UA Comms WG Meeting
21 March 2022

Attendees

Anil Kumar Jain

Raymond Mamattah

Maria Kolesnikova

Mark Datysgeld

Simone Catania

Prince Andrew Livingstone Zutah

Dhananjay Garg

Indra Jeet

Frank Anati

Kapil Goyal

Shrutee Bepari

Mohammad Abdul Haque

Joseph France

Gwen Carlson

Jane Sexton

Collin Roberts

Seda Akbulut

Agenda

1. Welcome and roll-call
2. Brief introduction in roundtable (2-3 sentence from everyone)
3. Intro to Comms WG roles and expectations
4.   Comms WG Planning
  4.1.   Overview of Comms Pending Tasks
   - [B. Global Awareness - List of Tech](#) Market Leaders for UASG communication (input needed from EAI and Tech WGs)
   - [SOW for UA Explainer Video](#)
   - UASG Monthly Newsletter (Updating the UA in the News, Events Calendar documents)
   - [Quarterly Social Media Paid Campaign](#) (the first one was in Jan'22)
   - [IGF Strategy and Goals](#)
   - [Content Matrix](#)
  4.2.   Scheduling Recurring Meetings (Frequency / Day Preference)
5. Overview of ICANN73 UA sessions and preparing for ICANN74
6. AOB

Meeting Notes

Brief introduction in roundtable
As this was the first meeting with the new chair and vice chair of the Comms WG, Anil introduced himself and then asked all participants to introduce themselves. All the participants briefly introduced themselves. Participants are from diverse professions (Students, copywriters, communication supports, internet, developers, presidents in some organizations).

Introduction to Comms WG roles and expectations
Seda explained the roles and expectations of Comms WG as part of the agenda.

The expectations from Comms WG are
1) Plan the Communications WG portion of the UASG work for each financial year in consultation with the WG members
2) Disseminating the documents and tasks/projects to relevant parties/stakeholders
3) Encourage participation in UASG, particularly those who can add value to the group's efforts.
4) Identify and educate individuals, businesses, governments, academia, and industry groups on UA.
5) Work with UA Ambassadors and Local Initiatives to identify opportunities for UASG participation or conducting UA technical training at local and regional events, and more. As a part of this, develop a strategy for UASG in national, regional, and global IGFs.
6) Similarly, regional NOGs are example platforms for organizing UA technical training.
7) Maintain the events calendar for all UA activities, particularly those organized by, or attended by, UA Ambassadors and Local Initiatives.
8) Organize and execute UASG sessions at ICANN meetings. This includes determining and developing content, identifying and inviting panelists, and hosting sessions.
9) Develop activity "recap" presentations and share that information as needed.
10) Lead Comms WG meetings which includes establishing agendas and tracking action items.
11) Producing monthly newsletter and distributing it
12) Preparing Statement of Works (SOW), such as for UA-related videos
13) Production of UA awareness and technical training videos
14) Identifying the content and audience

15) Coordinate with ICANN to promote events via www.uasg.tech and social media.
16) Follow UASG social media channels and amplify within your own networks.

With that Seda mentioned Comms WG group charter which explains the roles and activities of Comms WG. Links can be accessed here 1. [Charter PDF](#) 2. [ICANN wiki](#)

Gwen briefly described the role of ICANN in Comms WG and UASG:
1) Promote UASG and UA-related events on UASG social media channels.
2) Provide guidance and support event participation and related Comms activities
3) Proof and ensure content relates to UA (such as Newsletters, and any other documents, post); ensure distribution is in accordance with privacy regulations.
4) Ensure alignment with ICANN org activities, messaging etc. Support SOW development and approval. Contracting and project management of work contracting by SOWs.

She gave the closing remarks saying UA is part of the ICANN's strategic plan and goals. Anil added that as UA implementation is at the initial stages, the role of Comms WG is critical for the overall objective of UA under ICANN.

Comms WG Planning - Pending tasks:

Global Awareness - List of Tech Market Leaders for UASG communication (input needed from EAI and Tech WGs)
Maria gave an update on the pending task of preparing a list of technology market leaders. First draft of the list is prepared which includes global and regional tech leaders based on public ratings. Formatting of the document is yet to be finalized then it will be reviewed by technical WGs for inputs. The final list after revision shall be overviewed by UASG leadership with ICANN comms group.

