large numbers of downscale Democrats. Clinton also expects to draw upon institutional support from organized labor. And the high proportion of Latino voters in Texas, her strategists say, will give her an edge. Obama, however, contends that he is making inroads with that group of voters as well, noting that he won more than 44% of Hispanic votes in Arizona. "As Latino voters get to know me," he said the morning after the election, "we do better."

If the race continues to be close after Texas and Ohio, the last big contest—Pennsylvania's April 22 primary—may be the decisive one.

## The Page

Politics up to the minute

Mark Halperin reports from the campaign every day on thepage.time.com



## HALPERIN'S TAKE:

## 5 Things Obama Has That Clinton Needs More Of

Internet fund-raising ability and grass-roots energy

A swooning national press corps

Support from voters who are young, upscale and male

Excitement, inspiration and a clear message of change

A close-knit campaign operation



## 5 Things Clinton Has That Obama Needs More Of

Confident command of nitty-gritty policy details

Big-state strength in the coming primaries in Texas, Ohio and Pennsylvania

Support from voters who are female, older, working-class and Hispanic

Support from the super-delegates—party officials, officeholders and other Democratic bigwigs who are automatic free-agent convention delegates

Toughness and political-knife skills



## THE WILD CARDS

1. Al Gore's endorsement
2. The endorsements of former contenders John Edwards, Bill Richardson, Joe Biden and Chris Dodd
3. Possible weekly debates
4. Super-delegates moving en masse to the front runner (whoever that is!)
5. A decisive McCain victory on the Republican side, changing perceptions about which Democrat might have the better chance in November
6. New labor-union endorsements
7. Arguments over the seating of the Florida and Michigan delegations
8. Controversial revelations or disclosures
9. An international or domestic crisis
10. Bill Clinton (the perennial wild card)

OR MAYBE NOT, WHICH LEAVES ONLY ONE other means of avoiding a vicious floor fight at August's Democratic National Convention in Denver. In the past few weeks, the Clinton and Obama campaigns have both stepped up their courtship, cajoling and sometimes arm-twisting of super-delegates. These are the roughly 800 party insiders—including elected officials, national-committee members and state chairmen—who get to vote at the convention by virtue of the positions they hold.

The super-delegates were created by the Democratic Party in the aftermath of the 1980 election for just this sort of eventuality. But the campaign for their support is a frustrating exercise for both candidates. Any commitments they manage to secure are etched in talcum powder; super-delegates don't have to make a choice until the convention, and they can change their mind an endless number of times between now and then.

The Clinton campaign boasts that it maintains a super-delegate advantage over Obama of about 100 votes. However, Obama campaign manager Plouffe insisted in an election-night conference call with reporters that his team had whittled her lead among these party insiders to about 55. But these two campaigns should know by now: this is one year when it's dangerous to count on anything. ■

OBAMA: EMANUEL GUNAWAN/GETTY IMAGES; CLINTON: MIKE SODANO/GETTY IMAGES



## 4.1 Preparing a print article for use by an external partner

9. Let's start with the title or headline of the article, as it is one of the most prominent design elements.

### **dc:title**

The title of this article is "It's Not Over Yet". This is captured in the dc:title element.



```
<?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:originPlatform prism:platform="print"/>
  <dc:title>It's Not Over Yet</dc:title>
  <prism:publicationName>Time</prism:publicationName>
  . . .
</head>
</pam:article>
</pam:message>
```

10. Near the title, in this article, is the byline.

### **dc:creator** and **dc:contributor**

Bylines in PRISM have two separate types: creators and contributors. Creator(s) are primarily responsible for having written or created the article. Contributor(s) are people who have made a contribution to the creation, but were not primarily responsible.

In this article, the creator was Karen Tumulty.



In *Time Magazine*, contributors will frequently be listed at the end of the article. In this case, there were no contributors.

## 4.1 Preparing a print article for use by an external partner

If a bureau or information about the writer's location were included with the byline, you may capture the information with a `prism:place` attribute within `dc:creator` or `dc:contributor`. In this case, there is no such information.

For publishers wishing to capture dateline information you may do so by using `<p prism:class="dateline">` in the body.

```
<?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:title>It's Not Over Yet</dc:title>
  <dc:creator>Karen Tumulty</dc:creator>
  <prism:publicationName>Time</prism:publicationName>
  . . .
</head>
</pam:article>
</pam:message>
```

11. There are two elements in PAM for capture of page information. They are **prism:startingPage** and **prism:pageRange**. While the first spread of this page does not explicitly include a page number we know that it is page 28. This will be the value captured for the starting page. The article consists of a spread followed by a left-hand page with no ads or other articles between. The page range, therefore, is 28-30.

```
<?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:edition>U.S. Edition</prism:edition>
  <prism:startingPage>28</prism:startingPage>
  <prism:pageRange>28-30</prism:pageRange>
</head>
</pam:article>
</pam:message>
```

12. The red boxes in the upper left-hand corner of this article indicate the section and subsection of the magazine in which the article appears.

