TERRI AGNEW:	Good morning, good afternoon, and good evening. Welcome to LARALO's website brainstorm session, taking place on Wednesday the 12th of August, 2015 at 22:00 UTC.
	On the English channel we have Vanda Scartezini and Dev Anand Teelucksingh.
	On the Spanish channel we have Alberto Soto.
	I show no apologies listed for today's call.
	From staff we have Laura Bengford, Ariel Liang, Jeff Salem, and myself Terri Agnew.
	I would like to remind all participants to please state your name before speaking, not only for transcription purposes, but also to allow our Spanish interpreter.
	Since I started the roll call, Humberto Carrasco has joined us as well.
	I would now like to turn the meeting back over to Ariel. Please begin.
ARIEL LIANG:	Thanks very much Terri. This is Ariel for the record. So today we will have a brainstorm session for the future LACRALO page on the new At-Large website. And Laura will provide you a short, brief update this website project has been going, and then we will go straight into the brainstorm session. So Laura?

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.

LAURA BENGFORD:	Yes, thank you Ariel. This is Laura speaking. I just wanted to provide you with a very brief update on where we are with the activities for the new website for At-Large. We did provide a fairly detailed update in Buenos Aires, so just to follow on from the work that we've done and what Ariel is presenting up at the top, we are very much continuing to finish up the very first section with policy advice.

If you remember in Buenos Aires, we finished four of the topics there, WHOIS, new gTLD, IDN, and I think one other. And we are completing the remainder topics, so those will link out to its own topic detail page with the policy statements provided by At-Large. So we have a quick and easy navigation and way to see those. So that work is in the process of being finished up in the next week or so.

We move forward with the regional activities, which is part of the reason we felt it was really important to reach out to the individual RALOs, as we start to look at what is most important to put on the RALO page, and what we should be linking out. And also we had some questions around the ALSs and what should be on those pages. So we're just starting that effort.

And then we have also moved forward with the working groups and the bottom band for outreach and engagement. This is fresh and hot off the press in the past couple of days, but we are doing some work, continuing on the design of pulling in all of the working groups standing committees and taskforce. And so you'll see some movement on the site in the bottom band as well.

But for today's call, and what we're most interested in, hearing and learning from you about is, what's important for your RALO, and what we should present and link out to on this second band, here under regional activities. So that's that. I think we're going to go right into our questions now.

So if you want to bring up the next slide Ariel. What we've prepared for today's discussion is a few questions that we would like to hear a little bit more about from your perspective. And we're going to go through the first three questions here, and then we're going to hold off on question four and go to a list that Ariel will be bringing up, based on some of the analysis that we've already done, on your behalf, on the Wiki, on the pages that are out there.

So the first question we'd like to maybe just do a round robin with the small group we have here today is, we'd like to understand, in your own words, what you view your primary role of LACRALO, and what are the key issues are activities in your region? And do they occur regularly or ad-hoc? And those two questions are really intended for us to make sure we're focusing on the most important things to present on that web page.

And then let's take those first two questions and maybe do a quick round robin, and then we'll next get into question number three. So at this point, I'm not sure if anyone wants to raise their hand and go first, or maybe we could just go around in each channel, maybe the English channel first and then follow up with the Spanish channel…

ARIEL LIANG: This is Ariel. I can help facilitate. And we have Alberto and Vanda. So Alberto first.

ALBERTO SOTO: Thank you. This is Alberto Soto speaking. Regarding the first question, the primary role of any RALO will have to be very well defined, because our primary role is to represent the interest of Internet end users. So maybe we should enlarge a little bit upon this question, because that is our mission, what I have described.

So our primary role would be to reach out to end users, Internet end users, so as to obtain or sort of be able to create a link or a bond with them, that will enable us to get into a feedback loop, because we cannot represent their interest if we do not reach out to the users. We may be aware of their interest, but without that feedback, we will not be able to have a productive or effective engagement.

I don't know what Vanda thinks about this.

ARIEL LIANG: Thank you very much Alberto. Vanda?

VANDA SCARTEZINI: Yes. Well, I do believe that, I agree with Alberto that our primary role is really tried to get in the solution, in the discussion policies, that we will help our community of users in our regions. To do that, of course, we need to know what the problems are, what they think about. So to outreach then, is the only way to do that.

To follow and to reach the goals of our mission. So that is primary role, and I believe all the rules for the RALOs is the same, because we were built to do that. But the most important thing is the second question, that what is key issues, or activities in our region. And I will give back the floor to Alberto, because he could not answer the second question. So I do believe we all, or we maybe we could listen to Dev what he thinks about the region, because he lives in another part of our region, that is the English part of our region, that is Caribbean.

