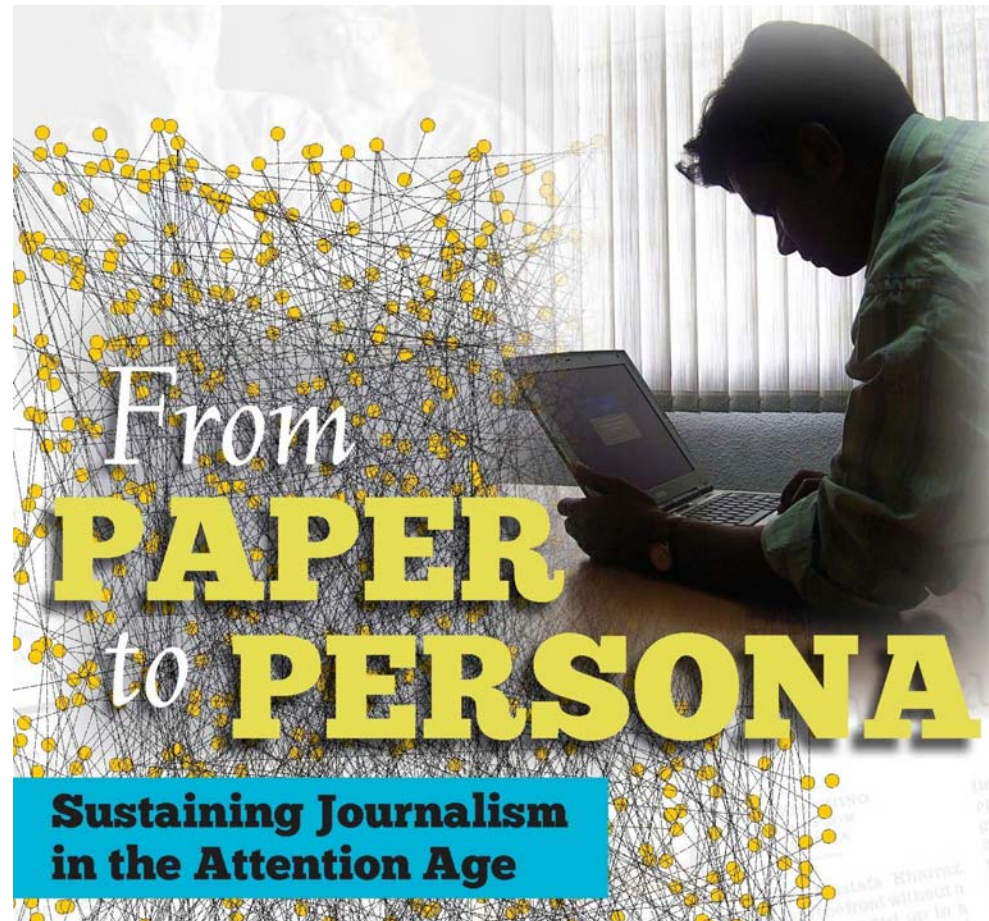


From Paper to Persona:

Managing Privacy and
Information Overload;
Sustaining Journalism
in the Attention Age

Aug. 4, 2011
NAM – Branson, Mo.
Bill Densmore
RJI Consulting Fellow
<http://www.papertopersona.org>



A warning/apology



Idea overflow, these are core:

1. A new relationship with users/readers
2. Getting paid: An “easy pass” network
3. Help! It’s complicated; **but doable**
4. And . . . **it matters**



Why it matters

- National/world sharing network for notices, classifieds, news, marketing
- Reduced reliance on print
- A role for press associations marketers, aggregators and managers of service



A 60-minute speed agenda --

- Origins of Information Valet Project
- What's the Reynolds Journalism Institute
- Trust / identity / privacy / commerce matter
- A challenge / opportunity – the “ITA”
- Reality test: RJI and the New England Common

Then . . . 15 minutes . . .

- Conversation huddles (5) / discussion (10)

Quick background



A long road for us all

- Ex-AP, trade publishing, owned Mass. weeklies
- In 1994 saw a “train wreck coming”
- Access to info from anywhere – no longer print
- Too early to make the market
- Mass market advertising seen as the sole answer

What to do . . .

Sales, MGP, JTM, InfoValet / market ready



Origins of InfoValet

MEDIA GIRAFFE | Project

“Find and spotlight people making innovative, sustainable use of media to foster participatory democracy and community.”

- Profiles database
- Convenings as Journalism That Matters
- Facilitating “news literacy”



Giraffe Prospect



Pete Stidman
Founder
Alliance for
Community
Journalism
[See Full Profile](#)

Join the Media Giraffe
Project mailing list
Enter your Email:

The Media Giraffe Project mission

Submitted by Bill Densmore on Sun, 09/14/2008 - 17:52.

in [About MGP](#)

Innovation for democracy; standing above the crowd

THE MISSION

The Media Giraffe Project (MGP) mission is to foster participatory democracy and community. We do so by discovering and celebrating above-the-crowd individuals making innovative, sustainable use of media. They use fresh, effective tools and approaches that empower and inform citizens.

By focusing on media role models, our website, conference, planned book, film, curricula, and workshops, we:

- Celebrate and support innovation in both traditional and emerging media.
- Help citizens find and support -- as both consumers and creators -- media that informs civic dialog and aids open, participatory government.