**CAMPAIGN '08 | DEMOCRATS**

had surrounded Obama's endorsement by Senator Edward Kennedy and much of his family, as well as the state's other Senator, 2004 Democratic nominee John Kerry, and Governor Deval Patrick.

Clinton strategists, perhaps wishfully, suggested that Super Tuesday may prove

In this magazine, the horizontal bar separates the section from the subsection. While no other subsections exist, PRISM allows for capture of four distinct subsections (prism:subsection1 up to prism:subsection4). We chose to capture the section information in the case in which it appears.

Obviously, publications will graphically handle section and subsection information differently.

```
<?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:pageRange>28-30</prism:pageRange>
  <prism:section>CAMPAIGN '08</prism:section>
  <prism:subsection1>DEMOCRATS</prism:subsection1>
</head>
</pam:article>
</pam:message>
```

13. The head of your PAM article now contains a significant amount of article-specific metadata. At the end of this recipe we will cover some additional metadata elements you may include in the head, but at this point you have accumulated a significant amount.

Now, let's focus on capturing the main content of the article – the deck (or what you may refer to as the subhead), the body, the media elements, and their accompanying text. This text will be captured within the body of your PAM article. In order to allow you to focus directly on this area, going forward we will abbreviate the head content we have already captured using an ellipsis. Like so –

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message
  . . .
<pam:article xml:lang="en-US">
<head>
  . . .
</head>
<body>
</body>
</pam:article>
</pam:message>
```

14. What PRISM refers to as the deck, you may refer to as the subhead. In either case, this is text that provides an introduction to the main body of the article, but is distinctly separate from the body itself. In this article, the deck appears below the headline.



PRISM allows for capture of the deck via the attribute `prism:class=` of the `xhtml` paragraph element (`<p>`). It will look like this:

```
<?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>
  . . .
</head>
<body>
  <p prism:class="deck">Super Tuesday was supposed to settle
    the Democratic race, but a split decision means it's just
    getting started--and could get truly ugly</p>
</body>
</pam:article>
</pam:message>
```

You may note that we have substituted two dashes for the presence of an em dash in the deck. This is due to certain internal requirements at Time. You may instead choose to represent this em dash using the Unicode value `&#x2014;`.

Sometimes dateline information is provided below the deck or in the lead paragraph of the article, please note that this information can be captured utilizing `<p prism:class="dateline">` tag in the body.

## 4.1 Preparing a print article for use by an external partner

15. The body of the article itself will be captured within xhtml <body> tags. You may utilize the following xhtml elements within the body text for formatting and presentation purposes, for example **p**, **strong**, **div**, **br**, and **table**. In this example *Time* article you will see frequent use of the <p> tag to indicate paragraph breaks. In addition, you will see use of various Unicode encodings to represent symbols used throughout the article. Here is the body of this *Time* article:

```
<?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>
  ...
</head>
<body>
<p prism:class="deck">Super Tuesday was supposed to settle the
Democratic race, but a split decision means it's just getting
started--and could get truly ugly</p>

<p>The idea behind the new, fast-forward primary calendar that
Democrats unveiled this election season was to give a big,
hyperdemocratic finale to the process of picking a nominee. Nearly
two dozen states, tired of standing on the sidelines as future
Presidents lavished attention on places like Ottumwa, Iowa, and
Nashua, N.H., had muscled their way to an early spot on the
calendar. Proportional delegate allotment--instead of winner-take-
all results--would ensure that every vote mattered. Super Tuesday
would be the closest thing we have ever seen to a national primary:
a single day on which the candidates had to prove themselves to
every slice of the American electorate in states that are home to
nearly half the population of the country. It was supposed to
settle everything.</p>

<p>It settled nothing. In a result now achingly familiar to the
Democratic Party, Hillary Clinton and Barack Obama split the
popular vote 50.2% to 49.8%, by a margin so thin, you could barely
slide a butterfly ballot betwixt. Tuesday slipped into Wednesday
without anyone knowing for sure how many delegates each candidate
had captured, as provisional ballots in New Mexico were slowly
tabulated by hand.</p>

