

Guidelines for naming a/v files:

- All a/v file names should be lowercase and primary text and numerical elements should be separated with the underscore _ character.
- The goal with naming files is to keep them short and intelligible both to users, who will see the names of files they download from nypl.org, as well as NYPL staffers who, on the backend, need to locate files on a server. Thus, names should include information about who created the event or a/v asset; the date; and a representation of the title of the event or program.
- With this goal in mind, an a/v file name should feature three (or a maximum of four) elements in the following order:

- 1) One word or acronym for series name or producer. These should be:

live = LIVE from the NYPL

cullman = Conversations from the Cullman Center

lpa = Library for the Performing Arts

schomburg = Schomburg Center

sibl = SIBL

news = Marketing and PR

discussions = a catch-all category for miscellaneous events

nypltv = another catch-all category for shorter, one-off a/v assets

If a program belongs to a new series that will have lots of programs, create a one-word slug for that series.

- 2) The date of the event or the file upload/published date, rendered in the following format: yyyy_mm_dd
 - 3) An *optional* second series word if an event was part of a subseries. For example, one of LPA's Lincoln Bicentennial programs would be rendered
lpa_2009_03_18_lincoln_
 - 4) A one-word slug to indicate the title of the program. This word could be the last name of the most important or well known person speaking, e.g., obama, or a subject or gerrund taken from the title of the event, e.g., dracula (from "An Evening with Dracula").
 - 5) If the a/v asset is a clip or highlights reel derived from a longer a/v asset, such as a "Backstage" or "short" video highlights reel compiled from a LIVE from the NYPL event, append the appropriate word to the end of the file name: backstage, clip, highlights.
- Examples of full file names, according to the rules above, would be:

- live_2008_10_30_dracula
 - live_2008_10_30_dracula_backstage
 - treasures_2008_09_08_harlem
 - lpa_2009_03_18_lincoln_shakespeare
 - design_2008_11_17_episode1
- Exceptions:
 - Each “Periodically Speaking” event features three editors plus three writers from three magazines. So as not to preference any one magazine or speaker over another, these files will be simply: periodically_speaking_2009_04_12.
 - An optional second slug word may be added only if the first word is too ambiguous. A video about Chester Burger’s military patch collection, for instance, would be: nypltv_2008_10_01_military_patches.