

## MediaCAST Naming & Tagging Protocol

In order to make the Media Cast system an effective tool to store, display, and find valuable media resources, protocols must be created, implemented, and adhered to when posting new media content. The Media Cast system has a built-in search tool that utilizes the content contained in the Title and Description fields to locate a resource. To minimize search time for our users, the following protocols have been put in place for tagging all uploaded content within the system.

### Title Field

The title field for each media item is a searchable field that is also viewable to all users. This field will contain three pieces of data for every media item. These include: the title of the media item, the author/presenter or source, and the genre. The following format should be used when filling out the Title field:

### Title of the Media Item | Author/Presenter/Source | Genre

When entering the genre, please select from one of the following selections:

#### TV Genre

Action & Adventure	Travel
Animation & Cartoons	Entertainment
Classic TV	Documentary
Comedy	Nature
Drama	Beauty & Fashion
Home & Garden	Food
News	Gaming
Science & Tech	Health & Fitness
Science Fiction	Foreign Language
Sports	

#### Movie Genre

Action & Adventure	Family
Animation & Cartoons	Foreign
Classics	Mystery & Suspense
Comedy	Science Fiction
Crime	Sports
Drama	
Documentary & Biography	

If a media item is part of a Series, season, or collection then please enter the title field in this manner:

**Title of Media Item: Series/Season/Collection # | Author/Presenter/Source | Genre**

## Description Field

The description field is a searchable field that is also viewable to all users. This field will contain two types of information about the media. First a 1-2 sentence description that describes what the viewer will see when accessing this content. This description should be followed by a series of relevant tags separated by commas that also describe the media resource.

## Tagging

Tags define what your digital object is all about. Tags entered into the description field can be individual words or phrases. All tags must be relevant to the media content and separated by commas. There is no limit to the number of tags that are included with each listing although, the description field does have a character limit of ? characters.

Please note: The order of the tags have no bearing on the end search results. Repeating tags will also not increase search rankings of items in the search results.

Recommended information to include in tags are:

- Audience Level  
(*grade span, age, etc*)
- Interest Area
- Subject & Related Subjects
- Languages used, if applicable
- Series name, if applicable
- Courses
- Programming
- Clubs
- Source
- Year created
- Academic Discipline
- Director, Actor/Actress, Producer
- Publisher
- Copyright Information, if applicable

An example of a complete entry in the Media Cast system would be:

**World's Deadliest: Cheetah Hunts Gazelle | National Geographic | Nature**

A cheetah runs so fast that its legs might touch the ground only half the time it's in motion. The gazelle is fast, too ... but is it fast enough?

predators, predation, hunting, wild animals, cats, mammals, animals in africa, high school, middle school, upper school, science, ecology, biology, endangered species, Africa

(Title field is in red and the description field in in green)

**Please note:** Please pay close attention to spelling, formatting, punctuation, and grammar when uploading content to the system. Make sure capitalization is used when expected and all standard grammar rules are followed. Please avoid using special characters in the title and description fields. All search results are sorted alphabetically by default so, please keep this in

mind when adding items that you would like to appear together in a specific order. Items that will be shared using the Media Portal will only display the Title field to the viewers although, the title and description fields will both be searched in order to display the search results.

For questions about tagging, please contact Lisa Waters at 617.349.3056 or email her at [lwaters@cpsd.us](mailto:lwaters@cpsd.us).