

## Project 2. Communication Plan

### LAC Strategic Plan

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## **Project 2. Communication Plan**

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#### **Introduction**

The development of a communications plan will define what, how, who and what resources to use to spread the information produced within the organization and produce awareness within the different audiences of the Latin America and the Caribbean region using different means of communication.

The actions resulting from this plan respond to some of the elements of the broader vision of the Regional Strategic Plan, specifically the communications project, and must go together with the overall communication plan of the organization.

#### **General objective of the Communication Plan for the region**

Optimize the management and information flow from ICANN to LAC actors (see “target audience”) in order to:

1. Increase awareness of our services, projects and activities;
2. Engage more stakeholders from LAC in our ecosystem;
3. Improve the image of our organization through our internationalization process.

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#### Latin America and Caribbean Strategic Plan 2013- 2016: Vision

- To have more topics of legitimate regional interest in ICANN's agenda
- To have more participation in decision-making
- To have more attractive content from ICANN
- To capture the interest of governments in ICANN's remit
- To focus on the domain name and related industries
- To become stakeholders with the capacity to influence ICANN
- To achieve a balanced participation from our region in ICANN's world
- To be listened and recognized with the purpose of strengthening the Latin American and the Caribbean region
- For ICANN to focus and be kept under its technical current mandate
- ICANN has the obligation to become more global.
- To establish differentiated policies for the region
- To promote the creation of new interests groups in the region within ICANN
- To guarantee ICANN's responsibility before the community and the general public
- To comply with ICANN's multistakeholder role, promote the bottom-up system to define policies.
- To achieve and adequate development of ICANN related industry in the region.
- To define our expectations for the region under a bottom-up approach.
- To guarantee the allocation of financial resources and staff with the aim of facilitating and securing ICANN's response to the community considering its commitment under the AoC and the global public interest.

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#### **Latin America and Caribbean Strategic Plan 2013- 2016: Communications Project**

This communications project has some elements that are transversal to other projects of the regional Strategic Plan.

- To implement a Communications Plan that explains in a simple and clear manner the economic and social benefits of engaging with ICANN
- To create ad-hoc educational and informative materials (online and offline) in the different languages of the region, to explain ICANN's Vision and Mission
- To organize regional events and produce outreach materials in those countries with the smaller representation in ICANN
- To create a dedicated website for the LAC region within ICANN community to centralize all information from the region
- To create clear and understandable outreach content and materials in the region's languages targeted to economic stakeholders from the region, particularly entrepreneurs and SME's
- To generate clear and understandable materials in the languages of the region to business (particularly entrepreneurs and SMEs) with a focus on new gTLDs and how to benefit from innovation and opportunity this new scheme will bring.

#### **Specific activities within the LAC Communication plan 2013-2014**

1. Actively use of 2.0 tools
2. Build a strong relationship with the local media and ensure the presence of the organization through:
  - Press releases in the languages of the region
  - Interviews for spokespersons

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- Creating and maintaining an updated database of journalists in the region.
3. Develop relevant messages for the region
    - Generic and targeted talking points
  4. Create a comprehensive contacts database of Internet actors in the region to spread the relevant latest news regarding the implementation of our strategic plan.
  5. LAC website
    - a. Create and share the proposed structure of the website (wiki space).
    - c. Define the look and feel with ICANN staff
    - d. Determine the cost for the maintenance of the website.
    - e. Develop the content
    - f. Website to be available in Spanish, English, Portuguese and French
  6. Regional newsletter
    - a. To be distributed in a bi-monthly basis.
    - b. Create our own regional design (in Mailchimp)
    - c. Content: Editorial, news from ICANN, news from the region, Strategic Plan updates, media relations highlights, upcoming events.
    - d. To be written by LAC communications manager with content suggested by LAC team and community members.
    - e. Invite pp in our LAC database to subscribe to the newsletter.
    - f. The newsletter will also be available in our LAC website
  7. Contribute in publications and blog posts in the languages of the region

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8. Ensure the translation of relevant content for the region (particularly related to the gTLD program).
  
