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CLAUDIA RUIZ: Good morning, good afternoon, good evening, everyone. Welcome to the LACRALO Communications Working Group Call this Tuesday, 9<sup>th</sup> of April, 2019 at 23:00 UTC.

In today's call, we have Lilian Ivette De Luque, Alberto Soto, Sergio Salinas Porto, and Antonio Medina. There is no participant for the time being in the English channel and we have received apologies from Sylvia Herlein Leite and Anahí Menéndez Ruiz.

From the staff, we have Heidi Ullrich, Silvia Vivanco, and myself, Claudia Ruiz for call management. Our interpreters today will be Marina and Paula.

Before we start, let me remind you all please state your name before speaking not only for the transcription but also for the interpreters to be able to identify the proper language channel. Thank you very much, and Lilian, you have the floor.

LILIAN IVETTE DE LUQUE: Good morning, afternoon, and evening, everyone. Let me welcome you to our first call of the Communications Working Group. The agenda, if anyone can assist me and read it out because I do not have a connection [screen] so I cannot see it.

Nevertheless, you are all very welcome. We will share with you what are the strategies and the actions to be held with the group.

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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So the intention is to have everyone's participation and contribution so that we can start our job as soon as possible. So can anyone please read today's agenda? Claudia?

SILVIA VIVANCO: Lilian, do you want us to read the agenda? That is your request?

LILIAN IVETTE DE LUQUE: Yes, so that we can set the [motor]. I'm not able to see the screen. That's why I need your assistance.

SILVIA VIVANCO: Of course. I'm Silvia Vivanco from the staff and I will be reading the agenda. The first item is the roll call, the approval of the agenda, the objectives, the members of the working group, and the frequency of the meetings with a presentation by Lilian, then the strategies to be developed, then an analysis and approval of the work schedule, the contributions by the participants to the call, and finally, other business. So Lilian, you have the floor.

LILIAN IVETTE DE LUQUE: Thank you very much. The Communications Working Group was created after identifying the need for regional communication strategies with information on the entire ICANN system to enhance knowledge on the Internet governance in the region.

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At present, there are ten members in the group and I have submitted already this information in other course we have held, so I will now describe the strategies. I will present them for your consideration, considering the experience of the participants in this respect. You have been with the ICANN system for a long time so you can give us and the group guidance on which is the most effective way to conduct our work.

We have started an internal discussion within our RALO and ICANN and then an external discussion with the ALSes so that they can reach their end users. I think that social media is going to play a fundamental role. There is a Facebook group, but we do not know the users of the passwords. For Twitter, there is a handle but I don't know which is the password again. And then the idea is to reach the end users through the ALSes and a Twitter network. So we intend to combine all the information through this social media.

And for the medium term, we have set the goal of developing a website because we believe that a good experience was with the At-Large website. Also, we are considering a newsletter to be circulated among the ALSes and a dynamic mailing list with a report on what has been discussed in the call. Alberto has kindly put me in touch with John Laprise. I'm going to contact him to see how we can work together.

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We are going to make a very brief report for the ALSes so that they can know what is being discussed so that they can become better integrated into our work. We want to know from our members what they think about the strategies and there may be other means to know about their views. We are holding informal calls as well [through] WhatsApp and other means. So before giving you anymore information, I'd like to know what you think about these strategies.

I apologize I couldn't see the presentation.

SILVIA VIVANCO: We have two persons who want to take the floor. Harold and Sergio, and I will ask Claudia to display the presentation on screen. I don't know if you would like to give the floor to Harold.

LILIAN IVETTE DE LUQUE: Yes, please. As I cannot see the screen, I will kindly ask you to bring order to the participants.

HAROLD ARCOS: I raise my hand to give support to the proposal you have made. I think we should work in sync with the other groups such as social media, but a very important aspect which you mentioned is to do internal work within a RALO. That is very significant because we

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have to think the outreach strategy, which has an impact on the communications work. So this is just confirmation on my part.

And also, I wanted to make you aware that I have to leave because of time conflicts but you have my support. Thank you, Silvia.

SILVIA VIVANCO:

Thank you, Harold. Sergio was the next one, Lilian. Please, Sergio, go ahead. Sergio, do you want to speak? Do you have your mic open? Claudia, what about his mic?

