

O'REILLY  
**OSCON**<sup>™</sup>  
Open Source Convention

open **YOUR** mind

# Open Content

By Daniel Jacobson and Harold Neal



National Public Radio

(Presented on July 24, 2008)



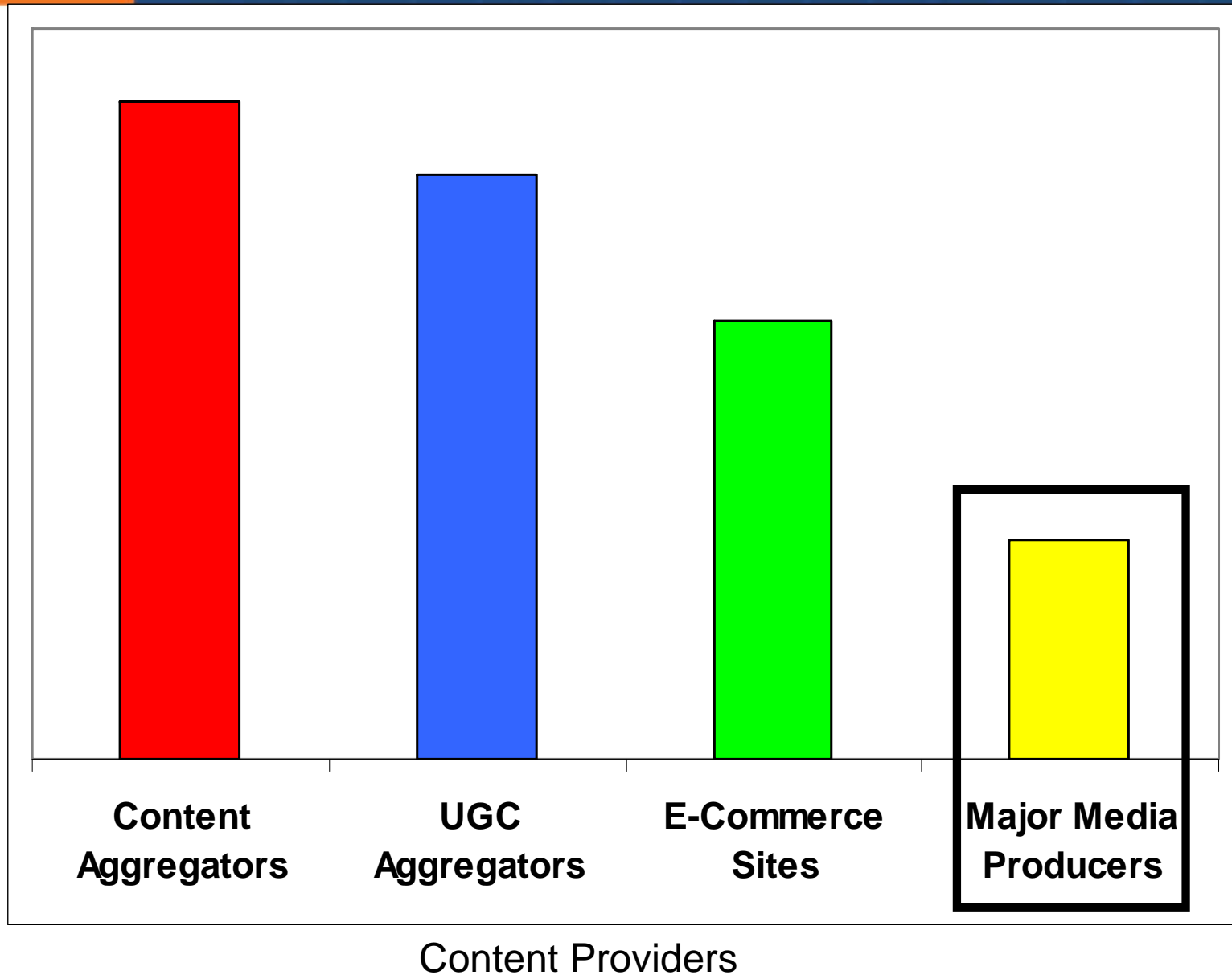
- ▶ Who is NPR?
- ▶ Landscape of Open Content
- ▶ RSS
- ▶ NPR's Solution
- ▶ NPR's Architecture
- ▶ NPR API Demo
- ▶ API Stats and Details
- ▶ The Future of NPR's API
- ▶ Questions?

# Who is NPR?

- ▶ NPR (National Public Radio)
  - ▶ Leading producer and distributor of radio programming
  - ▶ *All Things Considered, Morning Edition, Fresh Air, Wait, Wait, Don't Tell Me, etc.*
  - ▶ Broadcasted on over 800 local radio stations nationwide
- ▶ NPR Digital Media
  - ▶ Website (NPR.org) with audio content from radio programs
  - ▶ Web-Only content including blogs, slideshows, editorial columns
  - ▶ About 250 produced podcasts, with over 600 in directory
  - ▶ Mobile sites
  - ▶ API and other syndication

# Open Content Landscape

Amount of  
Content  
Available  
in APIs



# What is Major Media Doing?

- ▶ Most offer RSS for very specific feeds
  - ▶ Some offer extended RSS or comparable
    - ▶ MediaRSS extensions
    - ▶ Podcast enclosures
  - ▶ Very few comprehensive APIs (although seems to be changing)
- 

## **Really Successful Syndication**

- ▶ Gets some content out there
- ▶ Drives traffic back to the site
- ▶ A lot of traction in the marketplace

## **Really Stingy Syndication**

- ▶ There is meaty real content there
- ▶ Namespace extensions are limited
- ▶ Embraces content lock-down model

# NPR's Solution...

## Offer Full Content : Open API

- ▶ Allows users to innovate and be creative with our content
- ▶ A few of us, millions of you
  - ▶ Unlimited people thinking about what can be done
  - ▶ Unlimited people building things
- ▶ Extends the NPR brand
  - ▶ Get NPR content to NPR users in new places
  - ▶ Develop a new audience for NPR in those places

# So Easy, Our CEO Can Do It

Dennis Haarsager's rolling environmental scan for electronic media.

"Somebody has to do something, and it's just incredibly pathetic that it has to be us." --Jerry Garcia



## FILES

[Digital Future Initiative Update on OWIN, 12/05](#)

[Disruptive Innovation and Public Radio, 5/03](#)

[Disruptive Technologies and Public Radio Jobs, 9/03](#)

[DTV: Should we bet the farm on a digital-only strategy? 2/04](#)

[ELSI overview, 10/06](#)

Thursday, 24 July 2008

## NPR API: The GillmorGang interview

Steve Gillmor interviewed NPR digital media directors Zach Brand, Daniel Jacobson and me July 17th on NPR's release of its [Application Programming Interface](#) for his GillmorGang podcast. Although it's a little technical, it should give you a good overview of what it's doing. It's now been posted. Link: [GillmorGang](#).

Thursday, 24 July 2008 at 06:50 in [Innovation](#) | [Change](#) | [On-demand](#) | [VOD](#) | [Public Media](#) | [Radio](#) | [Web Content](#) | [Permalink](#) | [Comments \(0\)](#)

## ABOUT

GEO VISITORS

SUBSCRIBE

BOOKMARK

Email subscribe to Technology360  
Enter your Email address

Subscribe via email



## NPR Stories

### [What's The Future Of News?](#)

July 24, 2008 | NPR. The content won't change that much, just how it's delivered, predicts media critic James Ledbetter. [@Real](#) | [@Windows](#) | [@MP3](#) | [Play Now](#) | [Add to NPR.org Playlist](#)

### [Apocalypse News?](#)

July 24, 2008 | NPR. Since the 1960s, Americans have lost respect for major institutions — both government and private — even as the nation seems to be better off than ever. In ways impossible to quantify, Americans have become down on America, allergic to much of what goes on in public.

Updated, 3:45 p.m. Eastern: A longer version of this has been posted to the [Bryant Park Project blog](#).

--Dennis

Twitter: [@haarsager](#)

Tuesday, 22 July 2008 at 06:21 in [Public Media](#) | [Radio](#) | [Satellite Radio](#) | [Web Content](#) | [Permalink](#) | [Comments \(1\)](#)

Sunday, 20 July 2008

## Nokia N810 WiMAX Edition

My favorite toy is [Nokia's N810](#), a diminutive WiFi- and Bluetooth-enabled Linux-based touchscreen tablet computer. It connects super-easily to hotspots, has a decent if unremarkable pair of speakers, and runs a wide variety of open source [Maemo](#) applications.

Of late, I've used it a few times with my Verizon EVDO USB card, a Cradlepoint Technology battery-operated wireless router, and my Jeep's sound system to create a mobile Internet radio (together, they're smaller than most portable radios). I've driven from downtown Washington, DC to both Dulles and BWI airports listening to my former station in Washington State without a dropout.

