

Employing a Collaborative Model for Structured Content

April 25, 2017

Dori Kelner, Managing Partner
Sleight-of-Hand Studios



About me

Survey data collection

Data warehousing

Technical project management

Strategist

Foodie and oenophile



Common Vocabulary



Jacques Pèpin

Jacques Pèpin's famous beef bourgonon

[Get the recipe!](#)



Recent Entrees



Smoked Ham Glazed with Maple Syrup
Cooking Time: 3 hours



Sole Vin Blanc
Cooking Time: 30 minutes



Poulet à la Crème
Cooking Time: 45 minutes

Recent Sides



Cucumber, Onion & Mint Salad
Cooking Time: 30 minutes



Corn Soufflé
Cooking Time: 45 minutes



Smoked Ham Glazed with Maple Syrup
Cooking Time: 3 hours

Recent Desserts



Smoked Ham Glazed with Maple Syrup
Cooking Time: 15 hours



Coffee Panna Cotta
Cooking Time: 2 hours 30 minutes



Cherry Crumble
Cooking Time: 1 hour

Body

B *I* U [List Icons] [Link Icon] [Image Icon] [Quote Icon] [Source Icon] [Table Icon] [Media Icon] [Omega Icon] Normal [Grid Icon] [Print Icon]

Boeuf Bourguignon:

- 6 ounces bacon
- 1 Tbsp. olive oil or cooking oil
- 3 pounds lean stewing beef , cut into 2-inch cubes
- 1 sliced carrot
- 1 sliced onion
- 1 tsp. salt
- 1/4 tsp. pepper
- 2 Tbsp. flour
- 3 cups full-bodied, young red wine , such as a Chianti
- 2 to 3 cups brown beef stock or canned beef bouillon
- 1 Tbsp. tomato paste
- 2 cloves mashed garlic
- 1/2 tsp. thyme
- Crumbled bay leaf
- Blanched bacon rind
- 18 to 24 small white onions , brown-braised in stock
- 1 pound quartered fresh mushrooms , sautéed in butter
- Parsley sprigs

Directions

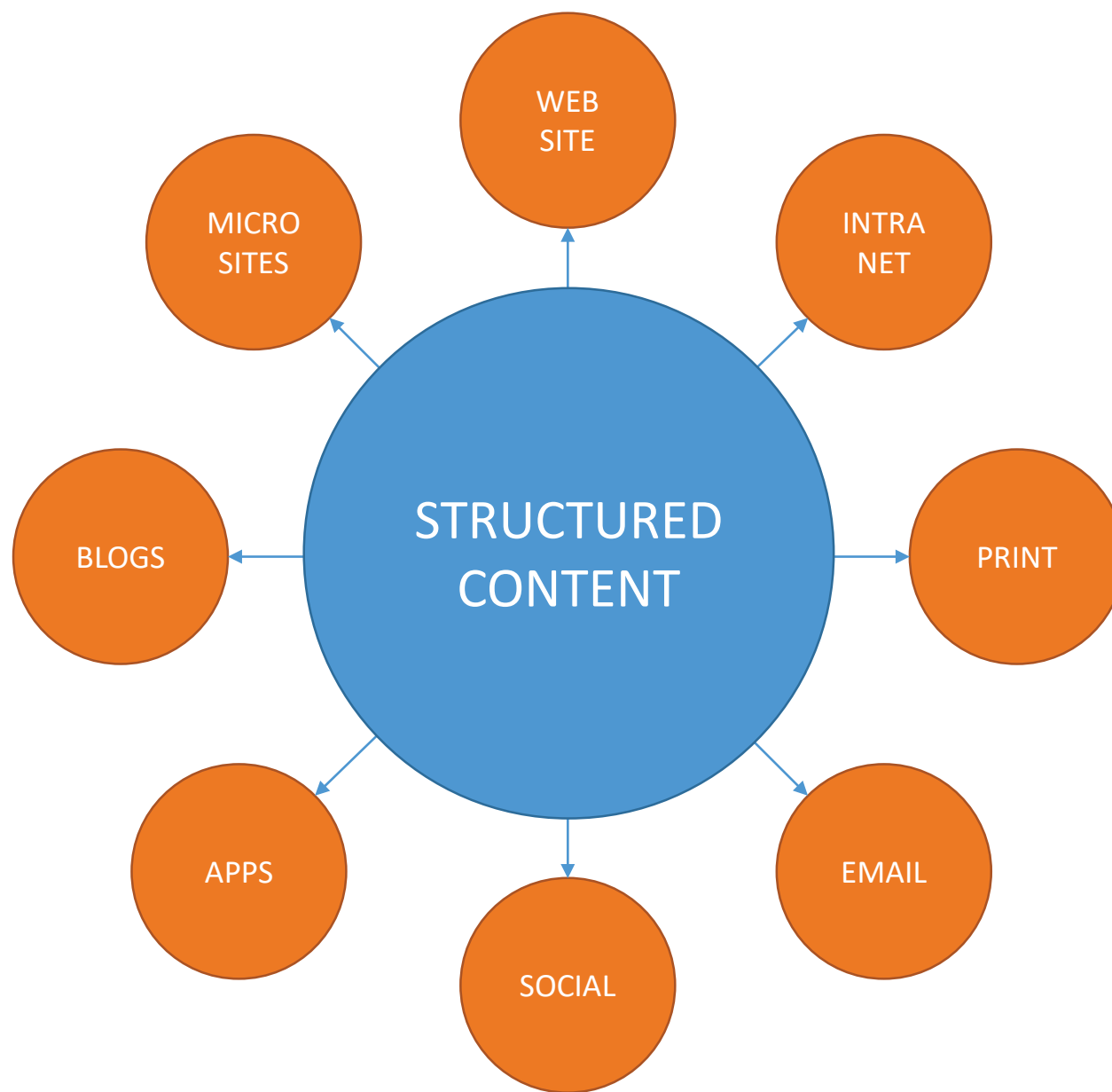
Remove rind from bacon, and cut bacon into *lardons* (sticks, 1/4 inch thick and 1 1/2 inches long). Simmer rind and bacon for 10 minutes in 1 1/2 quarts of water. Drain and dry.

