TERRI AGNEW:	Good morning, good afternoon, and good evening. This is the ALAC Subcommittee on Outreach meeting, on Thursday the 18th of December, 2014 at 21:00 UTC.
	On the call today, we have Cheryl Langdon-Orr, Maureen Hilyard, Fatimata Seye Sylla, Leon Sanchez, Dev Anand Teelucksingh, and Siranush Vardanyan.
	We have apologies from Wolf Ludwig, Yuliya Morenets, Roberto Gaetano, Alan Greenberg, Olivier Crépin-Leblond.
	From staff we have Heidi Ullrich, Jana Juginovic, Susie Johnson, Joe Catapano, and myself Terri Agnew.
	I would also like to remind all participants to please state your name before speaking for transcription purposes. Thank you very much and back over to you Dev Anand.
DEV ANAND TEELUCKSINGH:	Okay. Thank you very much Terri. This is Dev Anand speaking. So since we do have quite a bit on our agenda today, and it's all very important topics. The first topic is updating our outreach material. So [inaudible] have several outreach materials developed over the years, the RALO brochures, you've got typically [inaudible]…
	And we've also been doing [inaudible] the outreach travel such as the CROPP program, but [some say it's enough], while others say it's not enough and we need to update these outreach materials. So on the

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call, we do have some ICANN staff, Jana [inaudible] pronounce your name correctly, Jana, who is from ICANN communications, and I believe this is something that ICANN staff and Jana [have constructed] to see how best this would be updated.

So [inaudible] Murray has now joined the call. Welcome Murray.

MURRAY MCKERCHER: Yes, hello. It's Murray speaking. I'm online.

DEV ANAND TEELUCKSINGH: Okay, thank you. [Inaudible] So, Jana, do you want to take the floor?

JANA JUGINOVIC: I don't know Heidi, if you want to weigh in first before I start.

HEIDI ULLRICH: I was actually waiting. So this is Heidi. Just a very brief update, to those of you who may not be familiar with the history of the At-Large trifold. We've developed these about five or six years ago with the help the RALO chairs, and input from some of the RALOs, but at that time we didn't really have more than about one person in the communications staff, and they were very short on resources and bandwidth.

But since then, we've been very fortunate to have that department grow, and to have Jana, who is the Director for communications and content. And over the past month, we've been in contact with her, with Silvia, and others, to talk a little bit about how we could create a more

effective source for outreach, more dynamic, more in terms of multimedia.

So we thought we would have a short presentation from Jana today and then we'll talk a little bit about next steps. And just as a pre-cursor, about an hour or so ago, we held a similar call with the Secretariat, and yeah, a few of you were there. So apologies that you're going to see the same presentation, but we just wanted to make sure that both of these groups are putting, inputting into this process.

So with that, Jana if you wanted to take the floor.

JANA JUGINOVIC: Hello. Hi everyone. I wanted to thank you all for inviting me to this call, and I appreciate the opportunity to learn more about what folks are doing and how we can possibly be served and help. I just put together a short deck that Heidi had asked me to prepare for you guys, to go through our thinking and our strategies behind content, and how that can help improve the engagement with the new members that we want in the community.

So one of the things that we struggle with at ICANN, is making our content interesting to outsiders. Of course, it's interesting to people that already know about ICANN, but it's more about people that don't know about ICANN, and sometimes it's often hard to explain. So there is this great quote that someone had said that I like to steal and use, so I don't claim to, you know, crafted this one, but I'll be interested if you'll be interesting.

Basically saying we have to try and make our content more interesting, engaging, for people to either read, watch, look at, and that will help increase our engagement. So how do we do that? How do we start? Often when people come to our department and ask for help creating content, they have already predetermined what kind of piece of content that they want, so they'll say, "We'd like to have an infographic," or "We would like to have a video."

And one of the things that we're trying to implement with different departments is asking to think first about what the goal is. So before we even talk about what piece of content it is, we like to talk about what the goal is, what the intended purpose is, what you want to do, what you're trying to communicate. And then identify an audience would be the second step, because not all content and not all messages will work for all audiences.

So you need to have that targeted as well. The third thing is to focus in on one message. As you find with a lot of pieces of content, you're competing with different distractions of people's time. They have work, they have family things, they have other things that they're watching online or reading, so you have to focus on one thing because often they will only remember one or two things, take one or two things away from that piece of content.