Now I see that Nokia has introduced in the U.S. a [WiMAX edition of the N810](#), and better yet it supports the [802.16e, the mobile flavor of WiMAX](#). It's intended for use on Sprint's Xohm network (Washington, DC will be, or perhaps already is, a test market). So since its range should be similar to EVDO when it's rolled out, one might be able to omit the mobile router. According to the [Xohm article in Wikipedia](#), the intent is to merge it with Clearwire. I was a Clearwire customer back in the Northwest and loved it. It uses an early flavor of WiMAX and I was able to get good WISP service five miles from the transmitter using only a small indoor antenna perched in a window.

Lastly, my Jeep's sound system already has a USB port on the front panel, and Cradlepoint's technology makes connecting 3G or 4G cards very easy, so adding EVDO or WiMAX capability to car radios is just a matter of software and should be a no-brainer. I've [written here previously](#) that I think a great path to that is marrying it with HD Radios using SMIL and listeners can be their own programmers. --Dennis

Sunday, 20 July 2008 at 06:26 in [HD Radio](#) | [Digital Radio](#) | [Radio](#) | [Technology](#) | [Permalink](#) | [Comments \(0\)](#)



[Interactive TV](#)

[Legal](#)

[Management](#)

[Media Economy](#)

[Media Theory](#)

[Mobile Content](#)

[Movies](#)

[Networking | P2P](#)

[On-demand | VOD](#)

[Open Content](#)

[Operations](#)

[Personal](#)

[Production | Programming](#)

[Public Media](#)

[Radio](#)

[Satellite Radio](#)

[Satellite TV](#)

[Social Media](#)

[Spectrum](#)

[Technology](#)

[Videoconferencing](#)

[Web Content](#)

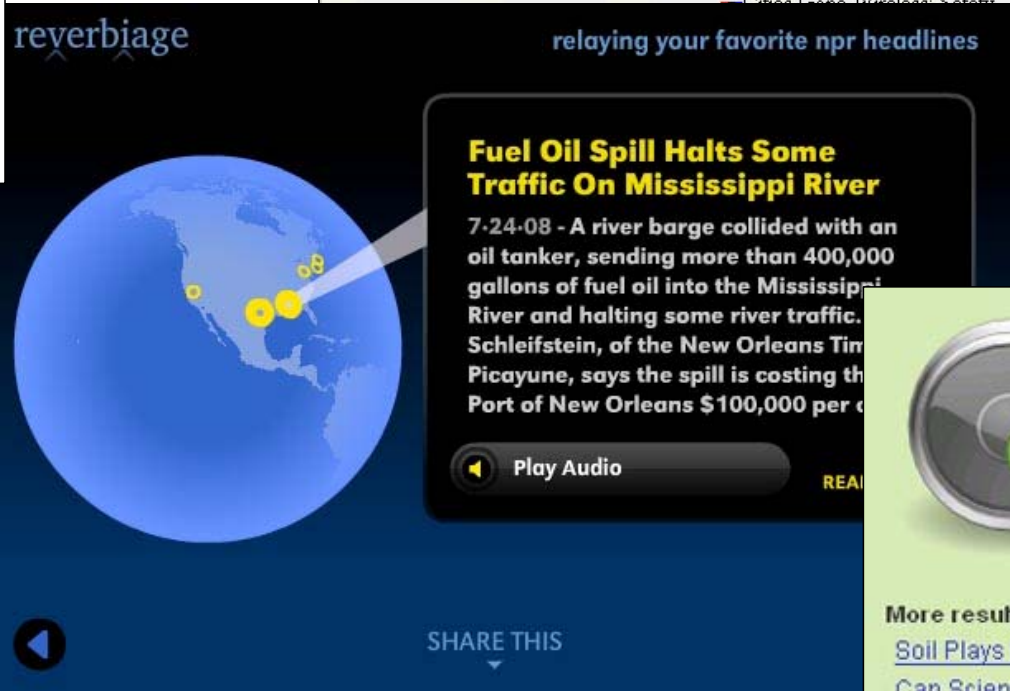
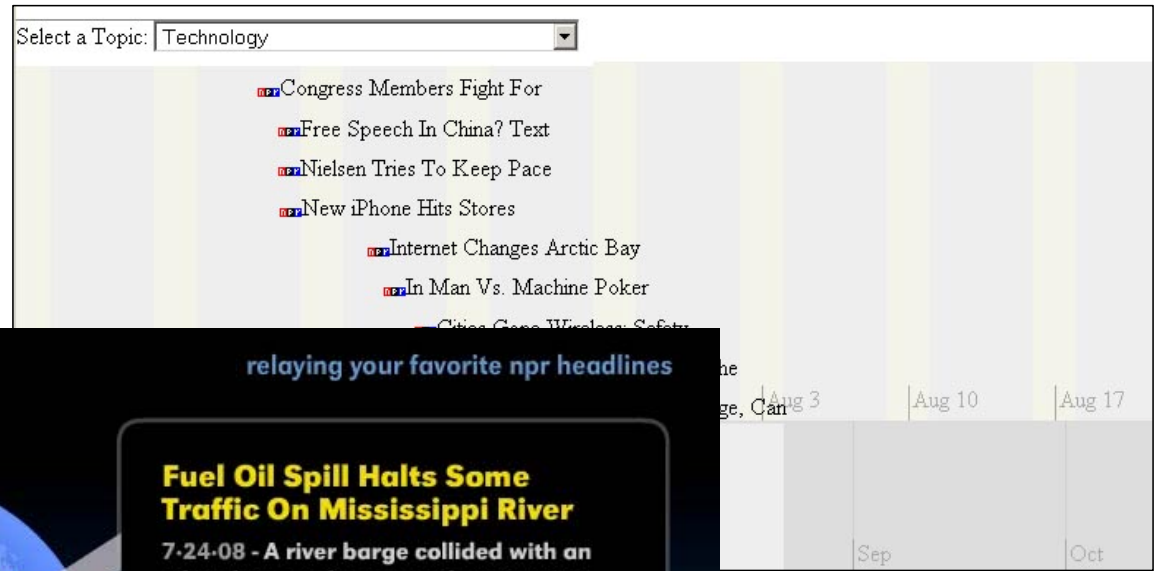
[Web Economy](#)

## RECENT COMMENTS

[tjweisz](#) on [Bryant Park Project - what we learned](#)

[AKaxroads](#) on [HD Radio, PAD, solutions](#)

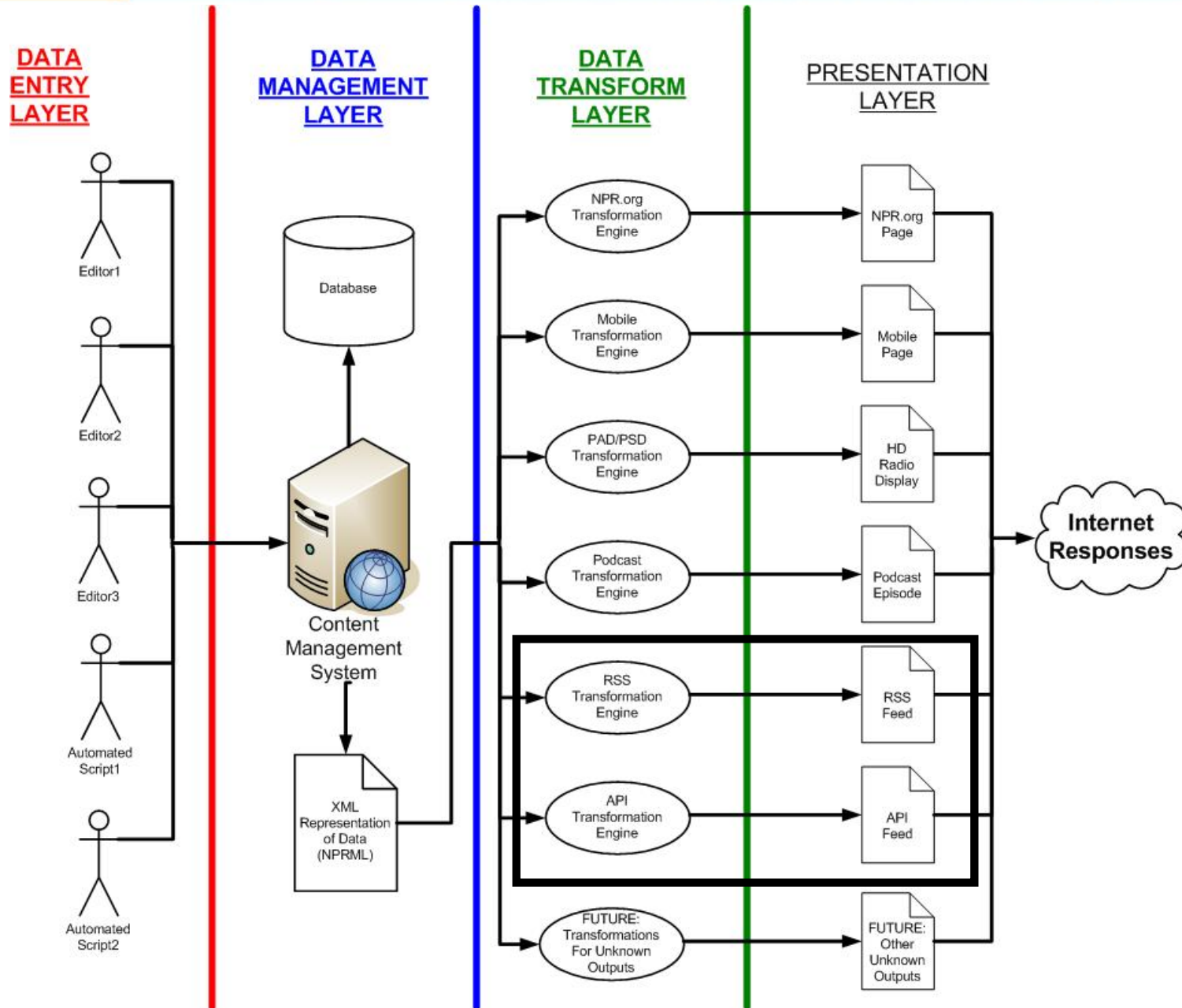
# But enables more tech savvy users to do build complex apps