So it's also interesting to hear about what he can say about that. And then we can go back to answer the second question. Thank you.

ARIEL LIANG: Thank you very much Vanda. Dev, you can go next, and then we can go back to Alberto, since he wishes to answer question number two. So Dev.

DEV ANAND TEELUCKSINGH: Thank you. This is Dev Anand speaking. I would say the primary role of the regional At-Large organization is to focus… It's not so much about the RALO [inaudible]… but it's really the grouping of regional leaders that is involved in the ICANN At-Large. So I would say, for me, what is to be highlighted is whether the At-Large [inaudible] Latin America and the Caribbean, be involved in the ICANN At-Large activities with the ALAC, or it's a slight difference there.

Because in my mind, what I would like to see, is more the emphasis of what are the ALSs doing in the region regarding ICANN, so that ICANN

At-Large activities that [inaudible] as working groups. You know, comments made on policy development statement, that type of thing. It's not so much the RALOs themselves be [inaudible] regional leaders. It's more, ordinary end users are able to participate and how, and therefore anybody [inaudible] ICANN [inaudible], oh, I can really get involved in it too.

And that's my thoughts, initial thoughts. Thanks.

ARIEL LIANG: Thank you very much Dev. I saw Vanda raised her hand again, so Vanda, you can go first.

VANDA SCARTEZINI: Yeah. I haven't seen Alberto raised his hand, and so I would like to go to the second question. That is the key issues and activities, and issue which ones are [inaudible]. So, we have [inaudible] meetings every month. We participate in many working groups, inside LACRALO, and outside in ALAC, or even outside ALAC community, as representing ALAC, many members doing that.

So and Dev, we exchanging information through using our week, using our emails all of the time. And I have also one question for the others. Because one thing that we also do that is not exactly LACRALO, but LACRALO belongs to that, is LAC strategy. That we have done a lot of activities inside our region, doing the programs that are setup for the LAC strategy. So I don't know what is the general idea, if we're going to have a place for, you know, setup and express what is going on in LAC

strategy like Africa, strategy in their region, but in our region we also have a lot of programs running, and LACRALO is part of that, the most important part of this.

So I don't know where we can put this, not exactly only LACRALO, but LAC strategy and their programs, that involve people from the region, from LACRALO, and from other issues, but mostly for LACRALO. There is some people from the GNSO, some from the ccNSO, and from the GAC. But the majority is part of LACRALO. So that's my question for you that are designed this website. Thank you.

ARIEL LIANG: Thanks very much Vanda. We did have a little [inaudible] about that to, but I want to go to Alberto next.

VANDA SCARTEZINI: Yes, okay, thank you.

ALBERTO SOTO: Thank you. This is Alberto Soto speaking. Regarding the second question. So far, we have tried to accomplish the following. To have the LACRALO website as the only gateway for the entire region. That is, if I need capacity building, I know that I can go there, and I will have the links to access capacity building resources. If I need to check a voting procedure that took place three years ago, I can also go to the site and access the link to see that result.

If I'm interested in a certain type of event, I can go to the website and click on a certain link and check on that event. So I imagine that will be kept in the website, on the website. I suppose it is not difficult. I mentioned that I wanted to check the results of a voting procedure. Well, I was successful. I was able to access that information, but that information was from three or four years back, and as Vanda said, we engage in activities that we ourselves generate in our region.

We also have activities that we do in coordination with ICANN's GSE team, and those activities are also there, and we have regular activities with them such as webinars. And then we have types of activities that are not so regular, for example a trivia so as to win a trip to Buenos Aires, to the Buenos Aires meeting, and that was also a successful initiative. So I believe that if we keep what we have, then we're fine. There shouldn't be any problem with that.

I believe that this new website will enable us to do the same thing that we're doing today with these types of tools. That's my comment. Thank you.

ARIEL LIANG: Thank you very much Alberto for the comment. So just to very quickly to respond to both Alberto and Vanda's comment about the type of information we need to capture on the website, especially links to question number four, which is the analysis we did on the current Wiki page for LACRALO. And that we did see a lot of potential to move relevant, what pertinent information from the Wiki to the web.

So we will show that you and you can give us more detailed input after. And Laura, you're [inaudible] …the LAC ICANN dot org website. Do you want to talk about that quickly? And then see whether other audience want this site to be somehow linked on the LACRALO webpage.

