

---

GISELLA GRUBER: Good morning, good afternoon, and good evening to everyone. Welcome on today's At-Large Summit II Public Relations Working Group call on Thursday 29 May at 14:00 UTC.

On today's, we have Murray Mckercher, Ali AlMeshal, and Olivier Crépin-Leblond currently following us on Adobe Connect. Apologies noted from Eduardo Diaz and Pastor Peters. From staff, we have Heidi Ullrich, Ariel Liang, Kathy Schnitt, Carlos Reyes, and myself, Gisella Gruber.

If I could also please remind everyone to state their names when speaking for transcript purposes. Thank you and over to you, Murray.

MURRAY MCKERCHER: Thank you very much, Gisella. Just a quick reintroduction to the working group's mandate: we've gone in a various number of directions over the last few calls and overlapped with a number of other working groups. I think that's a good thing. We haven't focused as much as on public relations as I define it until now, but as we get closer to the event, I think we're getting closer to some statements that relate to public relations.

Nevertheless, the things we are speaking about are important. Let me just zip through the previous action items, which are quite small. But I was wondering – I'm just curious a little bit about who is listening on the call and whether they would like to say anything or state their interest

---

*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

---

and why they're here. Ali, if you have a voice, I'd love to hear from you, if you can [join] the call.

ALI ALMESHAL:

Yes, Murray. Yeah, I have been in this working group since starting, but I'm not so sure if I have attended all the calls because the timing was always challenging for me, especially coming on Thursday, which is the start of our weekend here in Bahrain.

As far as I remember, last week I was on the call. According to the agenda, today is just to follow up on a number of issues and the progress on the items that were addressed [inaudible].

MURRAY MCKERCHER:

Very good. Thank you for that short introduction and appreciate being involved on a Thursday. We often don't take these things into account, and I'm glad that you're [inaudible].

Gisella, do you have the list of items that we need to discuss, that we should [inaudible]. I'm going to try to bring up the Action Items.

GISELLA GRUBER:

Sorry, Murray, I was on mute. You mean the Action Items? They are on their way up. I'm just uploading them.

MURRAY MCKERCHER:

Thank you. All right, those are starting to show up on my screen. All right, very good. I knew that we had a short list.

---

I'll speak to the first point. Olivier and I have had a short discussion, and I do have a draft PR release that we might consider sending out, either e-mail or post or put it in the chat so that we can discuss that. That's under control.

Ariel is on the call. She had a number of items related to the social media/curation group. I was wondering if Ariel had a bit of a presentation or wanted to speak to that. I open the floor to her.

ARIEL LIANG:

Hello, everyone. I do have some updates about social media for ATLAS II. I'm going to show you a quick flow chart that is the members of the Curation Group that's pre-drafting tweets. I will paste this in the chat. You can see some of the static content already being filled by our members. They will be published before the ATLAS II and during the ATLAS II.

Also, for today's Curation Group call, we will talk about a promotional strategies for the hashtag. It's #ATLAS2. We are thinking about several ways. I can give you a quick preview.

One is to embed the Twitter feed in the ATLAS II website. Then also in our future newsletter articles, we will use the hashtag in the subject line and also sections on the newsletter to promote it.

On the presentation slides, we already start using the hashtag to decorate the slides. Every single page has it on it. Also, we're thinking about approaching the keynote speaker for ATLAS II and ask him or her

---

to tweet the hashtag so that she or her own followers will be able to see it.

At this moment, we're drafting several Facebook posts and tweets that integrate the hashtag, and we will ask the appropriate account holders to publish them. We will tell them at what time of what day to publish. We will figure out that schedule.

Also you are aware the blog posts just went up. We will use the hashtag #ATLAS2 to promote that blog post on Twitter. Also, we'll do the same thing to promote the YouTube videos. These are several messages we're thinking about to promote the hashtag and just to raise awareness of the summit in general.

In the Curation Group call, we will have a more-detailed discussion and figure out who is in charge of what task. We will carry out those action items. These are the updates so far.

