All questions and completed forms should be posted to the Community Ad-Hoc Wiki.

## REQUEST INFORMATION

| Title of Proposed Activity | |
|---|---|
| Print Materials | |

| Community Requestor Name | Chair |
|---|---|
| Noncommercial Users Constituency (NCUC), GNSO | William Drake |
| **ICANN Staff Community Liaison** | |
| Glen de St. Gery | |

## REQUEST DESCRIPTION

*1. Activity:* **Please describe your proposed activity in detail**

NCUC does not have any printed materials to use in outlining our activities, explaining our positions, and soliciting new members. We would like to rectify this by producing a Brochure with information on our organization, members, and roles; and Issue Briefs that provide concise summaries (1-4 pages) of our stances on key current issues, as well as an About NCUC section with basic information and pointers to recent activities of note. We would like have the Brochure and perhaps one or two Issue Briefs ready in time for the IGF meeting in Bali, where we hope to organize several workshops and engage in related outreach.

*2. Type of Activity*: **e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other**

Outreach and education

*3. Proposed Timeline/Schedule:* **e.g. one time activity, recurring activity**

Producing the Brochure would be a one time activity, producing Issue Briefs would be a periodic/recurring activity.

## REQUEST OBJECTIVES

**1. *Strategic Alignment.* Which area of ICANN's Strategic Plan does this request support?**

A healthy Internet governance eco-system, e.g. demonstrate ICANN multistakeholder model, increase stakeholder diversity, illuminate the global public interest and accountability/transparency commitments, promote global participation in ICANN.

**2. *Demographics.* What audience(s), in which geographies, does your request target?**

The Brochure would be geared in particular toward prospective new members in the constituency, e.g. civil society organizations and individuals in developing countries. As needed, the Issue Briefs would be calibrated to reach different types of audiences, e.g. the tech press, the wider mass media, ICANN insiders, Internet governance generalists, etc.

**3.** *Deliverables.* **What are the desired outcomes of your proposed activity?**

Increased awareness and understanding of NCUC and its positions, and of the role of civil society in ICANN more generally.  More focused dialogue on the issues both within the ICANN community and in the wider Internet governance environment.

**4.** *Metrics.* **What measurements will you use to determine whether your activity achieves its desired outcomes?**

Number of new NCUC members, particularly from Asia-Pacific and developing countries.  Number and diversity of contacts and relations established.   Press coverage/references.

## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE  THIS REQUEST

**Staff Support Needed (not including subject matter expertise):**

| Description | Timeline | Assumptions | Costs basis or parameters | Additional Comments |
|---|---|---|---|---|
| *Sample: Staff support for a 3month project* | *Oct-Nov-Dec 2013* | *Staff support to take note and draft summary report* | *2 hours working session, once per month* | *Assistance for the duration of the project* |
|  |  |  |  |  |
|  |  |  |  |  |

**Subject Matter Expert Support:**

Not applicable

**Technology Support: (telephone, Adobe Connect, web streaming, etc.)**

Not applicable

**Language Services Support:**

Not applicable

**Other:**

Design and printing of the materials = $2,000

**Travel Support:**

Not applicable

**Potential/planned Sponsorship Contribution:**

Not applicable