
CLAUDIA RUIZ:

This is Claudia Ruiz speaking. Good morning, good afternoon, and good evening everyone, welcome to the LACRALO Communications Working Group Call on Monday, January 27th, 2020 at 2300 UTC. On the Spanish channel we have Lilian Ivette De Luque, Harold Arcos, and Sergio Salinas Porto.

Apologies have been sent by Alexis Anteliz and Vanda Scartezini. From Staff we have Silvia Vivanco and myself, Claudia Ruiz. I will be managing the call for today. Our interpreters on the Spanish channel are Veronica and Lilian. Before we start I would like to remind you all to please state your name at the time of taking the floor, not only for transcription purposes, but also for the interpretation. Now I give the floor to the Chair of this call.

LILIAN IVETTE DE LUQUE:

Lilian speaking. Thank you very much Claudia, this is Lilian Ivette De Luque for the record. Good morning, good afternoon, and good evening everyone. We are going to begin with our first call for this year, 2020. This is the first call of the year for the Communications Working Group. We have very few attendees on the call once again and honestly this is something that is being repeated, not only in LACRALO for the universal acceptance we have more than 300 people and there are only three people participating. So, we have to keep on working and we have to find mechanisms for participation.

In our agenda, the agenda for today, we have to do a summary of the work carried out during 2019, then we have a work plan for the first

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semester of 2020, and then we will be going to speak about methods to improve participation. I don't know if there is any other business that you would like to add. If there are no other comments, we will begin with the first item on the agenda. This is the work done during 2019. Can you please upload the PowerPoint presentation?

So, 2019 was a very important year for the region because many working groups were created and reactivated. One of them was the Communications Working Group. We started at the beginning of 2019 and we started working on activities by reactivating the social media account. We have a Twitter account and the amount of users and followers have increased, and we also increased the number of posts.

We have been interacting with other ICANN social media accounts. We also proposed ALSes to spread the word on the activities they are carrying out in their regions. So some of them were posting that information on their social media accounts and they provided information on the working group, but we need to engage the ALSes in this kind of activity.

Regarding working group membership, we have approximately between 10 and 11. We circulated an email to increase participation to find new candidates. There are some people who are willing to participate, they are interested in participating. We have Alberto Soto, he is an ALS member. I kindly invited him to participate but he couldn't make it to this call.

There is someone, Marcello, Marcello was very active and very interested in participating and I truly thank him because he gave me

plenty of ideas. We had the opportunity to meet face-to-face so I would like to welcome in onboard. I know that we are going to participate and grow together. This is all I have to say regarding the first item on the agenda. Is there any other comment regarding this review regarding the work during 2019? If there are no comments, I can continue to Item #2.

SERGIO SALINAS PORTO: Sergio speaking. Harold would like to take the floor.

LILIAN IVETTE DE LUQUE: Lilian speaking. Okay, thank you Sergio, please go ahead.

HAROLD ARCOS: Harold Arcos speaking. Thank you, Lilian. Just a brief comment. I would like to add some items. It was a good opportunity to have the working group devoted to communications in the region. We know that as in any other case the communications working group had a lot of participation.

We had many people interested in the working group because they understand this might be a very useful tool for the discussion on the growth of the region, but in practical terms, there is the core of the matter, because we have very few attendees. So, we are on our way to find that information and to find those members.

We as Chairs or leaders, leading a group, we need to decide if we participate and I believe this is something very important that we need

to record in our call today, because this is a crucial point and a crucial aspect of the processes in the region.

Then we also have a very interesting tool that was created by Dev Anand Teelucksingh, he's a member of our region from the Caribbean region, together with a NARALO colleague, Glenn McKnight. This is an information tool in blog format for all the RALOs that are part of the At-Large community, may be able to post information and to communicate.

I believe that this tool is already available, this was already introduced in the monthly meeting. We haven't mentioned that, but I believe it worth taking into account as a tool for the next phase. That's all, Lilian. Thank you.

LILIAN IVETTE DE LUQUE:

Lilian speaking. Thank you, Harold. Yes, this is something that is still pending for 2020 and we need to develop our participation in the blog space. What is not clear to me yet is to whom we need to send the information. Silvia, I see your hand up, please go ahead.