MURRAY MCKERCHER: Very good. Thank you, Ariel. The curation call is taking place shortly, in the next hour? When? Could you update me on that?

ARIEL LIANG: Yes. In 45 minutes.

MURRAY MCKERCHER: Okay, great. Thank you. I just wanted to pick up on – you mentioned – I think all of that great. I'm happy about the Twitter activity.

---

The speaker – it wasn't actually on our list of items – the speaker, I wanted to address. We had reached out to Martha Lane Fox and that was going to cost some extra money that we really didn't have it for the budget, even for the short period of time.

Our plan B was a gentleman from France. Olivier's not on the call. His name escapes me at the moment. Perhaps staff could remind me where we are with that.

OLIVIER CRÉPIN-LEBLOND: I'm [inaudible]. I've just arrived on the call, Murray.

MURRAY MCKERCHER: Very good, Olivier. If you heard that comment, we had a plan B for the speaker. Do you have any updates from your perspective on that? I have none from that.

OLIVIER CRÉPIN-LEBLOND: Oh. Yes, thanks very much, Murray. A couple of things: the plan B was for this lady called Axelle Lemaire from France to be a keynote speaker. I understand from Sebastien Bachollet, who is in touch with her, that she will be available to speak to us.

Now, there's been also a development which is a little bit confused at the moment that the Fayre might be moved to Tuesday from Monday in order to be able to make use of the larger room. I've heard some other confusing information today. We're following up.

---

If the Fayre was to be moved to Tuesday from Monday, then we might have a chance at that point to have Nnenna Nwakanma, the lady who spoke for civil society in São Paulo, to come to London. She is addressing people in Ghana on the Monday, but she could take a flight on Monday evening and be with us on Tuesday.

We're examining that opportunity, since I think she was such an excellent speaker and she's ready to do the speaking without being paid or without any kind of [retribution]. If anything, we'd have a cost to deal with her flights, but I'm sure we can find some funding for that.

But that hinges on so many "ifs" at the moment. It's something to be continued. Hopefully, we can have better news for you next week.

MURRAY MCKERCHER:

Great, very good. Thank you, Olivier. I notice in the chat that Carlos had mentioned Brian Hammersley's name was on the original list. I recall a discussion, yes. But it was going to cost a fair amount of money for Brian. That's why we're moving in a brand-new direction. Any discussion on that? Olivier, your hand's up.

OLIVIER CRÉPIN-LEBLOND:

Yeah, Murray. Thank you very much. Just regarding Brian Hammersley, he was requesting a fee which made his salary paid better than a European soccer player. I think we put that aside.

---

MURRAY MCKERCHER: Okay. Thank you very much. We have discussed hashtags, a little bit about the social media. Lead speakers are under control, unless anyone wants to speak [inaudible] themes.

The other item that I had made note of was the YouTube videos, which are posted on ICANN At-Large's YouTube site. I'm not sure they've been made public just yet, but I've been on the site to view them and they're there. We could start promoting that if we wanted to do that. Anyone have any comments about the YouTube videos?

ARIEL LIANG: Murray, if you would like to make it public, I can ping the Communications Team to ask them to make it public immediately.

MURRAY MCKERCHER: Okay. I think that'll be a great idea. Please [make that happen].

ARIEL LIANG: Okay, no problem.

MURRAY MCKERCHER: Well, I'd like to keep the call fairly short. I'm going to post – Olivier and I were talking about a central press release, a public press release, as being somewhat of a public relations activity. But the process, I believe, helps us focus our messages.

I wanted to just kind of post it in the chat so everyone can see it. Or if you'd like, you can grab from the chat instead of elsewhere. But I just

---

wanted to post that so everyone had a quick read. We'll spend a minute on that and any discussion that comes out of that. One minute, here.

Then I'll [inaudible] a little. If everyone can see that, I'll give you a little – again, this is very draft. [Excuse] my words. Olivier and had spoke about it briefly. I put some headlines up there to try to catch some attention, and we can discuss whether those are appropriate. I'll give everybody a minute to read that.

