



to: Randy Picht and Roger Gafke
from: Bill Densmore
date: July 24, 2015
subject: **ITE-O'Hare post-event strategic analysis and recommended next steps**

This memo provides brief analysis and conclusions from the May 7, 2015 RJI-O'Hare Hilton event, "From Paper to Persona to Payment: Considering a New(s) Ecosystem for News" and followup interviews with 23 of the participants. <http://newsecosystem.org> This document incorporates by reference my July 23, 2015 email-attached document, "Summary of post-event interviews with RJI-O'Hare participants."

A. CONCLUSIONS FROM POST-EVENT INTERVIEWS

The following conclusions are asserted as drawn from the post-event interviews:

- a. There is strong agreement that a collaborative initiative setting open standards for network user-identity management and the tagging for use and sale of content would help journalism as well as elements of the news industry able and willing to participate. Lodging creation and governance with a non-stock collaborative is seen as having distinct advantages.
- b. Based on statements in interviews, organizations likely to offer to participate in prototyping include the Respect Network, the Mozilla Foundation, Public Media Platform, Clickshare, Lifestream/Taxonometrics, Piano Media/Press+, Town News, the Institute for Nonprofit News and the Media Consortium.
- c. One or a few working prototypes are the required next step; the time for research and discussion is past; operational testing is required to confirm value to end users and assert credibility with potential members/partners. A consensus is that single-signon and user personalization are good features to start with, with multi-site "microaccounting" a follow-on feature.
- d. RJI is an appropriate facilitator and initial leader of the process; rapid solicitation of prominent publishers as test participants or observers is essential. Consultation with and support from other journalism research centers would be desirable.
- e. Certain foundations, although not contacted directly, are cited as promising funders for prototype testing and specifications-development leading up to it. These include (not in order): The Ford Foundation's NetGain initiative, Omidyar Network and the Knight Foundation.
- f. A simple text-and-visual description of the ITE initiative of no more than three pages in length is needed immediately for circulation to key publisher groups, including the Alliance for Audited Media and the Interactive Advertising Bureau.
- g. Based on interests expressed in interviews, up to three task groups could meet and develop draft functional specifications for the ITE prototype:
 - 1) User data and exchange
 - 2) Content description, tagging, sharing and selling
 - 3) Authentication and identity management

Each group will need representation from publishing, technology, privacy/identity and advertising/marketing interests. Proposed membership and meeting logistics are described below as Appendix A with ideas about tasks at Appendix B.

B. ACTION STEPS – JULY-AUGUST

Given the perceived consensus, the following action steps are recommended:

- a. Work with RJI, Peter Winter, Buzz Wurzer and Tom Drouillard to develop the three-pager for publishers that states clear benefits to users and publishers. TASK OWNERSHIP: Bill Densmore. **RESOURCE NEEDED: A graphics person to develop a set of slides illustration ITE operation.**
- b. Recruit membership and establish work scope and deliverables for three functional-specification task groups and a membership/partner development group. TASK OWNERSHIP: Bill Densmore. RESOURCE NEEDED: Budget for one F2F meeting of each task group during September. (Meetings in Chicago, Portland, Ore., and Boston, and/or Columbia) (raise or commit \$12K)
- c. Define user experience for one or more prototypes and identify technology partners to build and operate each. Determine by end-of-August any resources required. TASK OWNERSHIP: Bill Densmore. RESOURCE NEEDED: Fund-raising effort to cover any essentially development which can't be speculatively funded by the technology partners.