<p>The grand plan for Super Tuesday, it turns out, depended on one
candidate having superior strength, assets and popularity. Instead,
the two superstar candidates and their dueling arsenals canceled
each other out. Obama's greatest strength was among upscale voters,
African Americans, younger people, liberals and those with college
educations. He ran even with Clinton among men. Clinton drew strong
support from women, older voters, Hispanics, lower-income people
and those with less education. And even those gaps were shrinking,
as Clinton's edge among women narrowed in some states and Obama's
inroads with white voters increased.</p>
```



## 4.1 Preparing a print article for use by an external partner

<p>Now the campaign that was supposed to end continues to the states that didn't join the stampede to move their primaries forward. Far from being an afterthought as just about everyone had expected, they have the power to crown the winner. And if they don't? The decision may well fall to some 800 party insiders known as super-delegates. Yes, that's right: the perverse result of all this additional democracy, in which more people than ever before will have had a voice, could be that Democrats have to turn to old-style backroom politics to select a nominee.</p>

<p>Rather than bringing clarity and closure, Super Tuesday left the Democratic race as confused as it has ever been. Having trailed Clinton by double digits in most Super Tuesday state polls only weeks before, Obama came away from the day's voting having won more states--13 to her&#160;8--and slightly more delegates than she did. But Clinton had considerable bragging rights as well. She won California, the night's biggest prize, and a slightly larger percentage of the popular vote and took particular glee in routing Obama in Massachusetts, despite all the hoopla that had surrounded Obama's endorsement by Senator Edward Kennedy and much of his family, as well as the state's other Senator, 2004 Democratic nominee John Kerry, and Governor Deval Patrick.</p>

<p>Clinton strategists, perhaps wishfully, suggested that Super Tuesday may prove to be a high mark for Obama, coming as it did after a burst of good publicity surrounding his high-profile endorsements and after Clinton stumbled in South Carolina. Said one: "It's going to be hard to find a better week for him."</p>

<p>Indeed, they are working to make sure that is the case. The day of the primaries, the Clinton campaign announced she had agreed to participate in four debates--a format in which she has dominated--in the coming month and challenged Obama to do the same. But the Obama campaign is in no rush. "Our schedule's not going to be dictated by the Clinton campaign," said campaign manager David Plouffe.</p>

<p>As the pace of the campaign slows considerably, Obama's aides say, that will play in favor of a candidate who is gaining strength against a far more established front runner. The next round of primaries in particular will be on friendly territory for Obama. He is expected, for instance, to sweep the Beltway cluster of Maryland, Virginia and the District of Columbia, which has a large number of upscale Democrats and African Americans.</p>

<p>And he goes forward with a growing financial advantage, having raised \$32&#160;million in January, largely from small donors who can be tapped again. That fund-raising haul was better than twice the \$13.5&#160;million that Clinton took in over the same period. If anything, the Super Tuesday results, coupled with additional wins in coming weeks, are likely to bring in an even bigger flood of contributions to Obama, whose Internet-fueled coffers were already flush enough to buy Super Bowl advertising in the post-Super Tuesday primary states.</p>

## 4.1 Preparing a print article for use by an external partner

<p>The Clinton operation, on the other hand, is showing signs of financial stress—something that would have seemed inconceivable months ago. The day after the primary, the campaign announced that Clinton had loaned her campaign \$5&#160;million late last month, a move that spokesman Howard Wolfson said "illustrates Senator Clinton's commitment to this effort and to ensuring that our campaign has the resources it needs to compete and win across this nation." Clinton has relied most heavily on the party's traditional big donors and is finding fewer and fewer who have not already given the maximum legal limit of \$2,300 for the primary race. "They've got to produce something out of these next nine states [that vote between Super Tuesday and March 4], or they are going to have some serious money troubles," says Obama adviser Steve Hildebrand.</p>

<p>Clinton is counting on recouping whatever ground she loses over the next few weeks in early March, when Ohio and Texas hold their primaries. Ohio is in economic distress and has large numbers of downscale Democrats. Clinton also expects to draw upon institutional support from organized labor. And the high proportion of Latino voters in Texas, her strategists say, will give her an edge. Obama, however, contends that he is making inroads with that group of voters as well, noting that he won more than 44% of Hispanic votes in Arizona. "As Latino voters get to know me," he said the morning after the election, "we do better."</p>

<p>If the race continues to be close after Texas and Ohio, the last big contest--Pennsylvania's April&#160;22 primary--may be the decisive one.</p>

<p>Or maybe not, which leaves only one other means of avoiding a vicious floor fight at August's Democratic National Convention in Denver. In the past few weeks, the Clinton and Obama campaigns have both stepped up their courtship, cajoling and sometimes arm-twisting of super-delegates. These are the roughly 800 party insiders--including elected officials, national-committee members and state chairmen--who get to vote at the convention by virtue of the positions they hold.</p>

<p>The super-delegates were created by the Democratic Party in the aftermath of the 1980 election for just this sort of eventuality. But the campaign for their support is a frustrating exercise for both candidates. Any commitments they manage to secure are etched in talcum powder; super-delegates don't have to make a choice until the convention, and they can change their mind an endless number of times between now and then.</p>

<p>The Clinton campaign boasts that it maintains a super-delegate advantage over Obama of about 100 votes. However, Obama campaign manager Plouffe insisted in an election-night conference call with reporters that his team had whittled her lead among these party insiders to about 55. But these two campaigns should know by now: this is one year when it's dangerous to count on anything.</p>

</body>

</pam:article>

</pam:message>

## 4.1 Preparing a print article for use by an external partner

16. This article also contains several media elements – a large photograph on pages 28 and 29 and a small image of Obama on page 29. A media element consists of several pieces: the media itself, be it a photo, illustration, etc., the caption, the credit, and possibly a title and a description. Starting with the large image of Hillary Clinton we can pinpoint the following in the layout:



```
<pam:media>
  <dc:type>photo</dc:type>
  <pam:credit>Photograph for TIME by David Burnett</pam:credit>
  <pam:caption>The two superpowers<br/>Clinton drew a huge
crowd at a pre-election event in Minneapolis, but it was Obama who
took the state on Super Tuesday</pam:caption>
</pam:media>
```

Please note that the allowable values for the dc:type element should be chosen from the Presentation Type vocabulary found in the PRISM Controlled Vocabulary specification document.

**dc:format**

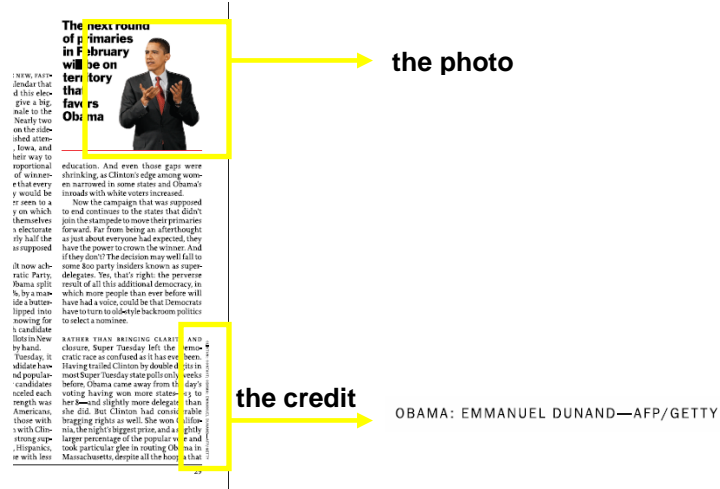
**pam:mediaReference**

dc:format and pam:mediaReference allow for capture of data about the media element that is not readily available by viewing the print product. dc:format allows for capture of the file type and pam:mediaReference is for capture of the file name. Both of these elements are optional.

```
<pam:media>
  <dc:type>photo</dc:type>
  <dc:format>jpg</dc:format>
  <pam:mediaReference>ClintonMinn-03.jpg</pam:mediaReference>
  <pam:credit>Photograph for TIME by David Burnett</pam:credit>
  <pam:caption>The two superpowers<br/>Clinton drew a huge
crowd at a pre-election event in Minneapolis, but it was Obama who
took the state on Super Tuesday</pam:caption>
</pam:media>
```

## 4.1 Preparing a print article for use by an external partner

Then there is the smaller image of Obama on the right hand page.



```
<pam:media>
  <dc:type>photo</dc:type>
  <dc:format>tif</dc:format>
  <pam:mediaReference>ObamaSilhouette.tif</pam:mediaReference>
  <pam:credit>OBAMA: EMMANUEL DUNAND--AFP/GETTY</pam:credit>
</pam:media>
```

In this case, the text to the left of the image is not considered a caption, but is instead a pull quote. In the next step, capture of the pull quote will be explained.

Here is how these two pam:media elements should be placed inside our PAM article:

```
<?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>
  . . .
</head>
<body>
<p prism:class="deck">Super Tuesday was supposed to settle the
Democratic race, but a split decision means it's just getting
started--and could get truly ugly</p>

. . .

<p>The Clinton campaign boasts that it maintains a super-delegate
advantage over Obama of about 100 votes. However, Obama campaign
manager Plouffe insisted in an election-night conference call with
reporters that his team had whittled her lead among these party
```

## 4.1 Preparing a print article for use by an external partner

```
insiders to about 55. But these two campaigns should know by now:
this is one year when it's dangerous to count on anything.</p>

<pam:media>
  <dc:type>photo</dc:type>
  <dc:format>jpg</dc:format>
  <pam:mediaReference>ClintonMinn-03.jpg</pam:mediaReference>
  <pam:credit>Photograph for TIME by David Burnett</pam:credit>
  <pam:caption>The two superpowers<br/>Clinton drew a huge
crowd at a pre-election event in Minneapolis, but it was Obama who
took the state on Super Tuesday</pam:caption>
</pam:media>

<pam:media>
  <dc:type>photo</dc:type>
  <dc:format>tif</dc:format>
  <pam:mediaReference>ObamaSilhouette.tif</pam:mediaReference>
  <pam:credit>OBAMA: EMMANUEL DUNAND--AFP/GETTY</pam:credit>
</pam:media>

