



MEETING CALL

“From Paper to Persona to Payment: Considering a New(s) Ecosystem for News”
A LEADERSHIP WORKSHOP

<http://newsecosystem.org>

9:30 a.m.-4 p.m. / Thursday, May 7, 2015 / O'Hare Hilton, Chicago, Ill. , Room 2051

ACTION CALL

Mass-market advertising is not sustaining journalism any longer. Public engagement with the news is more and more happening on digital platforms that support sharing and comment on the news but do not do enough to underwrite its creation. News organizations are losing touch with their readers. RJI believes it can help with a solution. We want to help the industry, technologists, foundations and citizens to create a new, public-benefit platform for trustworthy sharing of valuable news and information, while helping the public manage privacy and identity. The Reynolds Journalism Institute has convened this meeting seeking guidance on whether it should proceed with an initiative with the working title – the Information Trust Exchange.

BACKGROUND

Journalism and the news have played an essential role in America's 240-year experiment with participatory democracy. Network technology is profoundly changing how that role plays out, by:

- Putting an end to the “paper” and “broadcast” era supported by mass-market advertising.
- Creating exciting new opportunities for journalism supported by customized, personalized services to niche publics.
- Disrupting public assumptions about privacy, security and commerce.

These changes are of critical importance to the public, industry, academia – and participatory democracy. So RJI has sought to supplement public-policy deliberations in Washington and elsewhere by convening private-sector, *public-benefit* collaboration. In 2014, we asked the following questions in interviews with more than 85 journalists, technologists, researchers and citizens:

- Could a non-profit collaboration to share technology, users and content help set standards for convenient web information sale?
- Could it provide the public with more trustworthy information choices, and better privacy control?
- Is organizing such an effort feasible now?

Our intention on May 7 is to provoke well-considered answers to those questions through face-to-face dialogue -- and be ready to foster next-step actions as appropriate.

- Should a steering committee be formed to establish a public-benefit collaboration for fostering identity, privacy and information commerce?
- On [what issues](#) might a steering committee focus: Governance, membership, structure, security, content, commerce, privacy, identity, payments, other? (see: <http://newshare.com/ite/steering-subgroups.pdf>)
- What are the major deliverables for its work?
- What is a realistic timetable for the work?
- If not a privacy-identity-commerce collaborative, then what?

Solutions for the news industry may be at hand. Bill Densmore's interviews for the "From Persona to Payments" report found:

- There is a significant "coalition of the willing" among those 85 people -- some 30 or so are explicitly willing to help -- at least 25 through participation on a provisional steering committee. What motivates them varies across a spectrum of challenges and interests.
- For all the "willing," many interviewees expressed deep doubt that the newspaper industry -- specifically or alone -- can muster a cultural shift necessary to collaborate across corporate ownerships. Yet the hunger for leadership -- and the perception that the news industry broadly must do something transformative -- is strong.
- The news industry lacks a system for variable pricing and exchange of individual items of news content in real time. Yet in the last 10 years, the advertising industry has innovated sophisticated "programmatically" technologies that allow in milliseconds the variable pricing, bidding, selection, tracking and billing of advertisements to targeted, unique consumers.
- The news industry also lacks a common system for single-signon or user authentication across multiple news websites. Yet in the last 10 years, Tier 1 U.S. universities running on the Internet 2 network have used open-source Shibboleth and SAML trust technology to achieve single login across 100 independent campuses and institutions.

Similar to the bank / credit-card system, network protocols and business rules could be overseen by a non-governmental authority on behalf of private -- and competing -- parties. The authority could make rules for the competitive, and privacy-protecting exchange of both content and users' identity information.

The "Persona to Payment" report found no one -- including technologists -- who thought creating technology to achieve the objectives of a user and content sharing exchange is an insurmountable financial or engineering challenge. The challenge they see is how to identify and stick to an agreed mission and value propositions.

In Chicago, on May 7, we'll have a crack at it.



DONALD W.
REYNOLDS JOURNALISM INSTITUTE

Missouri School of Journalism  University of Missouri

INVITATION
April 20, 2015

Dear Colleague:

The Donald W. Reynolds Journalism Institute (RJI) cordially invites you to an action-planning, leadership workshop from 9:30 a.m. to 4 p.m. on Thur., May 7, 2015 at the O'Hare Airport Hilton in Chicago: "From Paper to Persona to Payment: Considering a New(s) Ecosystem for News, Information and Privacy." You're invited because we think you or your institution have a vital role to play in sustaining the values, principles and purposes of journalism. You can make it a day trip, or arrive Wednesday afternoon and participate in pre-convening networking and supper, staying overnight at the O'Hare Hilton at an RJI-special rate (*see the last page of this invitation*).

During the last half of 2014, Bill Densmore interviewed 85 people as part of a continuing RJI initiative, the Information Valet Project. Bill's 116-page report: "From Persona to Payment: A Status Report on the News Landscape and a Challenge to Create the Next One" reflects the interviewees' collective thinking. The latest public DRAFT and six accompanying blog reports are at these links:

- <http://newshare.com/report.pdf>
- <http://www.rjionline.org/privacypersonalizationpayment>
- <http://newshare.com/wiki/index.php/Newsecosystem-participants>
- <http://www.newsecosystem.org/>

From those interviews, Densmore identifies the need for new institutional collaboration to address challenges involving personal identity, privacy and commerce on the Internet. He recommends creation of a non-profit, not-stock, non-governmental authority to ensure an efficient, competitive, public-benefit marketplace. Without encroaching on individual franchises, it could define and govern a layer of network protocols and business rules for sharing user authentication, profiles, copyright payments and one-ID, one-account billing. It might resemble in some respects bank / credit-card systems or FastPass toll systems.

Bullet points for our meeting agenda so far:

- Should we form a steering committee to establish such an entity?
- Should we stake out its mission and define its tasks?
- If not a public-benefit collaboration, then what?

"From Paper to Persona to Payment: Considering a New(s) Ecosystem for News, Information and Privacy," is intended as an informal, working session – but with specific next-step outcomes. So participants will be asked to observe the [Chatham House Rule](#): General information from the meeting may be freely shared, but to encourage open discussion, as a condition of participation, we shall agree not to attribute specific ideas or remarks to individuals.

*We intend this meeting to reach consensus on next steps. RJI is prepared to support those steps within the institute's own resources, and seek additional collaborators. **May we count on you for this day of leadership?***