SOW for UA Explainer Videos
Seda gave an update on Working item: Explainer videos - Content for communication channels. The draft was developed by Comms WG with feedback from Tech, EAI and Measurement WGs. This work aims to produce three short videos:
1) Introduction to UA and why it is important.
2) Configuring email systems to support EAI.
3) How to make UA-ready applications.

Maria explained three scenarios are being considered, and all three scenarios are completed in SOW. For Scenario 1 the script is needed to be written only. For scenarios 2 and 3 – the scenarios have been prepared with the help of EAI, Tech WGs, and they need to confirm the final version. Then two scripts should be written as well.

Mark Datysgeld showed interest in executing the SOW Project as he has an animation company. However, if there are any needs, he also volunteered for finalization of SOW including the work for writing scripts for the videos. He also highlighted that he intentionally distance himself from the SOW process in order to avoid any kind of steering of the project. He said it is important to visually impact communities.

The detailed scripts for these videos have been prepared with the help of EAI, Tech, and other WGs. But it needs to be discussed with future contractors and are yet to be finalized.

At Anil's request, Maria clarified that these videos are 3-5 mins long. Anil assured that required work for other WGs shall be distributed and volunteers for scriptwriting shall be found.

UASG Monthly Newsletter (Updating the UA in the News, Events Calendar documents)
Seda gave an update on the monthly newsletter by explaining that the newsletter is sent to the UA discuss list after being compiled by Comms WG and other relevant members. It contains details of upcoming events, regional IGF, meetings, and new organizations becoming UA-ready. It can also be about past events like publications, updates, decisions and big achievements.

Maria informed about the template/format for the newsletter but it's up to the volunteers if they want to do it their way, credentials to access the template shall be provided. They can use google sheet tables: UA in news and Events schedule topics at the newsletter are being led by Comms WG members.

Task of compiling the content for the monthly newsletter shall be assigned to volunteers who will take inputs from relevant WGs, including Comms WG and Local Initiatives. Following members volunteered for the Newsletter work.

Mohammad Abdul Haque Anu
Imdadul Haq
Preeti Kamra
Shrutee Bepari
Kapil Goyal

Quarterly Social Media Paid Campaign
Seda gave an update on the quarterly social media campaign. First campaign was run by Comms WG, started in Jan 2022, aiming to draw the attention of stakeholders to uasg.tech and UASG033. The campaign was run on Facebook and Twitter. Lessons learned and relevant stats and table of campaign was [published](#) on Comms WG wiki page on 24 January 2022. The campaign went on for one week. The second campaign shall start in April.

Gwen added that Jane did a very successful campaign. She added ICANN manages the social media channels for UASG, and ICANN can add value to it by looking at the results and lessons learned. Jane shared the presentation containing the findings of the last campaign.

Jeet volunteered for social media paid campaign work.

IGF Strategy and Goals
Maria gave an update on IGF subgroup strategy and goals by first describing the strategy: The main purpose is to develop a broad and comprehensive strategy on how to engage at multiple national, regional and global IGFs, to determine the respective IGFs and choose topics focused on challenges and possible solutions for promoting/achieving UA Readiness.

She ended the update by saying the success on IGF platforms is very wide, but we need to continue these efforts. The subgroup was formed to discuss and find solutions of how to use these IGF platforms, organize speakers and sessions. Current members of this subgroup who want to volunteer for continuation work are encouraged.

Content Matrix
Maria gave an update on the UASG content matrix, which has all the technical documents the other WGs produced. For a person who will consume these documents, understanding the whole technicalities shall be difficult. Also, the documents should be classified based on topic and key audience. So, there must be a short summary of each document or at least for important documents.

Maria raised the issue as other WGs are not updating this content Matrix for quite a time. So some subgroups or strategies to get inputs from other WGs should be devised. Maria clarified that the content matrix is the basement of the whole database of these technical documents.
Anil suggested being more innovative on how to disseminate the content matrix within WGs.

Jeet, Dhananjay and Preeti Kamra volunteered for the content matrix work.

Scheduling Recurring Meetings (Frequency / Day Preference)
After discussing with participants, Anil announced that this meeting shall be at 16:00 UTC on alternate Mondays.

Agenda item "Overview of ICANN73 UA sessions and preparing for ICANN74" is postponed due to the time constraints.

Anil appreciated and thanked everyone who has volunteered and especially Maria for giving all the information.

Next meeting: 04 April 2022 UTC 16:00 UTC

Action items

No.	Action Item	Owner
1	Share the credentials for newsletter template with Volunteers	Maria/Lilian