# Philosophy of NPR Digital Media

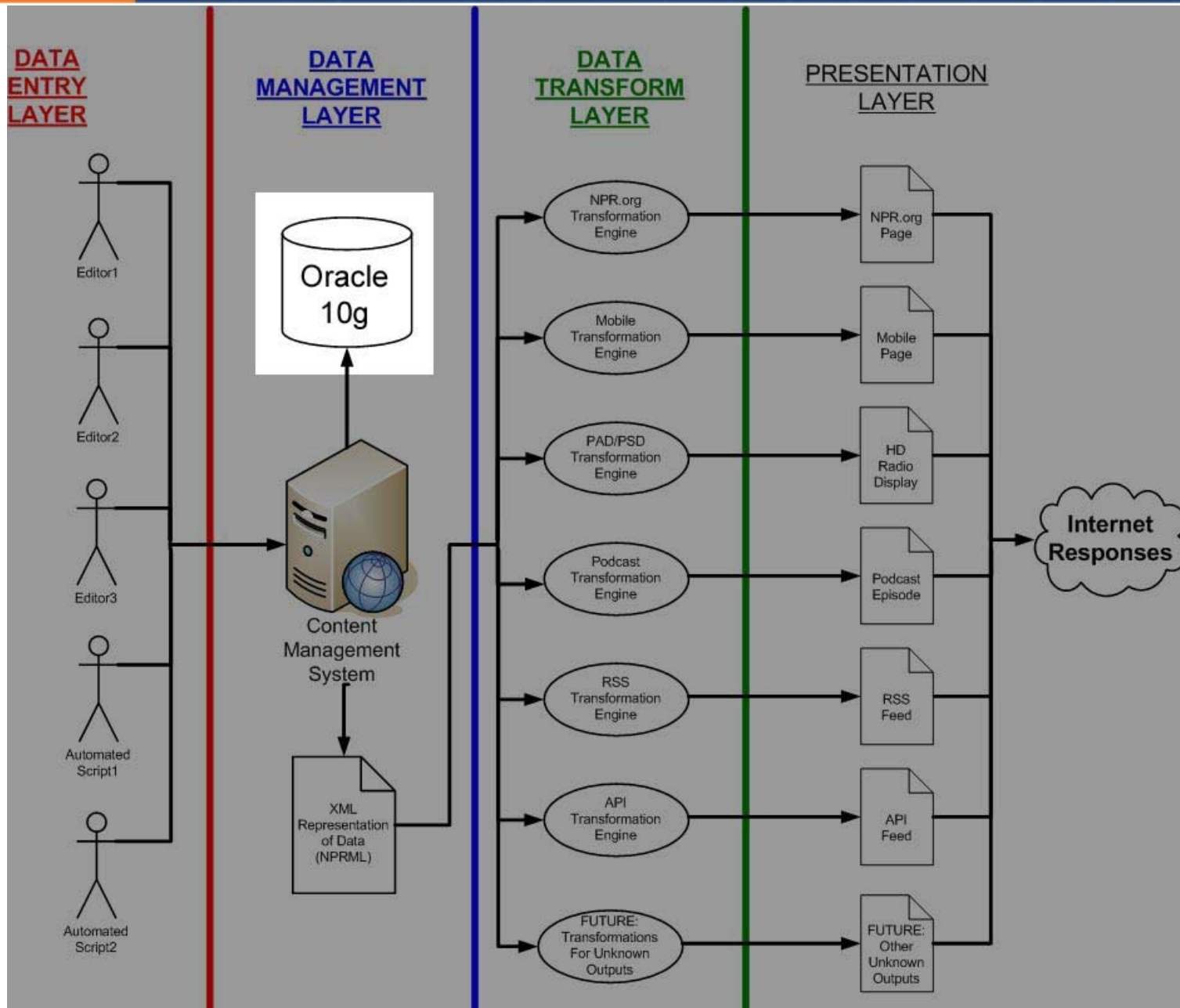
- ▶ Build Content Management tools, not Web Publishing tools
  - ▶ COPE (Create Once Publish Everywhere)
  - ▶ Separate Content from Display
  - ▶ Eliminate markup from content upon storage
- ▶ Understand the Atom
  - ▶ Story is the Atom of NPR
  - ▶ Story contains relationships to assets
  - ▶ Stories are grouped into lists
- ▶ Know when to build and know when to integrate
  - ▶ Tools for assets are always internally managed and centrally stored
  - ▶ For everything else, depends on cost-benefit analysis
  - ▶ When integrating, first option is open source tools

# High-Level System Architecture

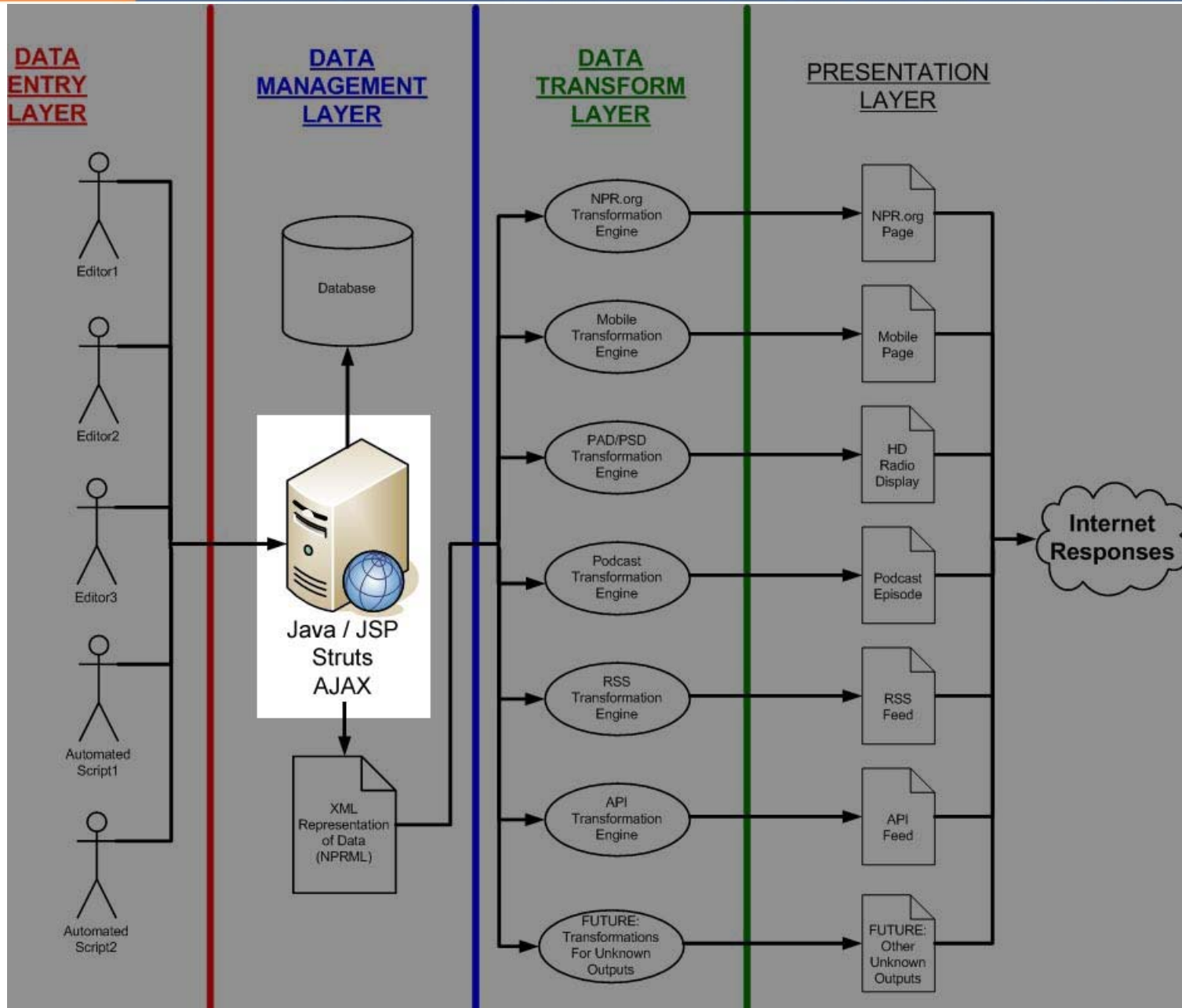


# Central Oracle 10g Database

(planning to migrate to an open source database)