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

17. The text next to Obama's image was pulled from the body of the article by the designer and graphically highlighted in the layout. This type of text capture is considered a pull quote. Pull quotes can be captured in PRISM using the `prism:class=` attribute for the `<p>` tag.



```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message
. . .
<pam:article xml:lang="en-US">
<head>
. . .
</head>
<body>
<p prism:class="deck">Super Tuesday was supposed to settle the
Democratic race, but a split decision means it's just getting
started--and could get truly ugly</p>

. . .

<p>The Clinton campaign boasts that it maintains a super-delegate
advantage over Obama of about 100 votes. However, Obama campaign
manager Plouffe insisted in an election-night conference call with
reporters that his team had whittled her lead among these party
insiders to about 55. But these two campaigns should know by now:
this is one year when it's dangerous to count on anything.</p>

<p prism:class="pullQuote">The next round of primaries in February
will be on territory that favors Obama</p>

<pam:media>
  <dc:type>photo</dc:type>
```

## 4.1 Preparing a print article for use by an external partner

```
<dc:format>jpg</dc:format>
<pam:mediaReference>ClintonMinn-03.jpg</pam:mediaReference>
<pam:credit>Photograph for TIME by David Burnett</pam:credit>
<pam:caption>The two superpowers<br/>Clinton drew a huge
crowd at a pre-election event in Minneapolis, but it was Obama who
took the state on Super Tuesday</pam:caption>
</pam:media>

<pam:media>
  <dc:type>photo</dc:type>
  <dc:format>tif</dc:format>
  <pam:mediaReference>ObamaSilhouette.tif</pam:mediaReference>
  <pam:credit>OBAMA: EMMANUEL DUNAND--AFP/GETTY</pam:credit>
</pam:media>

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

18. On the third page of this article is an area that contains additional content that is related to the main article itself but graphically set apart.

play in favor of a candidate who is gaining strength against a far more established front runner. The next round of primaries in particular will be on friendly territory

tion late last month, a move that spokesman Howard Wolfson said "illustrates Senator Clinton's commitment to this effort and to ensuring that our campaign

ers get to know me," he said the morning after the election, "we do better."

If the race continues to be close after Texas and Ohio, the last big contest—Pennsylvania's April 22 primary—may be the decisive one.

OR MAYBE NOT, WHICH LEAVES ONLY ONE other means of avoiding a vicious floor fight at August's Democratic National Convention in Denver. In the past few weeks, the Clinton and Obama campaigns have both stepped up their courtship, cajoling and sometimes arm-twisting of super-delegates. These are the roughly 800 party insiders—including elected officials, national-committee members and state chairmen—who get to vote at the convention by virtue of the positions they hold.

The super-delegates were created by the Democratic Party in the aftermath of the 1980 election for just this sort of eventuality. But the campaign for their support is a frustrating exercise for both candidates. Any commitments they manage to secure are etched in talcum powder; super-delegates don't have to make a choice until the convention, and they can change their mind an endless number of times between now and then.

The Clinton campaign boasts that it maintains a super-delegate advantage over Obama of about 100 votes. However, Obama campaign manager Plouffe insisted in an election-night conference call with reporters that his team had whittled her lead among these party insiders to about 55. But these two campaigns should know by now: this is one year when it's dangerous to count on anything.

**The Page**  
Politics up to the minute  
Mark Halperin reports from the campaign every day on [thepage.time.com](http://thepage.time.com)

**HALPERIN'S TAKE:**

**5 Things Obama Has That Clinton Needs More Of**  
Internet fund-raising ability and grass-roots energy  
A swooning national press corps  
Support from voters who are young, upscale and male  
Excitement, inspiration and a clear message of change  
A close-knit campaign operation

**5 Things Clinton Has That Obama Needs More Of**  
Confident command of nitty-gritty policy details  
Big-state strength in the coming primaries in Texas, Ohio and Pennsylvania  
Support from voters who are female, older, working-class and Hispanic  
Support from the super-delegates—party officials, officeholders and other Democratic bigwigs who are automatic free-agent convention delegates  
Toughness and political-knife skills

**THE WILD CARDS**

1. Al Gore's endorsement
2. The endorsements of former contenders John Edwards, Bill Richardson, Joe Biden and Chris Dodd
3. Possible weekly debates
4. Super-delegates moving en masse to the front runner (whoever that is!)
5. A decisive McCain victory on the Republican side, changing perceptions about which Democrat might have the better chance in November
6. New labor-union endorsements
7. Arguments over the seating of the Florida and Michigan delegations
8. Controversial revelations or disclosures
9. An international or domestic crisis
10. Bill Clinton (the perennial wild card)

The most important thing to note about this content is the fact that it is uniquely bylined, and is written by Mark Halperin. Since this content has a unique byline we would make it an entirely separately article. If, however, it had not been uniquely bylined we would have chosen to keep it with the main article, and like the pull quote, the text would be captured utilizing the `prism:class=` attribute, only this time with a value of "sidebar".

## 4.1 Preparing a print article for use by an external partner

19. All article content – text and images – have now been accounted for, and the body of your PAM article is now complete. Let's revisit the head one more time and incorporate a few more elements before considering the article entirely complete.

### **pam:status**

Since this is a new article the status value we will capture is 'A'. 'A' stands for 'add'. See recipe #6 for more information about utilizing the pam:status element.

### **prism:teaser**

This element can be used to capture a shortened version of the title that appears in the table of contents.

In the table of contents for this issue this article is represented as indicated by the yellow rectangle below:



This value can be captured as the prism:teaser.

### **prism:wordCount**

This element captures the number of words in the article. This article contains 1281 words.

### **prism:genre**

This element allows values from the PRISM genre controlled vocabulary to be selected in order to describe the intellectual content of the article.

Examples of genres include interview, photoEssay, and recipe.

In the case of this particular article, no genre values are appropriate, so the element will not be included.

### **dcterms:hasPart**

The has part element allows you to indicate links to other articles where content from this story also appears. In this case, the article is referenced on both the cover of the magazines as well as the table of contents, as well as in the cover story that



## 4.1 Preparing a print article for use by an external partner

appears on page 20 of the issue, so the following phrases are captured in the has part element:

See also cover story on page 20 of same issue.

See also additional image(s) on cover and in table of contents of same issue.

Publisher use of the dcterms:hasPart element may vary, and instead of providing a textual description of a related element it can also be used to provide a direct reference to that resource's file name. Please refer to the PRISM Dublin Core Namespace Specification document for more specifics on use of this element.

