

Supplemental Resources

Click on any of the six linked headlines below to read background blog posts with additional information about topics covered in “From Persona to Payment.” All of these reports may be found on the Donald W. Reynolds Journalism Institute website at: <http://rjionline.org/privacypersonalizationpayment/>

[In the new news ecosystem, getting paid requires asking, listening, personal-izing, bundling and wholesale-retail pricing](#)



MARCH 10, 2015

When it comes to getting paid, who are news organizations competing with, and what can they do about it? First answer: They aren't competing with

each other. They are competing with all of the other things consumers spend information-access dollars on.

[Privacy: The evolving meaning and broad implications of a single word for our networked news and information economy](#)



FEBRUARY 27, 2015

For nearly a century, most people thought of privacy in terms of blocking yourself off from unwanted scrutiny. But

networked technology has introduced a new meaning — the right, or ability, to negotiate the commercial value of one's data profiles.

[The opportunity for networks: Trust, atitrust and sharing users](#)



FEBRUARY 19, 2015

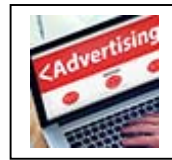
Banks do it. Airlines do it. Phone companies do it. Why shouldn't news organizations do it, too?

What they do is share users.

And they do so because it's convenient for their customers. The 21st-century world of public,

interconnected networks — the Internet — makes sharing possible.

[Is it time for the news industry to get smarter about *advisortising*?](#)



FEBRUARY 12, 2015

It was a symbiotic relationship — mass-market advertising and local journalism. Now the two are heading for divorce. Is

any reconciliation possible?

[Imagining the 21st-century personal news experience — and how publishers need to collaborate to create it](#)



FEBRUARY 3, 2015

Throughout several months of interviewing more than 85 journalists, educators, technologists, researchers, activists and citizens, it was

easy to fall back on what journalists want or what the news media needs — or our ideas of what democracy needs. But some of the smartest people we talked to asked the question, “What will this look like for consumers, and how do you know they'll use it?”

[The future begins with P: privacy, personalization and payment](#)



JANUARY 28, 2015

What will sustain journalism in service of democracy? Because of the rise of the Internet and the financial challenges faced by

legacy media organizations, that question tugs at those who write and produce the news.