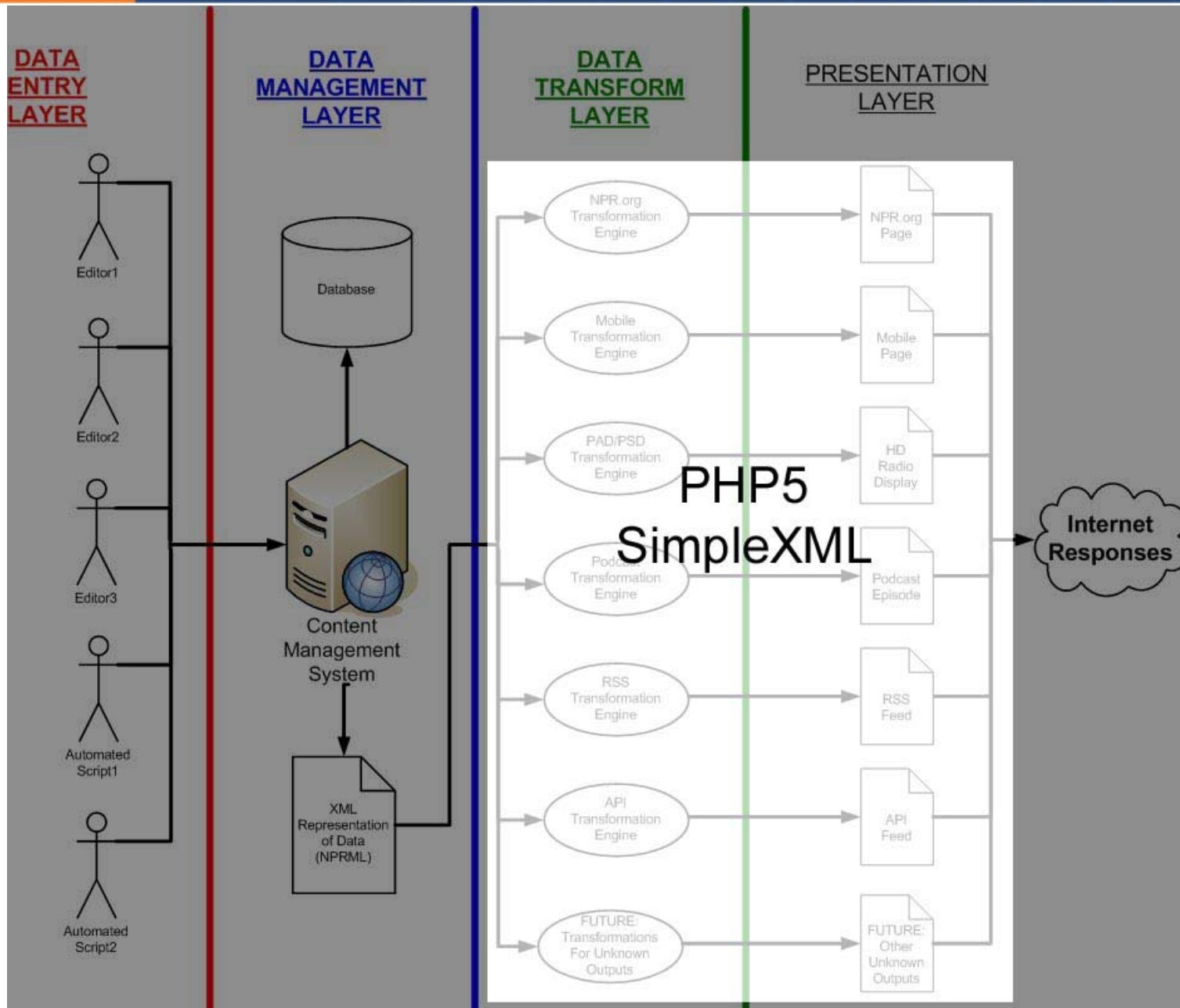


# Custom Built CMS

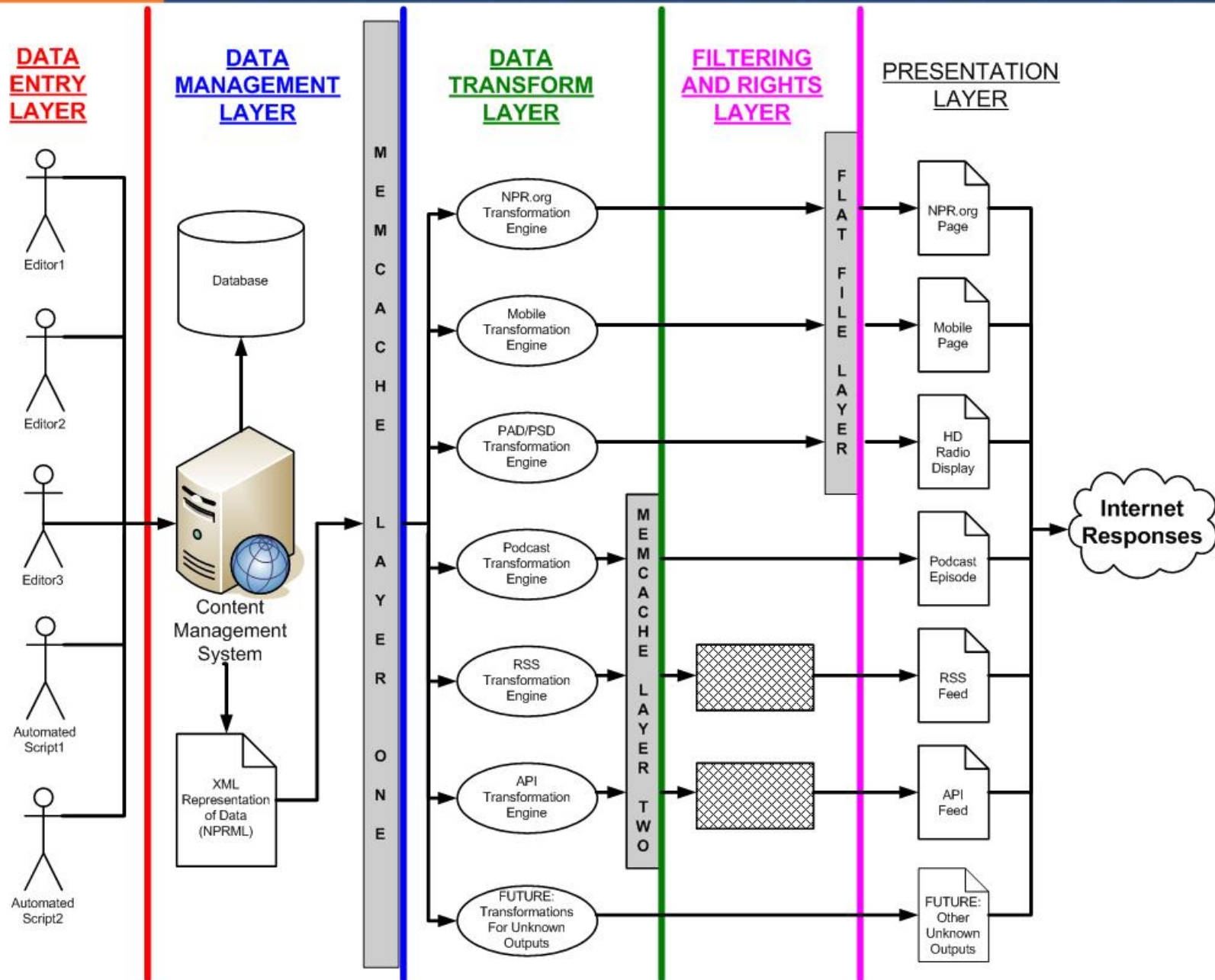


# External Facing Templates

(including all transforms and presentations)