THE PROBLEM

« [Display All Giraffes](#) | [View Printable Version of this Profile](#) »

[Create a wiki page for this profile](#)

MEDIA GIRAFFE Project

*Innovation for democracy;
Standing above the crowd*

<http://www.mediagiraffe.org>

SCOUT
REPORT



Richard Anderson

Founder

VillageSoup.com

Camden, ME

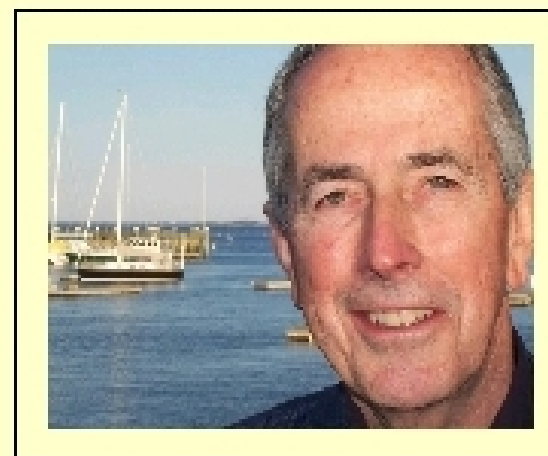
<http://www.villagesoup.com>

richard@villagesoup.com

87 Elm St. Suite 104-A

Camden, ME 04843

Work: 207-236-8468



Summary:

pioneering web-only site in Maine/now

Home

Profiles

Mission

Audio

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MEDIA GIRAFFE Project

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<http://www.mediagiraffe.org>

SCOUT
REPORT



Barry Parr

Coastsider -- Barry Parr
Montara, CA

<http://www.coastsider.com>

bp@mediasavvy.com

P.O. Box 0551

Montara, CA 94037

Work: 415-466-0454



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Standing above the crowd*

<http://www.mediagiraffe.org>

SCOUT
REPORT



Joel Kramer

Editor and CEO

MinnPost

Minneapolis, MN

<http://www.minnpost.com>

info@minnpost.com

900 6th Avenue S.E.

Suite 220

Minneapolis, MN 55414



"One of the things we say to people, and it does resonate around town here, is that high

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MEDIA GIRAFFE Project

*Innovation for democracy;
Standing above the crowd*

<http://www.mediagiraffe.org>

SCOUT
REPORT



Adrian Holovaty

Developer

Everyblock.com

Chicago, IL

<http://www.everyblock.com>

<http://projects.washingtonpost.com/congress/>

<http://http://www.holovaty.com>

<http://www.chicagocrime.org>

web@holovaty.com

Chicago, IL 60600



Home

Profiles

Mission

Audio

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Events

Search Giraffe Prospects:

search

- Search all Giraffe prospects
- Search Giraffe prospects with a profile
- Search Giraffe prospects without a profile

Search

Show Only Type:

Show Only State:

Media Giraffe Prospect List

Showing #1-15 of 355 records.

For details on a Giraffe prospect, click on the name field.

Next »

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

name ▲	city	state	firm	type
None	Arlington	VA	Coalition of Journalists for Open Government	group
None			BeniciaNews.com	local
None	Bethesda	MD	Editorial Projects in Education Inc.	ownership, magazine
None	East Bay, San Francisco	CA	BeastBlog.com	blog, local
& Lise LePage, Christopher Grotke	Brattleboro	VT	iBrattleboro.com	local, sustain
(Anonymous), Riverbend			Riverbend -- Baghdad Burning author	book, political



Journalists convening with tech, librarians, citizens, teachers

In Sign Up JTM Online ▾

JOURNALISM that matters

HOME CONNECT JTM BLOG EVENTS SEATTLE JOURNALISM COMMONS CREATE OR DIE 2 RESOURCES ABOUT

Journalism That Matters » Home Search

Get Started About JTM Accomplishments

Ways to Connect and Participate

With JTM Online you can...

- Become part of a **community**
- Bring your questions and experiences to some of our **working groups**
- Join a regional experiment (i.e. **The Seattle Journalism Commons**)
- Not seeing what you need? Start you're own experiment right here! You can make a **blog**, or **start a new group** to serve an unmet need.

[more](#)

Living Textbook Gets Funding from Ford Foundation

Beyond Books Video

Jacob Caggiano has just completed a video of Journalism That Matters

Beyond Books at MIT. Check it out! Beyond Books – What’s possible when librarians and journalists meet? from Jacob Caggiano on Vimeo. THE CHALLENGE For three centuries, in American towns large and small, two institutions have uniquely marked a commitment to participatory democracy, learning [...]

To start connecting please log in first. You can also [create an account](#).

Username



What lead to InfoValet Project?

- Result of problem observations
- Publishers losing touch with readers
- Advertising disconnecting from journalism
- Inability to make money sharing users/content



Key meeting at MIT -- 2007

Media Giraffe Project

navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Random page
- Help
- Donations

search

Go Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

article discussion edit history protect delete move watch

Mit-gathering-short

download an MSWord version

Sustaining democracy / sustaining journalism: A discussion [edit]

Consider this premise: To sustain democracy and journalism, the Internet needs a user-focused system for sharing identity, exchanging and settling value (including payments) for information (text, video, music, game plays, other entertainment, advertising views etc.) One challenge might be to create a system that can be ubiquitous yet never be owned or controlled by either the government or a dominant private, for-profit entity. It should be to be massively distributed and -- in some fashion . might ideally be collaboratively owned.

To consider this need, [eleven individuals](#) representing technology, entrepreneurship, academic, social theory and publishing convened on short notice for a half-day discussion on Tues., June 19,2007 at the [Comparative Media Studies](#) offices at MIT in Cambridge, Mass. The meeting was called by [Bill Densmore](#), hosted by MIT [Prof. Henry Jenkins](#) and co-convened by [Geneva Overholser](#) and [Tom Stites](#). This wiki page is a report on the discussion and apparent consensus at the meeting, as heard by Bill Densmore. The names of those attending, and expressing interest, appear at the end of the report. Fellow participants are invited to edit this wiki page.

[GO NOW TO FULL REPORT](#) [edit]

Convenors: Henry Jenkins (MIT now USC) Geneva Overholser (Missouri-USC) Bill Densmore (MGP-UMass)

This page was last modified 15:55, 22 May 2008. This page has been accessed 2 times. [Privacy policy](#) [About Media Giraffe](#) [Disclaimers](#)

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MIT SUMMARY – the idea

“During the June 19, 2007 discussion, a consensus emerged. For journalism -- and some forms of entertainment -- to grow or be sustained into the digital age, the Internet must support three functions.”