SILVIA VIVANCO:

Silvia Vivanco speaking. Thank you. Regarding the Twitter account, that's great news, so congratulations on that. Let me give you a piece of advice. As you know, Evin Erdogan manages one account, so I would like to suggest to you that whatever you post on the LACRALO Twitter account, you can send that information to Evin or you can just place a

hash tag for her to tag you and you can retweet that information on the official At-Large account.

So, this is just to spread the word, if you will. The idea would be to use the Twitter accounts as mirrors in order to have better coverage in the social media. So that would be one suggestion for you.

LILIAN IVETTE DE LUQUE: Lilian speaking. Yeah, that's correct, Silvia. Evin and I have communicated through Skype and in the Communications Working Group I usually share incident form with her and Evin shares information with us, and whenever we have to retweet that information, I post that information in the LACRALO mailing list or I also take into account your recommendation.

We have to be very aware of this information in order to create this mirror image, if you will, with the At-Large Twitter account. So, this is one of the tasks that I have, to keep in touch with Evin in order to reinforce this new phase. Thank you. Is there any other comment? If there are no comments we can continue with the agenda. Item #2 of the Agenda, Claudia, can you please proceed?

CLAUDIA RUIZ: Claudia speaking. Lilian, there you have the slide.

LILIAN IVETTE DE LUQUE: Lilian speaking. Okay, thank you. So for this early 2020 we are going to divide the year into periods. The first semester we are going to improve

and reactivate memberships and we are going to promote participation of the existing members. So, that would be the first stage. This was already done, but we need to keep on insisting because we are successful when we insist on things.

The second stage will consist of the blog, the Twitter account. We have to align our actions in the Communications Working Group and those actions of the other working groups such as the Outreach & Engagements or Social Media working group. These working groups that are closely related to At-Large, and we also have the Universal Acceptance working group. As you know, this working group has interesting and relevant information for our region.

So, any input is more than welcome. I am waiting for the social media meeting to be held, so that we can have a clear idea on their working plan so that we can go hand in hand with them. This is related to Item #3 and this is the communication approach that we need to take. We are working on the social media, we are working on the ALS Engagement & Participation, but we need to keep on improving participation, because we have more than 40 ALSes, but there are only 3 of them participating.

As I said before in our previous call, there are many ALSes that are doing a lot of things in their home countries, but this is not being translated into LACRALO because we don't have that information and because we don't know. So we need them to bring their actions to the region. They need to start working for the region, as well.

Let me go back to the newsletter issue. This newsletter is in a standby situation because we are lacking resources the staff or Sergio might perhaps give some update on that. But this is the idea that we have for the future. This was translated into a document and Harold, please correct me if I am wrong, there is a Gantt diagram that was created so as to assign timelines and concrete actions in order to move forward.

So, the idea is to start working, and I know that people are working and I know that we are going to make it, we are going to have new people, it only takes time and enthusiasm, but I believe that we can have better participation and engagement. So, this is basically the second item. Is there any comment? Sergio, you have the floor, please go ahead.

SERGIO SALINAS PORTO:

Sergio speaking. Let me give you some recommendations, if I may. From my experience, whenever I have a new customer, what I do when that customer comes with a social media project, what I do is this; I create a workplan and that workplan will contain the amount of time, the days, the content, the weeks that I need to work.

On one hand, I am going to send you a template for the working group to take into account, and I say the working group, I know that we have only two members, but I would suggest that when we create this new working group we need to give new opportunities.

We all know that some things are not working, but we need to start thinking that this is volunteer work, so your effort and the effort of others, for this to work, this has another phase, and this is that some people are not making their best to work, regardless of their reasons,

sometimes it is because they are not interested in the tasks and sometimes because they do not have the time.

So we need to rearrange our work. So, there are some templates that I can send to you and perhaps you can use this template on a daily basis and this template will give you the opportunity to organization your activities for the certain period of time.

We might create a campaign, let's say, to increase the participation of volunteers, for example volunteers for a different organization in our organization, for our group, organizations to become stronger so that we can have better group participation, or we can just decide on the fact that we want to have more individuals to participate in our region.