Preheat oven to 450 degrees.

Sauté the bacon in the oil over moderate heat for 2 to 3 minutes to brown lightly. Remove to a side dish with a slotted spoon. Set casserole aside. Reheat until fat is almost smoking before you sauté the beef.

body p

Structured Content



Why care?

Reusable
Scalable
Multi-channel
Device agnostic
Future proof

Content becomes data



“Get your content ready to go anywhere because it’s going to go everywhere.”

—Brad Frost



Separate Content from Presentation

True device agnosticism



Event Name *

2017 Fair Credit Reporting Act Conference — SOLD OUT

Header image

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Optional image to display above title

Files must be less than **1 MB**.

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DATE

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Date

04/27/2017

E.g., 04/25/2017

Time

01:00pm

E.g., 03:04pm

to:

Date

04/29/2017

E.g., 04/25/2017

Time

12:30pm

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Events

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Apr 27

2017 Fair Credit Reporting Act Conference — SOLD OUT
April 27, 2017 - 1:00 p.m. ET-April 29, 2017 - 12:00 p.m. ET

May 11

Emerging Issues in NCSLT Litigation
May 11, 2017 2:00 p.m. ET-3:00 p.m. ET

May 17

Practice Tips for Litigating Regulation X Cases
May 17, 2017 2:00 p.m. ET-3:00 p.m. ET

[Take Action!](#)

Resources

From early-career to experienced lawyers, NACA offers the tools and guidance to help consumer advocates build their professional skills, strengthen their practice, and make a difference for consumers.

Upcoming Events

Apr 27

2017 Fair Credit Reporting Act Conference — SOLD OUT

Filed under: [Credit Reporting](#) | **Skill areas:** Client Management, Conducting Negotiations and Settlement, Discovery, Evaluating Damages & Resources, Negotiating Attorney Fees, Spotting and Investigating the Legal Issue, Strategy: Structuring and Plotting the Case, Trial Skills

May 11

Emerging Issues in NCSLT Litigation

Filed under: [Student Loans](#) | **Skill areas:** Spotting and Investigating the Legal Issue, Strategy: Structuring and Plotting the Case

May 17

Practice Tips for Litigating Regulation X Cases

Filed under: [Mortgage, Real Estate & Housing](#) | **Skill areas:** Strategy: Structuring and Plotting the Case

[View all events](#)

Credit Reporting

Credit errors, identity theft, privacy invasion and other violations of the Fair Credit Reporting Act (FCRA).