# Caching and Performance



- ▶ **Currently Supported Formats**

- ▶ NPRML
- ▶ RSS
- ▶ MediaRSS
- ▶ JSON
- ▶ Atom
- ▶ JavaScript Widget
- ▶ HTML Widget

- ▶ **Possible Future Formats**

- ▶ Full Story Widget
- ▶ NewsML
- ▶ PBCore

# What is NPRML?

- ▶ Custom XML structure
  - ▶ Most closely represents NPR's data model
  - ▶ NPR's "native" model
  - ▶ Foundation of NPR.org
  - ▶ The basis of all other API transformations
- ▶ Libraries to retrieve and manipulate data from layered data storage
  - ▶ Retrieved via SimpleXML and DOM
- ▶ NPRML is not meant to be a new standard

## Content available in the NPR API:

- ▶ 13 years worth of NPR content
- ▶ About 250,000 unique stories
- ▶ About 400,000 unique audio files available
- ▶ Over 5700 unique types of lists, with infinite combination possibilities
  - ▶ Over 90 topics
  - ▶ Twelve programs
  - ▶ Nearly 4000 musical artists
  - ▶ Almost 400 NPR personalities
  - ▶ Over 700 editorial columns and series

## Since launch on Wednesday, July 16<sup>th</sup>

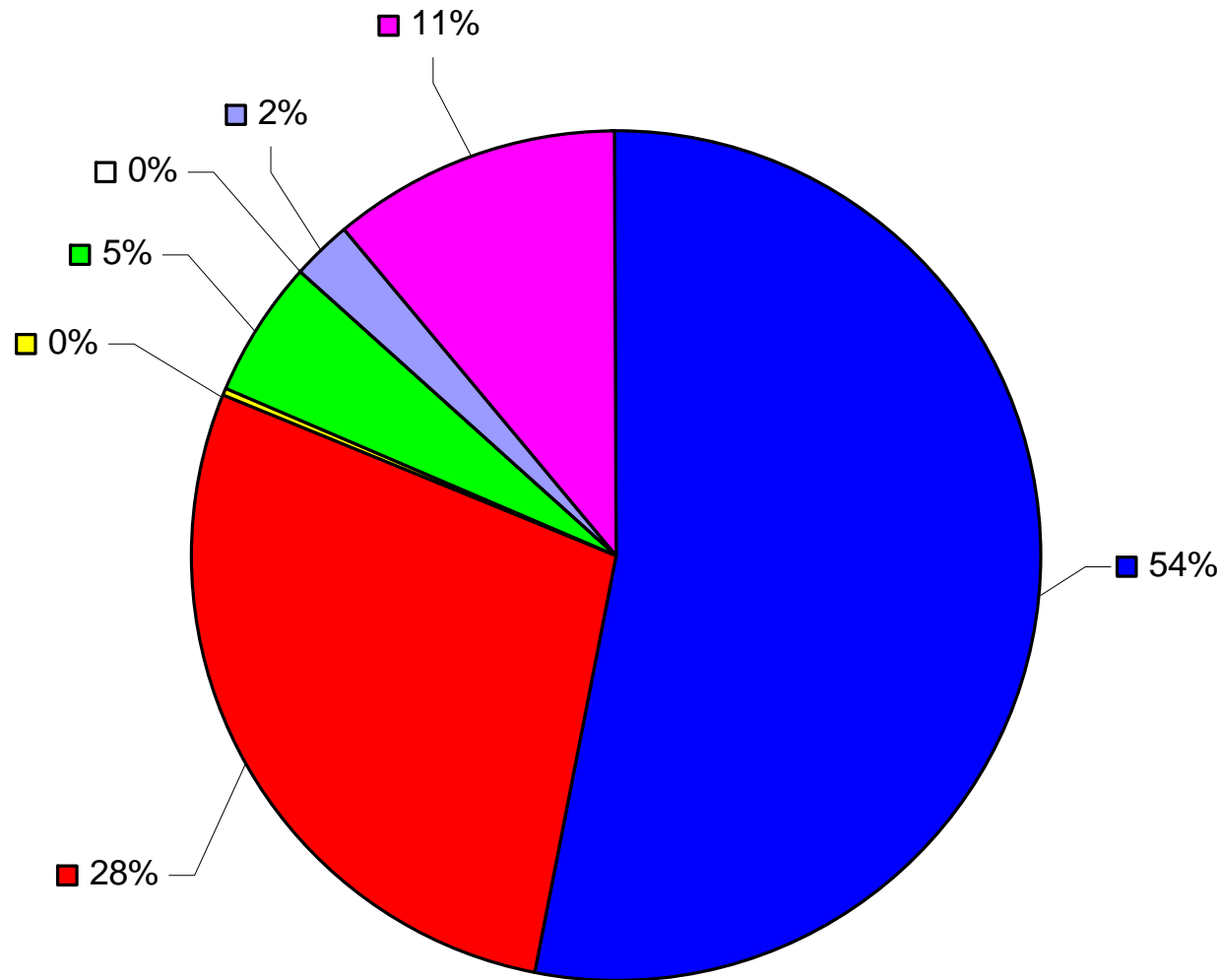
- ▶ Over 500 registrants for the API
- ▶ Over 1,000,000 requests to the API
- ▶ Over 100,000 page views of the NPR Tech Center








# Current Rights and Exclusions

- ▶ Everything that NPR has the rights to is in the API
  - ▶ Includes *Morning Edition* and *All Things Considered*
- ▶ Some NPR programming is excluded due to rights
  - ▶ *Car Talk* and *This I Believe*
- ▶ Other popular Public Radio Programs are excluded due to rights
  - ▶ \* *This American Life*, *Marketplace* and *A Prairie Home Companion*
- ▶ Some text, images and audio is not available due to rights
- ▶ Video and blogs are not offered... yet

\* *These programs are not produced or distributed by NPR.*

# Distribution of Requested Output Formats



 NPRML	559,499
 RSS	293,398
 MediaRSS	56,723
 JSON	2,812
 Atom	93
 JavaScript Widget	22,918
 HTML Widget	116,833

# Future Enhancements for API

- ▶ Short Term
  - ▶ Full Story HTML Widget
  - ▶ geo information for stories
  - ▶ station finder API
  - ▶ video
- ▶ Possible Mid to Long Term
  - ▶ more station content from more stations
  - ▶ posting to the API
  - ▶ create your own podcasts
  - ▶ blogs
  - ▶ other formats, including NewsML and PBCore

Get started!

[Login](#) | [Register](#)[API Overview](#)[Terms of Use](#)[Story API Reference](#) ▶[Query Generator](#)[Extended API](#) ▶[Mapping Index](#)[Give Us Feedback](#)

## API OVERVIEW

NPR's API provides a flexible, powerful way to access your favorite NPR content, including audio from most NPR programs dating back to 1995 as well as text, images and other web-only content from NPR and NPR member stations. This archive consists of over 250,000 stories that are grouped into more than 5,000 different aggregations.

After [registering](#), you can access the API by constructing a URL with parameters indicating what stories you want the API to return. The default format of the results is NPRML, a custom XML structure specifically designed to represent all of NPR's digital content comprehensively. The API can also return results in RSS, MediaRSS, JSON, Atom and through HTML and JavaScript widgets (other formats are pending). To learn more about how to access the API, go to the [Story API documentation](#) or use our [Query Generator](#) to help you get started. To see the complete list of NPR lists that you can query against, see our [Mapping Index](#).

## TERMS OF USE

The API requires a registration key. [Click here to register](#). During the registration process, you must agree to the API's [Terms of Use](#). The main points of these terms can be found below. The spirit of these terms is that we want you to use, enjoy and share the journalism and programming produced by NPR and NPR stations, but it is also important to respect the rights and integrity of the work and of the dedicated people who created it. Distorting the journalism or not giving credit properly goes against the very premise of the API. We have great trust that the NPR community will use our API in good faith. Thank you.