So, in many of these strategies we need to create a strategy and we have to translate that into a document. So, we need to create a well organized work plan with a work methodology and order, so that we can work on the information. It is not the same having a list of things to do in ICANN or in LACRALO.

We are just working on a very few topics that are the focus of our work, so we can take those items or those issues, and at the same time we can also take into account those activities or the situations that are taking place in other countries, in Latin America. Perhaps these are not related to ICANN but they are related to the life of the organizations that are part of our region. So I suggest organizing our social media work in such a way.

When it comes to the newsletter, this should be free of charge. I don't know if this has a cost, but if that is the case, my company will donate to

LACRALO the possibility of have this newsletter free of charge, so there is no issue with that. I can provide the paid server and the platform to create the newsletter. But that is a must, something that we need to do. If I can provide that free of charge, that would be great, because perhaps that might be contemplated within the scope that is perhaps an email platform.

If I can have a domain name or if I can have for example a mailing address for us to send a mass email, we are going to circulate that information and that information is not going to be spam. Therefore we need to supervise the information and we need to create a mechanism for people to sign in into this newsletter, because this should not become spam.

And the third item is the participation in the working group. I do believe and I don't know if you spoke to other people, if you spoke to other people and they couldn't make it to this call, that's a pity. However, I believe that people don't read emails and in my particular case I read emails at night, that is the last thing I do, and I realize I have more than 50 emails to read. I am on vacation now and I have a lot of emails to read.

So, since we have this situation, the situation might be the case for other people. People might not be able to read email. So we need to create other activities. We need to circulate one text to everyone. Let's take our example, WhatsApp groups are not working. The face-to-face interaction is what works. The WhatsApp groups, you don't read the information posted there. So please let's take this into account so that

we can improve the situation so that we can promote participation.
This is my comment. Thank you.

LILIAN IVETTE DE LUQUE:

Thank you, as usual I have made my notes and of course at the end of the call, Claudia or Silvia, if there are any items to build with, we will get in touch to be clear. I would like to welcome Yoselin who joined through the phone, welcome, I only now saw the message that you had sent, that Yoselin. We had talked about in a previous call to run a survey to find out the reason for the scarce participation.

What you are saying Sergio is right, and we need to shift strategy. Not everybody reads emails when they get them. Sometimes same thing with WhatsApp, information is lost among so many messages. I have 20WhatsApp groups, and I can barely see them, and many people in those groups, we can get their telephone numbers and so to send the information in a personalized manner to everybody's WhatsApp number.

I believe that was the strategy to increase involvement. I always remember something that Yoselin told me as you are saying, little by email, WhatsApp, I read it immediately, and suggested that many people do. First of all we need to join the strategy of personalizing messages rather than through mass mail messages.

And that is the second part, get a more direct means of communication, to write to every individual to their own telephone numbers. In that regard, I would like to know what the opinions are of other people. Once everybody is on the same page we can start delegating the work.

That will also help people say this is my expertise, I can provide support on this, such as Marcelo did, he said what he can do. If Marcelo would like to talk about that, it would be great. All this group, once this is working everybody is doing something, and there is a nice work dynamic work effort, we can start delegating efforts among the members of the group according to their expertise, especially if you want to increase the participation.

I would like to hear other opinions if anyone would like to talk, to say their opinion, I would like to listen to Marcelo a lot, because he has some interesting things, and it would be nice to listen. Please, feel free. So, anyone would like to say anything else? Sergio, Harold? Oh, Marcelo, go ahead.

MARCELO RODRIGUEZ:

I'm in a meeting that was scheduled. I was trying to listen attentively to all of you what you are talking about in the conversation. But I tried to make myself available for communications work which is an area for those who are in the internet work. It is quite a significant area which is close to our heart, but for some reason we can't just find the possibility about this enthusiasm that we had at the beginning. You take on many projects professionally, but always with the possibility of making an extra contribution.

As I was saying to Lilian in private, in relation to some issues in email, the use of other social media, but this translates of lack of communication, such as Sergio said, because there are so many groups that are not perhaps reliable in the sense that you don't know whether

the message will get to someone because they do get it, but they don't look at it, so our efforts are diluting there.