LAURA BENGFORD: Yes. Thank you Ariel. I do want to acknowledge the ICANN LAC dot org website, and whether is unique with this RALO is that there is this website that was launched earlier this year. And so one thing that we want to be able to provide is for any RALO to have a website presence on At-Large dot com.

But we will have to determine whether it makes sense at some point down the road to integrate that onto the At-Large site, or it's very easy for us to link out to it. And so, that is going to be something that is unique to this particular group, but I think as, you pointed out Ariel, that we still need to go through the exercise of determining which content should be on the Wiki versus the website, regardless of whether it's a new At-Large website, or the ICANN LAC dot org website that's out there as well.

ARIEL LIANG: Thanks very much Laura. As Laura put the ICANN LAC dot org URL in the chat, and just in case you want to look at it after. So I'm conscious of time, and let's talk about question number three. Is it important to other regional activities on the new LACRALO webpage. And if so, what kind of activities would you like to see? The floor is open, feel free to jump in and comment on that question.

Alberto please, and then Vanda.

ALBERTO SOTO: Thank you. Alberto Soto speaking. We have worked in coordination with ICANN's GSE, so as to have an event calendar, a shared event calendar, because, let me give you an example. We have the CROPP program. So we can resort to the CROPP program, and we can attend these events, which we didn't attend last year, because we didn't make the most of that program. That's why we want our ALSs to let us know when, in advance, of all of the events in the region.

And we want to work in coordination with ICANN GSE, because they want to find out, or to be updated on these events in our region. They have another calendar. But our idea is to blend, or to join, the calendars so as to better use both calendars. So that has to be on the website.

Regarding Laura's input, even though we have a website, a site, and that is the only gateway for the entire region, I believe that we can still keep that site alive, because even though it's the only gateway, we do have links to the working groups, to the Wiki spaces in LACRALO. So I believe that this doesn't mean that we need another site or a separate site. This is what I propose. Thank you.

ARIEL LIANG: Thanks Alberto. Vanda please.

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VANDA SCARTEZINI: Yeah. My, well my question is exactly about the, what I said before. That is regarding all of the programs that is running under the LAC strategy. So we have a lot of activities, five programs running, and with a lot of activities and the results. And for instance, one that I'm in charge of is the LAC space on ICANN meetings. And each time, I need to go to, nobody has information about that.

We need to invite personally each one and send a message, because it will be in the ICANN meetings, but they, like Alberto said, it's not blended with the LACRALO region schedule. So people don't know. And this could be very interesting. And one of the education and capacity building and a lot of other programs that is running under the LAC strategy, that nobody knows. It's not there in the webpage. And this could be very interesting each time.

So it's something that there probably could be, at one point, that we could add as a value for our regions. Thank you.

ARIEL LIANG: Thanks Vanda. Dev?

DEV ANAND TEELUCKSINGH: Thanks. This is Dev Anand. I hope… Can you hear me now? More clearly, hopefully.

ARIEL LIANG: Yeah.

DEV ANAND TEELUCKSINGH: Excellent. So this is Dev Anand. Just to answer the question regarding the calendars and so forth, this has also been looked at by the outreach and engagement working group, and on the next call on the 17th, I will be putting forward a solution because it is, as Alberto described, the At-Large and the GSEs are coordinating their own engagement activities that could be done. And I also note that it's possible [inaudible] with the nominating committee, which is also looking for outreach events.

But again, all three groups are not coordinated together. So I do have a solution in mind that I discussed on the technology taskforce call, that allows for shared editing of a calendar without overwriting each other's calendar entries. So there is that. And I believe that can be embedded.

So going back to this question about, is it important to see other regional activities? Yes. I think so the calendar of activities happening in a region is one example. Vanda touched upon the, also I would think, is I would say we should probably link some of the updates to the ICANN LAC website. I don't think we should try to dedicate information there, especially at the ICANN LAC website is going to be talking about the LAC strategy and so forth. But if there are updates, if there are changes, announcements, so maybe [inaudible], calling the announcements or changes to the ICANN LAC website, that could possibly also be put there. Yeah.

Okay. And I cannot think of anything else, in the regional activities. I guess that's it. I'll jump in if I have another idea.

ARIEL LIANG: Thanks very much Dev. Just quickly and talk about the calendar. I think we're talking about two…

…pointed out, Alberto pointed out in the chat. And then there is another calendar which is the Google At-Large meetings and events. So we see maybe there is a potential that we need to and assess both calendars on the LACRALO webpage, so that, and somehow maybe we need to think about how to integrate them. But we noted there are two calendars that that we are talking about.