### Terms of Use Main Points

- The API content is protected by U.S. and international copyright laws. It is owned by or licensed to NPR or its member stations and program producers. You may not use the content except as permitted herein.
- National Public Radio, NPR and NPR program names are service marks of either National Public Radio, Inc. or the producers of the programs. All rights reserved. You may not use any NPR service marks, logos or graphics without NPR's prior written consent, except that you shall have the right and obligation to use any NPR-provided service mark or logo to provide attribution to API content, as included in the API content or as directed by NPR.
- The API is for personal, non-commercial use, or for noncommercial online use by a nonprofit corporation which is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code.
- Your use or display of API content must not suggest that NPR promotes or endorses you or any third party or the causes, ideas, Web sites, products or services or you or any third party.
- API users shall not modify any API content, headlines, links or metadata. API users shall not use content in any way that

# NPR TECH CENTER

BETA

Search NPR

[API Documentation](#)

[Widgets](#)

[Inside NPR.org : API](#)

Welcome,  
harold@metacreek.co  
[Manage](#) | [Logout](#)

[API Overview](#)

[Terms of Use](#)

[Story API Reference](#)

[Query Generator](#)

[Extended API](#)

[Mapping Index](#)

[Give Us Feedback](#)

## QUERY GENERATOR

The Query Generator is a flexible tool to help users create their API calls. You must [register](#) before you can see any results from API calls, even in the Query Generator. The Query Generator does not include every feature that the API offers. For complete documentation on the API, see our [Input Reference](#), [Output Reference](#) and [Message Reference](#). Included in the Input Reference is documentation on how to get a complete list for our topics, programs, series, etc.

### Generated API Call ([Instructions](#))

[Create API Call](#)

[Run API Call](#)

[Clear Selections](#)

[TOPICS](#)

[PROGRAMS](#)

[BIOS](#)

[MUSIC ARTISTS](#)

[COLUMNS](#)

[SERIES](#)

[STATIONS](#)

[FIELDS](#)

[CONTROL](#)

[News](#) [Music](#)

- |  |  |
|--|--|
| <input type="checkbox"/> Analysis                  | <input type="checkbox"/> Movies          |
| <input type="checkbox"/> Arts & Culture            | <input type="checkbox"/> Nation          |
| <input type="checkbox"/> Authors                   | <input type="checkbox"/> News            |
| <input type="checkbox"/> Books                     | <input type="checkbox"/> Non-Fiction     |
| <input type="checkbox"/> Business                  | <input type="checkbox"/> Opinion         |
| <input type="checkbox"/> Business Story of the Day | <input type="checkbox"/> People & Places |
| <input type="checkbox"/> Children's Books          | <input type="checkbox"/> Performing Arts |
| <input type="checkbox"/> Children's Health         | <input type="checkbox"/> Poetry          |
| <input type="checkbox"/> Commentary                | <input type="checkbox"/> Politics        |
| <input type="checkbox"/> Digital Culture           | <input type="checkbox"/> Pop Culture     |
| <input type="checkbox"/> Diversions                | <input type="checkbox"/> Religion        |
| <input type="checkbox"/> Economy                   | <input type="checkbox"/> Remembrances    |
| <input type="checkbox"/> Election 2008             | <input type="checkbox"/> Research News   |

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

Generated API Call ([Instructions](#))

**TOPICS** PROGRAMS BIOS MUSIC ARTISTS COLUMNS SERIES STATIONS **FIELDS** CONTROL

News Music

- |   |  |
|---|--|
| <input type="checkbox"/> Analysis                                   | <input type="checkbox"/> Movies                      |
| <input type="checkbox"/> Arts & Culture                             | <input type="checkbox"/> Nation                      |
| <input type="checkbox"/> Authors                                    | <input type="checkbox"/> News                        |
| <input type="checkbox"/> Books                                      | <input type="checkbox"/> Non-Fiction                 |
| <input type="checkbox"/> Business                                   | <input type="checkbox"/> Opinion                     |
| <input type="checkbox"/> Business Story of the Day                  | <input type="checkbox"/> People & Places             |
| <input type="checkbox"/> Children's Books                           | <input type="checkbox"/> Performing Arts             |
| <input type="checkbox"/> Children's Fiction                         | <input type="checkbox"/> Poetry                      |
| <input type="checkbox"/> Children's Non-Fiction                     | <input type="checkbox"/> Politics                    |
| <input type="checkbox"/> Children's Reference                       | <input type="checkbox"/> Pop Culture                 |
| <input type="checkbox"/> Children's Series                          | <input type="checkbox"/> Religion                    |
| <input type="checkbox"/> Children's TV                              | <input type="checkbox"/> Remembrances                |
| <input type="checkbox"/> Children's Video                           | <input type="checkbox"/> Research News               |
| <input type="checkbox"/> Children's Web                             | <input type="checkbox"/> Reviews                     |
| <input type="checkbox"/> Election 2008                              | <input type="checkbox"/> Sen. Barack Obama (D-IL)    |
| <input type="checkbox"/> Election 2008: Congressional & State Races | <input type="checkbox"/> Sen. Hillary Clinton (D-NY) |
| <input type="checkbox"/> Election 2008: Issues                      | <input type="checkbox"/> Sen. John McCain (R-AZ)     |
| <input type="checkbox"/> Election 2008: Money, Media & Influence    | <input type="checkbox"/> Space                       |
| <input type="checkbox"/> Election 2008: On the Campaign Trail       | <input type="checkbox"/> Sports                      |
| <input type="checkbox"/> Election 2008: Voting Groups               | <input type="checkbox"/> Story of the Day            |
| <input type="checkbox"/> Environment                                | <input type="checkbox"/> Summer                      |
| <input type="checkbox"/> Fiction                                    | <input type="checkbox"/> Summer Reading: Fiction     |
| <input type="checkbox"/> Food                                       | <input type="checkbox"/> Summer Reading: Nonfiction  |
| <input type="checkbox"/> Fun & Games                                | <input type="checkbox"/> Technology                  |
| <input type="checkbox"/> Gardening                                  | <input type="checkbox"/> The Impact of War           |
| <input type="checkbox"/> Global Health                              | <input type="checkbox"/> Visual Arts                 |
| <input type="checkbox"/> Health & Science                           |  |
| <input type="checkbox"/> Health Care                                |  |

In-depth coverage of the 2008 presidential election, Democratic and Republican candidates, and primary elections and caucuses. Listen to audio and video reports from the campaign trail. Interactive features include a primary calendar and an interactive election map.

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

### Generated API Call [\(Instructions\)](#)

[Create API Call](#) [Run API Call](#) [Clear Selections](#)

[TOPICS](#) [PROGRAMS](#) [BIOS](#) [MUSIC ARTISTS](#) [COLUMNS](#) [SERIES](#) [STATIONS](#) [FIELDS](#) [CONTROL](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- |   |  |
|---|--|
| <input type="checkbox"/> Jamie Tarabay      | <input checked="" type="checkbox"/> Nina Totenberg |
| <input type="checkbox"/> Taki Telonidis     | <input type="checkbox"/> Michelle Trudeau          |
| <input type="checkbox"/> Dina Temple-Raston | <input type="checkbox"/> Ken Tucker                |
| <input type="checkbox"/> Gwen Thompkins     | <input type="checkbox"/> Kenneth Turan             |
| <input type="checkbox"/> Stephen Thompson   |  |

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

Generated API Call ([Instructions](#))

```
http://api.npr.org/query?id=1102,2101289&apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
```

Create API Call

Run API Call

Clear Selections

TOPICS

PROGRAMS

BIOS

MUSIC ARTISTS

COLUMNS

SERIES

STATIONS

FIELDS

CONTROL

OUTPUT

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
- <nprml version="0.9">
  - <list>
    <title>Stories from "Election 2008" and "Nina Totenberg"</title>
    - <teaser>
      This news feed contains stories that meet all of the following criteria: (1) Stories from the "Election 2008" topic. (2) Stories written or co-written by Nina Totenberg.
    </teaser>
    - <miniTeaser>
      Custom NPR News Feed API. Visit http://www.npr.org/templates/apidoc/index.php for more information.
    </miniTeaser>
    - <story id="91087067">
      - <link type="html">
        http://www.npr.org/templates/story/story.php?storyId=91087067&ft=3&f=1102,2101289
      </link>
      - <link type="api">
        http://api.npr.org/query?id=91087067&apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
      </link>
      <title>Priest Smubs Lawyer over Obama Endorsements</title>
```

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

Generated API Call ([Instructions](#))

```
http://api.npr.org/query?id=1102,2101289&apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
```

Create API Call

Run API Call

Clear Selections

TOPICS

PROGRAMS

BIOS

MUSIC ARTISTS

COLUMNS

SERIES

STATIONS

**FIELDS**

CONTROL

OUTPUT

Output Format

- NPRML
- RSS
- MediaRSS
- ATOM
- JSON
- HTML Widget
- Javascript Widget

Selectable Fields

- title
- teaser
- storyDate
- show
- byline
- text
- audio
- image
- textWithHtml
- listText
- pullQuote
- parent
- relatedLink
- album
- artist
- product

Completion Fields

- all
- none
- summary
- titles
- teasers
- dates

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

### Generated API Call [\(Instructions\)](#)

