



## “From Paper to Persona to Payment: Considering a New(s) Ecosystem for News, Information and Privacy”

### CONCEPT AGENDA

Thurs., May 7, 2015 / Chicago O’Hare Hilton, Room 2051 (2<sup>nd</sup> floor above mezzanine) **(all times CDT)**

<b>Start</b>	<b>Description</b>	<b>Facilitator(s)</b>
8:30 a.m.	Coffee / juice; networking; meet pre-convening discussion partner	All
9:00 a.m.	Pre-convening dialogue about materials; what’s missing?	Bill Densmore
	<b>START / TELCONF: 866-357-7737 CODE: 632-078-6936#</b>	
9:30 a.m.	WELCOME: Plan for day: Confirm problem definition, answer strategic, tactical questions involving content, revenue, identity/privacy, tech	Bill Densmore
9:35 a.m.	OPEN: Why RJI invited us here / “ideas to action”	Randy Picht
9:40 a.m.	Roundtable: Each participant speaks briefly . . . <ul style="list-style-type: none"> <li>• What do we bring / want to learn-achieve</li> <li>• Should RJI lead creation of an ITE ecosystem?</li> </ul>	Bill Densmore
10:30 a.m.	SUMMING UP: Key points of consensus, divergence	Robert Picard Bill Densmore
10:45 a.m.	Consensus networking / bio and coffee break	
11:00 a.m.	Solutions/CONTENT / Public Media Platform? ( <i>Calhoun via Skype</i> )	Kristin Calhoun Amy Shaw
11:15 a.m.	Solutions/IDENTITY/PRIVACY / Respect Network? Internet2-Shiboleth? OpenID? and personal data	Drummond Reed Scott Bradner
11:30 a.m.	Solutions/REVENUE / Direct: Persona to Paywalls to Click Three approaches: Piano Press+ /TinyPass /Clickshare?	Kelly Leach, David Restrepo Rick Lerner
11:45 a.m.	Solutions/REVENUE / Advertising: Agency and association requirements	Ron Blevins ( <i>Skype</i> ) Tom Drouillard
Noon	Working Lunch: Four work tables: Content, revenue, identity/privacy, technology	All
12:45 a.m.	Collect lunch ideas / task lists for RJI from four study circles	Randy Picht
1:15 p.m.	Guiding principle(s) for sustaining journalism (not newspapers)	Brant Houston Josh Stearns ( <i>Skype</i> )
1:30 p.m.	Business-model requirement for sustaining journalism	Dave Gehring ( <i>Skype</i> )
1:45 p.m.	Aligning principles, and business with structure -- Not government, not Wall Street: Is the answer a non-stock collaborative?	Sean Bohan Dan Sinker
2:00 p.m.	Aligning mission with return – Requirements for helping legacy and entrepreneurial enterprises	Tom Slaughter Greg Swanson
2:30 p.m.	Consensus networking / bio-coffee break	All
2:45 p.m.	Who must bell the platform cats? How?	Reg Chua, Dan Schultz Larry Birnbaum
3:00 p.m.	Tasks creation / what should RJI do next?	Bill / Randy
3:30 p.m.	Table summary: Did the day meet your needs? What will you do differently on Monday? (Drucker)	Bill / Randy
3:45 p.m.	Lost ideas capture / or the reporter’s wrap	Yossi Lichterman
4:00 p.m.	ADJOURN / post-event networking as desired	