UA Comms WG Meeting
12 February 2024

Attendees

Anil Kumar Jain	Hadia Elminiawi
Raymond Mamattah	Henriaetta Ampofo
Frank Anati	Lavish Mawuena Mensah
Abdulkarim Oloyede	Mabel Asabea Ayita
Arinola Akinyemi	Samwel Kariuki
Aysha Labiba	Sushanta Sinha
Barkha Manral	Seda Akbulut
Emmanuel Oruk	

Agenda

1. Welcome and roll-call
2. Developing a 5-year action plan for Comms WG to achieve the UASG's 5-year strategic plan
    1. Review the comments on 5-year plan and address anything relevant
1. ICANN79 Prep Week Slide Deck
2. Newsletter issue #3

Meeting Recording

Meeting Notes

In this meeting only the agenda item no2 5-year action plan was discussed.

Each action item was reviewed one by one for feedback and to fill in the timeline. C1 through C7 has been confirmed by all members.

- Action C8: "Direction: Publish a document on how to implement IDN New gTLD for countries (research new methodology for regular researches on UA)." This was noted as to be done 4 months before the second round.

1

Universal Acceptance Steering Group
visit/ www.uasg.tech /
email/ info@uasg.tech /

Seda shared that ICANN is working on Applicant guidebook for the second round, and asked whether this is a duplicate effort and can be removed if so. Anil said that if ICANN is doing this then there is no need to include, if not UASG should do it. Hadia added that IDN EPDP is doing some work on this. She added the aspect of doing this work for countries. However, ccTLDs can apply outside of a new round of gTLD. Anil clarified this is related to how a registry implements this in their system. Hadia shared that the EPDP does not provide a guide. The applicant guidebook provides a guide to applicants. The PDPs provide implementation guidelines.

Seda also shared that for registries and registrars there is a roadmap published by ICANN. Also APTLD whitepaper is helpful for the ccTLDs. Anil mentioned that various WGs are working on the application process. Maria added that this is a comprehensive document and not only about UA, but about IDN promotion. Maria suggested changing the verbiage as it sounds like for registries. She added that the Implementation Guideline is outside of our scope, and this is being done by EPDP.

Maria shared that this type of work would include hundreds of pages with technical content. She added that Comms WG has no competence for this type of work. Anil suggested dropping C8 by flagging it for the Technology working group. Seda removed C8 from the list.

- Action C9: "Task: Update uasg.tech and community page to become more multilingual"

Seda shared that most of the content on uasg.tech is in pdf. Upon request, the reports on document hub are translated to other languages. This item is referring to general pages on uasg.tech into other languages. Maria mentioned that this item was related to updating general content (C1) rather than translations. Raymond shared that having our website multilingual is long overdue, and Hadia agreed.

Maria suggested coding the directions as C, and actions as CA, and connecting tasks to relevant directions.

- Action C10: "Task: Support local journalists writing up UA issues/new reports/an event/achievement etc in local media, press. Also reach out to local journalists to invite to the UA Day events in each country, encourage them to ask questions and interview at UA Day events"

Seda said that C10 is similar to C6; "C6: Direction: Looking for and developing partnership with key influencers from the listed stakeholder groups (international organizations; IT giants; media platforms, governments, etc)."

Anil wanted to keep them as separate and top priority because the items with journalists have higher priority too. Hadia agreed to Seda and suggested merging C6 and C10. Seda added that C6 is a direction, and C10 can be a task connected to C6. Maria and Hadia supported.

Anil suggested coding C6 as C6a, and C10 as C6b.

Next meeting: The time was over and the WG agreed to continue from C13 on the next meeting. Seda will share the ICANN79 slide deck offline on google slides for further feedback.

Next Meeting: Monday 26 February 2023, 14.30 UTC

No	Action Items	Owner
1	Coding the directions as C, and actions as CA, and connect tasks to relevant directions.	Staff
2	Share the ICANN79 slide deck offline on google slides for further feedback.	Staff
3	Comment on the slide deck	Comms WG