SERGIO SALINAS PORTO:

Thank you. Thank you, Silvia, for giving to me the opportunity to speak and thank you, Lilian, for your first, or actually your second meeting as the leader of this group.

So let me congratulate you for this and then let me raise some issues which, in my view, are important. I believe that a WhatsApp group could make things faster. But what will happen with the WhatsApp group? It will be just a tool to get the operational work organized. But it'll be very appropriate if a special list is used for the communications group so that you can document all the steps and the discussions in the group.

So those of us who work in communications, it is very important to document everything, first, for transparency reasons. But also

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because it is a means to remember what steps have been taken. So let me invite you or suggest to you that this communications group should help us overcome these issues. So after developing the strategy, each chair and secretary will identify the tactics, but first, a strategic framework for communication with the proper assessment and then present it to the RALO group so that the entire region can be aware on this work and that later on, metrics will be developed will be very positive.

There was no communications structure until today and now we have a group. There are proactive individuals in communications. I see Antonio Medina Gomez is here. He is a LACRALO member who is very active in briefing and providing information on everything that is going on in the world of technology. So I think, as he very well said, that there are two sides, the internal communication and the external communication as well in order to show the entire diversity of LACRALO.

LILIAN IVETTE DE LUQUE: Thank you, Sergio. I am taking note of what you and Harold are saying for the future plan. You're right. Antonio is very active and concerned about the region and I would be very happy to have your support, anyone's support, actually, because this group belongs to all. Who else has requested the floor? Silvia?

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HAROLD ARCOS: The next one is Alberto Soto, so please, Alberto, you have the floor.

ALBERTO SOTO: I agree with Sergio and I want to make an additional remark, which refers to the starting point of this group, which should be the starting point. If you notice the participation rate to the meeting could be 20, 22, but if we take the interpreters out and the other participants, we are just 13 or 14 people, the same [inaudible] that we have the highest number of participants.

What does this mean? Are we going to develop a blog, a website, or any other tool? I think that is okay, but we will be using it effectively when we have a greater participation. I can volunteer myself. I have no issue, really. But I think we should start having more personal contact with each representative of each ALS so that if this person is not able to attend, someone from his or her ALS will be able to participate in the webinars, in the meetings. So even though we have a blog, a website or any other tool, people will not be participating. And it doesn't matter what content we develop, they will not be read. Thank you.

LILIAN IVETTE DE LUQUE: You are completely right, Alberto. We've been discussing with Harold, that first, we need to have updated information on the ALSes because some of the contact persons have changed now so

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we need to have that accurate, up-to-date information and we also need personalized information sent to the ALSes, to their e-mail addresses so that they can be encouraged to participate because otherwise we would be working against the current. We wouldn't have [put] our ground if we don't establish that link with the ALSes.

And who else wants to take the floor?

HAROLD ARCOS:

Lilian, Alberto Soto, take the floor.

ALBERTO SOTO:

Just to complete this idea, yes, of course, we need the mailing list for communication purposes, but I suggest having some personal communication. You've seen the social media, the WhatsApp groups and contact them through those media. There was an ALS. I can't remember which region it belonged to. When I was Chair, we couldn't get that ALS to participate.

What happened in that case? The leaders of the ALS had left and new leaders were there and then they were not participating and I was able to find the contact details for those leaders and then they started participating. So I think that it will require a lot of effort, but we have to do it.



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SILVIA VIVANCO: If you'll allow me, Lilian, I would like to make a comment to follow-up to Alberto's comment. As regard the ALSes, once or twice a year, the staff updates the information and every ALS is required to confirm the first contact person and a primary contact and a secondary contact person. Especially, we need that updated information when a vote is taken. So we have already engaged in that exercise last year, if I remember correctly, towards the end of the year.

So I think that we have that information and we have identified the primary and the secondary contact person so I wanted you to rest assured that there may be only a few, a couple of them that perhaps are not identified or up to date but we tend to update that information on a regular basis. Thank you.

LILIAN IVETTE DE LUQUE: Thank you, Silvia. Harold, is that the list that you were referring to?

HAROLD ARCOS: Yes, exactly. This list is being used by the leadership for contacts and it is precisely those lists that I was referring to. I see Alberto is asking for the floor. Is this a new hand, Alberto?

ALBERTO SOTO: No, no. That is an old hand.

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HAROLD ARCOS: Lilian, there are no more requests for the floor right now so you can go on.