We will see in 2020 to involve as many people as possible in the wide spectrum of our activity in grassroots organizations and also higher up. The work has been done as well as possible, Twitter and other tools are within reach and thanks to the intervention of the reduced group of communications which do a lot for this, and they need to delegate, in my specific case, being able to use the management of certain social media to do this in the region through the organizations.

It would be good through this six month period to develop this, to have more knowledge of what is being done in NACRALO. There is a lot to be said in communications, this is the first meeting. I hope this will be done again. I'm sorry there is lack of coordination of what I said, I'm just finishing a meeting and I was also working and listening to some of the speakers. Let me send you a big hug and I hope you have a great 2020. Any questions or answers in relation what we have just talked?

LILIAN IVETTE DE LUQUE:

Thank you, Marcelo. What you are sharing is very important. We will of course take it into account and work with you and with everybody. I would like to read something I just got from Yoselin. She cannot speak because she is in traffic in a very noisy environment. She agrees that messages be sent to the mobile numbers. She wants to be more active in the group and participate so that the group can work and cooperate.

So, Yoselin, thank you so much, and we will keep in touch to see how you can be more active in the group. At this time of the day it's sort of

complicated and I would like to thank you for your effort for listening to us on your phone, but we will take note of your suggestion and thank you so much, and I know that we will work with you, Marcelo, and the other members of the group.

Vrikson is here, he is very active and paying attention and getting involved in the call. So I would like to be able to count on him and everybody. Anyone would like to say anything else? Silvia Vivanco takes the floor. Silvia go ahead.

SILVIA VIVANCO:

Silvia Vivanco speaking. Just one recommendation. Perhaps it would be interesting to have a schedule with concrete targets and goals for the next two or three months. I would like to recommend to split the year into quarters and to find a fixed manner with deadlines for deliverables that you think you may have.

For instance, the newsletter or if you want to reach a certain number of tweets as metrics, if you yourself would like to take on, that would be a way to keep apace of work and for that to set the pace and provide guidelines. In that schedule we could include calls such as today and perhaps we can give you support as required from the logistics standpoint so that you can get to your goals. Thank you very much.

LILIAN IVETTE DE LUQUE:

Lilian speaking. Thank you very much, Silvia, so important your input. We could split the year into quarters, it is more manageable and there are more possibilities to comply with the goals. Because when there are

guidelines and dates to get to those goals, if they are not completed and you get half way, we can get there and get to improve. I just remembered, for the meeting in Cancun, oh, I'm sorry, I just got a message from Silvia, if we could all her, I don't know whether we can do that. Can we do that? I'll write the number for you.

SILVIA VIVANCO:

Silvia Vivanco speaking. We already mentioned this issue of the metrics and dividing the task in different periods, so I believe this is really important. The other important thing that we need to take into account is the work of the Communications Working Group regarding the meetings that we will have during ICANN67 in Cancun. Social media accounts are very active and we need to start reporting what we do.

At the end of the meeting I would like to have a sort of webinar or call just to ask the region the feeling, if we met the objectives, and I would like to ask Sergio what do you think about this, what do you think about the activities that we can do during ICANN67? Sergio, I would like to hear you.

SERGIO SALINAS PORTO:

Sergio for the record. The more we can do on communication and outreach, that would be more than welcome. In your particular case I don't know if you will have enough time, but I believe that the working group should be actively working in Cancun, not in the city, but in the event, each of us from our locations, but we need to start working. We should be able to organize the event so as to have all the participants available.

After my last comment and taking into account that Silvia is connected, Silvia, is there any cost for the newsletter and secondly do we have any chance for any possibility of creating a webpage? Do we have enough space on the server to create a webpage? That is my question.

SILVIA VIVANCO:

Silvia Vivanco speaking. Regarding the newsletter as you already know, there are some regions having newsletter and they use a platform which is called Constant Contact. APRALO, EURALO, NARALO and AFRALO are using the platform. I can type that information in the chat, the information is in English and this can be shared on the social media and in At-Large website LACRALO has space reserved. Let me add that information to the chat.

