ABOUT THE IVP   (www.infovalet.org)

The Information Valet Project is the working title of an ongoing effort supported by the Reynolds Journalism Institute to identify a new approach to sustaining journalism.

To summarize the effort to date, and suggest action by the news industry, researcher Bill Densmore has drafted the report, "From Paper to Persona: Managing Privacy and Information Overload; Sustaining Journalism in the Attention Age."

In the report, Densmore calls for the creation of a public-benefit entity (with a working title, "Information Trust Association." It would help create and govern -- but not own or operate -- a shared-user network for trust, identity and information commerce layered atop and supporting the existing World Wide Web.

The network, or exchange, would:

1. Allow end users to own, protect — and optionally benefit by sharing — their demographic and usage data, with the help of their competitively chosen information curator, broker or agent ("information valet") – such as their local newspaper.
2. Provide a platform for customizing and personalizing the end-user web experience – a "news social network."
3. Update the role, effectiveness of, and compensation for online advertising and marketing services beyond the mass market, while putting greater control of user privacy in the hands of users.
4. Allow digital users to easily share, sell and buy content through multiple websites with one ID, password, account and bill.

For more information see: http://www.papertopersona.org
To download the draft white paper go to: http://www.newshare.com/whitepaper.pdf

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