That was truncated, so the last bit reads “links you to the people and information you care about.” I was going to list a couple of hot topics [so we can] generate some potential [inaudible].

Olivier, I was going to ask, perhaps if you had some initial comments or, from a process perspective, how should we move this forward?

OLIVIER CRÉPIN-LEBLOND:

Oh, yes. Thank you very much, Murray. I don't really know how we go about with these press releases. I was going to ask Heidi to find out how these things work. Whether it is with the Comm Department, Duncan, or how these things go.

I read your suggested press release. I think it's quite well put together because it uses simple wording, it's pretty straightforward, it's got all the attractive features that a press release should have.

I'm not quite sure what kind of channel you're looking for here. Do you wish this to be a release that only goes on the Web? Do you want this to go to the Press Agencies, as in, with a capital P?



---

I know from past experience that once you go into this then the question is, well, what kind of a distribution do you want? In what context would you like this to be sent out? That might be the next question that will come to us on this.

But in regards to the topic itself, I think it's good. It might need to have a few more links to what we do: the website, the hashtag, the e-mails, the different things so that people can actually follow up and have a look at what we're offering and obtain most information.

The most concern would be that we don't have that information available at-hand and we don't reference it on the press release, and we end up with a lot of e-mails coming in going, "Oh, what's this all about? Please, can I attend? Can I comment?" That will just distract us and certainly distract staff, as well, from the huge amount of work they have on their hands.

MURRAY MCKERCHER:

Yes. Thank you, Olivier. I would agree with your thoughts on that perspective. That's something we need to draft carefully.

As far as distribution goes, I'd like to probably connect with Duncan and perhaps [Edelman] or ICANN [inaudible] again, aligning what we're saying to the benefit of our constituency and the total ICANN constituency. We need to be on the same page.

I just put this up as a very early suggestion of what we might tell the world. If want to do that through the press, there are a number of newer press release services that work internationally that are fairly

---

inexpensive, not that standard Reuters or the standard, older press release services.

But I had some assistance from other of my staff who said that [inaudible]. I don't know if either Heidi or Gisella has any suggestions about how we should proceed.

I'm sorry, my voice was fading. Hope that's better. Just wondering whether Heidi or Gisella have any suggestions in regards to process: who we should contact in regards to the possibility of releasing a press release, whether that's appropriate, and how we [would do that].

Ali, I noticed your hand's up. Go ahead, please.

ALI ALMESHAL:

Thanks, Murray. I was just wondering: When is this press release going to be going out for the release, for the press? Is that pre-the meeting, during the meeting, after the meeting? Because I'm just trying to understand the objective of that press release.

MURRAY MCKERCHER:

My suggestion was that we do a brief lead before the meeting. There's a lot going on in London, apparently. As far as actually attracting press to cover or be particularly interested in what we're doing is always a challenge, but I think we need to make the effort. It would be released at the similar times to whatever ICANN is planning so that they understand it's part of the ICANN 50 Meeting. It's like a subgroup within there. At least, that's my theory. [inaudible].

ALI ALMESHAL: Sorry. We are almost at two weeks from the meeting right now. If we want to do that to attract more people to know that the ICANN 50 is happening, that the At-Large Summit is there, so the sooner the better. Otherwise, we might not get the effect of it as expected. Thank you.

MURRAY MCKERCHER: Yes, that's true. I know, from my experience, that the press will get something on a day and decide whether they're going to cover it. Give it to them too much in advance, it gets lost in the pile. There's a bit of a [inaudible] time these things appropriately. Olivier, your hand is up. Do you have any comment?

OLIVIER CRÉPIN-LEBLOND: Yes, thanks very much, Murray. I was going to suggest – and you touched on that – but suggest that, as you know, the Curation Working Group is going to deal with channeling all of this information. I was going to suggest that this press release get sent over to the Curation Working Group and they, then, channel it out.