And then we choose the platform and the piece of content. So it's kind of the strategy to ask them how we're tackling preparing new content for ICANN. With digital platforms now in different distribution channels, we do have a lot of different varieties and ways that we can engage with audiences. Not all pieces of content are right for all audiences, so we

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can put this audience and content group together to give you a sense of different types of content that you can use, whether it's blogs or publications, presentations, webinars, infographics, photos, and the different distribution channels that you see at the bottom, whether social media, or your website, or through a blog.

Again, not all pieces of content will work for all audiences, and not all distribution channels will work for all audiences or different regions of the globe, which ICANN obviously serve. So it's important to again, narrow in on what audience we're targeting and then build that piece of content and platform from that. The last part I wanted to discuss was the importance of thinking about pictures. Because when Heidi showed me some of the materials that are used, I noticed they were very, very text heavy.

And one of the things that we would suggest is that creating content with strong visual narrative, just to peel off some facts here. This theory that was created about the picture superiority effect, that the average person recalls only 10% of text based materials 72 hours later, whereas they'll recall 65% of things where there are pictures.

So our brains are wired to process images 60 times, 60,000 times faster than text. So one of the things that again, I have to reiterate that I'm seeing some of the collateral that you have is that it's very text heavy, and creating something that's a little bit more visually narrative would help engaging audiences and help them remember the content better.

The last point, which goes back to the audiences, is that not all content works for each region or language. So localization, to take into account

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the taste and preferences of the region, are very, very important. So one of the ideas that, you know, Heidi and I had talked about is that we could perhaps, if this was something that was of interest, is create some templates to show you guys, and see if there is interest in helping improve some of the content, if there was interest in doing that, but I turn it over to Heidi to explain more about some of the things we were talking about in terms of content and next steps.

TERRI AGNEW: And Heidi, this is Terri, if you're speaking, we're unable to hear you.

DEV ANAND TEELUCKSINGH: This is Dev. Jana, we are unable to hear you.

JANA JUGINOVIC: I was turning it over to Heidi now, I don't know if she got that to talk about the next steps. Maybe she has dropped of the call.

MURRAY MCKERCHER: Hi, it's Murray speaking. While we're waiting for Heidi, I just wanted to…

HEIDI ULLRICH: Sorry, I was just on another quick call. So I didn't hear the question.

JANA JUGINOVIC: I don't know if you wanted to talk about next steps in regards…

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HEIDI ULLRICH: Yes, sorry. Next steps, what we've heard that the Secretariat members were in support of developing, going ahead with developing a new updated document. And what they were thinking about was more like a postcard size. So what was agreed on the Secretariat's call was that by Singapore, there would be, Jana and them would work towards developing two kinds of betas that would, one would be a postcard, the other one would be a little bit larger sized.

And then we present that in Singapore, and get your feedback on that, and then once we had that we would move toward actually working toward a final version, by Buenos Aries, and then we would do a strategic rollout of the final documents. The first one would be for At-Large and LACRALO. We would hopefully have that done by Buenos Aries. And then moving on to where the meetings are going to be in Europe and in Africa.

And then onwards into next season into NARALO and APRALO. Now, given that members of APRALO would need to wait the longest, we've gone ahead and ordered the current trifold, enough to get by for about a year or so with that. And then in terms of that, we would ask that 30 minutes of the Secretariat's meeting in Singapore would be a joint session with the Outreach Subcommittee, so we could get the feedback of both groups at once.

So that was my input for next steps.

JANA JUGINOVIC: If anybody has any questions, I don't know if anybody wants me to answer any questions about what I just presented. I'm happy to answer them.

DEV ANAND TEELUCKSINGH: This is Dev. Does anybody have any questions or comments?

Okay, well people are still thinking about it. Jana, thanks for this. I think that indeed, one of the big problems was when we developed these RALO brochures, we were networking with the best of our capabilities, and so our trifold brochures are very text heavy. So I think strengthening these outreach materials is important.

But I think it's also a bit of combination of what… I don't know how to describe it, but I would say, what happens at the face to face meetings when we do outreach, and when we meet somebody that's interested in ICANN policy, it seems that, that appears to be someone that hey this could be a good person. What's the appropriate [inaudible] to get him or her.

I think a further idea of a postcard, and I'm thinking yes, but I'm also thinking the one pager is with information on both sides, just explaining what is At-Large and how you can join. And it would be, I think, very helpful. And then that's say at the beginning, the second follow up, and just the challenges also I think [inaudible] we could probably look at more quickly.

Actually find that information from that postcard or brochure, where do they go? So if they go to a website, are they going to be lost, or are they

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going to find all of the relevant information pertinent to them? Okay, this is very interesting, I'm going to join. So those are some initial thoughts.