```
http://api.npr.org/query?id=1102,2101289&output=ATOM&
apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
```

Create API Call

Run API Call

Clear Selections

TOPICS

PROGRAMS

BIOS

MUSIC ARTISTS

COLUMNS

SERIES

STATIONS

FIELDS

CONTROL


OUTPUT

### [Priest Snubs Lawyer over Obama Endorsement](#)

Wednesday, June 04, 2008 12:27 PM

Conservative lawyer Douglas Kmiec was denied communion recently at a mass connected with a gathering of Catholic business people. The priest denounced Kmiec's endorsement of Sen. Barack Obama, then refused to give Kmiec communion.

Media files


 [191087041-3a8770.m3u](#) (MP3 Format Sound, 290 bytes)

### [Justices Hear Campaign Finance Case](#)

Wednesday, May 21, 2008 11:57 AM

The Supreme Court hears arguments on the so-called "millionaire's amendment" — a provision in the McCain-Feingold federal campaign finance law that allows the opponent of a big-spending, self-financed candidate to raise more contributions, while still staying eligible for federal funding. The amendment is triggered when one candidate spends \$350,000 of his or her own money.

Media files

 [189850091-076f31.m3u](#) (MP3 Format Sound, 221 bytes)

### [High Court Takes Up Campaign-Ad Issue](#)

Friday, May 04, 2007 10:06 PM

The Supreme Court hears arguments on whether certain political ads may be paid for by corporate money under the McCain-Feingold law. Groups who want to run the ads

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

Generated API Call [\(Instructions\)](#)

```
http://api.npr.org/query?id=1102,2101289&output=HTML&apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
```

[Create API Call](#) [Run API Call](#) [Clear Selections](#)

[TOPICS](#) [PROGRAMS](#) [BIOS](#) [MUSIC ARTISTS](#) [COLUMNS](#) [SERIES](#) [STATIONS](#) **[FIELDS](#)** [CONTROL](#) [OUTPUT](#)

Output Format

- NPRML
- RSS
- MediaF
- ATOM
- JSON
- HTML Widget
- JavaScript Widget

A basic HTML layout of the core story elements, including title, teaser, date, thumbnail image, and possibly other elements.

Selectable Fields

- title
- teaser
- text
- audio
- image
- textWithHtml
- listText
- pullQuote
- parent
- relatedLink
- album
- artist
- product

Compilation Fields

- all
- none
- summary
- titles
- teasers
- dates

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

Generated API Call ([Instructions](#))

```
http://api.npr.org/query?id=1102,2101289&output=HTML&apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
```

[Create API Call](#) [Run API Call](#) [Clear Selections](#)

[TOPICS](#) [PROGRAMS](#) [BIOS](#) [MUSIC ARTISTS](#) [COLUMNS](#) [SERIES](#) [STATIONS](#) [FIELDS](#) [CONTROL](#) [OUTPUT](#)

### [Priest Snubs Lawyer over Obama Endorsement](#)

June 2, 2008 | NPR· Conservative lawyer Douglas Kmiec was denied communion recently at a mass connected with a gathering of Catholic business people. The priest denounced Kmiec's endorsement of Sen. Barack Obama, then refused to give Kmiec communion.

[Real](#) | [Windows](#) | [MP3](#) | [Play Now](#) | [Add to NPR.org Playlist](#)

### [Justices Hear Campaign Finance Case](#)

April 22, 2008 | NPR· The Supreme Court hears arguments on the so-called "millionaire's amendment" — a provision in the McCain-Feingold federal campaign finance law that allows the opponent of a big-spending, self-financed candidate to raise more contributions, while still staying eligible for federal funding. The amendment is triggered when one candidate spends \$350,000 of his or her own money.

[Real](#) | [Windows](#) | [MP3](#) | [Play Now](#) | [Add to NPR.org Playlist](#)

### [High Court Takes Up Campaign-Ad Issue](#)

April 25, 2007 | NPR· The Supreme Court hears arguments on whether certain political ads may be paid for by corporate money under the McCain-Feingold law. Groups who want to run the ads say their speech should not be restricted.

[Real](#) | [Windows](#) | [MP3](#) | [Play Now](#) | [Add to NPR.org Playlist](#)

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index


Give Us Feedback

### Generated API Call [\(Instructions\)](#)


[Create API Call](#) [Run API Call](#) [Clear Selections](#)


**TOPICS** PROGRAMS BIOS MUSIC ARTISTS COLUMNS SERIES STATIONS **FIELDS** CONTROL

**Dates and Date Ranges**

Specific Date:  

---

Start Date:  

End Date:  

**Search Terms**

Search Term:

Search Type:  ▼

- default
- Summary of Story**
- Full Content of Story

**Sort Order**

Date Ascending

Date Descending

Editor Assigned

**Boolean for IDs**

Or

And

**Number of Results**

Start Number:

Number of Results:  ▼

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

### Generated API Call [\(Instructions\)](#)

```
http://api.npr.org/query?searchTerm=cheese&searchType=mainText&
apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
```

Create API Call

Run API Call

Clear Selections

TOPICS

PROGRAMS

BIOS

MUSIC ARTISTS

COLUMNS

SERIES

STATIONS

FIELDS

CONTROL

OUTPUT

```
</teaser>
<miniTeaser>
- <story id="92236811">
  - <link type="html">
    http://www.npr.org/templates/story/story.php?storyId=92236811&ft=3&f=searchTerm=cheese
  </link>
  - <link type="api">
    http://api.npr.org/query?id=92236811&
    apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
  </link>
  <title>A Cheesy Tribute To The Founding Fathers</title>
  <subtitle/>
  <shortTitle/>
- <teaser>
  A very big cheese was used to sculpt the big cheesees of Independence Day: It's a one-ton cheddar
  cheese carved into likenesses of the Founding Fathers signing the Declaration of Independence. The
  artist, a Wisconsin native, says the sculpture should ripen enough on its tour of Philadelphia and
  New York to donate it later to food pantries.
</teaser>
- <miniTeaser>
  A one-ton cheddar carving resembles the Founding Fathers signing the Declaration of
  Independence.
</miniTeaser>
<slug>Diversions</slug>
<thumbnail/>
<atom:Date>Fri, 04 Jul 2009 06:00:00 -0400</atom:Date>
```

FIELD NAME	FIELD DESCRIPTION	SUB-ELEMENTS AND PARAMETERS
title	The title of the requested query. If the query has multiple IDs, the title will reflect the titles of all of the requested IDs.	<i>No parameters</i>
teaser	A brief description of the requested query. If the query has multiple IDs, the description will reflect the descriptions of all of the requested IDs.	<i>No parameters</i>
miniTeaser	A shorter description of the requested query. If the query has multiple IDs, the description will reflect the descriptions of all of the requested IDs.	<i>No parameters</i>

### Story-Level Elements

For each Story-Level Element below, they can be requested by adding the field name to the "fields" parameter in the query string.

FIELD NAME	FIELD DESCRIPTION	SUB-ELEMENTS AND PARAMETERS
story	The parent node for each story returned by the query.	<b>id</b> : The unique ID for the story returned. This parameter is always returned whenever a story is returned.
link	Link to story on the NPR.org website. This element could also be the link the story via the API.	<b>type</b> : Determines the nature of the link. Current type values are "html", which points to NPR.org, and "api", which points to this API.
title	The title of the returned story. This is the main title or headline.	<i>No parameters</i>
subtitle	A short, sentence-like description of the returned story.	<i>No parameters</i>
shortTitle	An abbreviated title for the returned story, not to exceed 30 characters.	<i>No parameters</i>
teaser	The main abstract for the returned story, describing what the story is about.	<i>No parameters</i>
miniTeaser	An abbreviated abstract for the returned story, describing what the story is about.	<i>No parameters</i>

Story API Reference ▶

Query Generator

Extended API ▶

Mapping Index

Give Us Feedback

### Generated API Call [\(Instructions\)](#)

```
http://api.npr.org/query?fields=image&output=RSS&apiKey=MDAxODI3NDY3MDEyMTY2MDIzNzA1ZDBjYg001
```

[Create API Call](#) [Run API Call](#) [Clear Selections](#)

[TOPICS](#) [PROGRAMS](#) [BIOS](#) [MUSIC ARTISTS](#) [COLUMNS](#) [SERIES](#) [STATIONS](#) [FIELDS](#) [CONTROL](#)

Output Format

- NPRML
- RSS
- MediaRSS
- ATOM
- JSON
- HTML Widget
- Javascript Widget

Selectable Fields

- title
- teaser
- storyDate
- show
- byline
- text
- audio
- image
- textWithHtml
- listText
- pullQuote
- parent
- relatedLink
- album
- artist
- product

Completion Fields

- all
- none
- summary
- titles
- teasers
- dates

All images associated with the requested story.

