

Additional Budget Request Form

Title of Proposed Activity

NARALO Restream Broadcasting Service

Priority

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ICANN Community Group

NARALO

ICANN org Request Liaison

Eduardo Díaz
NARALO Chair

Description

Purpose

The [NARALO strategic Outreach and Engagement plan for the fiscal year 2022](#) was approved by the NARALO membership on 23 July 2021. The plan calls for leveraging the NARALO Social media channels and those of its ALS, as applicable, to reach potential new members outside the ICANN bubble and continue to engage our current membership. The strategic plans' next iteration will consider using the same social media approach. A subscription to a restream broadcasting service is required to execute the strategic plan. This ABR has the purpose of requesting support for such services not currently offered by ICANN.

Alignment

It aligns with the ICANN mission by providing a conduit to outreach people that are not aware of the importance of ensuring the stable and secure operation of the Internet's unique identifier system and the fact that ICANN, as a multistakeholder organization, offers opportunities for people of any background and experiences to participate in its policy development processes and advisory roles.

In the case of engagement, it aligns with ICANN's mission by providing a way to keep current membership active and interested in ICANN's policy development processes and advisory role.

Category

- Outreach
- Engagement

Objectives

Audience

Anyone in the North American region.

Outcomes

- Increase NARALO membership
- Increase participation in policy-related work

Evaluation

Metrics

- For outreach
 - Increase subscription numbers in social media channels
 - Increase in NARALO membership
- For engagement
 - Increase membership participation in policy working groups
 - Increase membership participation in monthly NARALO meetings

Sustainability

NARALO will annually assess outreach and engagement efforts to ensure that new and current members are active in ICANN's policy, advisory, and technical work. This assessment should be the basis of future NARALO Strategic Outreach and Engagement plans for subsequent fiscal years.

Submission

By submitting this complete request form, you confirm that you have reviewed and understand the **ABR Principles** and **FY23 ABR Process**. You also confirm that you are submitting this completed request form with the consent and approval of your ICANN community group.

By submitting your personal data, you agree that your personal data will be processed in accordance with [ICANN Privacy Policy](#) and agree to abide by the website [Terms of Service](#).

Planning

Please describe the types of support needed to implement the proposed activity, including any assumptions, estimated costs (in USD), and timeframe. Please also indicate any planned external support (sponsorships or other in-kind contributions).

Type	Description	Assumptions	Estimated Costs	Timeframe	Comments
Administrative support					
Communications support					
Language services support					
Subject matter support					
Technology support					
Travel support					
External support	On-call technical manager to support set-up and management of the restreaming services	Requires only one person	\$125/hour	1 July 2022, to 30 June 2023	A technical manager will provide this service in-kind to NARALO
Other support	A one-year subscription to a restream broadcasting service	ICANN does not provide this service	\$1,000	1 July 2022, to 30 June 2023	

Total Estimated Costs USD \$1000

Total Requested Support USD \$1000