- **User-centric authentication**
- **Value exchange for viewing or using content**
- **Combine authentication, value exchange for intellectual-property sharing**



Proposal to RJI -- 2008

THE PROPOSAL

BUILDING THE INFORMATION VALET ECONOMY:
Sustaining news and information through a shared-user network

A research proposal for the
Donald W. Reynolds Journalism Institute,
August, 2008-May-2009

By Bill Densmore¹
April 21, 2008

To sustain an information valet economy — and along with it both participatory democracy and journalism — the next-generation Internet needs a user-focused system for sharing identity, and for exchanging and settling value for digital information.

This system should provide payments for the sharing of text, video, music, game plays, entertainment, advertising views, etc., across the Internet. It could, for example, manage background payments for newspaper content that is repurposed for advertising gain by bloggers.

Excerpting "The State of the Media, 2007": Finding an economic model

The [Project for Excellence in Journalism](#) produces an exhaustive annual report entitled "The State of the News Media". The 2007 report includes [this statement](#):

The evidence is mounting that the news industry must become more aggressive about developing a new economic model. The signs are clearer that advertising works differently online than in older media. Finding out about goods and services on the Web is an activity unto itself, like using the yellow pages, and less a byproduct of getting news, such as seeing a car ad during a newscast. The consequence is that advertisers may not need journalism as they once did, particularly online. Already the predictions of advertising growth on the Web are



Proposal to RJI -- 2008

“To sustain an information valet economy -- and along with it both participatory democracy and journalism -- the next generation Internet needs a user-focused system for sharing identity, and for exchanging and settling value for digital information.”

Reynolds Journalism Institute



Ideas. Experiments. Research. Solutions.



University of Missouri

rji donald w. reynolds journalism institute

Missouri School of Journalism

RJI Facilities



RJI Research



A leading provider in survey research

- ▶ Program evaluation
- ▶ Data collection through telephone interviewing, online, mail, focus group
- ▶ Customized questionnaires: civic, government, news media organizations
- ▶ Various sampling methods
- ▶ Statistical analyses



What CASR does

- Survey research
- Program evaluation
- Cell phone number sampling

[Request a consultation](#)

Research



[Read reports](#)

Contact

Kenneth Fleming, Ph.D.

Director, Center for Advanced
Social Research

135 Neff Annex
Missouri School of Journalism
Columbia, MO 65211-1200

Phone: 573-884-6563
E-mail: flemingk@missouri.edu

RJI Futures Lab



Authorized
Training Center



Technology Testing
Center



HDTV Studio/
Control Room

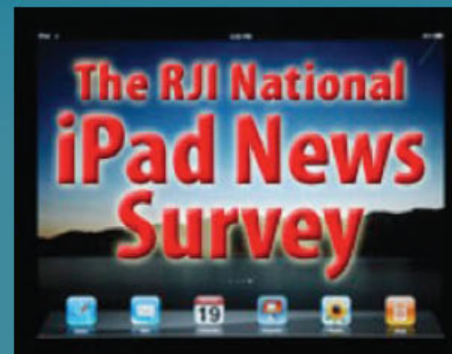
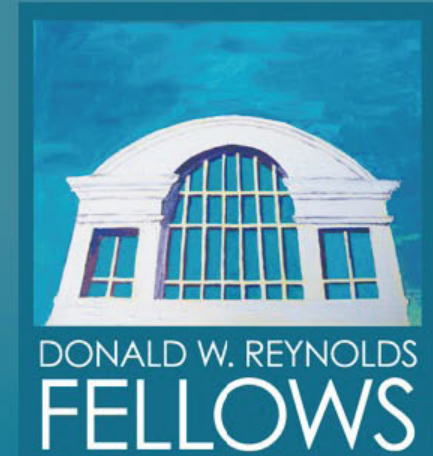


University of Missouri

rji
donald w.
reynolds journalism institute

Missouri School of Journalism

RJI Initiatives



Roger Fidler



RJI Media Accelerator

- Business Development Incubator
- Provide Business Mentors
- Host Innovation Pitch Slams

junit



Freeq – Peter Meng – streaming classifieds

PROCESS STEP ONE: Gather ideas

- *The Dec. 3-5, 2008 convening*



- More than 50 people attended
- TEXT/VIDEO: <http://www.ivpblueprint.org>
- Lead to research, experiments, report



Key insight from 2008 convening

- Citizens are hemorrhaging personal info
- Others are profiting from it
- Citizens need to gain control of that info
- Maybe there's a role for media companies to help them take it back and profit

*-- Elizabeth Osder, Osder Associates,
Mizzou grad, ex-Yahoo, NYTimes, Poynter
<http://www.osder.com>*



What's discussion now about?

- Sustaining journalism
- Making the market for digital info
- Managing, profile, info overload
- Moving beyond silos
- “Easy pass for info”



Four trends

- Mass market ads, journalism unglued
- Abundant info → → Attention Age
- Social networks success / end of silos
- Privacy now front-burner issue
(National Strategy for Trusted Identities in Cyberspace)
- 'Persona' valuable in privacy context



Trends yield these results

- Users go anywhere for information (Doctor)
- Consumers more in charge than ever (copyright)
- Publisher / gatekeeper as one-to-many fading
- Trust and identity new building blocks (privacy)
- Advertising is old – now “advisor-tising”
- Privacy emerges as regulatory issue
- Gatekeeping publishers left out of social stream

The Biggest Overall Change?

**The Post-Scarcity
Economy* --**

Information is abundant.

But . . . attention isn't.