Upcoming Events

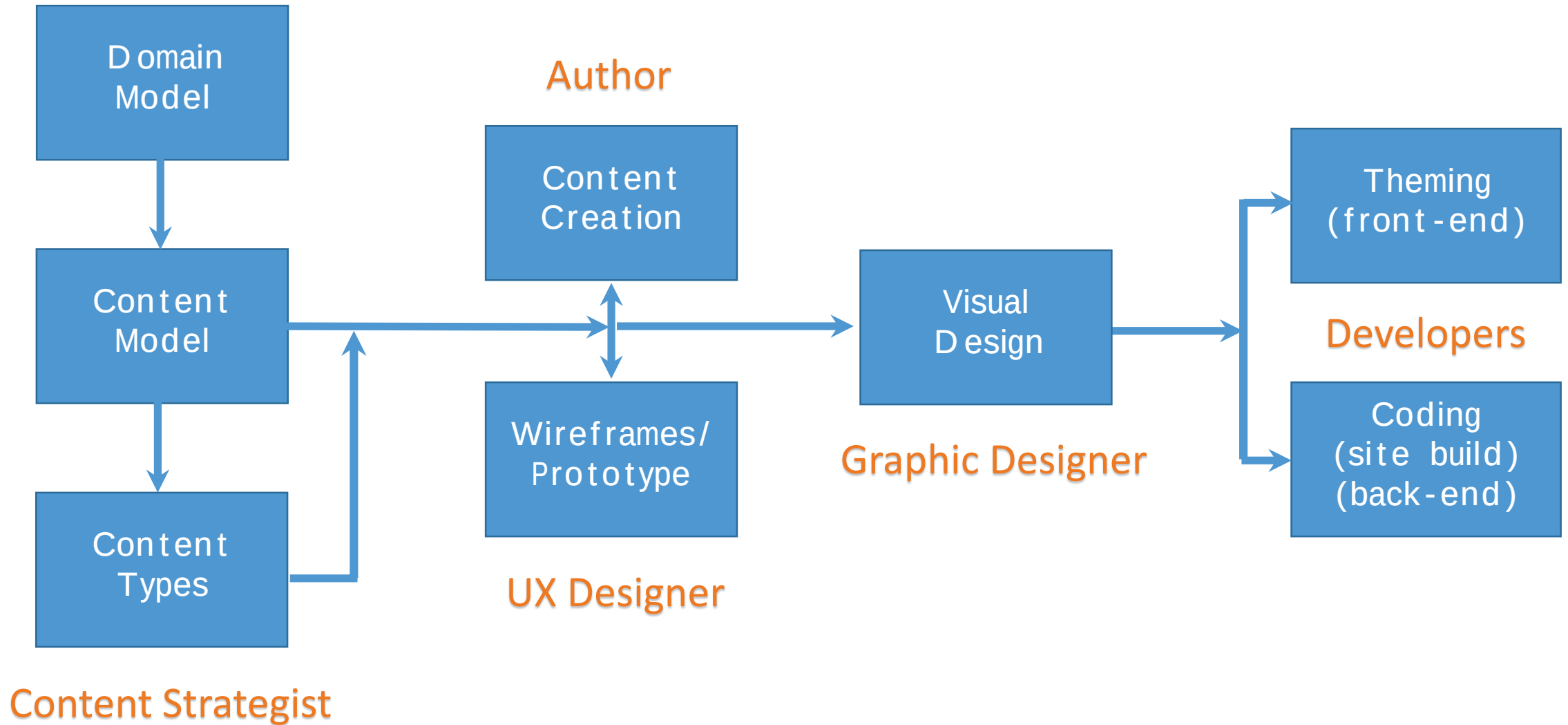
Apr 27

2017 FAIR CREDIT REPORTING ACT CONFERENCE — SOLD OUT

Filed under: [Credit Reporting](#) | **Skill areas:** Client Management, Conducting Negotiations and Settlement, Discovery, Evaluating Damages & Resources, Negotiating Attorney Fees, Spotting and Investigating the Legal Issue, Strategy: Structuring and Plotting the Case, Trial Skills







--Designing Future-Friendly Content" by Mike Atherton and Carrie Hane

Contributors

Ingredients

Process

Popovers



213 made it | 157 reviews

Recipe by: J MILLER

"This recipe is for traditional popovers. They can be served plain, but my family prefers them with raspberry butter."



