



PRISM:
Publishing Requirements for Industry Standard Metadata

PRISM Specification: Modular: Version 2.0

The PRISM Aggregator Message Namespace

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1 Status

1.1 Document Status

The status of this document is:

✓	Draft
✓	Released for Public Comment
✓	Released

1.2 Document Location

The location of this document is:

http://www.prismstandard.org/specifications/2.0/PRISM_aggregator_message_namespace_2.0.pdf

1.3 Version History

Version Number	Release Date	Editor	Description
1.1		McConnell	Initial version of spec-style PAM documentation
1.2A	6/17/05	Kennedy	Clarify element defs and examples
1.2B	7/13/05	Kennedy	Resolve group comments
1.2 Final	10/01/05	Kennedy	Resolve comments from open comment period
2.0 Draft A	05/10/07	Kennedy	Prepare document for 2.0 changes
2.0 Draft B	07/06/07	Kennedy	Update based on F2F meeting on June 26
2.0 Final Draft	07/12/07	Kennedy	Prepare for Public Comment
2.0 FD with edits	09/14/07	Kennedy	Prepare for Comment Resolution
2.0 Final	10/15/07	Kennedy	Comments resolved for release
2.0 Release	2/19/08	Kennedy	Final for Release

2 PRISM Documentation Structure

PRISM is described in a set of formal, modularized documents that, taken together, represent “the PRISM Specification”. Together these documents comprise the PRISM Documentation Package.

2.1 Normative and Non-normative Sections

Documents in the PRISM Documentation Package may contain both normative and non-normative material; normative material describes element names, attributes, formats, and the content of elements that is required in order for content or systems to comply with the PRISM Specification. Non-normative material explains, expands on, or clarifies the normative material, but it does not represent requirements for compliance. Normative material in the PRISM Documentation Package is explicitly identified as such; any material not identified as normative can be assumed to be non-normative.

2.1.1 Requirement Wording Note

The key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and "OPTIONAL" in this document are to be interpreted as described in [RFC-2119]. The PRISM Specification also uses the normative term, “STRONGLY ENCOURAGES”, which should be understood as a requirement equivalent to MUST in all but the most extraordinary circumstances.

Capitalization is significant; lower-case uses of the key words are intended to be interpreted in their normal, informal, English language way.

2.2 The PRISM Documentation Package

The PRISM Documentation Package consists of:

Document	Description
PRISM Introduction [PRISMINT] http://www.prismstandard.org/specifications/2.0/PRISM_introduction_2.0.pdf	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP] http://www.prismstandard.org/specifications/2.0/PRISM_compliance_2.0.pdf	Describes two profiles of PRISM compliance for content and systems; includes normative material.
The PRISM Namespace [PRISMPRISMNS] http://www.prismstandard.org/specifications/2.0/PRISM_prism_namespace_2.0.pdf	Describes the elements contained in the PRISM namespace; includes normative material.
The PRISM Subset of the Dublin Core Namespace [PRISMDCNS] http://www.prismstandard.org/specifications/2.0/PRISM_dublin_core_namespace_2.0.pdf	Describes the elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The PRISM Inline Markup Namespace [PRISMIMNS] http://www.prismstandard.org/specifications/2.0/PRISM_inline_markup_namespace_2.0.pdf	Describes the elements contained in the PRISM Inline Markup Namespace; includes normative material.
The PRISM Rights Language Namespace [PRISMRLNS] http://www.prismstandard.org/specifications/2.0/PRISM_rights_namespace_2.0.pdf	Describes the elements contained in the PRISM Rights Language Namespace; includes normative material.
The PRISM Controlled Vocabulary Namespace [PRISMCVNS] http://www.prismstandard.org/specifications/2.0/PRISM_controlled_vocabulary_namespace_2.0.pdf	Describes the elements contained in the PRISM Controlled Vocabulary Namespace; includes normative material. The PRISM Controlled Vocabularies are now documented in this document.
The PRISM Aggregator Message Namespace [PRISMAMNS] http://www.prismstandard.org/specifications/2.0/PRISM_prism_aggregator_message_namespace_2.0.pdf	Describes the elements contained in the PRISM Aggregator Message Namespace; includes normative material.

Table 1.0: PRISM Documentation Package Additional PRISM Documentation

The PRISM Aggregator Message (PAM), an XML-based application of PRISM, adds a small namespace of its own, formally described here. The structure and use of PAM are described separately in [Guide to the PRISM Aggregator Message V.2.0. \[PAMGUIDE\]](#).

2.2.1 Access to PRISM Documentation

The PRISM documentation package, the PAM Guide (see above), the PAM DTD, the PAM XSD and a range of other information concerning PRISM are all publicly and freely available on the PRISM website, www.prismstandard.org.

3 Introduction

3.1 Purpose and Scope

The purpose of this document is to describe the basic elements that the PRISM Working Group has defined and included in the PRISM Aggregator Message namespace. All of section 4 of this document is normative.

This document does not serve as a complete guide to implementing PAM; users must use the [PAMGUIDE] as well.