LILIAN IVETTE DE LUQUE: We have a presentation on the screen so let's talk about the [GANT] chat. We were discussing with Harold this chart and we put it into this table format for each of you. But basically, I included here the strategy with the different timelines. We have already held our first call and I think that based on your comments, we already have enough to start with our activities.

I would like to listen to your opinions as to what should be the starting point. Alberto suggested the ALSes and the social media so I would like to get some feedback from you. Do you agree to start with the ALSes and with social media? And of course, we need to be shared any information on a constant basis regardless of what we can discuss in the different social media working groups. You know that I like sharing that information so I would like to hear your opinion as to what should be the priority.

Harold, who is asking for the floor?

HAROLD ARCOS: If there are no other requests for the floor, I have asked for the floor. If you agree, I can go first.

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I just wanted to say that I agree and I think it is an important topic or an important area and we have gone through a similar exercise in another group. Through new strategies, we were able to enhance the participation not only in the Social Media Working Group members but also, we enhance the participation of other members of the At-Large community. Our strategy was to pull together a short webinar showing how to use social media to our own benefit, how we can retweet information and many other strategies that could leverage the work that the ALSes and I can add to it.

Remember that one of our objectives is to have outreach activities inside ICANN so that a growing number of people can become actively engaged in the work done within ICANN as part of the multi-stakeholder model. So I agree with that suggestion and I think that we could start there and in your table, you have mentioned some media and we can have a summary on our mailing list and we can share that information with the ALSes. Now I give the floor to Sergio.

LILIAN IVETTE DE LUQUE: Okay, Sergio, you have the floor.

SERGIO SALINAS PORTO: Thank you, Lilian. Let me first say that I agree that I think that that is the right approach. As Harold said, although we haven't

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discussed this before, I think that we need to have some training on the use of social media. The fact that we are Internet users doesn't mean that we have the right expertise in the use of social media. In fact, I have been following some organizations and they don't have a very strong work on social media. So the idea is to help these organizations becomes stronger.

So in addition to contributing to the proliferation of the discussion of the topics that we deal with in this arena, we also need to increase the work on social media. So perhaps, we could put together some webinars on the three or four top social media, Facebook, Google, LinkedIn, Instagram and we can have four different webinars for each of these media and perhaps this could also help us take our work to another level. And this could lead to a virtual circle because all of these organizations will later on be capable of conveying this message to others. So I would say a plus one to that suggestion.

And as regards making contact with organizations, I think that should be coordinated directly with multiple leaders that we have. We cannot yet call it the Board because it hasn't been created as such because the rules of procedure have not been formally adopted. But we can talk with the leaders and with the ALAC members, with the other directors, to coordinate our steps, who we are going to contact, what we are going to do to make

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sure that the organizations will have a more active participation within LACRALO. That will be all for the time being. Thank you.

LILIAN IVETTE DE LUQUE: Thank you, Sergio. When Harold talked about the webinars, I immediately thought about the Capacity Building Working Group, how Adrian has taken advantage of social media. So I was thinking about what Harold said and I think that we need to work in coordination with Adrian and see how we can interact with his group in order to have a successful impact. If you agree, I can contact Adrian and we can start organizing a webinar as soon as possible.

Claudia and Silvia are asking for the floor.

SILVIA VIVANCO: If you allow me, Lilian, I would like to comment on these ideas. I was thinking about other ALAC groups that are also trying to improve their communication. There is an At-Large Social Media Working Group and they have many LACRALO members in that group, Sergio, Harold, and others are part of the group so it would be very important to establish interaction with the ALAC Social Media Working Group because they are also trying to find a way of enhancing the community's participation and you can also share ideas with them as to how to work on social media in a more strategic manner.

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I think that the members of that group could also be invited to participate in this group's meetings and I think that would be really helpful. That could help you establish synergy between the two groups and you can share ideas that have already been raised in that group.

LILIAN IVETTE DE LUQUE: Yes, Silvia. What you are telling us is extremely important. I should also talk to John and plan, perhaps, for a joint meeting between the two working groups because we can't have a good collaborative effort between the Social Media Working Group and the Communications Working Group. I'm a voluntary leader for the region in the social media group, so I can talk to John and I can ask for a space in the next call in order to raise this idea with them and see if we can do some joint work.

