
CLAUDIA RUIZ: Good evening, good afternoon, everybody. We are going to [inaudible] Tuesday, August 17 at 22:00 UTC. The call today has Marcelo Rodriguez, Lilian Ivette De Luque, Mariano Quiroga, Maribel Sanchez. On staff, Silvia Vivanco and myself, Claudia Ruiz managing the call today. Interpreters today are Lilian and David in the LACRALO communications working group call. Please say your names when you're going to take the floor for the interpreters and for transcription purposes. Thank you very much, and we'll give the floor to Marcelo now.

MARCELO RODRIGUEZ: Thank you very much, Claudia. My greetings to Silvia and all who joined the call. The number of attendants is limited. The Doodle was conducted twice. That's why on one of the items, we need to see how we resume the discussion. It's also in the chat in one of the items, the agenda for today. It's the work in social networks and communications, repercussions and critiques of newsletter number two, contributions from those who still have the possibility of sending items for newsletter three. The working team scenario, what I was talking about right now, delegation of efforts and functions and other contributions if possible.

I would like to thank every one of you for being here. We all need time, especially at times of pandemic because there are many virtual activities to be conducted between meetings, work, personal issues. But it's ideal to be able to move forward to talk to each other. The LACRALO, this group, part of LACRALO which has its own dynamic, and we are part of a work team of the board. I would like to tell you that we have a Facebook social network, that efforts were already in place. Same thing with

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Instagram, which is a bit calm, or so to say, not too many updates are being uploaded. Also Twitter. We are holding some interactions to have LACRALO activities up to date which has had its meetings even yesterday.

There was a monthly meeting where different subjects are discussed that have to do with the region. Also, in relation to today's call, to tell you that whoever would like to discuss or include a subject in the drafting of the newsletter, the possibility is open for anyone here or for the territory organizations, the ALSes with a certain possibility of increasing the dissemination because it reaches the Latin America, the Caribbean, the rest of RALOs in the five continents. Part of that is translated into English. But which can undergo efforts to get it translated into Portuguese and French.

We are working now on newsletter number two. I believe there was a very good acceptance and a major change as to its layout. This does not mean that—the next issue may have different characteristics as if it were a magazine, such as Lilian was just saying. And contributions may be received according to the political efforts in the organizations, the local government efforts. It's good to have the opportunity for the members of LACRALO and ICANN get to know the efforts [conducted] through the newsletter. And again, to change the pace.

With Antonio Medina, we have agreed to make recordings, interviews and talks and to include them as podcasts so that they can be disseminated in an audio medium with the different [inaudible] of the members of the LACRALO and of course, if possible, to have it translated at least in writing. But that is the status today. We were expecting

Antonio to join these meetings and other colleagues as well which for time constraints, I have received some news as to why they're not here.

But we need to discuss this as a communications group, those who are committed to this even when no monetary compensation is promised. An activity has always been for free to be able to be part of the team and we have the possibility, LACRALO and ICANN give us the possibility of disseminating our activities and also being part of this Internet ecosystem, which particularly in Argentina and Latin America is reviewing the possibility of having this service apart from the companies that are in this case in Argentina. That is also something that we're expecting to discuss in newsletter number three, this current scenario.

Talks are underway as to having an Internet of a public condition managed by a state company, government-held company. We will see how it develops. Of course, controls need to be in place, discussions need to be held and completed through the right law looking at the future. We fight for a more robust Internet with free access to all these social layers.

Talking about the region's contribution for newsletter number three, I would like to know whether any one of you—I think Maribel Sanchez was going to make some contribution or Mariano, and also Lilian who has already given her contribution. I have something else from Lito Ibarra and León Sanchez somewhere there in my folder to include it. The link to newsletter number two as soon as I find it, we will be able to see it through the chat. Right?

In the case of the team situation, the team scenario as you will see is compressed. It's pending on whatever can be done through the leaders

or those who have this responsibility. But this does not prevent any one of us taking different responsibilities. The vice chair in the hands of Anahi, and we will see how this develops, this possibility of working. She also has many activities.

And then as to the rest of the members of LACRALO [in com] to see what every one of us can take on as responsibility managing some social network, contacting the media. We have the YouTube channel also to build content. That also gives us the possibility of creating something. [With agreed] contents, of course, to make our group more dynamic.

And the Caribbean people, they're so critical. We have the Haitian brothers and sisters as to infrastructure with the quake and also connectivity. According to what our colleague said yesterday within the region, they were trying, with a lot of effort, to rebuild connectivity to be more in contact with the rest of the world.

Now talking about this, I would like to thank Mariano Quiroga for joining us, a colleague who is joining the team to be able to work with LACRALO's communications involving the whole of the Latin America and Caribbean. We can work in two languages. We expect the attendance of a colleague who for some reason is not with us, but that is the idea, to have the possibility for each one of us via WhatsApp, via e-mail so that through the chat, they can get involved or in order to add to the Wiki some activity that can be added. He or she can join the network manage. Our colleague and secretary of LACRALO, Harold Arcos is also in contact with us frequently so as to bring us the news appearing with the Board and all the activities in ICANN ecosystem. That is from me. Anyone would like to take the floor? The floor is yours for whoever

would like to speak. Mariben, Mariano, Lilian or Harold, you have the floor.