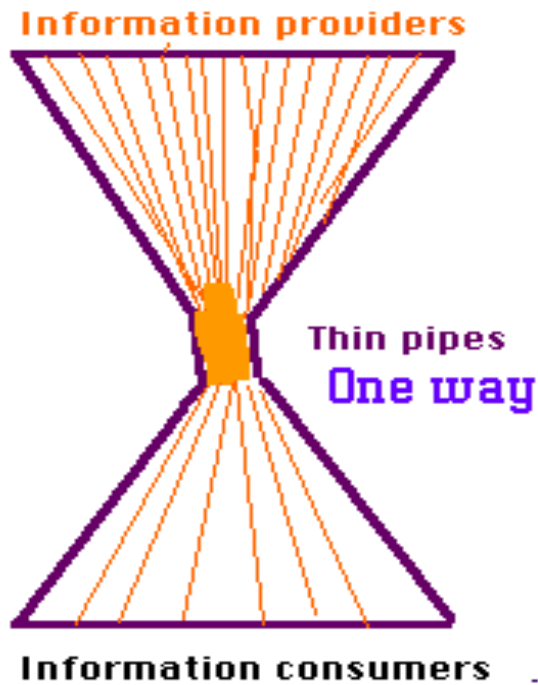
Leading to a few assertions . . .

Assertions



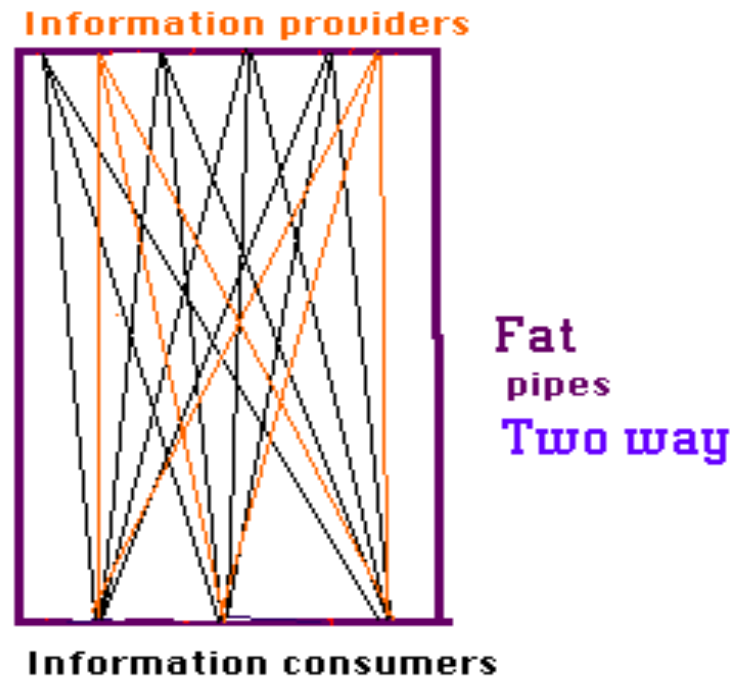
Hour glass and the cylinder

Information in the
20th Century



Hourglass

Information in the
21st Century



Cylinder (On side)



End of mass markets

- What comes after publishing, broadcasting?
- Automated, customized, one-to-one
- Share payments for custom info, sponsorships
- From gatekeeper to infovalet



Participation: End of advertising?

- Is marketing one-to-one advertising?
- Vendor-delivered direct: Publisher bylass?
- What is your attention worth? To whom?
- Upending marketing: Project VRM



So where do we go from here?

- The News Social Network

- Trust
- Privacy
- Identity
- Commerce

News as service -- not product

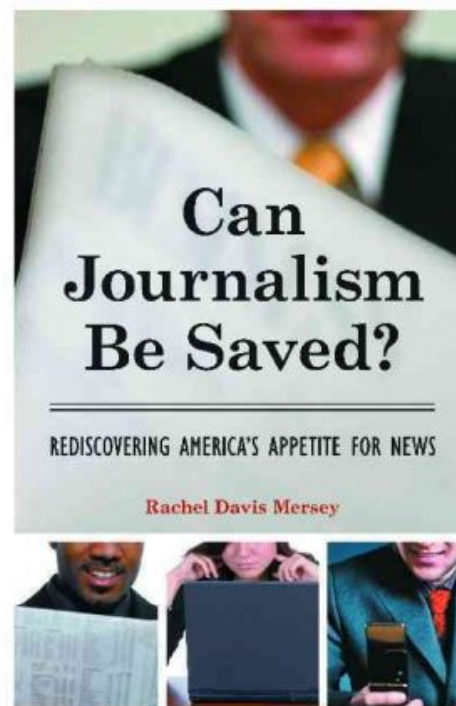
- Paper merely one delivery system
- Helping user discover, access info from anywhere
- Creating a conversation, community ... network
- Not just about the story; smaller, larger remix
- Convenient, simple access and value exchange

Trust



New journalism: Earn trust

- Same as always, new medium
- Focus on individual
- Understand their networks
- Earn their trust
- Then they will 'eat vegetables'



Rachel Davis Mersey



From gatekeeper to ... “infovalet”?

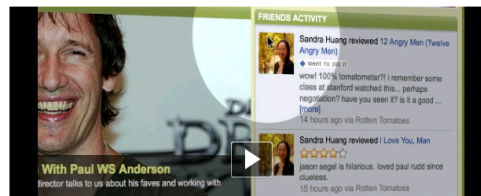
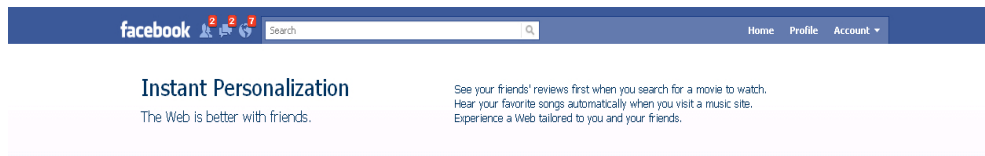
- Curator, advisor, agent, broker, concierge
 - Help find, assemble “atomized” personalized info
 - One ups traditional newspaper function
 - Missing piece: A way to get paid
-
- But . . . who are the identity infovalets now?

