

THREE ROLES FOR THE THE INFORMATION TRUST EXCHANGE

The Information Trust Exchange would be a free-standing non-profit member association based in Columbia supported initially by grants, membership dues and program-related investments (PRIs), and later in part by licensing fees. It's mission:

Articulate and advance the values, principles and purposes of journalism in support of participatory democracy and community through research, platform creation and efficient innovation.

The three roles for the ITE:

1. Champion journalism's value (VALUES)

- Lead research and documentation "that journalism matters." This notion does not require everyone to agree on solutions but merely to agree that ***solutions are needed.***

2. Make the marketplace for digital information (PLATFORM)

- It would develop technical and business standards and protocols to enable a open digital marketplace for sharing users and exchanging information, including news.
- It would contract with one or more for-profits that would operate aspects of the marketplace.
- It would in turn spawn, and perhaps in some cases have equity positions in, for-profits .
- The non-profit would receive revenues from its equity positions, or through license fees or other agreements with the for-profits.

3. Foster tech-transfer from academy to practice (INNOVATION)

- Create a national social community among news/journalism related info-tech innovators and help them to share and apply ideas and reduce duplication. Track and report in a disciplined way on innovation, and develop metrics for deciding which ideas are scalable, sustainable and meet community needs.
- Focus on journo-tech innovation that enables people to *act* as citizens, by bringing traditional journalists together with new-media entrepreneurs and engaged citizens to seed journalism's new framework.