SILVIA VIVANCO: Yes, that would be excellent. So if you want, we can look into the details of that call or perhaps you can talk to John bilaterally and once you have a more concrete idea, we can set up a joint call for the two working groups if you think that would be necessary. I think that will be great.

Lilian, in the action item sections, we are saying that you are going to contact John Laprise and you will consider a joint teleconference in order to establish the synergy. Thank you.

LILIAN IVETTE DE LUQUE: Yes, that is right. Sergio, I think you were asking for the floor, right?

HAROLD ARCOS: No. Sorry, Lilian. There are no further requests for the floor. Silvia, are you asking for the floor again or that is an old hand?

SILVIA VIVANCO: No, that is an old hand.

HAROLD ARCOS: Okay, so we can go on.

LILIAN IVETTE DE LUQUE: So what is the next item on the agenda?

HAROLD ARCOS: We are looking at the Gantt Chart, and this strategy, you said that you wanted to start with social media. And then you have the webpage creation and then the creation of a newsletter for internal use in LACRALO.

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LILIAN IVETTE DE LUQUE: Exactly. I think you and I, Harold, we can have a separate meeting. I think that is the template or something to be filled in, the newsletter, the website, and the social media account should be depending on our interaction with the ALSes because what happens with them and within ICANN will be fed into the contents of those media, so we need that engagement from the ALSes so that we can find the content.

So let's get organized. We have the homework, which is the contact with the ALSes, the contact with John Laprise to see what is the work of the At-Large Social Media Working Group. Also, the contact with Adrian and seek the support of the social media group because they already have the experience, the communication with the ALSes.

I'm just making a summary. I think I have not missed anything.

HAROLD ARCOS: Yes, Lilian. With regard to the newsletter template answered in your question, yes, it is. In addition to the initiative shared by Dave, that's a doc and then there is a staff document for the region for uniformity and also the website that would be afterwards, specific for LACRALO. So your summary was correct.

In the chart, in the AC, I see that Alberto Soto is requesting to speak.



ALBERTO SOTO: Let me complete my idea. We do not have ALSes that are active in our group. They are active in the region. We must make them be engaged. We have to establish contact and we have to make their activity be part of our schedule.

If you ask me where they can participate in our calendars, I do not know. That's something else. The calendar should be at first sight, an easy link, so that all ALSes can contribute to their events quickly because perhaps they are going to have an event next week and it's okay for them but it's not good for the region. It's too late.

I'm thinking of someone, perhaps, using the CROP fund for those events but there is no time. And there are people who plan their events with extensive time in advance so we have to find a way to make them share with our calendars in an accessible calendar. At least eight weeks in advance of that, we can use the CROP fund. Thank you.

LILIAN IVETTE DE LUQUE: Thank you, Alberto. Very interesting, your comment. It is true that they do not participate in our group but they do things in their region and we have to find a way to make them engage with our group so the tool of the calendar is very important for that.

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Is that what you were trying to say? Am I right? Alberto?

ALBERTO SOTO: Sorry, I cannot hear you. Can you speak louder, please?

LILIAN IVETTE DE LUQUE: I was saying that I fully agree with what you were saying and I would like you to expand on the calendar tool. So you're saying that ALSes could introduce their events in the calendar, and then what? Are we going to give them support? Are we going to engage with them? What is the calendar tool like?

ALBERTO SOTO: Someone did it sometime ago. It worked for two or three things, but I lost track of the calendar. Nevertheless, there is another tool and I suggest you to contact Glenn McKnight from NARALO. He has the tool. If I'm not wrong, they use a newsletter which they publish with sufficient time in advance and they send reminders, so I encourage you to contact Glenn. I think it's a very good tool and if the calendar is the tool to be used, we could start a new calendar tool so that the ALSes can post their events.

LILIAN IVETTE DE LUQUE: Thank you, Alberto. I will see how to contact Glenn. He's very active in these matters. He's always in the School of Governance

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and I will also contact Dev, who in the social media group, is very active. He is probably aware of these tools, and perhaps, he can help us.

The important thing here is to have the tools available to the ALSes to let us know what events they are holding in the region. Were you able to hear me?

ALBERTO SOTO: Actually, we can hear you very low. Perhaps you can speak closer to the mic.