MURRAY MCKERCHER: I think that's an excellent suggestion. I'll be joining in on that call. I'd be happy to move that forward. As far as I know – sorry, go ahead, Ariel.

---

ARIEL LIANG:

Sorry. I'm wondering whether we have so many things, like attend press release through official channels like PR Newswire and websites like that. They're usually the channels for sending press releases.

Then they have a very good, if they're called the search engine optimizer, SEO. They have a really good on that indication, so when we post our press release through those websites, they will pop up on the search engine very quickly. I'm wondering whether we have explored that channel before.

MURRAY MCKERCHER:

As far as I know, At-Large has not done that. I'm sure that ICANN, at any of these meetings, as [Edelman] is in charge of handling the press and getting information out, so I know that we've done that before.

Certainly, in my work, I've put out press releases not so much to attract the press but to have on record or have Google-searchable information that people may refer to historically when they're trying to decide, trying to gain information when they're doing searches.

I think there's a lot of value in press releases [are through Newswire] or whatever appropriate channel. Ali, you have your hand up. Go ahead, please.

ALI ALMESHAL:

I think Olivier is just before me, if you go for Olivier.

---

MURRAY MCKERCHER: Okay. Olivier, you can go first. You have your hand up.

OLIVIER CRÉPIN-LEBLOND: Thanks so much, Murray. I was just going to mention I find it very bizarre that this is the Public Relations Working Group, the PR Working Group, and there is no one from ICANN staff from the PR staff. Is there a reason for this? Have they not been invited?

MURRAY MCKERCHER: As far as I know, they are open and have been invited. We have had participation in the past from Jim Trengrove and I believe Duncan has been on the call occasionally. Why they're not here at the moment, I don't know. Perhaps there may be some conflicts [inaudible].

OLIVIER CRÉPIN-LEBLOND: The reason being that I think it's a waste of time for us to talk to each other when it's not our job to go and contact agencies and Newswire and these people. The PR side of things is supposed to be dealt with by ICANN staff. We are a component part of ICANN.

If we are asked to also do that work without having any knowledge or any contact at any of these organizations and, on top of that, perhaps not even having any kind of membership, if there is a requirement for membership, we're just set to fail. We're talking in the vast, open space of nothingness. Thank you.

---

MURRAY MCKERCHER: Thank you, Olivier. Yes, I actually agree with you and would request from staff that we have those connections with the Public Relations Department of ICANN. [We should probably] put that as an Action Item. Ali, your hand is up. Go ahead, please.

ALI ALMESHAL: Yep. Thanks, Murray. I totally agree with Olivier on the point. The other one is as Ariel mentioned, if we're going to send this through the ICANN website or any other of ICANN channels, then I think this will defeat the purpose.

Because if we are targeting people who know ICANN and who are involved within ICANN, I think a lot of work has already been done that perspective, like At-Large sending the e-mails, inviting all of these ALSes, and so on and so forth.

I would assume that this press release is going to attract people who are not part of the ICANN community so far. We need them to know about this, so we need them to be a part of it. Thank you.

MURRAY MCKERCHER: Yes, very good, Ali. Thank you for that comment.

Well, I would suggest, given everyone that's on the call, that we perhaps move this particular topic over to the social media group. Perhaps there'll be some additional engagement.

Or perhaps, Olivier, you could suggest which other working group we might put this under. I believe this working group is starting to run –

---

we're crossing across different groups. Perhaps we don't need to continue with this. We can integrate it into one of the existing groups. Do you have any suggestions?

OLIVIER CRÉPIN-LEBLOND: Thanks very much, Murray. I'm just a little bit concerned at the moment, because I would impart that public relations was an overall umbrella for all sorts of activities that go underneath it.

From what I understand – and correct me if I'm wrong – you are now asking whether this working group should fold into other activities. Yet to me, it seems to be the wrong way around, putting the carriage above the horses, rather than the right way around.

It's the other groups that should be coming over to this working groups and reporting onto what they've been doing. The PR strategy is something which we need to have across all of the At-Large Summit. Things are just, at the moment, not really coordinated.