Also something I was thinking of, I think also certain outreach materials, are you also thinking of things such as videos or slideshows that can be shown? So that basically what we can do is to just [inaudible] a video, for example, which kind of, I think, more visually [inaudible] and you know, basically what is At-Large and saying this is ICANN, okay now you can be involved.   Are you considering those types of outreach materials? Or only visual?

JANA JUGINOVIC: Yeah, so one of the things that, again, Heidi and I spoke about was the importance of having multimedia and obviously multi-platform piece of content. Video is, again, very, very effective because you're able to use visual elements to drive the story. However, it's a certain type of video. So I would say not all video is compelling.

So if you have maybe a talking head video where somebody is just speaking to the camera for 10 minutes, that won't be as engaging as a shorter video that has a narrative flow. So one of the things that, I don't know if Heidi you can share the link with the folks on the call here, about some of the ideas that I think are effective when it comes to trying to engage people with video.

There is one video that is called, that visually, which is a company that we can use to create, that I've recently started using to create some pieces of our content, it's [a cause] video. So it was for a non-profit, and

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it was all about social causes. And the way they were able to use effective photography, effective photos, and animate them, and have a narrator and a compelling soundtrack to drive engagement.

So, absolutely. That's on the roadmap. But I would want, maybe Heidi can weigh in on the thoughts where video would fit into this and where in the timeline it would be. So yeah. So I'm not sure if you want to see that video. This is Heidi for the record. But what we thought is that we could do something like this in terms of a loop that might be able to run during the ICANN meetings, or your other meetings where you're doing outreach in a booth.

It might be just a very short video that really just gets their attention and does the next steps for that. So I'm not sure if you're able to look at that, the video, but it's basically just a nine second video that we could just keep running in a loop during these sessions.

DEV ANAND TEELUCKSINGH: This is Dev. I think, yes, I think it's possible to show the video, within Adobe Connect, that would be great.

HEIDI ULLRICH: So Terri, are you able to share that?

TERRI AGNEW: Yes. This is Terri. I'll go ahead and get the video up. One moment please.

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HEIDI ULLRICH: You may need to click on video on it. Or, the audio, I mean.

TERRI AGNEW: Is everyone able to see or hear that?

HEIDI ULLRICH: Not yet.

DEV ANAND TEELUCKSINGH: Not yet.

TERRI AGNEW: Is it going yet?

HEIDI ULLRICH: I can't… I don't know if people can hear it. But it might be something want to watch at their leisure. I don't know if people can hear it or see it, because it's not rendering probably, it doesn't look like.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I can see the screen but not the audio of it at this point. So okay, we'll need to find the link to that [inaudible]…

TERRI AGNEW: And this is Terri. I put the link in the chat.

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DEV ANAND TEELUCKSINGH: Okay.

MURRAY MCKERCHER: This is Murray speaking. Sorry I can't raise my hand, but if I could have a second to make a comment.

DEV ANAND TEELUCKSINGH: Go ahead, of course Murray.

MURRAY MCKERCHER: Thank you. I'm multitasking here this afternoon. I really like the idea of the video stuff and sharing images, and I was sort of doing a lot of Tweeting in London, where I take an image on my mobile and I have my, just easy to get a quick picture, write a quick comment, send it out on Twitter, and you collect a number of images over a few days. So that's sort of what I was personally doing, we're trying to organize that with Ariel in some of the meetings in London.

But on the video side, I recall there was a screen in the lobby that was running interesting, well somewhat interesting things, and people were kind of paying attention to it, but it was a bit… It wasn't as snappy as people are used to sort of attention span. So I think those are all great ideas, and could certainly use that both during the meetings and during the social media around the meetings.

So I just wanted to add that. Thank you.

JANA JUGINOVIC: That's a great point. We had the what we called the barker channel, which was, it divides the screen up into various feeds. So on one part you saw the splitter screen with the hashtag ICANN 51, and then you had Flicker, and another screen which was just scrolling the photos. So this is the first time we did it, we're kind of experimenting, but it was… It also had the schedule so we were trying to make it more interesting.

We'll put in more content because we did those people going to it when you had the pictures or things like that, or watching what people were saying, and reading what people were saying on the Twitter screen. So good to hear that feedback, and great to hear that you're taking pictures and Tweeting them out because even with the post, if you attach a good photo to it, it's way more likely to get re-Tweeted and read if you attach a compelling photo to it.

DEV ANAND TEELUCKSINGH: Indeed. This is Dev Anand. Thanks, and of course, there is an open meeting working group, it has also been fairly actively [putting photos on the] Facebook pages. And of course, yes indeed, attaching images and so forth, and especially also during our face to face meetings, like the beginning of our London meeting, has [inaudible] quite well in terms of [inaudible] followers, and [inaudible].