Save



I Made It



Rate it



Share



Print

Ingredients

Stores

50 m



6 servings



183 cals



1 cup all-purpose flour



1 cup milk

On Sale

What's on sale near you.

On



Directions

Print



Prep

10 m

Cook

40 m

Ready In

50 m

1

Preheat oven to 425 degrees F (220 degrees C).

2

Spray a popover pan with nonstick cooking spray. Place pan on center rack of oven and preheat for 2 minutes.

3

Blend flour, salt, eggs, milk, and melted butter until it looks like heavy cream, about 1 to 2 minutes.

4

Cut chilled butter into 6 even pieces. Place 1 piece of butter in each cup and place pan back in oven until butter is bubbly (about 1 minute).

5

Fill each cup half full with batter and bake 20 minutes. Reduce heat to 325 degrees F (165 degrees C) and bake for another 15 to 20 minutes.

You might also like



Chocolate Chip Waffles

Make a sweet treat for breakfast with this recipe for chocolate chip waffles.



Easy Pancakes

See how to make quick-and-easy pancakes from scratch.



Buttermilk Pancakes II

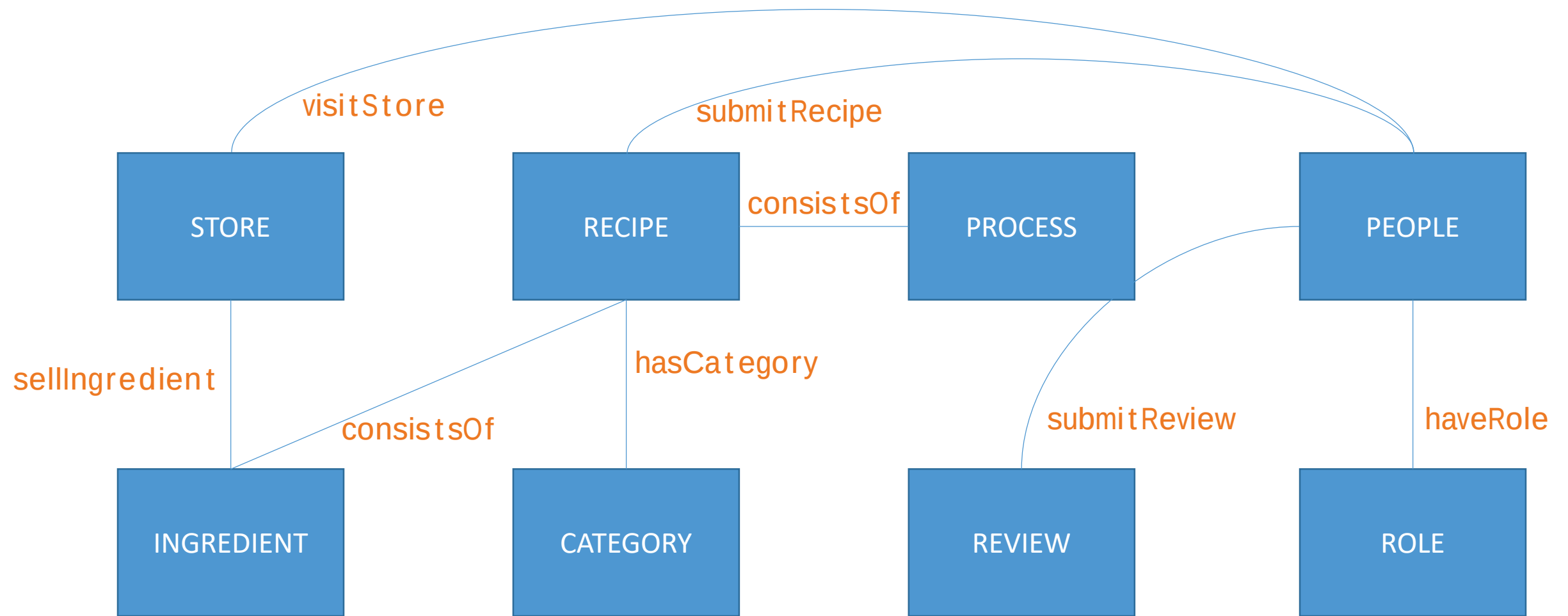
Using buttermilk gives these pancakes a nice tang and makes them fluffy.