LILIAN IVETTE DE LUQUE: Okay. What I was saying is that I am going to contact Glenn. Glenn is a busy person but he is very concerned and I hope he will be in the School of Governance in Mexico because we always go to those schools so that I can contact him personally, or else I will contact Dev who is also very active in communication tools because though he's talking about new things in the social media group so any of them might give me support because the past is the past. If the calendar cannot be found, perhaps we can create a new one. Have you heard now?

HAROLD ARCOS: Yes, Lilian. Yes, we can hear you very well and the action item has been noted. And Silvia has shared the calendar on the chat. There

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are two people who want to request the floor. Harold Arcos first and then Silvia Vivanco. If I may, I will speak very quickly.

LILIAN IVETTE DE LUQUE: Go ahead, Harold.

HAROLD ARCOS : Thank you. I wanted to state that, yes, there is the calendar and we should be developing awareness on the various types of calendars that exist. There is one per RALO per region that is sent with the meeting and participants can thank them with their personal calendar. And there is also a general calendar that we see events from the staff and each region has a calendar of events so we should go for this calendar and find a visible place for this calendar in our Wiki page so that the ALSes can find it easily and then work on what Alberto was recommending to introduce events.

So yes, these calendars exist. My recommendation is not to create new ones for in order to prevent confusion, but rather, invite people to use them. There is a RALO calendar that can be identified by anyone having access to At-Large.

So as a secretary of the RALO, I am holding meetings within staff to develop a better Wiki, better organized so that the information is easily found. So perhaps the calendar could be placed in the

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homepage of the Wiki so that the information is easily found there. And our task will be to share this so that everyone is aware and then can introduce information about the events to be held in the countries. Thank you.

LILIAN IVETTE DE LUQUE: Now Silvia.

SILVIA VIVANCO : Just to say that the calendar I shared on the chat [inaudible] that is in existence has been for sometime, the LACRALO members and the participants and the Outreach and Engagement Working Group would be the ones who would update it. I think it has a lock. Not anyone can access it. I think Dev has one of the updates for the permissions for the calendar, so the idea is to provide opportunities to anyone who can use it because the tool is there, the tool is available.

LILIAN IVETTE DE LUQUE: Thank you, Silvia, and thank you, Harold. Thank you for mentioning the Wiki because this new working group that has started with this new leadership management should be at the top. It's easier to find the old working groups. And Silvia, if you could please share with me what [inaudible] calendar link because I cannot see it. I cannot access that topic from here. Is there any

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other matter, any other business that you would like to discuss? Is there any other comment? Anyone else?

HAROLD ARCOS: No, there is no one else.

LILIAN IVETTE DE LUQUE: So as we said at the beginning, sometimes it's not a matter of quantity but quality. It has been a meeting with very few people but very productive. Thank you for your support and interest. Let's begin our work.

And we have to decide if our next meeting will be through this system or through any other means of interaction. Silvia? So to close this meeting, let's decide whether the next meeting will be held like this or more informally.

SERGIO SALINAS PORTO: If I may, I will interrupt you, Lilian. I will say first that the meeting has been very good. Secondly, that the group must have a meeting every two months in this modality, through this means, so that it is recorded and interpreted for our Caribbean colleagues, and you should not forget because actually, that is the essence of this group that the participation should be promoted with the social media group of At-Large.

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In addition, you should bear in mind that there will be a definition. There should be elections or you should decide who will be the co-leader of this group, the co-director. It's not necessary to decide it right away. We can see it in the future, but we should start seeing and discussing how we will elect a co-director for this working group.

And to conclude, let me commend your work again, Lilian. Very good meeting. That's all. Thank you.

LILIAN IVETTE DE LUQUE: Thank you, Sergio.

SILVIA VIVANCO : As regards the frequency of calls, we have said that there will be a lot of activities and the call should take place every two months. But of course, if you need a special call, we can make the necessary arrangements or let us know, and of course, we can coordinate the meeting, the call, with the Social Media Working Group. Of course, if you require a special urgent meeting before that two-month period, we can make arrangements for that, and in the meantime, you can work on the mailing list and on the Wiki page. Thank you.

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LILIAN IVETTE DE LUQUE: Thank you, Silvia. So we have discussed all the agenda items. We have heard valuable opinions from all the participants in this call. This was a very productive meeting. I just want you to know that we are at your disposal and I wish you a nice evening, and I hope that we stay in contact.

SILVIA VIVANCO: Thank you. Good-bye.

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