A. ADDITIONAL ACTIONS

These additional actions are suggested from the interview and O'Hare meeting process:

- a. Solicit interest of the Public Radio Exchange in being a content server for the ITE.
- b. Set up a committee without Densmore to consider Clickshare patent implications
- c. Adopt a process for defining how the ITE will manage issues of user privacy in the context of data sharing.
- d. Review antitrust concerns and requirements; advise all participants
- e. (more additional actions to come)

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

APPENDIX A

**INFORMATION TRUST EXCHANGE
PROPOSED TASK-FORCE MEMBERSHIP
(goal 5-6 people on each task force)**

	Member and partner development <i>Meet in Columbia, Mo. Sept. 8-9</i>
Public media	Linda Fantin Miller, Amer. Public Media, Public Insight Network
Business entrepreneur	Tracy Clark, RJI Fellow and CEO, Reportory
Media strategist	Buzz Wurzer, Wurzer & Associates
Non-profit journalism	Bill Buzenberg, consultant, formerly NPR / Center for Public Integrity
Academic research	Gary Kebbel, Univ. of Nebraska
Media strategist	Peter Winter, BlastofWinter.com / formerly Cox Communications
Academic development	Roger Gafke, Reynolds Journalism Institute
<i>Ex officio</i> all groups	Randy Picht, executive director, Reynolds Journalism Institute
	User data and exchange <i>Meet in NYC / Sept. 16-17</i>
Technical	Larry Birnbaum, Medill/Narrative Science
Technical / privacy	Sean Bohan, Mozilla Foundation
Strategy / biz dev	Dave Gehring, The Guardian
Strategy / journalism	Linda Fantin Miller, American Public Media / PIN
Strategy / advertising	Ron Blevins, Novus Omnicom
Strategy / business	Jason Kint, Digital Content Next
Strategy / advertising	Randall Rothenberg or Scott Cunningham, IAB
	Authentication and identity management <i>Meet in Boston / Sept. 22-23</i>
Technical	Rick Lerner, Clickshare
Technical / privacy	Drummond Reed, Respect Network
Strategy / journalism	Marc Wilson, TownNews.com
Strategy / advertising	Tom Drouillard, Alliance of Audited Media
Strategy / journalism	Gary Kebbel, Univ. of Nebraska / former Knight Foundation, AOL
Journalism / technical	Dan Sinker, Knight-Mozilla Open News
Technical / standards	Scott Bradner, Harvard University
	Content description, tagging, sharing and selling <i>Meet in Seattle or Portland, Ore. / Sept. 29- 30</i>
Strategy / journalism	Kelly Leach, Piano Media
Technical / privacy	Graf Mouen, Taxomometrics
Strategy / journalism	Kevin Davis, consultant (ex-INN)
Strategy / publishing	Greg Swanson, 10-13 Media
Strategy / journalism	Jo Ellen Kaiser, The Media Consortium
Strategy / journalism	Bill Buzenberg, consultant, formerly NPR / Center for Public Integrity
Technical	Ryan Cavis, Public Media Platform

(dinner, overnight and day meeting)

	Content description, tagging, sharing and selling <i>Meet in Seattle or Portland, Ore. / Sept. 30</i>
Strategy / journalism	Kelly Leach, Piano Media
Technical / privacy	Graf Mouen, Taxomometrics
Strategy / journalism	Kevin Davis, consultant (ex-INN)
Strategy / publishing	Greg Swanson, 10-13 Media
Strategy / journalism	Jo Ellen Kaiser, The Media Consortium
Strategy / journalism	Bill Buzenberg, consultant, formerly NPR / Center for Public Integrity
Technical	Ryan Cavis, Public Media Platform
	Authentication and identity management <i>Meet in Chicago or Boston / Sept. 15-16 or Sept. 16-17</i>
Technical	Rick Lerner, Clickshare
Technical / privacy	Drummond Reed, Respect Network
Strategy / journalism	Marc Wilson, TownNews.com
Strategy / advertising	Tom Drouillard, Alliance of Audited Media
Strategy / journalism	Gary Keibel, Univ. of Nebraska / former Knight Foundation, AOL
Journalism / technical	Dan Sinker, Knight-Mozilla Open News
Technical / standards	Scott Bradner, Harvard University

APPENDIX B

INFORMATION TRUST EXCHANGE PROPOSED TASK-FORCE ASSIGNMENTS

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.

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

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.

Member/partner development

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