So, this is the LACRALO webpage. So the already existing contents are there. This webpage is managed by the ICANN Staff. So any content, the content that you would like to post should be sent to the Staff for the Staff to put that information on the webpage. So that would be the methodology. In order to have that webpage that will be hosted at ICANN.org.

So, there you see LACRALO and of course due to security reasons, the management of this webpage is under the chart of the ICANN technical staff and this webpage is related to the wiki page. There is a very similar format for all RALOs, but if you wish to upload information we can do it. And this is free of charge. All RALOs have free newsletters. They work with me and with my colleague Evin to develop the content and it is a

very good format that is being used, and I can also share that information with you in the chat.

SERGIO SALINAS PORTO: Sergio speaking. Thank you, Silvia. Let me ask you a question. Is there any chance of our having, apart from the tab that we see here, is there any other thing that we can upload? Can we have a real webpage, not just a space within the ICANN server, can we have a full website with information about ALSes?

When I see this information I see that there are some members missing, for example the Vice-Chair and the Vice-Secretary, the information is not there, it is not updated. I don't see the names of the LACRALO leaders and the LACRALO Board Directors. So I suggest that we should update that information. I believe that the board members should send their SOI, but I believe that all that information should be contained there. So, Lilian, I would kindly ask you to take that into account.

Silvia, I don't know who is in charge of managing that information, but please tell Lilian who she should contact so that we can update that information on the space. Perhaps we can get some suggestions on how to create the site. I don't know if Carlos Leal and Omir have already updated that information. We do not have any other option. So what about the ALAC webpage, that page was created by external providers, right? That webpage being created by Glen and by Dev.

LILIAN IVETTE DE LUQUE: You mean the blog. The blog is uploaded on another platform, right? I am correct, Silvia?

SILVIA VIVANCO: Silvia Vivanco speaking. Yes, that is uploaded on an external platform that is not being managed by the At-Large or the ICANN Staff.

SERGIO SALINAS PORTO: Sergio speaking. Okay, Lilian can you please contact Silvia later and can you update that information? Can you ask the members to send their SOI, so that information can be uploaded on the LACRALO webpage. Can you please update that information?

LILIAN IVETTE DE LUQUE: Lilian speaking. Yes, Silvia, that is something that we have to do. We have to keep in touch, we have to see the information that we need to update for the webpage to be fully updated with all the relevant information and so that we can start posting information relevant for the region and for the members. We also need to update information for the newsletter.

SERGIO SALINAS PORTO: Sergio speaking. Regarding the newsletter, Lilian, you can create a free account and you can send up to 300 emails, so that is a pretty good number.

LILIAN IVETTE DE LUQUE: Lilian speaking. Can you please post the link?

SERGIO SALINAS PORTO: Sergio speaking. Let me post the link, there you will see the fees, as well.

LILIAN IVETTE DE LUQUE: Lilian speaking. Yes, this is really very important. Okay, that's great. There we go. So, we will keep in touch so that we can organize this information and so that we can use this webpage, because this webpage is there and we need to make the most of it.

SERGIO SALINAS PORTO: Sergio speaking. Okay, that sounds good.

LILIAN IVETTE DE LUQUE: Lilian speaking. Okay, so we have different tasks to do. We have to keep in touch with the Staff.

SERGIO SALINAS PORTO: Sergio speaking. Lilian, sorry for interrupting you, but let me ask those members who are members of the working group, they should have one task assigned. They cannot be just observers, they need to have one task assigned, and your task is to verify that activities are performed. And the other activity that you have, the other task that you have is the management of the working group.

So, you need to take care of members, you need to take care of members being part of the mailing list or the WhatsApp group. You need to have the relevant contact information so as to contact that member, but apart from that, any member, all members should have responsibilities and tasks. We cannot have people in the working group who are not participating.

This is not because we want to have slaves in our working group, but they are here for a reason, for a purpose, and they need to perform their task. If someone has a task assigned, that person is an important member of the group or of the organization. Otherwise, they believe they are not useful. So I am fully convinced that anyone in LACRALO are of vital importance. So, when it comes to our activities, they of vital importance.