All the element definitions appear in a uniform format. Each element definition begins with two fields – the Name and the Identifier of the element. The Name is a human-readable string that can be translated into different languages. Also, note that PRISM does NOT require that users be presented with the same labels. The Identifier is a protocol element. It is an XML element type and MUST be given as shown, modulo the normal allowance for variations in the namespace prefix used.

Note: PRISM Aggregator Message markup is **XML markup**. It does not follow the rules of **RDF/XML**, even for profile 2 PRISM Compliance (that documents encoding content using the PRISM2 profile of RDF). Likewise, PRISM Aggregator Message **is never expressed using XMP [XMP] markup**.

3.2 New in this Version

See PRISM Introduction 2.0 [PRISMINT] for all changes.

Changes in this document include:

- A new field has been added to the documentation to indicate whether an element is used in the PRISM Aggregator Message (PAM)
- New elements pam:mediaTitle and pam:nonpublishedMediaTitle were added to meet user requirements
- The element pam:caption was added in order to allow correction usage of the xhtml:caption element going forward (xhtml:caption should be used for tables, not media elements)
- The element pam:mediaRef was changed to pam:mediaReference and pam:textDesc was changed to pam:textDescription for consistency with the naming of other elements
- Teaser was added as an available header class for the PRISM Aggregator Message
- An XSD now accompanies the DTD for the PRISM Aggregator Message

4 Element and Attribute Definitions: The PRISM Aggregator Message Namespace

4.1 PRISM Aggregator Message Namespace

One of the key content interchange transactions in publishing is the transmission of articles from publishers to aggregators. To provide a standard structure for these transactions, the PRISM Working Group developed the PRISM Aggregator Message (PAM). PAM is the first formal application of the PRISM standard metadata elements. It consists of a guide document [PAMGUIDE], this formal specification of the PAM namespace, and the PAM DTD or PAM XSD. In order to evaluate and implement PAM, readers will need all of these objects. All are available from www.prismstandard.org.

Although much of PAM is implemented using elements defined in the other PRISM namespaces, a small set of additional elements and attributes were required to meet the unique needs of this application. Those elements and attributes are documented here.

Some of the content models used in this section provide content models directly from XML DTDs or XSDs. These models include:

#PCDATA	Parsed character data; string data that may contain entities or elements
CDATA	Character data, will not be parsed
ANY	Contains any child elements
EMPTY	Has no content

4.2 PAM Element Definitions

4.2.1 pam:article

Name	Article
Identifier	pam:article
Definition	(Element) Contains the metadata and markup for one article.
Comment	See [PAMGUIDE] for the structure and a full description of pam:article.
Attributes	xmlns:pam=, xmlns:prism=, xmlns:dc=, xmlns:pim=
Model	head (body)? (redefined in the PAM DTD to serve as containers) See [PAMGUIDE].
Occurs In	pam:message
Example	<pre> <pam:message> <pam:article> <head> ... </head> <body> ... </body> </pam:article> </pam:message> </pre>

4.2.2 pam:caption

Name	Caption
Identifier	pam:caption Allows for capture of published text that describes the media object.
Definition	(Element)
Comment	Permits capture of captions for media associated with an article. Do NOT use the XHTML caption element for capturing caption text, unless the text is for a table.
Attributes	None
Model	#PCDATA
Occurs In	pam:media
Example	<pre> <pam:caption>This Clinton campaign again offers &quot;two for one,&quot; but the aspiring First Laddie and strategist in chief, shown with Hillary in New Hampshire, is trying not to outshine his wife</pam:caption> </pre>

4.2.3 pam:credit

Name	Credit
Identifier	pam:credit
Definition	(Element) A caption-style attribution for a media object.
Comment	Permits capture of credits for media associated with an article, especially where the credit is different than the overall article credit, captured in dc:creator.
Attributes	None
Model	#PCDATA
Occurs In	pam:media
Example	<pre> <pam:credit>PHOTOGRAPH BY ANTONIN KRATOCHVIL/VII</pam:credit> <pam:credit>FRED WESTBROOK</pam:credit> </pre>

4.2.4 pam:media

Name	Media
Identifier	pam:media
Definition	(Element) An alternative to the XHTML img element. Permits referring to and providing metadata for a media object related to an article.
Comment	<p>pam:media provides a method for publishers to transmit image captions, descriptions, and credits to aggregators. pam:media includes elements and attributes from XHTML (e.g. caption), Dublin Core (like dc:type), PRISM Aggregator Message (e.g. pam:credit), and PRISM (e.g. prism:copyright).</p> <p>XHTML will be treated as the default namespace in a PAM document, so that XHTML elements in the document's examples will not have a namespace prefix. The body element in the example below is an example using xhtml: as the default namespace.</p>
Attributes	xmlns:pam=, xmlns:prism=, xmlns:dc=
Model	Elements: dc:type?, dc:format?, pam:mediaReference?, pam:mediaTitle?, pam:nonpublishedMediaTitle?, pam:credit*, caption?, prism:copyright?, pam:textDescription? See [PAMGUIDE] for model information
Occurs In	pam:article
Example	<pre><pam:media> <dc:format>image/jpeg</dc:format> <pam:mediaTitle>Bill Clinton</pam:mediaTitle> <pam:credit>BROOKS KRAFT--CORBIS FOR TIME</pam:credit> <pam:caption>This Clinton campaign again offers &quot;two for one,&quot; but the aspiring First Laddie and strategist in chief, shown with Hillary in New Hampshire, is trying not to outshine his wife</pam:caption> <pam:textDescription>PHOTO</pam:textDescription> </pam:media> </body> </pam:article> </pam:message></pre>

