UA Communications Working Group Meeting  
24 September 2019

Attendees:
1. Ajay Data
2. Anna Ludwig
3. Dennis Tan
4. Ihtisham Khalid
5. Jane Sexton
6. Jessica Ranftl
7. Lilian Ivette De Luque
8. Mark Svancarek
9. Samuel O. M
10. Sarata Omane
11. Sarmad Hussain

Agenda
1. Welcome & introductions of new participants
2. Overview of preceding meeting & action items (Sarmad)
   a. Comms WG charter
3. Planning (All)
   a. Short-term activities
4. Activities in-progress (Edelman)
   a. Blogs
   b. Social Media
   c. Bylines
5. Admin matters (Sarmad)
6. AOB

Meeting Notes
- **Overview of preceding meeting & action items**
  o Sarmad summarized the preceding call and the main action item to review the UASG Comms WG charter.

- **Comms WG charter**
  o Sarmad presented the charter for further comments from the group. Feedback was provided regarding measurement of activities, paid and email campaign efforts, as well as taking a collaborative approach to amplify UASG materials by involving groups in the ICANN community and other influential individuals.
  o **Action**: everyone to provide final feedback to the charter.

- **Planning**
  o While the comms plan is currently being developed, the group suggested that other efforts be initiated in parallel, such as message development for targeted and local audiences.

- **Communications activities**
  o Edelman provided an overview of current activities including upcoming blogs, the October social media editorial calendar and a media byline.

- **Admin**
  o Nominations for a Comms WG chair and vice chair are open. Self-nominees or those who accept nominations from others should circulate their Statement of Interest by 8
Oct. 2019. These two positions will help lead the bi-weekly meetings and drive the group’s efforts forward.

- **Action**: Submit chair/vice chair nominations to the broader group and Statements of Interest (ua-comms@icann.org), keeping the membership guidelines in mind:
  - Chair(s) should have a solid understanding of communications strategies; ability to develop clear and concise messaging; strong writing and editing skills; expertise in verbally communicating/presenting to global audiences; and excellent planning, organizational, execution and time management skills. **Academic background in a relevant discipline is desirable, with hands-on communications experience (in-house or agency).**

### Action Items

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<th>No.</th>
<th>Action Item</th>
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| 1   | Submit nominations for the Comms WG chair and the vice chair  
     - Self-nominees or those who accept nominations from others should circulate their Statement of Interest.  
     - Keep charter guidelines in mind: Chair(s) should have a solid understanding of communications strategies; ability to develop clear and concise messaging; strong writing and editing skills; expertise in verbally communicating/presenting to global audiences; and excellent planning, organizational, execution and time management skills. **Academic background in a relevant discipline is desirable, with hands-on communications experience (in-house or agency).** | All | 8 Oct. 2019 |
| 2   | Provide final feedback to the UA Comms WG charter | All | 8 Oct. 2019 |