

UA Comms WG Meeting

25 July 2022

Attendees

Raymond Mamattah
Adebunmi Akinbo
Poncelet Ileleji
Mark Datysgeld
Seda Akbulut

Agenda

1. Welcome and roll-call
2. Social Media Paid Campaign- what to promote from uasg.tech
3. Reviewing the comments in [SOW Explainer Videeos](#)
4. AOB

Meeting Recording:

https://icann.zoom.us/rec/share/CVh9523wppf5OkCOgAFclMs9eQI7dsJ50x6vum2tLK4xahH1LRjUabSTs_8VzCos.KneSsSyi9ITIJ18I

Meeting Notes

Mark D. mentioned that it would be better if we could arrange a different time that the contributing members can join. Simone Catania had mentioned he would not be able to join the meetings due to conflict.

Regarding the social media paid campaign, Seda mentioned that there will be sample codes that will support UA which can be used by any programmers in their codes. This may be something we can promote in the social media. It will be ready in a month. Mark D suggested facebook and twitter may not be the right platforms to promote sample codes. Seda asked if there are any possibilities to promote the sample codes in Github, e.g. upvoting by the UASG members. Mark responded to that he worked previously on this area and found out that upvoting is not working consistently in Github. It doesn't translate correctly. It would be much easier to promote sample codes if we can build a potential partnership with Microsoft Public Relations (PR) through ICANN org CEO. Mark D. suggested that perhaps Mark Sv. can suggest a PR person in their organization to look into this. With PR channel this can be better promoted.

Due to the lack of participation, the team decided to work on the statement of work (SOW) only.

The team went through the suggestions and comments submitted by the community and incorporated those changes in the document as per the consensus.

Changes made to the SOW document include:

1. "Glossary Link" and "Generic FAQ Link" notes have been added to the final screen of the three scenarios.
2. The name of the first scenario is shortened as "Introduction to UA" which will answer questions like what is UA, why is it important and how does it serve as a public good.
3. Mark's suggestion in response to Gwen's comment on local content was incorporated as there are examples focusing on local languages in domain names rather than in the content. Following was suggested by Mark. "Enabling easier and meaningful access to local-content with domain names in local languages on the Internet: government, e-commerce and education websites."
4. Link to Thai video "kai kai kai" was included in the reference section which can also be shown on Youtube or on other channels as the next recommended video to watch. The members mentioned that the next video recommendations can be configured manually.
5. There was a comment in the document stating that EAI is a bad expression that we should use a different terminology in the first video. Mark suggested that we should anonymize EAI through visuals and should not over explain what the EAI, internationalized email addresses is. Considering the audience is a general public, all members agreed not to use too much technical words.
6. Regarding the wording "There are more than 7.000 unique languages and dialects in the world", Seda will check how many scripts, languages are supported in the DNS and update this part.
7. Maria commented that a separate document needs to be prepared for the script. Everyone is aligned that we should deliver the SOW as soon as possible, and preparing the script will take months of time. Writing the script can be a part of the SOW and the community can always share their input before the publication.

Next meeting: Monday 08 July 2022 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Find a different time (1 hour earlier or later on the same day) that suits the contributing members and chairs.	Seda
2	Check how many scripts, languages are supported in the DNS.	Seda
3		