If we don't have further input on the first three questions, we should go to question number four. And I'm going to share my screen. And I'm going to show you a document that Laura and I did in terms of analysis of the RALO Wiki page. And this analysis is to help us to think what content we need to migrate from the LACRALO Wiki page to the future LACRALO website.

And I'm going to also share this link in the chat, so that you can see it on your own screen as well. I just pasted it in the chat. So what you see now is, we have several columns of content. So the first column you see is ICANN general information. And these are the links that, on the current ICANN dot org website, whether other ICANN general webpages that are posted on the LACRALO Wiki page. And then this is common to all of the RALO Wiki pages.

They all have these ICANN general links on their page. And then the second column you see is At-Large general information. So these are the content usually from, for example links of the pages of the current At-Large website, the old one we have now, or links for example, about

the ALAC RALO in action homepage, or some other kind of webpage that has content that is relevant to all of the RALOs, At-Large in general.

So these are also the shared content, all of the five RALO pages. And the third column you see are RALO specific information. And these categories of information is only relevant to the RALOs. So for example, for each RALO page, they have ALS and independent members Wiki page, that shows [inaudible] are saying independent members, if it is applicable in the region.

And of course they have a Wiki page about the RALO officers. So these are the RALO specific information. And then lastly, as you can see, on the very right column, we have…

…unique information in each RALO. So I'm going to show you this one column, it's the one that we did an analysis on, is unique information just in LACRALOs Wiki space. So for example, we solved the LAC strategy information there. We have, we also see the capacity building webinar pages in the LACRALO Wiki page. And then also, something that stands out to me is the various working groups in LACRALO.

So we all those presence. The LACRALO activities that are kind of reflected in the Wiki page. And it's unique just to LACRALO, and you can't really find it in other RALO's Wiki pages. So when we did this analysis, what we want help from you is, if you can look at this particularly the column, RALO specific column, the third one, and the LACRALO specific column, and then you can just shout out which ones kind of jump on top of your head that you think need to migrate from the Wiki to the web.

That would be very helpful for us to come up with effective design for the web page and understand what are the basic content we need to have on the web page. So now the floor is open, and please feel free to comment.

VANDA SCARTEZINI: I'm reading.

ARIEL LIANG: Yes, please do.

Okay. Dev, please, go ahead.

DEV ANAND TEELUCKSINGH: Thanks Ariel. This is Dev. So, I would say that we should make the website, At-Large website, relatively static information, information that doesn't change too much. So from that point of view, I would say things like the regional, like the current and former regional officers, for example. So the ALAC representatives, previous chairs, secretariats, etc. That can be moved to the At-Large website.

Because that only gets updated, well possibly twice a month, twice a year, sorry. Twice a year, when they have ALAC [inaudible] secretariat and for the ALAC member. With regards to things like meetings and multiple reports, I would say, keep that on the Wiki because that's something that changes often.

And I don't think it's really useful to have it on the At-Large website. The organizing documents could also go on the At-Large website, because that's something that doesn't change. I would say that things like proposed changes and what not, that to be kept on the Wiki again, because that is something being discussed is no concerns yet, etc.

But in general, static information, that would go the website. Information that's regularly changing, like the meetings, and monthly reports, and so forth, working groups even, I would say, could put a link to say, you can find the working groups and point it back to the Wiki. But I wouldn't want, I'm not sure if I would want to have it on the At-Large website.

So hopefully you get my drift as to what I'm getting at. Mostly unchanged information to go on the At-Large website, but anything that's regularly changing, monthly or, you know, keep it on the Wiki. That's it.

ARIEL LIANG: Thank you very much Dev. And Vanda, please.

VANDA SCARTEZINI: Yeah, Vanda speaking. In general, I agree with Dev. What I would like to see, for instance, metrics, you know, the evolution of LACRALO like metrics, how we are doing, and so metrics is interesting because you know, once it's six months or one years, it's interesting program that is running, of course.

And I would like to have a calendar over there, that is changing, but anyway. It's a good calendar for, you know, normal issues. Not meeting issues, not meeting calendar, but calendar that in some way, it's interesting for the external audience. For instance, you know, ICANN meetings, what are we going to do that. And after that, webinars. Things that can get the attention for the outside people that just reach the website, to have information about what we do.

And the how to become, those kind of, maybe step by step. Last week I had a call for Rio de Janeiro, another [inaudible] for year, for people that ask me, how could they join LACRALO. As [inaudible] and so what. So, it looks like people sometimes have some difficulties to understand what's going on very clearly. So to have those information about what's going on, like a webinars and this step by step way to become an ALS, this kind of thing, is important to be in the website, because it's a way people from outside can get the information. Thank you.