Identity



Infovalet example: Facebook

- “Facebook instant personalization”
- Delivers you ‘persona’ to partners
- You see ads related to your identity



You control what information is available to these partners by managing the information set in your privacy settings. Or you can turn off instant personalization altogether, at which time your information will no longer be instantly available to any partner sites. Find out more about instant personalization in the Help Center.

Facebook knows us

ays. because you really want to. And do it with a weren't such a litigious society," she says.
dventures, Branson smile all the time."

Facebook boosts Groups, unveils Deals

New feature lets users share experiences, save money when shopping

By Jon Swartz
USA TODAY

SAN FRANCISCO — Facebook announced refinements to its social-networking site Tuesday.

The company upgraded its Facebook Groups feature and unveiled Facebook Deals, which is designed to let the site's 500 million users easily share their shopping experiences with one another, and save money in the process. Users can buy the deal with a credit card, share it or like it.

Deals is making its debut in San Francisco, San Diego, Austin, Atlanta and Dallas. (After testing for an unspecified period, it will become available in other cities.)

In November, Facebook introduced a

service for check-in deals.

"This announcement is all about bringing people together," says Facebook's Emily White. "They can discover daily deals through the experiences of their friends."

The new service might pit Facebook against Groupon, LivingSocial and Yelp in a bid to tap into the multibillion-dollar market for daily deals online.

But Greg Sterling, senior analyst at Opus Research, sees Facebook Deals going head-to-head with Google's emerging Offers service.

"Facebook has a huge brand, so this gets its foot in the door with local merchants," Sterling said.

Despite its breakneck growth, Facebook remains on the prowl for ways to expand its revenue beyond advertising.

Ads accounted for 93% of its revenue last year, or \$1.9 billion, according to market researcher eMarketer.

That's expected to dip to 90% in 2011.

Meanwhile, Facebook's update of

Groups adds its popular Photo albums and Questions features and greater administrative control to limit who joins groups.

In effect, prospective members require approval before they are added to a group.

The tweaks come just six months after Facebook introduced Groups, a popular feature that has led to the creation of about 50 million groups on the website, where individuals can gather with those of similar interests and chat.

Facebook has discovered through internal research that the most popular types of groups are for family, friends, academics, sports and other topics, such as religion, games and hobbies.

Facebook also unfurled a new social plug-in — the Send button — that lets users share content they discover on the Internet with specific friends via messages and groups, rather than on their Facebook wall.

Identity



Infovalet example: Google+

- Circles helps you build community
- Google learns your cohorts, infers preferences
- You see ads related to your identity

The screenshot shows the Google+ Circles interface. At the top, there are navigation tabs for 'Take the tour', 'Circles', 'Hangouts', 'Instant Upload', 'Sparks', and 'Huddle'. A 'JOIN THE PROJECT' button is visible in the top right. The main content area features a 'Circles' header with a descriptive paragraph: 'You share different things with different people. So sharing the right stuff with the right people shouldn't be a hassle. Circles makes it easy to put your friends from Saturday night in one circle, your parents in another, and your boss in a circle by himself - just like real life.' Below this, there are eight profile cards for friends: Lisa Steman, Steve Rura, Anthony Cafaro, Emily Stiebel, Sam Stiebel, Natalie Hammel, Sara Rowghani, and Alex Chen. At the bottom, there are three circular buttons representing existing circles: 'Ski Crew', 'San Diego peeps', and 'Nana & Grandpa'. A handwritten annotation 'Click and drag people into circles' with a dashed arrow points to the area between the friend cards and the circle buttons. To the left of the interface, there are vertical text fragments: 'gh', 'ou'r', 'gh', 'ou'r'. To the right, there are colorful, hand-drawn arrows in red, orange, yellow, green, and blue that point from the interface elements towards the right side of the slide. In the background, a smaller browser window shows the Google search page with the Google logo and a search bar.

Identity



Today's "identity" ecosystem

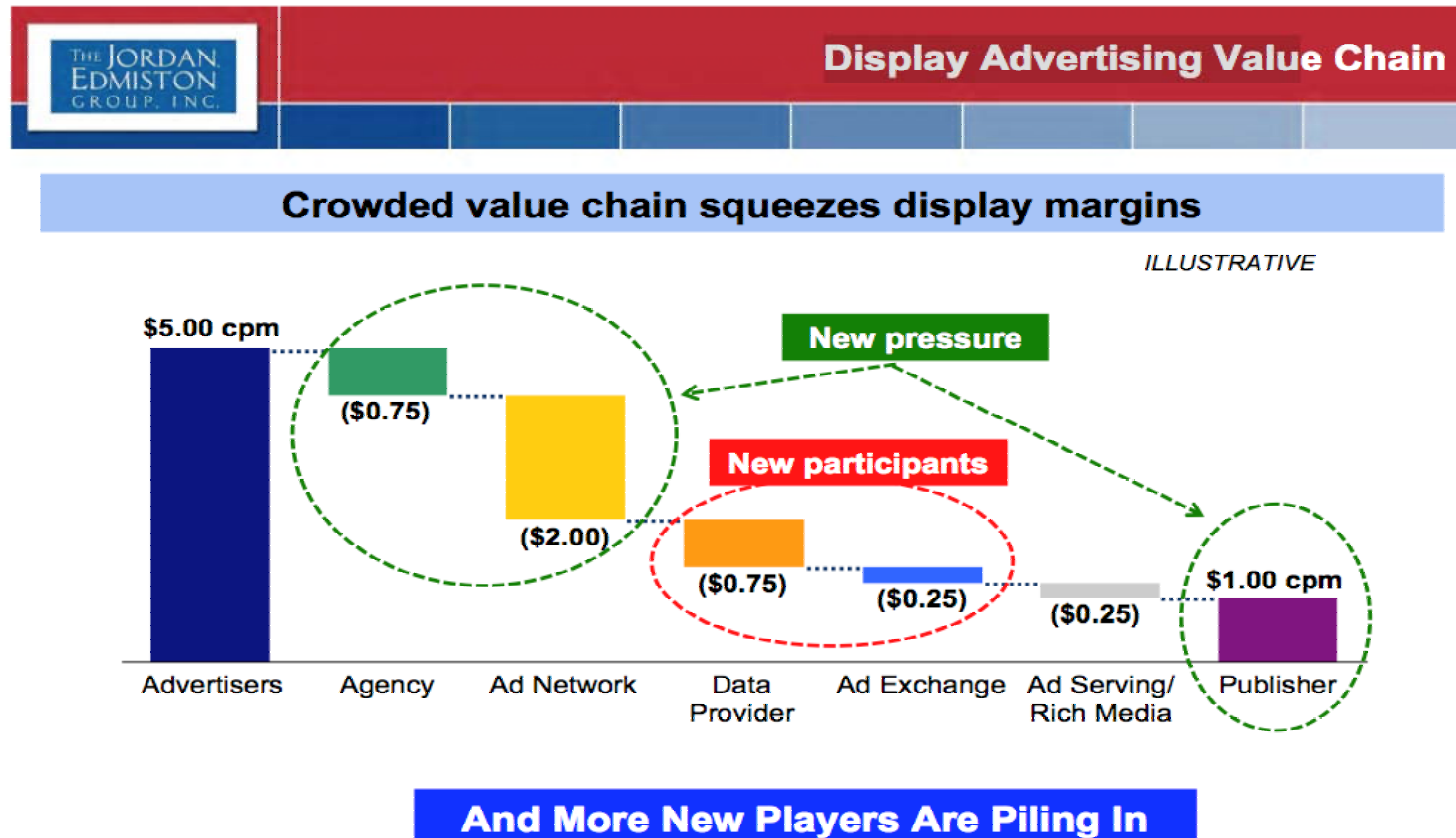
Display Advertising Technology Landscape