Get the magazine



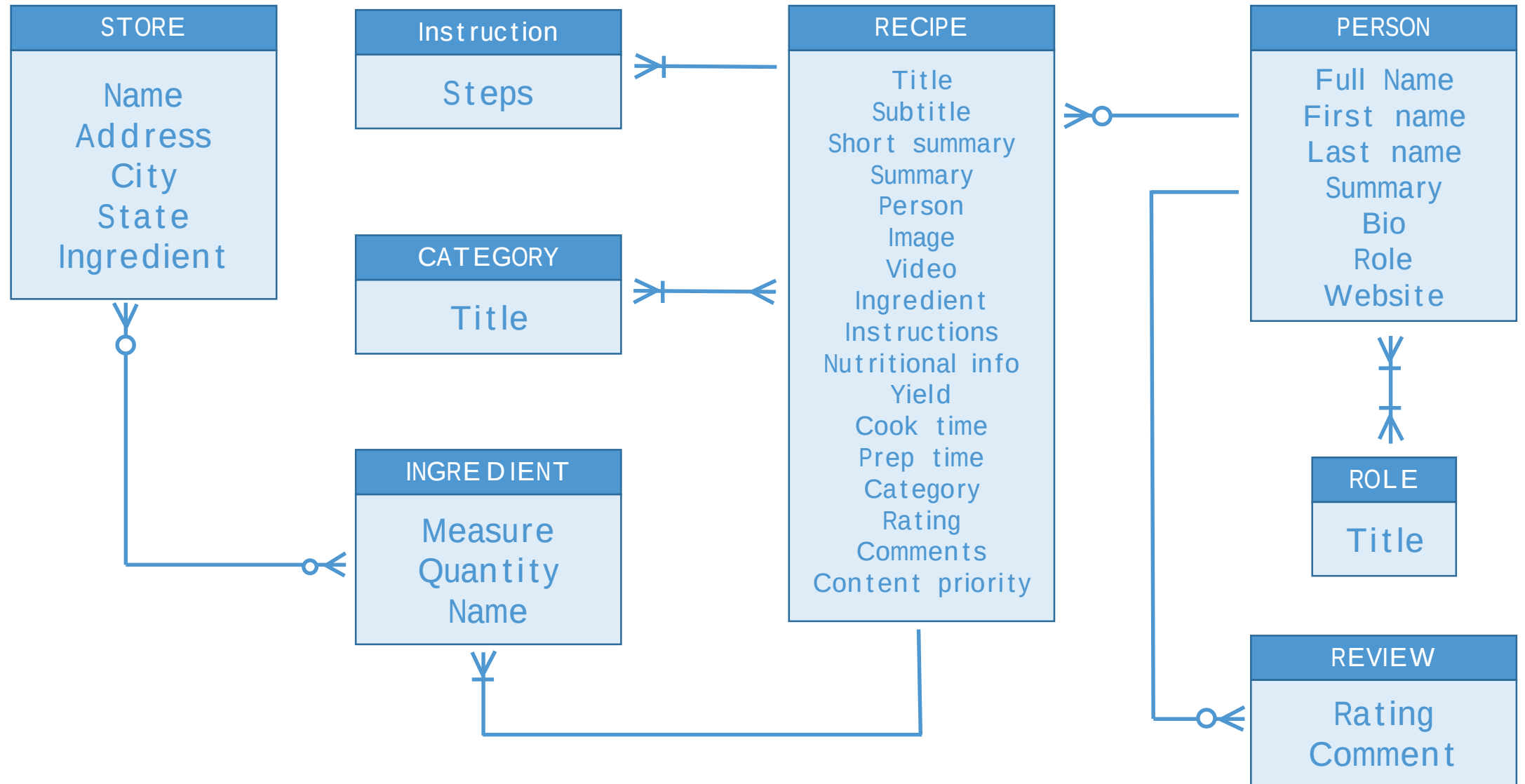
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Cook 5-star weekday dinners



--Designing Future-Friendly Content" by Mike Atherton and Carrie Hane

Content Model



Content Types

Name	Title Field	Body Field	Fields	Type	Details
Recipe	Recipe name	Description – 200 characters	Photo	Image	1024x512 Alt tag
			Date published	Date	yyyy-mm-dd Popup calendar
			Prep Time	Time	Hours and minutes Select list
			Yield	Integer	Number
			Ingredient	Text	Repeating 100 chars
			Author	Entity relationship	Link to person content type
			Type	Term reference	One tag Category type



Jacques Pépin: Internationally Recognized French Chef



Executive Chef

Jacques Pépin, born December 18, 1935) is an internationally recognized French chef, television personality, and author working in the United States. Since the late 1980s, he has appeared on French and American television and written an array of cookbooks that have become best sellers.