ARIEL LIANG: Thank you very much Vanda. Alberto, please.

ALBERTO SOTO: Thank you. Alberto Soto speaking. I agree with Vanda. And I insist, static information should be on the website, and dynamic information on the Wiki space. That is okay. However, we know about these things, this information, but we have to focus on people that access the LACRALO website, and they should access that information too.

Let me explain why. We hold webinars, and we are engaged in outreach activities. We are inviting, or reaching out, to universities with which we want to reach an agreement. So far, they go to the LACRALO page, and they know where to look at information. So, if they access a new website, they need to have a link to the webinar planning, for example. And the next webinar topics or agenda, and we should have only one portal for homepage, so that people do not have to think about where to retrieve this or that piece of information.

So I agree with static and dynamic, but I also would like to see this way of presenting information. Thank you.

ARIEL LIANG: Thank you very much Alberto. And so just quickly to comment on what Vanda, Alberto, and Dev said. So first, we need to think about the website. When we launch the data, it's not a done deal, and we can keep, iterate on that. And now we, and also Laura pointed out in the chat, we can start from something gradual.

So having static content would be a good first step. And then we can start to think about dynamic content. Maybe some of it can be on the website too, but we just need to understand who is responsible for updating the content. And we have some kind of content space, the dynamic ones that fill with updates and lost its value. So that's something we need to think about.

And then, I don't want to put too much time on that. We still have a few more questions, and then just to let you know that after this call, we will send you a little homework. It's a survey that we put those

items up, or category of content that we showed you on the spreadsheet, and you can select the top eight that you think must go to the website. And then we will analyze your input based on the survey, and so other templates for building the first step of this site will be based on these input.

So just a quick heads up on that, and we will send you the survey link after. And I saw Humberto raised his hand. And Humberto, please go ahead.

Humberto, for some reason, couldn't hear you. Are you on mute?

HUMBERTO CARRASCO: This is Humberto. Thank you. I wanted to remain quiet, and pay attention the comments, to the input on this new website for the region. And I would like to make some comments, and define where, in the shoes of a user, that is not so knowledgeable of this subject. So I wonder, what is the target audience of this website?

Is it targeting community members? Is it targeting people that are constantly working on ICANN and LACRALO issues? Or is it targeting the lay person, so to speak? Or is it targeting both types of audiences? This is relevant because we need to think of the following. If we are targeting the lay person, so to speak, we should include basic information on LACRALO, not only static information, but basic or fundamental information, because for a more insightful information, and dynamic information, we have the Wiki space.

So I believe this should also be taken into account. Thank you.

ARIEL LIANG: Thank you very much Humberto. So for this audience, we actually the website targets both, but we target both audiences in different ways. For example, the homepage, the policy band, if you remember, that's for experienced members. And the regional band, and also the band, working groups are more for newcomers and beginners.

And then we also have the plan to develop a page called get involved. And that would detail all of the different ways for people to get involved in At-Large, including how to join a RALO, for example. So that is targeting beginners. So we definitely have that audience analysis done. And before we start this project, and what you point out about basic information of LACRALO, that's definitely valuable information that we will consider incorporate part of this LACRALO page.

So yeah, that's just a quick comment on this. Do you have more comments on this section? We do have four more questions we want to address for the rest of this call.

Okay. I didn't see other hands raised, so let us go back into the PowerPoint. And so we have a few more questions. The first one is number five, what information should we have on the ALSs? Because we did take a look at the current Wiki page that LACRALO and ALSs, and it looks like a table that has the ALS's logo, and then some ALSs provided their contact information, their representative's name, and even a short description of what they do. But it's not consistent across all of the ALSs.

So the question is, if we decide to have like a directory page of the LACRALO ALSs on the webpage, what kind of information should we include?

Comments, questions?

Alberto, and then Vanda, and then Dev.

ALBERTO SOTO: This is Alberto Soto speaking. Thank you. I think we should apply the same policy. So we should have something static about the ALSs, with a link to each ALS website. So in that way, the information will be updated, because we know the name of the ALS, the activities, or scope, we have that brief information, and the user wants more information, the user clicks on the link to the ALS website.

ARIEL LIANG: Thank you Alberto. Vanda?