Identity consequence



The CPM squeeze



Source: JEGI estimates

Privacy



Why it matters

- Merging data
- Health / financial
- No way to fix
- “Trading personas”
- No value to consumer
- Rockefeller -- DNT



Source: USA Today, Aug. 4, 2011 / Page C-1

Government solution? No . . . but . . .

What is “NSTIC”?



Some participants:

- **Google**
- **Microsoft**
- **Verizon**
- **Equifax**
- **Not Facebook**
- **Not publishers**

<http://www.nist.gov/nstic/animation.html>



SOLUTION / working “hypothesis”

- Rules for ‘infovalets’
- An information-industry collaborative
- Public purpose, private participation
- A point to consider whole system in motion
- Faciliate (not own) shared-user network layered upon the basic Internet



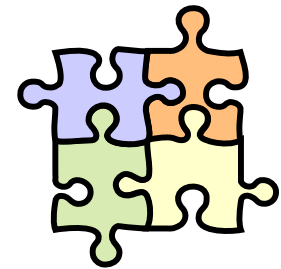
Desirable features?

- Beyond silos – lots of choice
- Own, protect, share demographic, usage data
- Platform for customization, ‘news social network’
- Update advertising role, effectiveness, payment
- Easy sharing, selling, purchasing atomized content
- One ID, one account, one bill

SHARED USER NETWORK

How might it work?

- ☞ Enables network access to existing customer “home bases”
- ☞ Home base “presents” user to network authentication service
- ☞ User access to network sites tracked
- ☞ Aggregated settlement of affinity payments
 - Charges for content (text, music, video)
 - Payments for ad views
 - Enables customization / personalization



SHARED USER NETWORK



Hard, but been there

- Google AdSense – microaccounting
- Multiple ad networks
- Amazon Marketplace – multiple vendors
- Visa/MC/ACH – Thousands of banks
- Only difference: Across the web

PROPOSED SOLUTION

Information
TRUST
Association

Information Trust Association

<http://www.infotrust.org>

A public-benefit entity to lead creation of a free market for digital information. It builds on standards, ensures consumer choice and trust, and enables price and service competition. It is broadly, and openly, governed, with a global perspective. The operations it sanctions first benefit journalism, democracy and freedom, ahead of private interest.

<http://newshare.com/ita/whitepaper.pdf>

PROPOSED SOLUTION

Information
TRUST
Association

Potential ITA roles?

- Sustain journalism values, principles, purposes
- Establish voluntary privacy, trust, identity standards
- Research, test, commission key technologies
- Sanction protocols for sharing users/content
- Direct multi-site user authentication services
- Enabling consumer choice for commerce, privacy
 - * *“One account, one bill, one ID, purchase anywhere”*
 - * *But no single owner of all users*

SOLUTION

Information
TRUST
Association

What are the results and benefits?

- Enables web-wide microaccounting / subscriptions
- Supports “atomized” content, wholesale/retail pricing
- Broadens “deep web” access; not on web today
- Protects privacy: Anonymous, yet identified users
- Enhanced-CPM, precisely-targeted marketing
- RESULT: Convenient, secure access to valued content

Revenue options

- Share revenues across network
 - Subscription – channels, packages
 - Per click – or “public radio” (Spot.us/Kachingle)
 - Affinity payments/rewards
 - Commissions and referral fees
- Multiple service/content providers
- Multiple user owners (“InfoValets?”)

PROPOSED SOLUTION

Information
TRUST
Association

But still durable – ADVERTISING

- Rewards for activities, viewing ads, sponsor material
- Example: The Ford Explorer PDF download
- Ad network based on interest not just inference
- Higher CPMs for the news industry
- Consistent with FTC privacy guidelines

Who should act?

- An information-industry collaborative
- Publishers, telcoms, Silicon Valley
- Foundations, J-schools, philanthropists
 - See white paper, Page 41 for “aspirational” list
- Nine months to:
 - Establish governance
 - Codify business rules
 - Contract with network operators



Key challenge: Who owns/controls?