Chocolate Dessert Recipes

[more »](#)

Individual Chocolate Nut Pies

The rich filling for these little pies is a mixture of bittersweet chocolate, corn syrup, eggs, and mixed nuts. Baked in a classic graham cracker crust in individual ramekins, they are easy and delicious.



Sep 23, 2011 | [1 Comment](#) | [View Post](#)

Chocolate Mint Trufflettes

These small truffles are especially nice to box and give to friends over the holiday season. They keep well in the refrigerator and can also be frozen.



Sep 19, 2011 | [9 Comments](#) | [View Post](#)

Chocolate Soufflé Cake With Raspberry Sauce

Fluffy and delicate, this light cake contains fewer egg yolks and less butter than is customary. Serve at room temperature, with or without the sauce.



Sep 19, 2011 | [6 Comments](#) | [View Post](#)

Meat Recipes

[more »](#)

Sautéed Rabbit with Morels and Pearl Onions

This stew is made with the rabbit's front and back legs and rib cage. The saddle (the whole back) is roasted, cooking in less time than the stew and staying moist and flavorful.



Sep 18, 2011 | [7 Comments](#) | [View Post](#)

Venison Steaks in Sweet-Sour Sauce

Venison is traditionally served with a sweet-sour sauce. This one contains currant or raspberry jelly for sweetness and vinegar — cooked with shallots and added at the end — for a contrasting sour taste.



Sep 18, 2011 | [1 Comment](#) | [View Post](#)

Puerto Rican Pork and Beans

My wife, Gloria, often prepares this dinner when we have guests. A satisfying one-dish meal, it can be cooked ahead and refrigerated or frozen, and it is even better reheated.



Sep 18, 2011 | [12 Comments](#) | [View Post](#)

Seafood Recipes

[more »](#)

Nage Courte of Striped Bass

If you can't find striped bass where you live, replace it with a fish of approximately the same size — anything from red snapper to porgy to black sea bass.



Sep 19, 2011 | [1 Comment](#) | [View Post](#)

Sea Bass in Shredded Potato Skin

These fillets are cooked in a shredded potato crust. The crisp crust keeps the fish juicy and provides a nice balance to the tender flesh.



Sep 19, 2011 | [12 Comments](#) | [View Post](#)

Brandade De Morue au Gratin

Brandade is a puree of salt cod, garlic, and potato emulsified with olive oil. You can prepare the brandade ahead and reheat it in a gratin dish at serving time until hot, bubbly, and brown on top.



Sep 19, 2011 | [9 Comments](#) | [View Post](#)

Entrees



**BOEUF
BOURGUIGNON**

Prep Time:
1 hr

Cook Time:
4 hrs

Serves:
8



SOLE VIN BLANC

Prep Time:
20 min

Cook Time:
3 min

Serves:
6

Content: Recipe

LABEL	MACHINE NAME	FIELD TYPE	WIDGET	OPERATIONS
+ Title	title	Node module element		
+ Description	body	Long text and summary	Text area with a summary	edit delete
+ Photo	field_photo	Image	Image	edit delete
+ Date Published	field_date_published	Date	Text field	edit delete
+ Prep Time	field_prep_time	List (integer)	Select list	edit delete
+ Yield	field_yield	Integer	Text field	edit delete
+ Ingredient	field_ingredient	Text	Text field	edit delete
+ Author	field_author	Entity Reference	Select list	edit delete
+ Type	field_type	Term reference	Select list	edit delete

