

# At-Large Videos

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**Audience + Purpose = Design**

# Audiences and Purposes

	Education	Recruitment	Training	Inspiration	Advocacy
ICANN Community					X
At-Large Community	X		X	X	
Potential At-Largers	X	X	X	X	
End Users	X			X	

# What we promised

- End User Education
- Policy Advocacy Inside ICANN

# End Users

## Content Creation

- Currently don't hear "DNS Abuse"
- Do we accommodate that? – Cybercrime
- Do we socialize the term? (Wikipedia, videos, etc.)

## Content Distribution

- Is there enough content out there?
- How do we get content out there?

# Video Creation

- Can be done in PowerPoint just fine
- I can teach/record a class
- Anyone can do it