Database proposal

**Need**: personalization and donor development—need to know everything about each individual stakeholder

**Response**: try different experiments—3 small, fast experiments

Majority of work is figuring out the scope of the experiments.

We want to look for the minimum viable product in each test scenario

**Outcomes:**

* The initial outcome will be a white paper, a distillation of the interviews of the media organizations which will be representative of media in the US and elsewhere, which is broadly beneficial to the media/tech sector. This will be published in pieces as we go along—there will be useful learning at every step of the project.
* The experiments will reveal how one can address these issues, released as an open source/ creative commons center. The Argo project is an example of such an effort.
* Ideally, we will create catalytic impact that is repeatable.

Who would participate?

We would interview up to 15 member outlets, and invite 2-3 outlets to participate in each of three experiments.

Process

1. Interview key stakeholders (circulation, marketing, sales, donor dev) at each outlet to get a list of their topline requirements. There might be up to 100 requirements, which is normal.
2. Merge research done by individual outlets into a cohesive list of requirements—putting together like with like, and putting aside unique requirements that individual outlets may have
3. Prioritize the requirements/ rank them
4. Shortlist a set of vendors like Salesforce, a few fulfillment houses, hootsuite, etc. that will meet requirements.
5. Look for opportunities where vendors/requirements meet.
6. See if there are experiments to do more—an api, a custom version, etc.

Sample Experiments:

--integrating existing systems

--take one system and integrate it with others

--create an api so that third party systems could add or retrieve records

Timeline: 6 months to prepare for experiments; 3 months to do experiments

Cost: Phillip, Jo Ellen, transcription services ($90/interview), cost around experiments ($2500)

**Bios:** Experience: Knight-Mozilla Newsroom Process