- Network creator must be benign
- Or major competitors won't participate, thus . . .
- Cede entrepreneurial opportunities to operating levels:
 - *Content aggregation, packaging, presentation*
 - *Reward systems / advertising*
 - *User 'persona'/personalization service ("InfoValets")*
 - *Network authentication / logging*
 - *Event aggregation ("microaccounting") / settlement*

COMPARABLES

Information
TRUST
Association

Create playing field, not plays (or prices)

- NYSE – non-profit until 2008
- Cable Labs
- Underwriters' Laboratories / BlueTooth Association
- Internet Corp. for Assigned Names & Numbers
- Railroad gauge; power grid AC cycles/second
- National Automated Clearing House Assn.
- Associated Press / Some trade associations

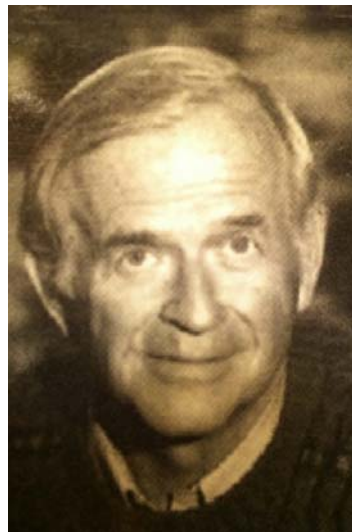
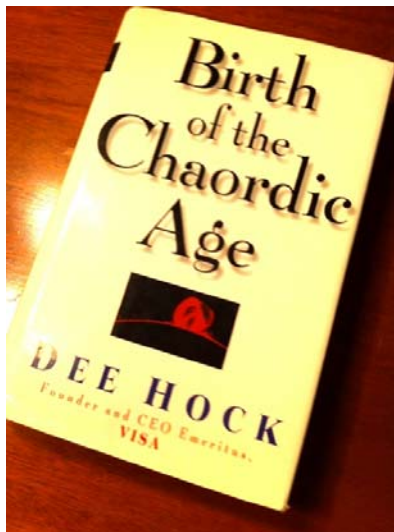
COMPARABLES

Information
TRUST
Association

Create playing field, not plays (or prices)

- The story of Dee Hock, Bank of America and Visa

BOOK REVIEW: <http://www.globalhome.com/news/chaordic/bookreview.html>



Biggest challenge: Multiple, diverse constituencies

Link to Visa card history -- <http://www.cryptosmith.com/archives/842>

SPECIFICS

Proposed ITA structure

- Not-for-profit association, as open as possible
- Staggered board, 27 seats allocated by 7 types
 - * *Founding members (foundations); publishing members*
 - * *Publishing members; technology members; public members*
- Can own for-profit operating entities
- Or contract with existing services
 - Such as (not inclusive): Google, JO, Apple, Amazon, AP, Clickshare, News Licensing Group*



Let's get out of the clouds

- Bob Kasabian – ANDAC
- RJI Common User-Content Project

New^{The}*England* **COMMON**

- New England newspapers / niche content
- CASR will survey
 - What users want
 - Do they understand?
 - How will editors respond?
 - What about the money?
 - Integration with marketing offers

“WORD FROM SPONSOR”



Technology by Clickshare*

- Founded, 1997 / service from 2001
- Authentication, registration
- Access, metering, subscriptions
- Database integration, payments
- Multiple NE clients
- Test “network transactions” (patent)
- Key: Multiple home bases; aggregation



**Full disclosure: Densmore founder, a shareholder*

GETTING REAL

- Personalization – Circulate / Circlabs



Log In to Circulate

Email

Password

[Log In](#)

[Forgot your password? Click here.](#)

[Not a Circulate user yet? Click here to create an account.](#)



CIRCLABS INC.

GETTING REAL



- Personalization – Circulate / CircLabs

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Small-town residents saddened by prospect of post offices closing

The Columbia Missourian - Wed, 08/03/2011



It's not just a place to lick a stamp, one resident said. The small-town post office is a place where neighbors run into each other, gossip and gain a sense of community.

  0

'MyLife, My Town' project documents teens in small towns

The Columbia Missourian - Wed, 08/03/2011



GETTING REAL



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Former aide, now Mayor Emanuel, greets Obama

2011-08-03 23:19:19

CHICAGO (AP) — President Barack Obama was greeted in Chicago by a familiar face — his former chief of staff and current Chicago Mayor Rahm Emanuel.

Emanuel waited at the steps of Air Force One after it landed in Chicago on a sunny Wednesday evening. The mayor shook hands with some of his former White House colleagues as he waited for the president.

After Obama bounded down the stairs, he shook Emanuel's hand, then gave him a hug. They chatted as they walked across the tarmac to greet a crowd waiting nearby.

Emanuel left the White House last fall to run for mayor.

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Advocates file 31 petitions for 2012 Mass. ballot

2011-08-03 23:23:23

BOSTON (AP) — With the next general election more than a year away, activists across Massachusetts are already pushing for ballot questions that would allow voters to weigh in on dozens of issues, including whether to eliminate a key provision of the state's 2006 landmark health care law.

A total of 31 initiative petitions were filed with the state Attorney General's Office Wednesday, the deadline for the proposals to be approved by the office. The petitions also include calls for changes to the ways teachers are considered for jobs and a repeal of part of a law aimed at preventing domestic violence.

Massachusetts Citizens for Life, an anti-abortion group, filed a petition that would end the individual mandate that requires virtually everyone in the state have health insurance or face tax penalties.

GETTING REAL



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2 **SpongeBob SquarePants Makes An Enemy**

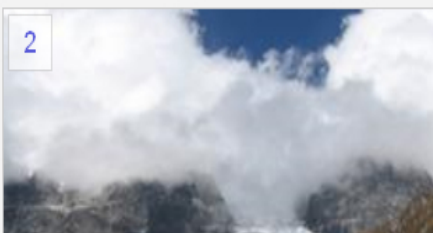
Fox News repeatedly criticized a SpongeBob SquarePants book and video about manmade global warming because "they did not tell kids that that is actually a disputed fact." In reality, it is not controversial among the ...