HAROLD ARCOS:

Thank you very much. I can't really see the Zoon screen right now. I am using the sound. I think it is extremely important to mention the reflection that you have just mentioned with respect to the dynamics. Now, the strategy should be perhaps resuming the initial list of frequent activities. For example, publications or postings. This is something that requires time and effort and probably this should be the task of a person that should hold the password and the person can post the image that we want on our social media. We have more than three media networks and we can have groups of different amount of people or people who are exclusively working on only one network, which would be a lot more effective than putting everybody together in the same group.

On the other hand, there's the campaign for the ICANN communications working group in terms of acronyms. Giving publicity to acronyms and the concepts they explain, which is useful not only for the community but it is also an interesting element to engage people to generate curiosity in the population that may be interested. Unfortunately, many people are on vacation right now. Perhaps we can mention some universities and these universities can replicate this as well.

But [inaudible] at the same time through [our] time because the workload is not evenly distributed so that everybody can include it in their own networks, they can open the other LACRALO account whether it is Instagram, Facebook or Twitter, and they can post it in the best way

possible and this has to be continuous through our time. I think this is key because in LACRALO, we need to reinforce this.

And then the other element is in any communications working group, there's another task that requires a lot of time and that is creating content. So my suggestion is this: instead of seeing the communications group creating content, each director or working group should generate small contents that can be posted here. An active group like the IDN group, the multilingualism group has a number of materials with which they have interacted. This includes the steering group meetings, universal acceptance, IDNs. There is an IDN EPDP as well.

And so these groups already have content. This would save us a significant amount of time in terms of the communications working group because concepts can be copied and pasted. It is easier to obtain them. And we can post it and we can have several lines.

In terms of capacity building, Adrian Carballo's [tip] can provide us with some tips or some items on the new courses being launched on ICANN Learn, and very probably, the community that is about to access ICANN will be interested in this.

And so those who work in the communications team can have a balanced workload. We have some sources that have a better access to certain concepts, and it would be easier if we had them so that we don't have to work all together. This applies for WHOIS and GDPR. Perhaps they can provide us with some capsules every two days, content capsules. This is a lot easier to manage for the team. And we can apply

this strategy. This is my input that I wanted to give you as a solution proposal.

LILIAN IVETTE DE LUQUE: Harold, I fully agree with what you say, because I think the working groups are an excellent input for the newsletter and whatever they mention in the meetings is stated there, and they can even provide articles and clippings from the groups that may be interesting for the community.

The universal acceptance newsletter is different from the others. All the working groups are different, actually. All the communications are managed differently. And so what we do is we compile whatever is posted in the previous month in terms of universal acceptance, and so we put everything together in a single place so that people can have access to whatever is happening in the universal acceptance group at hand. And so this perhaps could be part of the newsletter section.

Whatever is posted within the region, the working groups, all of that is extremely important. So we need to coordinate perhaps better with them.

MARCELO RODRIGUEZ: Thank you, Lilian and Harold. Yes, of course, content creation is extremely relevant. And thank you very much, Harold, for your input. Silvia and I and also Adrian, we have been able to work together and the universal acceptance group has shown that it is possible. This is what Lilian was mentioning with respect to the work that we did to advertise

this work, and all of this was then replicated and we still have material for a third newsletter and we can contact all the activity.

There will be content from October 9th from universal acceptance. There'll be an activity. And Sylvia Herlein from Brazil can probably make some reference to this issue and we will inform about this, we will disseminate this in the group. We will listen now to Mariano Quiroga. Go ahead, please.

MARIANO QUIROGA:

Thank you very much for having opened the door of this space. I am a journalist, I work in technology. I write in different portals of the Argentine Republic. I am responsible for the Republic of Argentina's newsletter for the Ministry of Science and Technology, and I invite you to go and see it. and I also work in social media. I work on [Educara] which is a platform, and I'm speaking fast because right now, I need to have a meeting with a group of photographers who are about to launch a digital sales call and we're all working in the infrastructure.

So I'm at your disposal to explain how to design a social media portal or group depending on the capacities that you may have. And also based on that, we can design the best strategies. That is, based on the potential you may have and knowing how you can distribute it, many times, the workload is not properly balanced, they're not correctly put into function, and when there is no tiered plan, there are clashes in different issues.

So what we need is planning based on the contents that can be prepared, and these contents should have a framework for continuity

throughout time. So I'm at your disposal. If you need a social media manager, I am available. And perhaps not as a community manager but as a social media manager, I am at your disposal at this stage, and from now on, if I don't find any overlapping with other meetings, I can be available to participate in all of your meetings and to provide my input and help you make this space function better. Thank you.

MARCELO RODRIGUEZ:

Thank you, Mariano. Welcome to the communications working group. We will try to have a common agenda so that we can somehow work on the content planning. I think we started with this last year, that the possibility of continuing with it was stopped. And of course, this is extremely necessary.

Today, in social media, we need to have links with all of the other media. So thank you very much, Mariano. We need to develop this.

