

UA Communications Working Group Meeting

15 June 2020

Attendees :

1. Abdalmonem Galila
2. Anna Ludwig
3. Denise Hochbaum
4. Gwen Carlson
5. Jane Sexton
6. Jessica Ranftl
7. Lilian Ivette
8. Mohamed Elbashir
9. Pitinan Kooarmornpatana
10. Rahul Gosain
11. Raihanath Gbadamassi
12. Sarmad Hussain

Meeting Agenda

1. Stakeholders Messaging :
 - [Career Opportunity \[docs.google.com\]](#)
 - [Business Opportunity \[docs.google.com\]](#)
2. Rich Media Content :
 - o Infographics: What UA content that can be presented using infographics
 - o Explainer Videos: Short animation videos about UA, how to support or check a system's UA readiness
1. AOB

Action Items :

The group agreed that most of the messaging has been discussed in the previous meetings and the next step is to review it by ICANN's communications team to produce the final revised UA messaging document which includes the 3 main messaging categories (social relevance, career and business opportunity) by the next working group meeting.

The group discussed the need to use visual materials to explain UA issues with a focus on the technical audience/stakeholders but also considering the general public when needed. The group requested that this new agenda item be added to the action plan, assigned a priority based on the working group objectives and the target audience. The messaging delivery options or vehicle can differ based on the target audience, both explainer videos, or Infographics after identifying the audience and type of message.

ICANN's communication team indicated that the infographics are a good option for engagement and generating traffic especially when translated.

The group agreed to focus on the technical audience as they are important stakeholders for UA remediation.

Action Items :

No.	Action Item	Owner	Deadline
1	Add infographics/explainer videos as a priority for the FY21 action plan; determine resourcing and budgeting.	Mohamed	26 June
2	Revise UA messaging based on 1 June & 15 June discussions: 1. Social Relevance [docs.google.com] 2. Career Opportunity [docs.google.com] 3. Business Opportunity [docs.google.com]	Gwen, Jane, Edelman	26 June