4.2.5 pam:mediaReference

Name	Media Reference
Identifier	pam:mediaReference
Definition	(Element) Links to the media file referred to by pam:media.
Comment	<p>In a pam:media element, pam:mediaReference is a means to name the media object -- image file, sound file, video file, etc. Its attributes, refid and mimetype, hold the name of the file and a type description.</p> <p>See definitions for attributes in Section 4.3.</p>
Attributes	pam:refid =
Model	Empty
Occurs In	pam:media
Example	<pre><pam:media> <dc:type>chart</dc:type> <dc:format>image/gif</dc:format> <pam:mediaTitle>West day-ahead markets</pam:mediaTitle> <pam:mediaRef pam:refid="MD_20070103-west.gif"/> <pam:caption>Note: Based on averages from each region</pam:caption> </pam:media></pre>

4.2.6 pam:mediaTitle

Name	Media Title
Identifier	pam:mediaTitle
Definition	Published title of the media element.
Comment	
Attributes	None
Model	#PCDATA
Occurs In	pam:media
Example	<pre><pam:media> <pam:mediaTitle>Bill Clinton</pam:mediaTitle> <pam:credit>BROOKS KRAFT--CORBIS FOR TIME</pam:credit> <pam:caption>This Clinton campaign again offers &quot;two for one,&quot; but the aspiring First Laddie and strategist in chief, shown with Hillary in New Hampshire, is trying not to outshine his wife</pam:caption> <pam:textDescription>PHOTO</pam:textDescription> </pam:media></pre>

4.2.7 pam:message

Name	Message
Identifier	pam:message
Definition	(Element) Root element for message from publisher to aggregator. Contains one or more article elements.
Comment	See [PAMGUIDE] for the complete description of the pam:message structure.
Attributes	xmlns:pam=, xmlns:prism=, xmlns:dc=, xmlns:pim=
Model	pam:article
Occurs In	Root Element
Example	<pre><pam:message xmlns:pam="http://prismstandard.org/namespaces/pam/2.0/" xmlns:prism="http://prismstandard.org/namespaces/2.0/basic/" xmlns:pim="http://prismstandard.org/namespaces/2.0/pim/" xmlns:dc="http://purl.org/dc/elements/1.1/"> <pam:article> ... </pam:article> <pam:article> ... </pam:article> </pam:message></pre>

4.2.8 pam:nonpublishedMediaTitle

Name	Non-published Media Title
Identifier	pam:nonpublishedMediaTitle
Definition	Non-published title of the media element.
Comment	
Attributes	None
Model	#PCDATA
Occurs In	pam:media
Example	<pre><pam:media> <dc:type>photo</dc:type> <dc:format>image/jpeg</dc:format> <pam:nonpublishedMediaTitle>Photo of Bill Clinton</pam:nonpublishedMediaTitle> <pam:credit>BROOKS KRAFT--CORBIS FOR TIME</pam:credit> <pam:caption>This Clinton campaign again offers &quot;two for one,&quot; but the aspiring First Laddie and strategist in chief, shown with Hillary in New Hampshire, is trying not to outshine his wife</pam:caption> </pam:media> </body> </pam:article> </pam:message></pre>

4.2.9 pam:status

Name	Status
Identifier	pam:status
Definition	Defines the processing status of the article.
Comment	(Element) Contents of this element MUST be one of {A, C, D, U}, indicating that the article is to be A dded (i.e., it's a new article, never before transmitted to the recipient), or is a C orrection, a D elete request, or an U pdate for a previously transmitted article.
Attributes	None
Model	#PCDATA
Occurs In	pam:article
Example	<pam:status>A</pam:status>

4.2.10 pam:textDescription

Name	Text Description
Identifier	pam:textDescription
Definition	(Element) Contains a textual description for the item referred to in a pam:media element.
Comment	Permits a fully-marked up description of a media item to accompany it.
Attributes	None
Model	#PCDATA
Occurs In	pam:media
Example	<pam:textDescription>Photo of President Bush and Prime Minister Blair</pam:textDescription>

4.3 PAM Attribute Definitions

4.3.1 pam:refid

Name	Reference ID
Identifier	pam:refid
Definition	(Attribute) ID used to reference.
Comment	Use to hold the actual name of the media file in a pam:mediaReference, or a unique identifier.
Model	Empty
Occurs In	pam:mediaReference
Example	<pam:mediaReference pam:refid="MD_20070103-west.gif"/>