```
<?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:issueIdentifier>1000710</prism:issueIdentifier>
  <pam:status>A</pam:status>
  <prism:aggregationType>magazine</prism:aggregationType>
  . . .
  <dc:title>It's Not Over Yet</dc:title>
  <prism:teaser>Wide Open Super Tuesday turned out to be just a
beginning</prism:teaser>
  <dc:creator>Karen Tumulty</dc:creator>
  . . .
  <prism:subsection1>DEMOCRATS</prism:subsection1>
  <prism:wordCount>1281</prism:wordCount>
  <dcterms:hasPart>See also cover story on page 20 of same
issue.</dcterms:hasPart>
  <dcterms:hasPart>See also additional image(s) on cover and in
table of contents of same issue.</dcterms:hasPart>
</head>
<body>
<p prism:class="deck">Super Tuesday was supposed to settle the
Democratic race, but a split decision means it's just getting
started--and could get truly ugly</p>

. . .

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



## 4.1 Preparing a print article for use by an external partner

20. The last touches to the head of our document are to add elements that identify the topics, people, organizations, and locations this article is about.

### **dc:subject**

The subject values captured for this element describe what the article is about. The PRISM specification recommends that values for the dc:subject element be chosen from a taxonomy. In the case of *Time Magazine*, we have selected values from the Time Inc. taxonomy, a vocabulary that was uniquely created for Time Inc.

Politics  
Elections  
Campaigns  
Political parties

### **prism:person prism:organization prism:event**

These elements allow for the capture of names of people, organization(s), and event(s) about which the article is written. These people, organization(s), and event(s) are not merely mentioned in the article, but figure prominently. Here are the values we will capture for this article:

People –  
Hillary Clinton  
Barack Obama

Organization –  
Democratic Party

Event –  
Super Tuesday  
Presidential primary

Similar to the three elements just described, the following elements can also be used to capture information to describe what an article is about. Use the elements as you see fit. We did not consider them relevant for this particular article.

### **prism:industry prism:keyword prism:location prism:object prism:ticker prism:timePeriod**

## 4.1 Preparing a print article for use by an external partner

```
<?xml version="1.0" encoding="UTF-8"?>
<pam:message
  . . .
<pam:article xml:lang="en-US">
<head>
  . . .
  <prism:subsection1>DEMOCRATS</prism:subsection1>
  <dc:subject>Politics</dc:subject>
  <dc:subject>Elections</dc:subject>
  <dc:subject>Campaigns</dc:subject>
  <dc:subject>Political parties</dc:subject>
  <prism:event>Super Tuesday</prism:event>
  <prism:event>Presidential primary</prism:event>
  <prism:organization>Democratic Party</prism:organization>
  <prism:person>Hillary Clinton</prism:person>
  <prism:person>Barack Obama</prism:person>
  <prism:wordCount>1281</prism:wordCount>
  . . .
</head>
<body>
  . . .
</body>
</pam:article>
</pam:message>
```

With the exception of `dc:subject`, all of these elements can also be capture inline with the article text itself. To do so, utilize the `pim:` versions of these elements.

