



to: ITE Task Group member **invitees**  
from: Randy Picht, RJI director / Bill Densmore , RJI Fellow  
date: August 10, 2015  
subject: **Meetings of four ITE TASK GROUPS**

## **AN INVITATION**

Thank-you for participating in the Information Trust Exchange (ITE) formation. During September and early October, four task groups will meet to: (1) Organize collaboration and support and (2) Draft functional specifications and business rules for the ITE. Each will choose a chair and set their own agenda with topics for consideration listed in Appendix A to this invitation.

- **RJI is underwriting travel and lodging costs for invited participants in the four task group meetings during September or early October.**
- RJI also will provide staff support and manage online collaboration

These are the four task groups:

- Member and partner development -- Sept. 15-16 at RJI-Mizzou in Columbia, Mo.
- Authentication and identity management -- Sept. 22-23 in Cambridge, Mass.
- Content description, tagging, sharing and selling -- Sept. 29-30 in Portland, Ore.
- User data and privacy-preferences exchange – Oct. 7-8 in NYC

Each task group will have approximately five to seven members. After these initial F2F meetings they will carry on their work via phone, teleconference and document sharing. Sometime in November we'll see how their work is proceeding and determine if an additional F2F meeting -- or a plenary meeting of all the task-group members -- would be necessary or productive.

### **WHAT DOES THIS MEAN FOR YOU?**

- **Please reply to this invitation in the next few days so that we can finalize the membership of the four task groups and let you know the other members.**
- At this point, you are committing only to attend your task group's September organizing meeting. You will need to watch for email with pre-meeting information requiring at most a couple of hours of your attention.
- We intend that work of the task groups be stimulating, businesslike and actionable. We believe this work will be transformational for journalism and information commerce and your role will be a key one. But whether you continue to participate in the ITE development process after the first meeting is entirely up to you.

### **WHAT YOU SHOULD DO NOW**

- **Please call (617-448-6600 or email ([densmorew@rjionline.org](mailto:densmorew@rjionline.org)) RJI Fellow Bill Densmore today to advise if you can make your task group's meeting and to get information about travel planning.**

## RESOURCES

- Last month, we shared with you RJI's proposal for a next step:  
<http://newshare.com/ohare/proposal.pdf>
- For a series of "design statements" about ITE services please review:  
<http://newshare.com/ohare/design.pdf>
- For an initial set of "design requirements," please review pages 4-7 of:  
<http://newshare.com/ohare/proposal.pdf>
- For a sense of the consumer opportunity, you might read:  
<http://newshare.com/ohare/consumer-use-case.pdf>
- To review an invitation to publishers to join the ITE-in-formation view:  
<http://newshare.com/ohare/collaborators.pdf>

# FIVE PROBLEMS, FIVE DESPARATE SOLUTIONS FOR THE NEWSPAPER INDUSTRY?

(source: <http://newshare.com/ohare/dire-straits-winter-wurzer.pdf>)

## PROBLEMS

1. Lack of scale - no single newspaper company, no single newspaper, can compete on its own
2. Lack of money - fear of risk led to a policy of managing decline and low investment
3. Low competitive value - news is a commodity, local is a weak differentiator
4. No digital culture - products reflect low digital sensibility and are failing in the marketplace
5. Diminishing leverage – transaction throw-weight is declining every day

## SOLUTIONS

1. Need a single voice and platform
2. Must be willing to put current traffic at risk
3. Must hire different people to build new digital products unencumbered by parent newspaper company interest
4. Must build shareable databases of local-registered users for our own product development, marketing and ad sales use
5. Must put in place our own sales force

*We have been talking about groups of people willing to be active to get news and information. It does not describe the audience of the future. The millennial audience does not seek news, it expects it to come to them through social media otherwise it does not exist. The other 80% of the audience might initially be seen as passive. But they are not passive. They are doing things all the time. Our job is to give the information that will be valuable to them in the moment they are doing it. The ultimate passivity was watching your TV and waiting for the paper to arrive. People are doing more to seek out the information that's relevant to them than I ever did. They still have to do more to get what is really relevant to them. We may be going from the most centralized thing -- from sites -- into networks. That may be the next step moving beyond centralized social networks to distributed networks.*

-- A participant in RJI-O'Hare, May 7, 2015

**INFORMATION TRUST EXCHANGE  
PROPOSED TASK-GROUP ASSIGNMENTS (draft)**

*For a series of “design statements” about ITE services please review:*

<http://newshare.com/ohare/design.pdf>

*For an initial set of “design requirements”, please review pages 4-7 of:*

<http://newshare.com/ohare/proposal.pdf>

**Member/partner development**

- Verify assumptions about requirements for pain/gain both with consumers and media
- Encourage emergence of pilot publisher participants
- Confirm staff’s estimates of funding required
- Conduct presentations to target funders; assess and regroup
- Facilitate preparation of grant proposal(s)

**User data and exchange**

- Survey best-practice for data fields among data-service-providers, publisher legacy subscription services and technology platform companies (if available)
- Create draft schema for user data formats
- Draft exchange sharing rules covering user authorization, data types and data usage.
- Share with Content, authentication and member task forces for feedback
- Circulate informally for comment among cohorts, including key platforms, associations, privacy groups and regulators.

**Authentication and identity management**

- Confirm business requirements for service
- Survey best and emerging practices for federated-authentication / SSO
- Select optimum combination of existing technology extended with ability to be extended for sharing of user data (preferences, attributes) as part of authentication and events.
- Facilitate prototype development and concept testing.

**Content description, tagging, sharing and selling**

- Survey best practices for content type tagging, access and usage control and pricing among wire services, archival services.
- Create draft schema for content type and authorized-usage tagging.
- Describe preferred method(s) for content owner to dynamically “show” price in 1-to-1 sale and buyer to accept/reject, with variability as to type of content and use authorized/rejected.
- Share with data, authentication and member task forces for feedback
- Circulate informally for comment among cohorts and key publishers