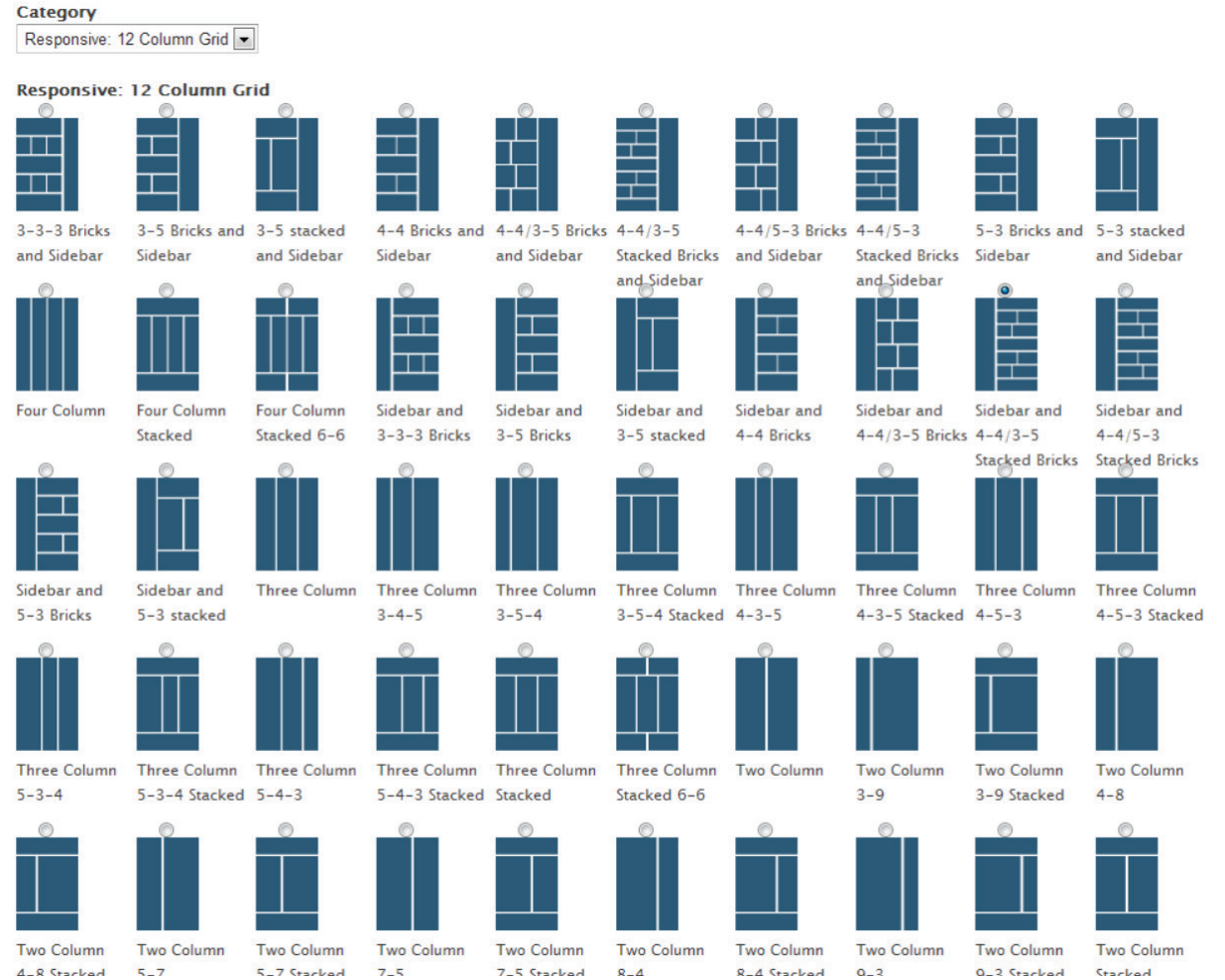
Term reference:
Category

NAME
+ Dessert
+ Main
+ Side

Content: Person

LABEL	MACHINE NAME	FIELD TYPE	WIDGET	OPERATIONS
+ Full name	title	Node module element		
+ Last Name	field_last_name	Text	Text field	edit delete
+ First Name	field_first_name	Text	Text field	edit delete
+ Headshot	field_headshot	Image	Image	edit delete
+ Summary	field_summary	Text	Text field	edit delete
+ Bio	field_bio	Long text	Text area (multiple rows)	edit delete

Context Display Suite Page Manager Panelizer Paragraphs





Create Recipe

Title *

Photo

Browse...

No file selected.

Upload

Files must be less than 750 MB.

Allowed file types: png gif jpg jpeg.

Date Published

04/09/2017

Format: 04/09/2017

Prep Time

- None -

Yield

[Show row weights](#)

Ingredient



Add another item

Author

- None -

Type

- None -

Description

Microdata: schema.org

“Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.”