MARIANO QUIROGA:

I need to leave, but I will be in contact with you. Thank you. So now Lilian or Maribel, you have the floor if you want to say something about your activities.

MARIBEL SANCHEZ:

Hello Marcelo and team. I actually want to ask a question. When will the third magazine be published? I sent something to be published, so it would be good to know. And what Harold said in the beginning with respect to delegation and have one person per social media, I can volunteer. I like Twitter a lot. It is short, and maybe we can post specific

issues in terms of technology. I'm not sure where we need to send what we are writing in terms of what is happening in Argentina in terms of childhood and technology.

MARCELO RODRIGUEZ:

Thank you, Maribel. In principle, we want to distribute it internally through the LACRALO communications working group e-mail, and otherwise, my Internauta e-mail so that I can receive the material and see the possibility to disseminate it within the newsletter if it is a long article. And if it's a small input, perhaps we can include it within specific issues to be developed with Vanda or Lilian or Silvia. And we may even include DNS abuse. There may be some activities that could be included. They could be included in some comments as well.

now, with respect to the LACRALO networks, they can be used to disseminate something perhaps more institutionalized, and we may include certain articles, but they need to be analyzed by the team. The team needs to decide if this can be posted for everyone through the LACRALO network. And otherwise, we can hashtag or include the @ sign in some of the activities or manifestations.

And of course, we need to make good use of this because we know that this goes for different regions. it is posted in different languages and it is read by different cultures. So we need to be aware of how we're going to disseminate this so that people understand our analysis. But then again, every input is welcome.

Childhood and adolescence within the world of the Internet and the world of IT is now very relevant, and this can be connected to the

activities that were developed throughout the pandemics in schools. There's also the issue of parents and students in primary and secondary school depending on the country.

Now, with respect to the third newsletter, we still do not have a posting date. We are waiting for more collaborations and that's why we wanted to add someone else in the team so that they can add the different affirmations so that as a team, we can have a commitment. I will insist by e-mail. I will try to call people if I can so that they can send me the material and we can continue with the implementation of that draft document. It's a draft in principle for a newsletter.

Harold was just telling me, he was updating me about ICANN 72 which will be held in October. Is that right, Silvia?

SILVIA VIVANCO:

That's correct. This is from the 23rd to the 28th of October. And since I have the floor, as you know, LACRALO works in Portuguese, Spanish and French, and so if you want to have simultaneous interpretation, we would need you to send us the material two weeks before so that we can have it translated to the different languages. At least English and Spanish should be released at the same time. So with this, on the 23rd which is the ICANN week, we should have all the materials during the first days of October with the addition and approval of all the working groups so that it can be sent for translation.

As you know, before an ICANN meeting, there is also a significant load for the translators. So I want to say that. and I also want to ask Marcelo if the newsletter format would continue to be [Canva.] The prior model

was not Canva. We used a different kind of publication. And I also want to ask if you anticipate to have a magazine with a significant amount of text or perhaps it is going to be something shorter with more images and photographs and short articles? Perhaps it would be better to have something that is not so long so you can have the documents ready by the times you want.

MARCELO RODRIGUEZ:

Right, Silvia. That happened because the deadline had been extended for material and a couple of times, it was found that the chosen format was not possible. [Anahi] started with Canva and then we continued. The mode changed because we wanted to have the material ASAP and the newsletter out. So that was the reason why. But we expect, as you're saying, today, images have more impact [than] writing. Also, same thing with graphs. And that helps a lot speed up translation. So we're looking at that possibility of doing it that way.

I don't know, Lilian, whether you have anything to add or to comment on. Thank you, Silvia.

LILIAN IVETTE DE LUQUE:

Before I go—because I'm in a hurry, I have to do something else—I would, Marcelo, people don't read long text. So let's try and make texts meaty, informative but shorter. Good layouts are also important to make it appealing at first sight. I felt that the last one was a bit too long. We're learning as we go, polishing our efforts, our product. That is my contribution. But I need to go. Thank you, Marcelo. The meeting has been very good. I think that what we have discussed can be

disseminated to the members of the Board. People are not just working with universal acceptance and others. It's two or three people who are always the same. It's complicated. But if there are two or three or five, we still need to do it. It's not the number but the quality.

MARCELO RODRIGUEZ: Exactly, Lilian. Thank you very much. My warm regards. And if you need anything, just write to me and we're there to cooperate. Thank you, Lilian. Take care.

LILIAN IVETTE DE LUQUE: [inaudible] because deadlock is a killer.

MARCELO RODRIGUEZ: I can tell. Thank you. So there's nothing left to discuss, so we will be in touch with Maribel, Lilian, Harold and Mariano and the rest of the team, and we'll see how we sort this out. Let's see whether we can have another call in September to move on with newsletter number three and to be able to hand it out in October with the contributions received. That's why I'm insistent in trying to get contributions.

Thank you, Silvia, Claudia and all the staff members present, as well as Harold, whom I thank for is attendance and those who were here with us. Thank you very much and let's keep in touch. Thank you all. Have a good evening. Thank you all.

[END OF TRANSCRIPT]