Example:

```
<body>
<p prism:class="deck"><pim:event>Super Tuesday</pim:event> was
supposed to settle the Democratic race, but a split decision means
it's just getting started--and could get truly ugly</p>
```

21. Although we will not walk through them one-by-one in this recipe, you may also choose to include the following additional elements in the head of your article as needed:

- dc:description**
- prism:corporateEntity**
- prism:dateReceived** (will be populated by your content recipient)
- prism:doi**
- prism:hasCorrection** (see recipe #6)
- prism:versionIdentifier**

For rights tracking purposes the following elements may be used:

- prism:copyright**
- prism:embargoDate**
- prism:expirationDate**
- prl:usage**

### 4.1.4. Completed XML Article

Congratulations! You now have a complete PAM article that represents your original print content. Feel free to share it with your external recipient!

```
<?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>100340926</dc:identifier>
  <prism:issueIdentifier>1000710</prism:issueIdentifier>
  <pam:status>A</pam:status>
  <prism:aggregationType>magazine</prism:aggregationType>
  <prism:originPlatform prism:platform="print"/>
  <dc:title>It's Not Over Yet</dc:title>
  <prism:teaser>Wide Open Super Tuesday turned out to be just a
beginning</prism:teaser>
  <dc:creator>Karen Tumulty</dc:creator>
  <prism:publicationName>Time</prism:publicationName>
  <prism:issn>0040-781X</prism:issn>
  <dc:publisher>Time Inc.</dc:publisher>
  <prism:coverDate>2008-02-18</prism:coverDate>
  <prism:coverDisplayDate>February 18,
2008</prism:coverDisplayDate>
  <prism:volume>171</prism:volume>
  <prism:number>7</prism:number>
  <prism:issueName>Super Tuesday Special</prism:issueName>
  <prism:edition>U.S. Edition</prism:edition>
  <prism:startingPage>28</prism:startingPage>
  <prism:pageRange>28-30</prism:pageRange>
  <prism:section>CAMPAIGN '08</prism:section>
  <prism:subsection1>DEMOCRATS</prism:subsection1>
  <dc:subject>Politics</dc:subject>
  <dc:subject>Elections</dc:subject>
  <dc:subject>Campaigns</dc:subject>
  <dc:subject>Political parties</dc:subject>
  <prism:event>Super Tuesday</prism:event>
  <prism:event>Presidential primary</prism:event>
  <prism:organization>Democratic Party</prism:organization>
  <prism:person>Hillary Clinton</prism:person>
  <prism:person>Barack Obama</prism:person>
  <prism:wordCount>1281</prism:wordCount>
  <dcterms:hasPart>See also cover story on page 20 of same
issue.</dcterms:hasPart>
  <dcterms:hasPart>See also additional image(s) on cover and in
table of contents of same issue.</dcterms:hasPart>
</head>
<body>
```

## 4.1 Preparing a print article for use by an external partner

<p prism:class="deck"><pim:event>Super Tuesday</pim:event> was supposed to settle the Democratic race, but a split decision means it's just getting started--and could get truly ugly</p>

<p>The idea behind the new, fast-forward primary calendar that Democrats unveiled this election season was to give a big, hyperdemocratic finale to the process of picking a nominee. Nearly two dozen states, tired of standing on the sidelines as future Presidents lavished attention on places like Ottumwa, Iowa, and Nashua, N.H., had muscled their way to an early spot on the calendar. Proportional delegate allotment--instead of winner-take-all results--would ensure that every vote mattered. Super Tuesday would be the closest thing we have ever seen to a national primary: a single day on which the candidates had to prove themselves to every slice of the American electorate in states that are home to nearly half the population of the country. It was supposed to settle everything.</p>

<p>It settled nothing. In a result now achingly familiar to the Democratic Party, <pim:person>Hillary Clinton</pim:person> and <pim:person>Barack Obama</pim:person> split the popular vote 50.2% to 49.8%, by a margin so thin, you could barely slide a butterfly ballot betwixt. Tuesday slipped into Wednesday without anyone knowing for sure how many delegates each candidate had captured, as provisional ballots in New Mexico were slowly tabulated by hand.</p>

<p>The grand plan for Super Tuesday, it turns out, depended on one candidate having superior strength, assets and popularity. Instead, the two superstar candidates and their dueling arsenals canceled each other out. Obama's greatest strength was among upscale voters, African Americans, younger people, liberals and those with college educations. He ran even with Clinton among men. Clinton drew strong support from women, older voters, Hispanics, lower-income people and those with less education. And even those gaps were shrinking, as Clinton's edge among women narrowed in some states and Obama's inroads with white voters increased.</p>

<p>Now the campaign that was supposed to end continues to the states that didn't join the stampede to move their primaries forward. Far from being an afterthought as just about everyone had expected, they have the power to crown the winner. And if they don't? The decision may well fall to some 800 party insiders known as super-delegates. Yes, that's right: the perverse result of all this additional democracy, in which more people than ever before will have had a voice, could be that Democrats have to turn to old-style backroom politics to select a nominee.</p>

<p>Rather than bringing clarity and closure, Super Tuesday left the Democratic race as confused as it has ever been. Having trailed Clinton by double digits in most Super Tuesday state polls only weeks before, Obama came away from the day's voting having won more states--13 to her&#160;8--and slightly more delegates than she did. But Clinton had considerable bragging rights as well. She won California, the night's biggest prize, and a slightly larger percentage of the popular vote and took particular glee in routing Obama in Massachusetts, despite all the hoopla that had surrounded