VANDA SCARTEZINI: Yeah, well besides those information that Alberto said, that we already have, maybe we should really, you know, give the, anything that the organization wants to share. For instance, if they want to give a link to their website, some of them, the website is not ready so some have… This facility to go and, you know, change a little bit the way the directory will work, not to fix it, but also with some additional issues, some space for those ALS to add some value in their directory.

Not a big thing. But important issue. And use the opportunity to go and fix. I do believe that this could be interesting. The ALS social media. So we could have that on the directory, you know, the link of Facebook, LinkedIn, or whatever.

So people can follow a little bit and those that are connected with the social media, will have more information about ICANN. And that this is quite interesting, I believe, to expend, you know, spread the word about ICANN, and specifically about LACRALO doing the language, because we all use our normal language in our social media, in our group.

So maybe it's a better way to be connected with the outside opportunities to improve the participation of ICANN in our LACRALO. Thank you.

ARIEL LIANG: Thanks Vanda. Dev?

DEV ANAND TEELUCKSINGH: Hi. Can you hear me?

VANDA SCARTEZINI: Yes.

ARIEL LIANG: Yes.

DEV ANAND TEELUCKSINGH: Okay. Thank you. I'm going to past something in the chat, regarding trying to make sure how information about ALSs [inaudible]. This is something that was done for the first LACRALO showcase in Argentina, during ICANN 48. So if you look at that attachment, you would see that it was, it tries to standardize the way the information is presented about each ALS, in terms of you know, the name of the organization, the title, where they're from, a one paragraph description.

So this is a particular look at standardizing the way the information about each ALS is put on the website. And then what could happen even is that, when the RALO specific page comes up, it has an ALS spotlight, which will take the [inaudible] person [inaudible].

And I suppose what can happen, it could even, yeah. So that's just one suggestion in terms of information we share about the website. We should have, it links to, we should have a brief description, who the representative are on LACRALO, the URL for the organizations. So that's it.

I can answer the other questions as well. Regarding six, yes, social media is important, and well, as part of the At-Large social media strategy, I think having RALO, having updates on RALO activities can be shared on social media, and it could, perhaps it can be done in coordination with the At-Large social media working group.

In terms of translations, have you come to that part of the question yet or not?

ARIEL LIANG: No, we're doing this one by one right now. We're just doing this one by one right now.

DEV ANAND TEELUCKSINGH: I'll stop then.

ARIEL LIANG: Okay. Thank you. And thank you very much for showing us the brochures, very interesting. And just a quick comment to what Vanda said earlier about giving ALSs opportunities to promote what they do somehow on the website. So right now for the beta version we're going to launch in Dublin, there would be a limited capability to allow users to access, I mean, as admin to added pages.

So that would be limited, but then that could change in the future. So now we can just focus on what are the basic information we want to put on the website, and staff, for example, can do an update quickly instead of getting a lot of people involved to do the updates. So that's our question for number five.

And Alberto, please go ahead.

ALBERTO SOTO: Alberto speaking. Thank you. Regarding question five, I think this on the following. My intention is to cut down the work load. We insist on updated information. I am a lawyer, but I also work in the IP field. And I know that updating information is quite a workload. So since I would

like to have updated information, I believe that ALSs have to be responsible for updating their content.

But the best way to have updated info is to have a static section on the site with a very brief description, and a link to their website. Vanda explained that some ALSs may have different situations with their website, and in the Dublin meeting, I will say that with very little money and very few working hours, ICANN could have a website model that could be offered to those ALSs that either do not have one website, or else have issues with their website.

The idea is not to standardize everything, but to give them a readymade tool for them to start their own website. So then we could have something static that does not require updates on our part, but that has the link to each ALS website, and each ALS is in charge of updating their own website, and we kill two birds with one stone, so to speak, because we have updated information, information on the ALSs, and they update their own information. Thank you.

ARIEL LIANG: Thank you very much Alberto. That's a very good point. In fact, we already have that, given some kind of how to pursue the Wiki, because each ALS have their Wiki page, that they can update information. So we just already have a very solid, how much the ALSs taken advantage of the Wiki and update their information there.

But we really appreciate the point about linking to a website so that we keep more like a simple, static content on the website of LACRALO, and having the link to more dynamic content. So that's a really good

suggestion. So we're running kind of out of time, so let's quickly go to the next question about social media.

And Vanda, put down that question earlier, and I think it's more of a general how to promote a larger, LACRALO activities via social media, and as you may also be known that we have, At-Large has a social media working group that is dedicated to the effort. And we have an active Twitter and Facebook feed. So the question we're asking now in question number six, is more about whether there is a specific social media channel in LACRALO.

