

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**
 - Sarmad summarized the preceding call and the main action item to review the UASG Comms WG charter.
- **Comms WG charter**
 - 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.
 - **Action:** everyone to provide final feedback to the charter.
- **Planning**
 - 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**
 - Edelman provided an overview of current activities including upcoming blogs, the October social media editorial calendar and a media byline.
- **Admin**
 - 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

No.	Action Item	Owner	Deadline
1	Submit nominations for the Comms WG chair and the vice chair <ul style="list-style-type: none"> • Self-nominees or those who accept nominations from others should circulate their Statement of Interest. • Keep charter guidelines in mind: <i>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).</i> 	All	8 Oct. 2019
2	Provide final feedback to the UA Comms WG charter	All	8 Oct. 2019