UA Comms WG Meeting
12 December 2022

Attendees

Anil Kumar Jain	Jane Sexton
Raymond Mamattah	Lawish Mawuena Mensah
Abdalmonem	Mohammad Abdul Haque Anu
Adebunmi Akinbo	Olivier Kouami
Amina Ramallan	Poncelet Jokkolabs Banjul
Arinola Akinyemi	Samwel Kariuki
Bibek Sinwal	Sushanta Sinha
Carine Malor	Seda Akbulut
Harsha Wijayawardhana	

Agenda

1. Welcome and roll-call
2. IGF engagements, and views for future IGF sessions
3. UASG Newsletter Format and Content
4. Some action items from ICANN org and BIUWG Meetings
    1. UASG will make a business plan for each big technology organization to build dialogue
    >Shortlist and prioritize the companies that Maria sent
    >How to communicate? via SOW or UA WGs?
    2. UASG to help develop messaging for governments for Göran to use in his meetings.
    3. UASG to work with the Communications team to look into developing a video on UA by the Board members, also providing the talking points for them.
5. UPDATES:
    1. The 2nd social media paid campaign "code-samples" are online
    2. SOWs are open for proposals
6. AOB

Meeting Recording

Meeting Notes

IGF engagements

Anil congratulated all the speakers that represented UASG successfully at the 17 Global IGF in Addis Ababa. He shared that there were many participants in the UASG's session both online and onsite and from various stakeholders. The message was that the community should consider UA as an important topic. Each panelist was in one tone explaining how to support the multilingual internet, and what each stakeholder can do. Ethiopian authorities stated that 50% of the population is unconnected, and the rest of the 50% will be adopting the universal acceptance and multilingual internet. Overall, the session was a great success.

Anil moved on to another relevant topic, India IGF 2022. It was a 3-days event that ended on 10 December 2022. There was a session dedicated for UA, and it was also well received. The minister and the secretary of the department in India showed great interest in UA, and stated that UA should be implemented in India, and so it will be included in guidelines.

Anil opened the floor for comments about IGF sessions and future ICANN76 session.

Poncelet shared that he was also in Ethiopia for IGF, but in the capacity of UN task force. Therefore, he could not attend the UA session. He suggested merging forces for such events and planning an informal meeting ahead of the IGF meetings in the future.

Anil shared that in fact he had invited all panelists and many others to a dinner in Addis Ababa before the UA session. Edmon Chung, ICANN board member, was also there. Seda also added that IGF sessions were in our agenda items while we were preparing our proposal and after our proposal was approved. And the session details were also shared via email beforehand.

Newsletter:

In the previous meeting, we had shared the newsletter format. That was reviewed by ICANN Comms, and then they shared their input. Raymond worked on the document to incorporate those inputs. We ran through the newsletter format. There was no comment for page1. Hence, it was accepted as is.

For the page2, Sushanta suggested inserting links for the reports in the highlights section. This was well received.

Adebunmi asked how we contribute articles to the newsletter. Seda shared that those articles can be emailed to ua-comms mailing list. In addition to the newsletter, the articles may be also published on https://uasg.tech/uasg-in-the-news/ depending on its content.

At this point Raymond joined the meeting and noticed the new members in the group, he welcomed all the new members joining the group.

Sushanta asked about the frequency of the newsletter.
Raymond shared about two possibilities: monthly or quarterly.
Seda added that after talking to the ICANN Comms Team, we think that sustaining monthly is difficult as this work requires a very dynamic team to collect and proofread all content. Hence, quarterly is better, and we can highlight the most recent and important ones. Anil agreed on a quarterly basis too.

Sushanta suggested a new small section about a UA puzzle or crosswords that requires a reader to look for some information to solve it. This way, we can keep the interest level of readers more. Adebunmi agreed. Anil liked this idea too, but added that we may issue the first issue without this, but discuss it what can be added for the next issues.

Bibek suggested that we can include factsheets or updates from Working groups. Anil agreed.

Raymond said that in the last meeting it was claimed that announcing the events quarterly might make us miss out some recent events. Anil added that many meetings are announced four months before, therefore the risk is minimal.

Adebunmi agreed on a quarterly basis. However, he added that in addition to the quarterly newsletter, we should have a UASG Flash news, that should be monthly. So, everyone knows the upcoming events. There can be a lot of things happening in three months that can be forgotten easily.

Seda suggested for upcoming events we can benefit from social media instead of flash news. She raised that currently we don't have many retweets and reshare on UASG's social media posts. She asked everyone to retweet and reshare to reach more people.

Raymond liked the idea, however it creates even more work that cannot be manageable. Anil and Raymond agreed with Seda on using the social media handles for the flash news.

Adebunmi shared in the chat: - "UA News Flash allows you to point to the Social Media Channels. Can DNS Africa offer to do the flash for free as a test."
Anil welcomed volunteers anytime for this purpose.

Some action items from ICANN org and BIUWG Meetings
- **UASG will make a business plan for each big technology organization to build dialogue**

Seda shared that after the UASG's meeting with ICANN Board IDN and UA Working Group (BIUWG), it was concluded on some action items. And those action items were distributed within the relevant working groups during the UASG Coordination WG meeting.

At some point, Maria had sent a list of big tech companies that we need to build dialogue with. Now, we need to shortlist and prioritize those companies, by picking 3 to 5 of them, and then make a business plan to start with.

Anil suggested picking three organizations only as a first step, instead of five. And we should pick each from different category:
- One company on "search engine": Google
- One on "mobile phones": Apple or Samsung
- Another one on "social media": Meta – Facebook or anything on this category

Sushanta agreed on this approach. Whereas Adebunmi suggested increasing it. We should not limit our reach. Seda clarified that we plan to reach out to all of them in the list eventually, but to start with, building a plan for three types of organizations can in fact benefit other companies that are in the same category. **This topic will be further analyzed in the next meeting.**

Some action items from ICANN org and BIUWG Meetings
- **UASG to help develop messaging for governments for Göran to use in his meetings.**

Anil appreciated this work. Depending on which countries Göran is talking about, he can pick up a particular message. We should prepare messages, then we will

submit to ICANN Comms to refine and hand them over to Göran. Messages will be dynamic in nature and appealing to the government. He suggested setting up a separate sub working group with people with expertise on messaging.

Mohammad Abdul from Bangladesh shared their interest for Local Initiative with the support of Government Entity. Last week they got a UASG charter which was shared with the Government Ministry, and hopefully they will start a new local initiative. Anil appreciated this update. He shared that we can include this news in the newsletter when this is realized.

Anil shared that we can continue the agenda topic 4c next time. Seda noted this agenda item for the next meeting.

Seda shared quick updates that a couple SOW's are now open for proposals. One of them is about Explainer Videos that Comms WG prepared. And the other update is that the 2nd social media campaign on promoting the sample codes are now live on facebook and twitter.

Next Meeting: Monday 9 January 2023 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Share the big tech companies list with the Working Group members	Seda