```
</item>
<item>
  <title>'Marketplace' Report: Mob Takes Toll on Mozzarella</title>
  <description>Japan has placed a ban on Italian buffalo mozzarella following findings of high dioxin levels in the i
  <pubDate>Wed, 26 Mar 2008 13:00:00 -0400</pubDate>
  <link>http://www.npr.org/templates/story/story.php?storyId=89114989&ft=1&f=</link>
  <guid>http://www.npr.org/templates/story/story.php?storyId=89114989&ft=1&f=</guid>
  <content:encoded><![CDATA[<p>Japan has placed a ban on Italian buffalo mozzarella following findings of high dioxir
</item>
<item>
  <title>'Cheese' Heroin Hooking Young Users in Dallas</title>
  <description>A cheap but highly addictive form of heroin known as "cheese" has swept through Dallas in recent years
  <pubDate>Wed, 26 Mar 2008 00:01:00 -0400</pubDate>
  <link>http://www.npr.org/templates/story/story.php?storyId=89070113&ft=1&f=</link>
  <guid>http://www.npr.org/templates/story/story.php?storyId=89070113&ft=1&f=</guid>
  <content:encoded><![CDATA[<p>A cheap but highly addictive form of heroin known as "cheese" has swept through Dallas
</item>
<item>
  <title>The View from the All-You-Can-Eat Seats</title>
  <description>To make the great American pastime just a little more American, at least ten major league ball parks v
  <pubDate>Tue, 25 Mar 2008 14:51:00 -0400</pubDate>
  <link>http://www.npr.org/templates/story/story.php?storyId=89051133&ft=1&f=</link>
  <guid>http://www.npr.org/templates/story/story.php?storyId=89051133&ft=1&f=</guid>
  <content:encoded><![CDATA[<p>To make the great American pastime just a little more American, at least ten major lea
  <nprml:image id="89057633" type="standard" width="200" src="http://media.npr.org/blogs/images/comments_icon.gif" ha
  <nprml:title>Join the Discussion</nprml:title>
  <nprml:caption/>
  <nprml:link url="http://www.npr.org/blogs/talk/2008/03/bleacher_bums.html">Have you watched a game from the All-Y
  <nprml:producer/>
  <nprml:provider url=""/>
  <nprml:copyright/>
</nprml:image>
</item>
<item>
  <title>SXSW 2008: Jens Lekman</title>
  <description>At SXSW, the Swedish singer-songwriter sings about haircuts in his own ridiculous way. When a twentysc
  <pubDate>Thu, 13 Mar 2008 16:55:00 -0400</pubDate>
  <link>http://www.npr.org/templates/story/story.php?storyId=88159198&ft=1&f=</link>
  <guid>http://www.npr.org/templates/story/story.php?storyId=88159198&ft=1&f=</guid>
  <content:encoded><![CDATA[<p>At SXSW, the Swedish singer-songwriter sings about haircuts in his own ridiculous way.
  <nprml:image id="88159207" type="primary" width="200" src="http://media.npr.org/music/sxsw08/live/lekman200.jpg" ha
  <nprml:title>Lekman (200)</nprml:title>
  <nprml:caption/>
  <nprml:link url=""/>
  <nprml:producer/>
```

```
-----  
<slug/>  
<title>Analysis</title>  
- <additionalInfo>  
  Analysis by NPR commentators, including Daniel Schorr and Ted Koppel. Subscribe to our free podcast.  
</additionalInfo>  
</item>  
- <item id="1008" num="2" type="topic">  
  <slug/>  
  <title>Arts & Culture</title>  
  - <additionalInfo>  
    Art and culture commentary plus interviews, book reviews, movie reviews, music reviews, comedy, and visual art. Subscribe to podcasts and follow trends in music, painting, art, architecture, photography, and design.  
  </additionalInfo>  
</item>  
- <item id="1033" num="3" type="topic">  
  <slug/>  
  <title>Authors</title>  
  - <additionalInfo>  
    NPR interviews with top authors and the NPR Book Tour, a weekly feature and podcast where leading authors read and discuss their writing. Subscribe to the RSS feed.  
  </additionalInfo>  
</item>  
- <item id="1032" num="4" type="topic">  
  <slug/>  
  <title>Books</title>  
  - <additionalInfo>  
    Book reviews, interviews with authors, and NPR Book Tour, a weekly audio feature and podcast where leading authors read and discuss their work. Subscribe to the RSS feed.  
  </additionalInfo>  
</item>  
- <item id="1006" num="5" type="topic">  
  <slug/>
```

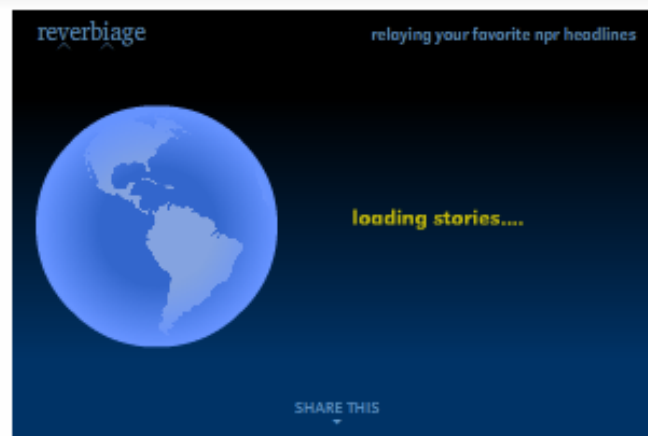
Welcome,  
harold@metacreek.co  
[Manage](#) | [Logout](#)

[API Overview](#)[Terms of Use](#)[Story API Reference](#) ▶[Query Generator](#)[Extended API](#) ▶[Mapping Index](#)[Give Us Feedback](#)

## FEATURED WIDGETS

Below are featured widgets that are using the API. If you are interested in letting us know about your widget, please [contact us](#).

## REVERBIAGE WORLD WIDGET



An NPR World News feed reader featuring a 3d Earth highlighting locations around the globe.

*Installation Instructions* : Go to [Reverbiage's Widget Page](#) to get the embed code for this widget. The size of the example on this page is smaller than the size of the object's embed code.

Provided by Geoff Gaudreault of [Reverbiage](#).

## AXIOM SEARCHABLE RADIO



Search, discover and listen to NPR on your iPhone! Axiom Searchable Radio, from [Axiom Software Inc.](#), allows you to listen to all your favorite NPR content from your iPhone. Based on the Axiom Stack open source web application server, Axiom Searchable Radio is the convenient way to listen to your NPR favorites while on the move.

## NPR AUDIO SEARCH BOX

LOCAL STATIONS

support public radio

GO >

BROWSE TOPICS

- News
- Politics & Society
- Election 2008
- Business
- People & Places
- Health & Science
- Books
- Music
- Arts & Culture
- Diversions
- Opinion
- Blogs

SERVICES

- RADIO
- PODCASTS
- NEWS FEEDS
- TOOLS / API
- DESKTOP
- MOBILE

## Inside NPR.org

<< [Newer Post](#) | [Main Blog Page](#) | [Older Post](#) >>

E-mail page Print page

### NPR API is Live on NPR.org

As referenced in yesterday's post, we launched our new API today. To find the API, you can either go directly to <http://www.npr.org/api/> or you can follow the new link called "Tools / API" on the NPR.org left nav under the Services section.

In order to use the API, you will need to [register](#) using our new registration engine that Zach mentioned in a previous post. Once registered, you will need to generate an apiKey by clicking the Generate Key button on the API tab of your account profile. The apiKey is used to authenticate all requests to the API. After you get your apiKey, you can read our documentation or just go straight to the [Query Generator](#), which is a comprehensive tool that allows you to easily create your API requests and see what your results would look like.

There were quite a few questions that we addressed when developing the API, but one thing that was not really in question was the need to open as much of our content as possible. As a result, almost everything that you can find on NPR.org that we have the rights to redistribute is available through the API. This includes audio, images, full text, etc. That said, there are elements, series and programs that we could not offer due to rights restrictions.

We also discussed in depth which output formats we would support. For launch, we are supporting RSS, MediaRSS, Atom, JSON, JavaScript Widgets, HTML Widgets and our custom tagging structure called NPRML. We would like feedback on what other formats we should support, although as of now we are planning to extend it to include NewsML. Which of the existing formats are you most likely to use from our API?

#### ABOUT US

Ever wanted to peer under the hood and learn about the inner workings of the NPR website? Have we got a blog for you, then. Here at *Inside NPR.org*, the NPR Digital Media team will keep you up-to-date on digital products and services we're developing, including social networking tools and our media player. For more info, please see our [FAQ](#) and our [discussion rules](#).

available now >>



Become an NPR Sponsor

#### RECENT ENTRIES

- [API Rights and NPRML](#)
- [NPR API is Live on NPR.org](#)
- [Coming Soon: Our New API](#)
- [Life After the Mobile Web: Will Media Ever be the](#)