#### 4.1 Preparing a print article for use by an external partner

Obama's endorsement by Senator Edward Kennedy and much of his family, as well as the state's other Senator, 2004 Democratic nominee John Kerry, and Governor Deval Patrick.</p>

<p>Clinton strategists, perhaps wishfully, suggested that Super Tuesday may prove to be a high mark for Obama, coming as it did after a burst of good publicity surrounding his high-profile endorsements and after Clinton stumbled in South Carolina. Said one: "It's going to be hard to find a better week for him."</p>

<p>Indeed, they are working to make sure that is the case. The day of the primaries, the Clinton campaign announced she had agreed to participate in four debates--a format in which she has dominated--in the coming month and challenged Obama to do the same. But the Obama campaign is in no rush. "Our schedule's not going to be dictated by the Clinton campaign," said campaign manager David Plouffe.</p>

<p>As the pace of the campaign slows considerably, Obama's aides say, that will play in favor of a candidate who is gaining strength against a far more established front runner. The next round of primaries in particular will be on friendly territory for Obama. He is expected, for instance, to sweep the Beltway cluster of Maryland, Virginia and the District of Columbia, which has a large number of upscale Democrats and African Americans.</p>

<p>And he goes forward with a growing financial advantage, having raised \$32&#160;million in January, largely from small donors who can be tapped again. That fund-raising haul was better than twice the \$13.5&#160;million that Clinton took in over the same period. If anything, the Super Tuesday results, coupled with additional wins in coming weeks, are likely to bring in an even bigger flood of contributions to Obama, whose Internet-fueled coffers were already flush enough to buy Super Bowl advertising in the post-Super Tuesday primary states.</p>

<p>The Clinton operation, on the other hand, is showing signs of financial stress--something that would have seemed inconceivable months ago. The day after the primary, the campaign announced that Clinton had loaned her campaign \$5&#160;million late last month, a move that spokesman Howard Wolfson said "illustrates Senator Clinton's commitment to this effort and to ensuring that our campaign has the resources it needs to compete and win across this nation." Clinton has relied most heavily on the party's traditional big donors and is finding fewer and fewer who have not already given the maximum legal limit of \$2,300 for the primary race. "They've got to produce something out of these next nine states [that vote between Super Tuesday and March 4], or they are going to have some serious money troubles," says Obama adviser Steve Hildebrand.</p>

<p>Clinton is counting on recouping whatever ground she loses over the next few weeks in early March, when Ohio and Texas hold their primaries. Ohio is in economic distress and has large numbers of downscale Democrats. Clinton also expects to draw upon institutional support from organized labor. And the high proportion of Latino voters in Texas, her strategists say, will give her an

## 4.1 Preparing a print article for use by an external partner

```
edge. Obama, however, contends that he is making inroads with that
group of voters as well, noting that he won more than 44% of
Hispanic votes in Arizona. "As Latino voters get to know me," he
said the morning after the election, "we do better."</p>

<p>If the race continues to be close after Texas and Ohio, the last
big contest--Pennsylvania's April&#160;22 primary--may be the
decisive one.</p>

<p>Or maybe not, which leaves only one other means of avoiding a
vicious floor fight at August's Democratic National Convention in
Denver. In the past few weeks, the Clinton and Obama campaigns have
both stepped up their courtship, cajoling and sometimes arm-
twisting of super-delegates. These are the roughly 800 party
insiders--including elected officials, national-committee members
and state chairmen--who get to vote at the convention by virtue of
the positions they hold.</p>

<p>The super-delegates were created by the
<pim:organization>Democratic Party</pim:organization> in the
aftermath of the 1980 election for just this sort of eventuality.
But the campaign for their support is a frustrating exercise for
both candidates. Any commitments they manage to secure are etched
in talcum powder; super-delegates don't have to make a choice until
the convention, and they can change their mind an endless number of
times between now and then.</p>

<p>The Clinton campaign boasts that it maintains a super-delegate
advantage over Obama of about 100 votes. However, Obama campaign
manager Plouffe insisted in an election-night conference call with
reporters that his team had whittled her lead among these party
insiders to about 55. But these two campaigns should know by now:
this is one year when it's dangerous to count on anything.</p>

<p prism:class="pullQuote">The next round of primaries in February
will be on territory that favors Obama</p>

<pam:media>
  <dc:type>photo</dc:type>
  <dc:format>jpg</dc:format>
  <pam:mediaReference>ClintonMinn-03.jpg</pam:mediaReference>
  <pam:credit>Photograph for TIME by David Burnett</pam:credit>
  <pam:caption>The two superpowers<br/>Clinton drew a huge
crowd at a pre-election event in Minneapolis, but it was Obama who
took the state on Super Tuesday</pam:caption>
</pam:media>

<pam:media>
  <dc:type>photo</dc:type>
  <dc:format>tif</dc:format>
  <pam:mediaReference>ObamaSilhouette.tif</pam:mediaReference>
  <pam:credit>OBAMA: EMMANUEL DUNAND--AFP/GETTY</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:)