So I suggest that each member of our region, each person participating in this working group should have a task, even if it is a small task, and that task needs to be verified. So, that is why it is important to have a task and to verify the task. That task has to be reported regardless of what people think about that task. Because everything works and everything is a chain, and this is a living working group. But if you're focusing everything on you or on one person, that is not a living working group. Having said that, you have the floor.

LILIAN IVETTE DE LUQUE:

Lilian speaking. Okay, Harold, you have the floor now, Harold, please go ahead.

HAROLD ARCOS:

Harold Arcos speaking. Silvia, we have an email from December 12th and 13th requesting corrections for the At-Large website because we are providing that information. So, I'm going to forward that information and cc Lilian for her to have all the information regarding the request and the information that was to be updated and some other details that are quite important, and this is for example the possibility of having space to publish our information and the template that Silvia was mentioning.

This is just a brief comment and just to inform you that we are some steps ahead and Evin was of great support to us. We had some previous meetings with Silvia and Evin so to address the issue of the Wiki page, as you know this is a space, but we need to have a better organization, a better structure of our folders because the new ALSes said that it is very difficult for them to find the information.

So this task has already been started, having started making some corrections and I believe that Yesim made something about it, some folders were updated, but I believe it is of vital importance for us to update information within our Gantt diagram and within our workplan based on that structure.

For example, we need to do some followup and now that we have all the Board members available that information needs to be put on that space with their SOIs so the new ALSes will be able to learn about the structure and learn about the information so they can become part of the working group. We have some links, some links are broken, and some links are pointing to working groups that are old. So I believe this

is a very good opportunity to start with that and to move forward.
Thank you, Lilian.

LILIAN IVETTE DE LUQUE: Lilian speaking. Thank you very much, what you have said, it's very important and I know that we will get on this, get reorganized so that we can find our places and get the information in the Wiki. What you are saying is very important and specific, and that should have been done already.

Something else what Sergio said, the Cancun meeting. I talked to the members of the group, the ones I know who we will start working with, give them access to Twitter so that I can post information and to get their support in that effort of dissemination. I think that would be something to talk about with the members of the WG. Harold is the an old hand or new?

CLAUDIA RUIZ: Harold is off the phone now.

LILIAN IVETTE DE LUQUE: Lilian speaking. Oh, his hand dropped, no, the communication is dropped. He's back.

I would like to know whether there is any other suggestion, input, contributions of the members, or else we can call it a day. A meeting which was really fruitful, I feel so satisfied because I have hope. It

encourages me to move on, knowing that things will be much, much better.

SERGIO SALINAS PORTO: We will work in team effort. We will delegate work and we will all work and at the end of the day, looking at the metric for our work, that will be seen.

LILIAN IVETTE DE LUQUE: Yoselin is sending a message saying that she enthusiastic working in the team approach. Harold is raising his hand.

HAROLD ARCOS: Just to leave on record that we have requested through WhatsApp group the involvement of those colleagues in the region who would like to contribute with their ideas. Alejandro Pisanty said something about [inaudible] already said, but for the record we are to keep his contribution into account metrics, if I'm not wrong, Lillian, in our first working plan we have included him.

And part of that has to do with meetings, other specific things such as the followers that are more and more in the social media. I mean, as we [inaudible] as part of a challenge, we will need to create another metrics that will help us measure, check, and then disseminate to the region of the impact of the work of all of the ALSes in the dissemination of the message. I think that is part of that contribution and it is important to leave on record that they have been taken into account. Thank you.

LILIAN IVETTE DE LUQUE: Lillian speaking. Thank you. It's important to leave that input on the record. He has been looking at the metrics, it is important to take that into account. Thank you, Harold. Anyone else would like to say anything? Or else we will call it a day. If there are no more comments we can call it a day.

I would like to thank all those that took the time to participate and to provide their input. There is a lot to be done, there are many goals to be met and so we will get in touch within two months for the next call. But I think that before Cancun we will have a work plan with the goals very well explained. So that is the main work because without that we cannot start. Thank you all. Have a nice rest of the day. Bye bye.

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