THE INFORMATION TRUST EXCHANGE

**Trust, identity, personalization,
content and user sharing for the news industry**

WORKING DRAFT AGENDA

Task Group on member and partner development

Sept. 15-16, 2015 / Columbia, Mo.

Participants: Roger Gafke, Brant Houston, Gary Kebbel, Linda Miller, Randy Picht, Buzz Wurzer and Bill Densmore. David Gehring via Skype at 9 a.m. CDT (he will be in NYC).

PRINTABLE PDF DOCUMENTS FOR THIS MEETING MAY BE FOUND AT THIS URL:
http://newshare.com/columbia

ANNOTATABLE VERSIONS OF THREE KEY DOCUMENTS are found in Google Docs:

1. ITE Service Features & Design Specifications (draft)
    https://docs.google.com/document/d/1KPfRCXNoF1igLf0WrdDilYO20x9VFNYaN5UechXpZZk/edit
    or printable version: http://newshare.com/columbia/ite-service-design-specifications-v3-09-11-15.pdf

2. ITE Prototype Pilot Description and Protocol (draft)
    https://docs.google.com/document/d/1y4Qgm0QbJdEXDY3kPHMImyNpbcanBHyHvJr6xaxQfd4/edit?usp=sharing   or
    printable version:
    http://newshare.com/columbia/ite-prototype-pilot-08-03-15.pdf

3. ITE Service Association Governance Structure (draft)
    https://docs.google.com/document/d/1yeEuVRBCYCOIpdMrCpU3sbgV__Q2G1j6n_wOPpluoc8/edit?usp=sharing   or
    printable version:
    http://newshare.com/columbia/ite-governance-structure-09-12-15-BD.pdf

AGENDA FOR TUES. SEPT. 15 (dinner, discussion)

*(If you arrive earlier on Tuesday, please drop by RJI, 3rd Floor
and find Bill Densmore, Randy Picht or Roger Gafke)
Gather 7:00 p.m. at Umbria Rustic Italian Restaurant, 904 Elm St., #108, Columbia, MO 65201
573-447-8627 (three-block walk from Tiger Hotel toward RJI)*

DINNER CONVERSATION -- "Review Base Assumptions" (to get a head start on Wednesday) (Base Assumptions are at the end of this document as an Appendix.) **Before arrival please review:**
http://newshare.com/columbia/ite-service-design-specifications-v3-09-11-15.pdf

AGENDA FOR WED., SEPT. 16

Reynolds Journalism Institute Meeting Room TBD
8:30 a.m.-3:30 p.m. / <u>continental breakfast</u> at 8 a.m.)

A.   8:30 a.m. -- Orienting the day -- Randy Picht, facilitator

1. Reflections on dinner confirmations -- additions/changes?
2. What is your best-possible outcome for the day?
3. OUTPUT: In such context: Review/revise day's agenda

B. 9:00-9:45 a.m. -- Assessing marketplaces needs -- Bill Densmore, Dave Gehring, facilitators

1. 2011 and 2015 report summaries:
   From paper/broadcast to persona -- to payment?
2. Beyond news and story -- the "information valet"
3. The necessity of knowing (owning?) the user -- demographics, preferences
4. Consider relationship between "platforms" and publishers -- ITE role?
5. OUTPUT: Focus ITE tasks

Bio and discussion break (15 mins.)

C. 10:00 a.m. -- Telling the story -- Buzz Wurzer

1. One pass for content, privacy protected
2. The silo vs. the network -- more/and not either/or
3. The four-party model -- user choice, distributed user bases
4. Identifying target partners -- what do they need? What can we give?
5. Need trials to bring possibilities home

   BEDROCK FEATURES:

   i. Single-sign-on facility
   ii. Data exchange for user-identity information
   iii. Payment exchange for advertising and content value
   iv. Ensures market competition on price, service, terms

D. 10:30 a.m. -- Elements of a prototype/pilot -- Bill Densmore
   (possible phone-in by Rick Lerner, Graf Mouen)

Detailed review of proposed prototype pilot of ITE network to:

1. **Test or confirm the capabilities of individual pieces of an operating system**.
   To illustrate with two examples:
   a. Are there single sign-on systems that provide access to content beyond the home base?
   b. Are there payment settlement processes that distribute payments for services/content to individual publishers?