Carlos Reyes would probably know what the different [states] are. I have a million and one things to track, and we need someone to track all this and make sure there's a structure as to what reports to what.

MURRAY MCKERCHER: Okay, very good. That's a fair comment. I know Carlos is on the call. Perhaps he can make a comment.

---

CARLOS REYES: Hi, Murray. What exactly is the question?

MURRAY MCKERCHER: The question is – so we’re discussing the public relations and possible press releases.

CARLOS REYES: Right.

MURRAY MCKERCHER: That we’re doing that without any guidance or participation from the ICANN Public Relations Department. We’d like to invite them so that we can all get on the same page. It’s a bit of a process perspective.

CARLOS REYES: Sure. Well, they’re...

MURRAY MCKERCHER: Why they’re not here or who is representing that part of the organization from staff’s perspective.

CARLOS REYES: Sure, thanks. They’re on the mailing list. As you mentioned, they have participated in the past. I’m in the same office as Duncan and Jim. I can tell you that Duncan is off this week. There are meetings taking place here in DC right now with some of the transition discussions that Jim



---

has been involved in. I think that's likely a calendar scheduling issue today.

MURRAY MCKERCHER: Okay, that's very good. Thank you, Carlos. Heidi, your hand is up. Go ahead, please.

HEIDI ULLRICH: Yeah, thank you, Murray. Just to let you know that, as Carlos said, that they are on the list. Discussions are – we're in pretty constant contact. If a press release is requested, we can certainly put that request in and work with you, your team, and them to get that out.

I mean, we did that with Olivier's blog that was posted yesterday. Carlos and Chelsea actually did a great job making a nice blog post based on an interview [of Olivier] in the first newsletter. I mean, it's not – they don't really need to be on these calls because the staff are in communication with them.

MURRAY MCKERCHER: Okay, then.

HEIDI ULLRICH: If you would like a press release or series of press releases, we can certainly work with them on that.

---

MURRAY MCKERCHER: Okay. Well, I'd be happy to make those connections and put aside some time. From a global perspective, I'm in the same time zone from Washington. I would welcome some [inaudible].

HEIDI ULLRICH: Murray, I'm just coming back to – I'm not clear on what you're asking to do. Do you want to be in touch with them or do you want to just direct us, staff, to help work you with the Comm Team to produce some press releases?

MURRAY MCKERCHER: Yes, both of those things. I do need to communicate with them. It would be great to have their representation on this working group. I would like to see just a little more of a strategy in how we're going to...

HEIDI ULLRICH: Okay. Coming back again, you said wanted more strategy with them, but this group already has their strategy. I'm not sure what kind of input you'd like from them.

MURRAY MCKERCHER: Okay. Well, it sounds like I should review a little bit more. We'll do that offline. I'll come back to the next meeting with a slightly more organized agenda.

---

HEIDI ULLRICH: Did you want us to just have a call with you and perhaps Jim just to talk a little bit about strategy?

MURRAY MCKERCHER: Yes. That would be great.

HEIDI ULLRICH: Okay. Thank you.

MURRAY MCKERCHER: Okay. I noticed Dev has joined the call on Adobe Connect. I'm just wondering whether we have any other items we have to deal with today, or I was happy to give everyone a bit of a break before the next call. Any comments or any other business at this point?

I see no hands raised or anything in the chat. I did notice Ariel has posted the YouTube links in the chat for those who would like to look at that. Ali is typing. Wait for a moment.

ALI ALMESHAL: Sorry, Murray – nothing, nothing.

MURRAY MCKERCHER: Okay, very good. Well, we have two action items on the list. If there's nothing else to discuss, I would suggest we adjourn this meeting. I will be joining the next meeting with any topics or information I can provide.

---

HEIDI ULLRICH: Thanks, everyone.

ARIEL LIANG: Thank you, bye-bye.

ALI ALMESHAL: Thanks, thanks everyone.

**[END OF TRANSCRIPTION]**