



TRUST
Over **IP**
FOUNDATION

Communications Committee

11 June 2021

13:00-14:00 PT / 21:00-22:00 UTC

 **THE LINUX** FOUNDATION

Antitrust Policy & Member Participation

- › Attendees are reminded to adhere to the meeting agenda and not participate in activities prohibited under antitrust and competition laws.*
- › Only members of Trust over IP who have signed the necessary agreements and charters are permitted to participate in this activity beyond an observer role.

* Examples of types of actions that are prohibited at Linux Foundation meetings and in connection with Linux Foundation activities are described in the Linux Foundation Antitrust Policy available at <http://www.linuxfoundation.org/antitrust-policy>.

Agenda

1. Infographic, Website Update, Presentation Templates and Assets
Peter Stoyko - Review and Status Update (30 min)
2. Action Item Update - Website Review (2 min)
3. Action Item Update - ToIP Year in Review (5 min)
4. Discussion - “Success Criteria for PR” (10 min)
5. Action Item Updates - Talking Points and Event Calendar (5 min)
6. Open Discussion (as time allows)

Guest Peter Stoyko

- › Info Graphic
- › Website Design Update
- › Presentation Templates and Assets

- › Communications Team action item Website Review - Rebecca and Jim



ToIP - Year in Review - Blog

- › **Update on ToIP Year in Review - effort** from Jim St Clair, Drummond Reed, and David Lucatch

Success Criteria for ToIP in the Press

- Background - ToIP had an opportunity to give a quote in the recent LFPH/GCCN press release. A proposed quote was included in a version sent to the SC for consensus and consensus was not achieved, so ToIP was removed from the PR.
- Suggested Discussion:
What position ToIP should take when there is divergence in the market, with the goal of creating success criteria for our press policy.

“ToIP supports and effort when X,Y, Z are characteristics of the effort.”

Action Item Updates

- Talking Points

Wenjing sent out some proposed Talking Points

<https://docs.google.com/document/d/1xbtDBENZb-TychIqlexuJzLsnLo7bZKqZAUkg8cUvg8/edit?usp=sharing>

Discussion (as time allows)

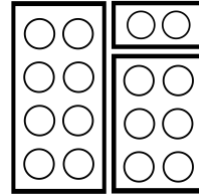
- Events Schedule

Kaliya, Jim, Daniel and Judith have not met yet on this topic

- Revisit Road Map

Committee Goals / Roadmap

- › What steps can this committee take to move closer to the vision we began to elaborate together in Feb/March?



Target Audience

- Meta Industry, Meta UseCase
- Particular Role, Specific Industry, Key UseCases

Rule Set

- A clear set of rules linking target audience needs to content form and story-spine template
- Rules include interdependencies between content form, templates, and content building blocks

Modular building blocks

- A modular system of content building blocks and templates
- Content repository includes the building blocks for each content form

Curated Storyboard

- Storyboard Templates populated with target content blocks for the chosen content form
- Content pieces are configured, not individually designed for each new target customer

Q2 Activities / Plan

- › What steps can this committee take to move closer to the vision we began to elaborate together in Feb/March?

This month		
Name	Status	Publish Date
Podcast 1: The Critical Importance of Digital Trust (and why it is eroding)	Working on it	March 23, 2021
PR: ToIP and Good Health Pass Collaborative join hands	Published	March 17, 2021
Micro Content Example: Trust and Interoperability	Needs review	March 18, 2021

Open Discussion

Legal Notices

The Linux Foundation, The Linux Foundation logos, and other marks that may be used herein are owned by The Linux Foundation or its affiliated entities, and are subject to The Linux Foundation's Trademark Usage Policy at <https://www.linuxfoundation.org/trademark-usage>, as may be modified from time to time.

Linux is a registered trademark of Linus Torvalds. Please see the Linux Mark Institute's trademark usage page at <https://lmi.linuxfoundation.org> for details regarding use of this trademark.

Some marks that may be used herein are owned by projects operating as separately incorporated entities managed by The Linux Foundation, and have their own trademarks, policies and usage guidelines.

TWITTER, TWEET, RETWEET and the Twitter logo are trademarks of Twitter, Inc. or its affiliates.

Facebook and the "f" logo are trademarks of Facebook or its affiliates.

LinkedIn, the LinkedIn logo, the IN logo and InMail are registered trademarks or trademarks of LinkedIn Corporation and its affiliates in the United States and/or other countries.

YouTube and the YouTube icon are trademarks of YouTube or its affiliates.

All other trademarks are the property of their respective owners. Use of such marks herein does not represent affiliation with or authorization, sponsorship or approval by such owners unless otherwise expressly specified.

The Linux Foundation is subject to other policies, including without limitation its Privacy Policy at <https://www.linuxfoundation.org/privacy> and its Antitrust Policy at <https://www.linuxfoundation.org/antitrust-policy>, each as may be modified from time to time. More information about The Linux Foundation's policies is available at <https://www.linuxfoundation.org>.

Please email legal@linuxfoundation.org with any questions about The Linux Foundation's policies or the notices set forth on this slide.