9. Ensure the availability of relevant materials for the region of Latin America and the Caribbean.
  - a. The volunteers for the inventory task are Natalia Enciso and Fatima Cambroner.
  - b. The inventory should be classified according to the different target audiences
  - c. Create and share a collaborative document for the inventory with the volunteers
  - d. Share the inventory with the rest of the members of the project and identify translation needs or new materials to be created.
  - e. Elaborate new contents once the needs are identified in the inventory, aligning messages and material type to the target audience.
  - f. Resources to be available in the regional website.
  
10. Ensure alignment with the overall Communications Plan.

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#### Target audience & Communication means

	COMMUNICATION MEANS												
	SM	Blog posts	Newsletter by subscription	In-person events *face to face and presentations	Website	Videos	Webinars *targeted according to audience	Articles *targeted according to audience	Printed materials *targeted according to audience	Personal letters	Capacity Building Training *topic targeted according to audience	Press (radio & TV): Shared on SM and Newsletter	Press Releases
<b>Stakeholders</b>													
Governments			X	X	X				X	X	X	X	
Civil Society	X	X	X	X	X	X	X	X	X		X	X	
Private Sector	X		X	X	X	X	X	X	X		X	X	
Technical Community	X		X	X	X		X		X		X	X	
Academic Sector	X	X	X	X	X	X	X	X	X		X	X	
Regional Organizations	X	X	X	X	X			X		X	X	X	
<b>Possible advocates</b>													
Regional journalists	X	X	X		X							X	X
CANN Community	X	X	X	X	X	X	X	X	X	X	X	X	
CANN staff	X	X	X		X	X						X	X

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#### LAC community members involved in the project

We created a mailing list where we can find all the members of the community involved in this project (lac-comms-plan mailing list). The membership list includes 14 community members:

amanoff@vmf.com.ar

carlosaguirre62@hotmail.com

cintra.sooknanan@gmail.com

devtee@gmail.com

estradam@nic.gob.ar

fatimacambronerogmail.com

jam@jacquelinemorris.com

jumaropi@yahoo.com

marsebu@gmail.com

monica@consultingproject.com.ar

myaguero@msn.com

natalia.enciso@gmail.com

presidencia@internauta.org.ar

szerbino@lactld.org



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Additionally, we have specific sub-projects with some members of this group:

- 1- Regional website with Miguel Estrada (Nic.ar).  
Most part of the Spanish version is ready. We are currently working on the English version to be able to share the beta version with the full group (Project 2).
- 2- Interactive map of ICANN stakeholders in LAC with Dev Anand Teelucksingh – to be included in regional website.  
Content was already delivered by Dev Anand Teelucksingh. In the process of designing the interactive map.
- 3- Interactive map of ccTLDs in LAC with Sofia Zerbino (LACTLD) – to be included in regional website. We will share more information on this project soon.
- 4- Inventory of materials with Fatima Cambroner and Natalia Enciso- to be included under resources in regional website. Google doc is already available here: <https://docs.google.com/spreadsheet/ccc?key=0AoPFELNK8s6hdEhHN0ZnSExDUjVvTU04OVNLRXVQMIE#gid=2>
- 5- Social media, particularly Facebook global pages project with Maritza Aguero. See here for more information on this particular project and the need to avoid duplications: <https://www.facebook-studio.com/news/item/announcing-a-new-pages-structure-for-global-brands>
- 6- “Year in review” project with Fatima Cambroner and Natalia Enciso. We will share more information on this project soon.

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#### Progresses from July 2013 to July 2014

**COMMUNICATIONS IN LAC**

Optimize the management and information flow from ICANN to LAC actors in order to:

- ⊗ Increase awareness of our services and activities;
- ⊗ Engage more stakeholders from LAC in our ecosystem;
- ⊗ Improve the image of our organization through the internationalization process.

**Blog posts**

Media relations *Stakeholders database*

*Videos* **Regional events**

**Social media** *Other pieces*

*Annual report* **Newsletter**

*Mailing lists*

**Website**

 

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#### Database and newsletter

Besides developing many new content in the language of the region (material, releases, blog posts), we developed a comprehensive database of LAC stakeholders with near 1000 contacts.