2. **Create or adapt capabilities that do not exist in forms useful to the ITE**. We would identify these after the step #1 inventory. Example:
   a. A content logging system
   b. Processes for gaining access to content beyond the home base

3. **Identify what participating publishers would have to do to participate in the test**. Examples:
   a. Content tagging protocols
   b. Content pricing protocols
   c. Marketing plan for the test among a publisher's clients

DOCUMENT SOURCE:
https://docs.google.com/document/d/1y4QgmoQbJdEXDY3kPHMImyNpbcanBHyHvJr6xaxQfd4/edit?usp=sharing (annotatable) or printable:
http://newshare.com/columbia/ite-prototype-pilot-08-03-15.pdf

E. Noon - 1 p.m. -- Box lunches and informal discussion / collaboration

F. 1:00 p.m. -- Brainstorm strategies for experimental partner recruitment -- Linda Miller, Brant Houston

1. Public Insight Network newsrooms
2. Institute for Non-Profit News members
3. Clickshare publishing clients (Piano or TownNews?)
4. Members of RJI's Digital Publishing Alliance?
5. Members of Digital Content Next / f/k/a Online Publishers Assn.? (Jason Kint)
6. Members of Alliance for Audited Media (Tim Drouillard)

G. 1:30 p.m. -- Preparation of funding proposals to foundations, strategic partners -- Gary Kebbel

- How much is needed and for what purposes? Sources? *(budget HO will be provided)*

- Assess best-fit sources of funding and at what stage?

  o Program-related investments
  o Member dues
  o Research grants from publishers or foundations?

      1. NetGain (Ford, MacArthur, Knight, Mozilla, Open Society) -- *Ethan Zuckerman email*
      2. Knight Foundation -- *Jennifer Preston email*
      3. Mozilla Foundation -- *(Sean Bohan chairing user data/privacy task group)*
      4. Omidyar Network -- *(Intro to Stacy Donahue)*
      5. Scripps, Ethics and Excellence, Park Foundation
      6. R&D units of publishers

H. 2:00 p.m. -- An Information Trust Exchange governing organization -- Bill Densmore

1. Are there any existing organizations to take on ITE governance?

2. What would a new organization look like, and do? Consider comparables.

    LINK TO GOVERNANCE DOC (annotatable)
    https://docs.google.com/document/d/1yeEuVRBCYCOIpdMrCpU3sbgV__Q2G1j6n_wOPpluoc8/edit?usp=sharing   or printable version:
    http://newshare.com/columbia/ite-governance-structure-09-12-15-BD.pdf

3. At what stage should governing organization be formed, if new?

I.   2:30 p.m. -- Wrapping up -- Randy Picht, Roger Gafke
(Bill Densmore, note taker)

1. What have we learned, created and changed?

2. Summarize advice to transmit to three tech task groups:
    a. Authentication and Identity Management (Cambridge, Sept. 22-23)
    b. Content description, tagging, sharing, selling (Portland, Sept. 29-30)
    c. User data and privacy-preference exchange (NYC, Oct. 7-8)

3. Prioritize next steps for Bill Densmore, RJI and this task group

4. Consider commitments, roles, and next teleconference (Mon., Oct. 12 -- 11 a.m. EDT?)

ADJOURN, 3:30 p.m.

DONALD W. REYNOLDS JOURNALISM INSTITUTE

Missouri School of Journalism University of Missouri

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content and user sharing for the news industry**

BASE ASSUMPTIONS

1. **What are we trying to accomplish?** Make a marketplace for digital content -- convenient for the public, that allows personalization and respects privacy. A platform for content collaboration.

2. **Who are the customers?** B-to-B: Primary: News and digital content originators; Secondary: Advertisers, telcos, cable companies, retailers, associations. Goal: Help them delivery an incredible user experience through greater personalization and trusted privacy and identity management.

3. **Who are our partners?** Technology and publishing companies who will join the ITE and provide ITE-complaint services.

4. **What do we do for our partners?** Create a platform that enables a marketplace for them to make money through advertising, digital content sales and transaction fees.

5. **What is the best possible role for RJI?** Provide ideas, foster experiments, facilitate collaboration -- all with academic, foundation, media and technical partners -- which leads to ITE formation and operation.

6. **What is the solution?** Based on 2011 and 2015 research reports, and O'Hare gathering proposed solution is a non-profit consortium which develops business rules and technical/design specifications for a "shared-user network for trust, identity, privacy and information commerce." Elements include:
   a. One-ID, one-bill account
   b. Choice of service providers
   c. Control of use of personal information
   d. Personalization options for content and ads enabled by vendors
   e. A la carte and bundled content purchasing; competition in pricing

7. **What will sustain the ITE governing organization?** Initially grants, them membership dues, then license fees from operators of network services (authentication, logging services).

8. **Any other critical elements?**

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