Property	Expected Type	Description
Properties from <i>Recipe</i>		
<i>cookTime</i>	Duration	The time it takes to actually cook the dish, in ISO 8601 duration format.
<i>cookingMethod</i>	Text	The method of cooking, such as Frying, Steaming, ...
<i>nutrition</i>	NutritionInformation	Nutrition information about the recipe.
<i>prepTime</i>	Duration	The length of time it takes to prepare the recipe, in ISO 8601 duration format.
<i>recipeCategory</i>	Text	The category of the recipe—for example, appetizer, entree, etc.
<i>recipeCuisine</i>	Text	The cuisine of the recipe (for example, French or Ethiopian).
<i>recipeIngredient</i>	Text	A single ingredient used in the recipe, e.g. sugar, flour or garlic. Supersedes <i>ingredients</i> .
<i>recipeInstructions</i>	ItemList or Text	A step or instruction involved in making the recipe.
<i>recipeYield</i>	Text	The quantity produced by the recipe (for example, number of people served, number of servings, etc).
<i>suitableForDiet</i>	RestrictedDiet	Indicates a dietary restriction or guideline for which this recipe is suitable, e.g. diabetic, halal etc.
<i>totalTime</i>	Duration	The total time it takes to prepare and cook the recipe, in ISO 8601 duration format.



NEW TEST



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20 vibrant addition to mixed greens tossed with an oil and balsamic vinegar dressing.",
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37     "3/4 cup canola oil",
38     "1 teaspoon salt",
39     "1/4 cup balsamic vinegar",
40     "8 cups mixed salad greens",
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Recipe

All (1) ▾

Recipe	PREVIEW	0 ERRORS	0 WARNINGS	^
@type	Recipe			
name	Strawberry-Mango Mesclun Recipe			
image	http://images.media-allrecipes.com/userphotos/600x600/1116471.jpg			
datePublished	2008-03-03			
description	Mango, strawberries, and sweetened dried cranberries are a vibrant addition to mixed greens tossed with an oil and balsamic vinegar dressing.			
prepTime	PT15M			
totalTime	PT14M			
recipeYield	12 servings			
recipeIngredient	1/2 cup sugar			
recipeIngredient	3/4 cup canola oil			
recipeIngredient	1 teaspoon salt			
recipeIngredient	1/4 cup balsamic vinegar			
recipeIngredient	8 cups mixed salad greens			
recipeIngredient	2 cups sweetened dried cranberries			



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Boeuf Bourguignon recipe | Epicurious.com



www.epicurious.com/.../boeuf-bourguignon-104... ▾ Epicurious ▾

★★★★★ Rating: 4/4 - 136 reviews

·Boeuf bourguignon may be made 1 day ahead. Cool, uncovered, then chill, covered (it tastes even better made ahead because it gives the flavors time to ...

Boeuf Bourguignon recipe | Epicurious.com



www.epicurious.com/.../boeuf-bourguignon-102... ▾ Epicurious ▾

1151 cal

On the first show of her series "The French Chef," Julia Child taught viewers to make this staple of French bourgeois cuisine. Roasted garlic, baby vegetables ...

Social Sharing: Open graph, twitter cards, etc.

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Bon appétit!

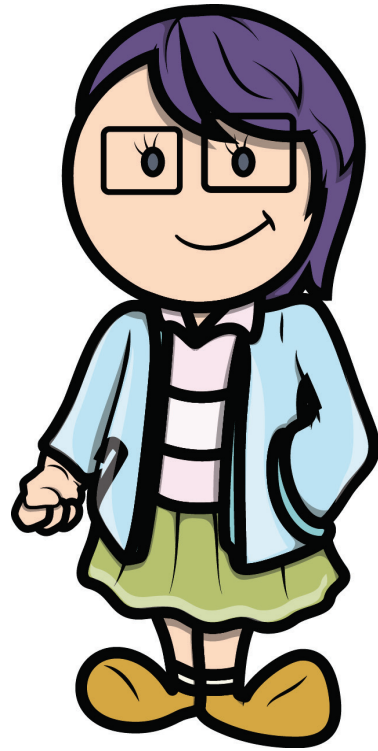
Common model

Shared language

Collaborative understanding

Content that is reusable,
adaptive and discoverable





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[@dorikelner](#)

LinkedIn:

<https://www.linkedin.com/in/dorikelner>

Locate this session at the DrupalCon Baltimore website:

<http://baltimore2017.drupal.org/schedule>

<https://www.surveymonkey.com/r/drupalconbaltimore>

Come to the BoF Wednesday @5:00 in Room 304

THANK YOU!