Because when we did the analysis of the Wiki pages, we found out EURALO, for example, has their own Facebook and LinkedIn page, and we never know about that before. So we're just wondering whether LACRALO has some social media presence elsewhere already. And if so, would you like to promote that on the future web page as well? And Dev?

DEV ANAND TEELUCKSINGH: Thanks. Well indeed, when I was secretariat, and I do put a handle for LACRALO on Twitter, and I did create an At-Large group on Facebook. The challenges we seen was, is the languages that would be supported on those channels. And well, for that reason, it's not been used extensively or formally as such.

But those handles are there. Should the RALO use it? I would say, I think one of the challenges is just, this is something discussed in social media strategy. One of the challenges has been that we needed RALO

activities to promote on the At-Large, on our At-Large social media accounts.

And getting that information in a coherent manner has been a challenge. So I think, I suppose it can't hurt, but I don't want to have duplicate efforts. And if it is, yeah. I'll stop there. And I think it should be the secretariat that would be in charge of that, if there is a RALO specific tool.

But again, this could be folded up into the social media working group, and the discussion can be held there.

ARIEL LIANG: Thank you very much Dev. Juan?

JUAN MANUEL ROJAS: Hello. This is Juan Manuel speaking. Can you hear me?

VANDA SCARTEZINI: Yes.

JUAN MANUEL ROJAS: Juan Manuel speaking. Thank you. So, in the region, we have a communications working group. So we could reactivate that group, and that group could help, and we can think about updating our presence on the social media. Because we have At-Large on the social media, and Ariel is in charge of that. So we do have this group, and then this communications working group can focus on this, can focus on web

content, on updates, on news, and clan try to reactivate our presence on social media channels, at least on one channel for the region.

So that was my contribution regarding this point. Thank you.

ARIEL LIANG: Thank you very much Juan. Alberto?

ALBERTO SOTO: Alberto speaking. Thank you. I agree. We could reactivate this communications working group, but we should change the goal of the working group. The primary goal was to recruit more ALSs. So far, we have 47 and we will soon have 48 ALSs, so the aim could be to achieve a higher participation level within LACRALO, with this group. Thank you.

ARIEL LIANG: Thank you very much Jean and Alberto for your comments. So if we don't have more comments on number six, we will move to number seven, about translation. And we do know that LACRALO works in both English and Spanish, and we also have content in Portuguese as well. So for that reason, would you like to see translation on the website?

Also to let you know that if we translate content manually, it will definitely take time. And for the purpose of beta launch, we may not have enough bandwidth to translate everything. So maybe there is a possibility to install like a plug-in or some kind of a software that can do an automatic translation on the site. Would that be something doable for you? Alberto, please.

ALBERTO SOTO: Alberto speaking. Thank you. That's why I suggested automatic or automated translation for the beta version. We do not have any legal issues in terms of whether translation is good or bad. It boils down to interpretation. We could have automated translation for the beta version, and I would rather have complaints for a bad translation, rather than for no translation at all. Thank you.

ARIEL LIANG: Thank you. Dev, please.

DEV ANAND TEELUCKSINGH: Hi. This is Dev Anand speaking. I think machine translation could work. Ideally, however, especially for the static content of the website, on the At-Large website, I think a formal translation should be done. And it will be hopefully a onetime thing, and so there will not be too, it will not be a recurring expense, so to speak. So that's my thought.

                         But certainly for the beta launch, we can have a translator plug-in. But I guess my question is, [inaudible] for the question of the At-Large website, I know at the top bar, there are the six UN languages, is the intent to have content formally translated in all the six UN languages for the At-Large website? Thanks.

ARIEL LIANG: Thanks Dev. Before we go to Vanda, Laura, do you want to quickly talk about that six language bar on the top?

LAURA BENGFORD: Yes. This is Laura. Just couple of comments on the translation. I appreciate the comments that are coming in on that. I believe and agree that for beta we can offer some kind of [inaudible], but regarding what we would have at the top on the six UN languages similar to ICANN, and it was actually suggested in one of the meetings with the other RALO, that we're very clear on what our translation strategy is, and what's there for beta.

And there were some ideas on translating some of the static basic info on RALOs. So maybe we want to think about on doing that in Spanish. But we do also need to weigh that against what is already out there on the ICANN LAC dot org website, which I believe may already have that. So we may have some additional homework to do just on looking what's already out there, and maybe leveraging something that maybe is already done, and then just articulating it clearly under the top language now, like we do on ICANN.

ARIEL LIANG: Thank you very much Lauran. Vanda?