This activity is associated to our regional newsletter which was send for the first time on February 2014. Below is the links to our previous editions:

February 2014: <http://us3.campaign-archive1.com/?u=d606a8420e6bddc473b39a6e4&id=866d0826c7>

April 2014: <http://us3.campaign-archive1.com/?u=d606a8420e6bddc473b39a6e4&id=d1c032b8bf>

June 2014: <http://us3.campaign-archive1.com/?u=d606a8420e6bddc473b39a6e4&id=b39b9ffd10>

#### Social media and media relations

On Social media, we are pleased to announce the impressive growth of some our regional Twitter account in Spanish and the creation of the Twitter account in Portuguese:

@ICANN\_es: 2145 followers

@ICANN\_pt: 116 followers

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Another important activity within the communication project is to reach regional media outlets to create awareness about several ICANN priorities. These efforts can be seen in our scoop.it and under “media hightlits” in each edition of our regional newsletter. We typically have around 5 articles/interviews per month.

Scoop.it en español: <http://www.scoop.it/t/noticias-en-espanol-by-icann> [905 views]

Scoop.it em português: [www.scoop.it/t/noticias-em-portugues](http://www.scoop.it/t/noticias-em-portugues) [205 views]

We are also making some efforts regarding audiovisual contents. We created a YouTube regional list to regroup interviews and videos that are specific to Latin America and the Caribbean. For example, we included the the LAC Internet pioneers prepared in 2013 for ICANN 48, Buenos-Aires.

YouTube regional list: <http://goo.gl/Wt1QJe>

### Presence in other regional events and collaboration with sister organizations

We are regularly collaborating with regional newsletter from other organizations of our Ecosystem (i.e LACNIC and AHCIEt). See the latest articles published here:

AHCIEt NEWSLETTER (Page 35 on IANA stewardship transition): <http://goo.gl/1xC106>

AHCIEt NEWSLETTER (Pages 22-25/ Interview to Daniel Fink): <http://goo.gl/pvax02>

AHCIEt NEWSLETTER (Page 29 on the LAC-i-Roadshow): <http://goo.gl/SkUzHx>

LACNIC NEWSLETTER. Article by Carlton Samuels, member of the ICANN Expert Group on gTLD Directory Services (EWG): <http://goo.gl/8Adv2c>

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We are also present in relevant regional events with a stand and/or active media relations and social media efforts. We seize these opportunities to create new relations with local journalists, distribute ICANN's material and share our key messages via social media (see attachment for general key messaging).



ICANN stand at LACNIC 21, Cancun, Mexico // Joint stand ICANN, ISOC, LACNIC at the 2<sup>nd</sup> Regional Telecommunications Congress, Panamá.

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#### ANNEX: General ICANN messaging

The Internet has flourished without central promotion or regulation. In that environment is that we have the Internet of today. We should make sure we keep it this way. Undue regulation may hamper its development. For ICANN and the many actors which participate in the Internet Governance ecosystem, the multistakeholder model is the right approach. This has been adopted as a general principle by governments at the World Summit on the Information Society (WSIS) in 2005. ICANN is an example of organization working within that model.

#### **What is the bottom-up, consensus-driven, multi-stakeholder ICANN's approach?**

**Bottom up.** At ICANN, rather than the Board of Directors solely declaring what topics ICANN will address, members of sub-groups in ICANN can raise issues at the grassroots level. Then, if the issue is worth addressing and falls within ICANN's remit, it can rise through various Advisory Committees and Supporting Organizations until eventually policy recommendations are passed to the Board for a vote.

**Consensus-driven.** Through its By-laws, processes, and international meetings, ICANN provides the arena where all advocates can discuss Internet policy issues. Almost anyone can join most of ICANN's volunteer Working Groups, assuring broad representation of the world's perspectives. Hearing all points of view, searching for mutual interests, and working toward consensus take time, but the process resists capture by any single interest— an important consideration when managing a resource as vital as the global Internet.