3 **Food price spikes — Oxfam America**

In the last year, international food prices have reached record peaks. In many countries, high food prices have contributed to unrest, instability, violence and increasing inequality and poverty. While volatile food prices impact everyone, the impacts vary across the globe with the poorest and most vulnerable people often getting the shortest end of the stick.

To shed more light on the impacts of food price spikes, Oxfam has created an interactive map of Food Price Volatility Pressure Points. This map shows the impacts of price spikes in some of the countries where food prices have complicated the lives of poor people and offers a chance to take action on to help address price volatility.

The map shows are areas that are highly vulnerable ...



2 **Study: Climate change imperils Himalayan glaciers - Green House ...**

Study: Climate change imperils Himalayan glaciers - Green House - USATODAY.com



4 **Timberland Keeps Stretching with Ambitious 2015 CSR Goals**

Timberland unveiled new 2015 sustainability goals today that in some ways look a lot like the company's 2010 goals.



2 **Ex-Soldiers Recruited by U.S. Utilities for Clean Energy Jobs**

America's electric power industry is angling to get some of the 200,000 troops that return annually from active duty to take on the bevy of jobs ...

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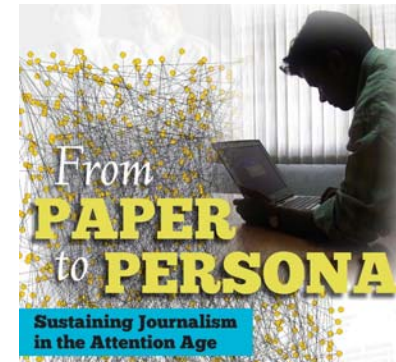
<http://www.rjionline.org/news/paper-persona>

Or <http://www.papertopersona.org>

Bill Densmore

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BRAIN STORMING

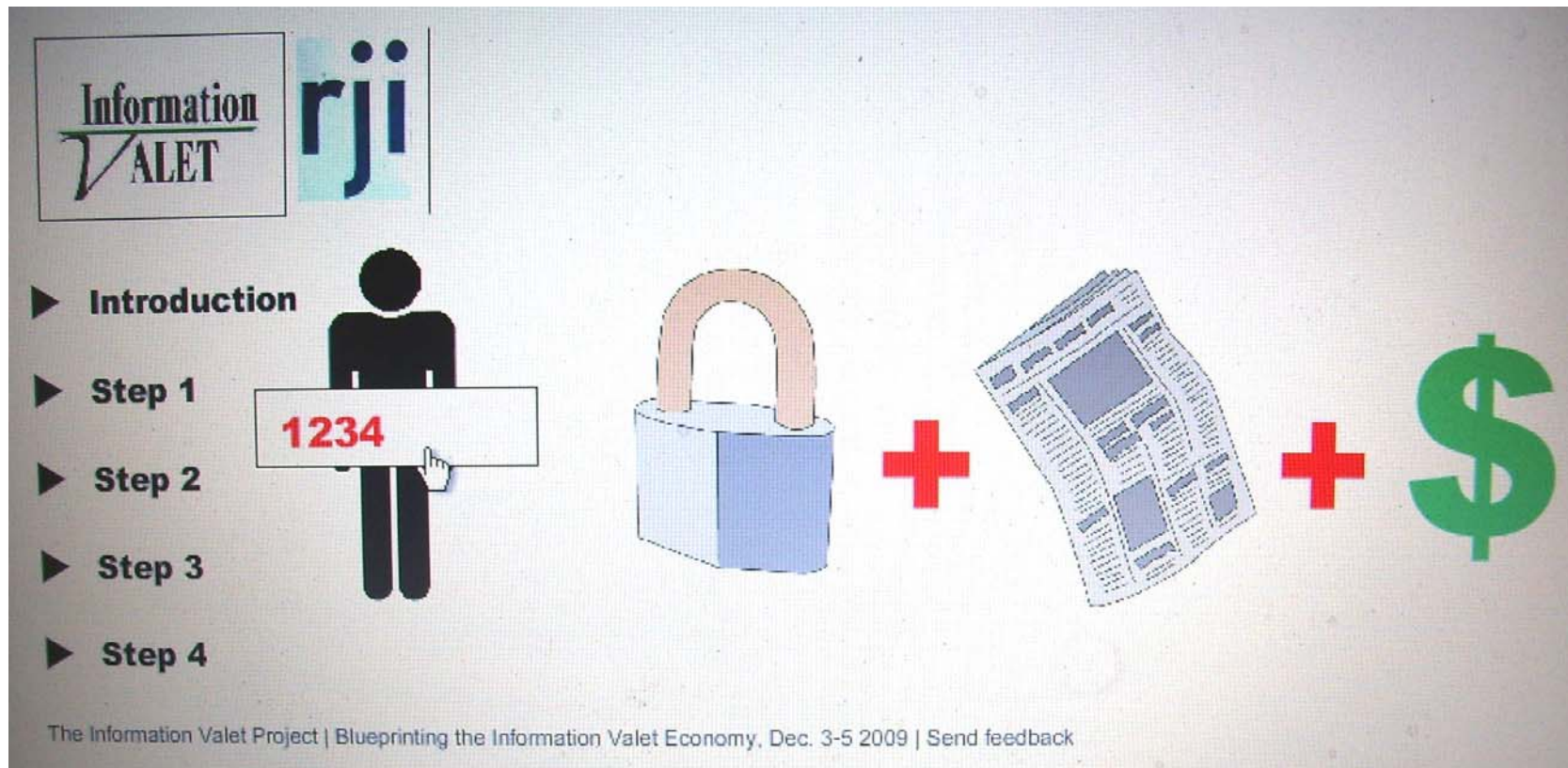


FIVE MINUTES

- What about this make sense?
- What will foster needed collaboration?
- Will papers experiment?
- Will they share users and content?
- What's the best next step?

THEN Q&A FOR 10 MINUTES

One way it could work



<http://web.missouri.edu/~bowera/infovalet.html>