VANDA SCARTEZINI: Yeah, this is Vanda speaking. Well, translation is always a real problem, but nowadays, we are having more and more correct machine translation. I normally use to read all the translations from English to Spanish and to Portuguese, and sometimes it's almost really impossible to understand what they want to say, if you don't read the language.

But anyway, this has become more and more, you know, more technically available. So we also need, as the ICANN in general, to move to a more sophisticated machine translation.

But this is one problem. I only believe that formal document should be formally translated. All the others should be done by machines, to be more easily, to have [inaudible] that people can use. So that is the normal way, everything will work in the future. So that is the way we should go. And have those translation is important because most of the population, in our region, don't speak other language.

You know, you find two people that can really communicate in the region that write in another language. So it's quite important, translation is quite important for this region, but a good translation. That's with the new technologies, we're going to have this. So that's my point.

Formal things with the formal translation, you know, day by day, other last important points, machine translation, in the hope we move to a more technically viable solution for translation. Thank you.

ARIEL LIANG: Thank you very much Vanda. We're more than 10 minutes past the hour, and I would like to wrap this up quickly. So let's jump to the last question about who should update content for the RALO pages. And as we mentioned earlier, for the beta launch, we'll have enough capability to allow many, many users to access the site, to update information, and on the admin, we'll be limited to staff members for the beta site at first.

So if that's the case, what are the minimum content that you think should keep up to date on the LACRALO page? Comments?

Alberto please.

ALBERTO SOTO: Alberto speaking. Thank you. Since we are way ahead of the time for this conference call, I believe that we, the LACRALO members on this call, should further enlarge upon this, or analyze this, because it calls for a more detailed analysis. Now, who will update the information? Well that is an issue because maybe we can chat about it for a couple of minutes, and we can decide on what to update, but who will update information may be an issue.

I don't know what you had in mind, if each RALO can be in charge of updating the information or not.

ARIEL LIANG: Thanks Alberto for the question. Very quickly, to comment on that. For the beta site, we won't have the capability to allow community members to access this site as an admin, and because of technical limitations. So at first, we will gradually allow certain staff members to be able to update, and then when the site is running better, and we're iterating on the beta site, and we have an official site, we will explore the possibility of giving more people logging privileges to update.

And then we can open it up to the community. But that's a post beta site. So we're now focusing on the questions of beta site, and that's limited to staff members. That's what we envision at this moment.

Any more comments on that? Dev, please.

DEV ANAND TEELUCKSINGH: Thanks. Dev Anand speaking. So for data for the website, I think the LACRALO, the RALO secretariat and maybe in coordination with the communications working group, that maybe can be formed, can help submit information on RALO updates and so forth. So that's it.

VANDA SCARTEZINI: Yeah, I agree with that.

ARIEL LIANG: Thank you.

VANDA SCARTEZINI: I agree with Dev, just that. Vanda speaking.

ARIEL LIANG: Thank you Vanda.   Okay.   So I think if we don't have any more comments, Laura do you have anything you want to add before we wrap up this meeting?

LAURA BENGFORD: No, thank you very much everybody. Your insights, suggestions, and comments are very helpful. I know we're going to send out a follow on survey, and do some more analysis. So I think this is good for now. Thank you very much.

ARIEL LIANG: Thank you Laura. Alberto has his hand raised. Alberto, if you could briefly wrap up your comment, because we're 16 minutes past the hour. So thank you.

ALBERTO SOTO: Alberto speaking. Thank you. Thank you Ariel. Thank you Laura. I want to thank both of you. And please, those participants on the call, send me an email and cc Humberto, indicating what needs to be updated on the LACRALO page. Because this is what I would exactly forward to Ariel, once you reply to question eight, and send me your replies.

The best time would be tomorrow afternoon. Let's see, tomorrow is Wednesday, so say Friday afternoon will be the deadline. So we can quickly move on regarding this point. Thank you.

ARIEL LIANG: Thanks Alberto. So what we intend to do is we will send all of you a questionnaire after this call, which is what kind of content on the Wiki to migrate to the website, so that's the first step we would like you guys to complete. And then about question eight, I think if you feel, have some thoughts about what content needs to keep up to date on the LACRALO page, just email me and Laura directly.

And so, if you can do that by Friday, that's fine too. But for the survey question, we want you to complete that by next Friday. So it will give you more time to think about it. And I think that's all. So thank you very much for all of your time and efforts in this. We really appreciate

all of the insights you provide with this. And have a good evening. And thank you very much to the interpreter as well.

[END OF TRANSCRIPTION]