**Multi-stakeholder model.** ICANN's inclusive approach treats the public sector, the private sector, and technical experts as peers. In the ICANN community, you'll find registries, registrars, Internet Service Providers (ISPs), intellectual property advocates, commercial and business interests, non-commercial and non-profit interests, representation from more than 100 governments, and a global array of individual Internet users. All points of view receive consideration on their own merits. ICANN's fundamental belief is that all users of the Internet deserve a say in how it is run.

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#### **What does ICANN do?**

To reach another person on the Internet you have to type an address into your computer -- a name or a number. That address must be unique so computers know where to find each other. ICANN coordinates these unique identifiers across the world. Without that coordination, we wouldn't have one global Internet.

In more technical terms, the Internet Corporation for Assigned Names and Numbers (ICANN) functions include: (1) the coordination of the assignment of technical protocol parameters including the management of the address and routing parameter area (ARPA) top-level domain; (2) the administration of certain responsibilities associated with Internet DNS root zone management such as generic (gTLD) and country code (ccTLD) Top-Level Domains; (3) the allocation of Internet numbering resources; and (4) other services.

#### **What Has ICANN Accomplished?**

Here are just a few highlights of what our bottom-up, consensus-driven, multi-stakeholder model has produced:

ICANN established market competition for generic domain name (gTLD) registrations resulting in a lowering of domain name costs by 80% and saving consumers and businesses over US\$1 billion annually in domain registration fees.

ICANN implemented an efficient and cost-effective Uniform Domain Name Dispute Resolution Policy (UDRP), which has been used to resolve thousands of disputes over the rights to domain names.

Working in coordination with the appropriate technical communities and stakeholders, ICANN adopted guidelines for the deployment of Internationalized Domain Names (IDN), opening the way for registration of domains in hundreds of the world's languages.

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Verisign, ICANN and NTIA jointly completed deployment of Domain Name System Security Extensions (DNSSEC) for the root zone in July 2010. These extensions make certain kinds of cyberfraud much more difficult to perpetrate. As of 30 June 2011, 70 TLDs had adopted DNSSEC, including two of the largest TLDs -- .com and .de.

ICANN created the New gTLD Program, so that any established entity in the world can apply to operate its own top-level domain. Many of these new gTLDs will go online in 2013.

The world broadly accepts ICANN as the place to work out Internet governance policies. As 2011 ended, the Governmental Advisory Committee represented 109 nations (plus the European Union and the Vatican). The Country Code Names Supporting Organization (ccNSO) represented more than 120 country code domains. The At-Large Advisory Committee represented 134 At-Large Structures (ALSes) from all geographic regions.

#### Talking points on gTLD program

##### **Why have they been introduced?**

The goal for the New gTLD Program is to enhance competition, innovation, and consumer choice.

##### **How many new gTLDs will be introduced?**

As the application and approval process is still underway, the final number is still to be determined. It's anticipated that it we'll see around 1400 possibilities.

##### **When will they be available?**

Providing an applicant is successful in applying for a gTLD, the general availability of the new domain is determined by them. It's expected that the first wave of new gTLDs will be available to the public by the end of 2013, with the remainder coming online during 2014.



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#### **What are the different types of new gTLDs?**

There are three different categories of gTLDs:

Standard, like .BRAND and .ACRONYM

Community, like .COMMUNITY and .BALLET

Geographic, like .REGION and .CHICAGO

Plus, Internationalized Domain Names, which are non-Latin variants of any of the above categories.

#### **Could they infringe on the trademarks of existing brands?**

ICANN and the community built a number of new Rights Protection Mechanisms into the New gTLD Program that will help trademark holders protect their rights during the Domain Name System expansion.

#### **Where can I find more information?**

For more information, please visit: <http://newgtlds.icann.org/en/>

#### **How many applications from the Latin America and Caribbean region?**

There were a total of 24 applications from Latin America and the Caribbean.

Sample names of gTLD applicants from the region: From Brazil: .bom; .bradesco; .final; .globo; .ipiranga; itau; .ltda; .natura; .uol; .vivo. From Colombia: .avianca. From México: .bar; .cafe; .rest.

Despegar.com (Air tickets and hotels online) was the company with more applications from the region with a total of five.

.rio, for the Brazilian city Rio de Janeiro, is the only geo application from the region.