One question that comes to mind, because [inaudible], I was saying something about the timeline. So if, Heidi, I understood the timeline correctly, the idea would be to, well, as for the members of the

Outreach committee and the RALO Secretariat to collaborate, and try to present something for the Frankfurt and Singapore meetings.

And is that correct?

HEIDI ULLRICH: Correct. So this is Heidi. So again, we would need your input between now and maybe a month or so before Singapore, and then we would present the beta, the draft, or a couple of drafts in different sizes and different formats during the Secretariat's meeting, it will be a joint meeting, that session of it. And then getting final feedback on the ALAC and at least the LACRALO version, so we would have those ready by Buenos Aries.

And then moving on to EURALO and AFRALO, with the others following.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I'm just thinking though, I'm not sure, I mean, I understand the timing, well trying to come up with a LACRALO material and the for the face to face meetings for the different regions. But I'm just thinking for the CROPP program. CROPP is the Community Regional Outreach Pilot Program, where At-Large has funding [inaudible], so I'm beginning to think that if there is something that could be done, maybe not specifically for a RALO, but something to be done so that it would be ready by [inaudible], so that [inaudible] soon after preparation, with preliminary materials, could then be ready for CROPP use.

I'm just asking and suggesting….

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HEIDI ULLRICH: So I think, this is Heidi again. I think we might need a day or so just to price things out, and then we might be able to get back to you on whether we would have a couple more ready. But again, I don't think that they would be final by Singapore, if that's what you're asking, Dev. Again, we would want to have your input and show it to both groups in Singapore, get your feedback, and then, you know, as soon as possible thereafter, we would come up with new ones.

But we do have enough topics for this current trifold for a lot of the RALOs, I think all of the RALOs actually. So you're not going to not have brochures to distribute in the meantime.

DEV ANAND TEELUCKSINGH: Okay. All right, thanks Heidi. This is Dev Anand. Any other comments or questions?

Okay. So, let me ask… So this is Dev again. So how exactly do we want to move forward with this? Do we want to have like a conference call for some design ideas for these outreach materials? Or should we just ask for input send via email to you Jana and Heidi? How do you want to do this in terms of getting input on getting some preliminary designs out?

HEIDI ULLRICH: Sorry Dev. This is Heidi. I didn't quite hear what you said. Are you asking Jana and myself about how we would want to go forward with this? Or the group?

DEV ANAND TEELUCKSINGH: So if you want to have some preliminary designs, do we want to have, I would imagine we probably want to have some calls before Singapore, to show some ideas, and to look at some designs, design approaches, and so forth.

HEIDI ULLRICH: Yes, this is Heidi. We could surely hold calls. What we were thinking that was the RALO leaders and the members of the Outreach Subcommittee would work together on getting input from your region, feedback to us, and then we would be able to develop something that way, rather than having it be a call, but either way is fine with us.

DEV ANAND TEELUCKSINGH: Okay. All right, so that's we then make it an action item them to have that email be sent to the Outreach Subcommittee and to the RALO leadership then, to explicitly ask for their feedback, yes, rather than [inaudible].

Okay. [Inaudible]…

Any other final comments? So I see quite a lot of comments in the chat, so if you want to see something, now's the time. Glenn, I see your hand is raised.

GLENN MCKNIGHT: Hi, it's Glenn for the record. There is are a few things from the [inaudible] idea, this is an idea last year that NARALO really strongly recommended, something that's much more modern looking, mail cards. I don't know if you guys have seen the card that we've distributed in ISOC Canada. Very nice layout, it's called Internet Strong, a nice image on the front, QR code, very simple message on the back.

Very much directed to a particular group that we know that would be interested in. Now, I've been typing in the chat box about a few tools we've been using on augmented [inaudible] reality, [inaudible] and other tools where people have a software program, they scan in and they can actually get, from the image, a short video or other materials directly.

But that's a bit problematic because most people don't have the software. I think the QR code is extremely important for a number of reasons. One is people don't want to have paper. If they can scan the code in and they go to an image or a site, but more importantly is the QR code can quantify the visitors of the site. So right now, we have many ways to communicate to the community, but we really don't know the results of our outreach campaign.

So with the QR code, we can actually get analytics on the results of the money spent on the mail card or any campaign. So that's my two cents.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Thanks Glenn. And I guess [inaudible] the QR codes, because we have unique URLs to tie to this QR codes. We can measure

for any particular outreach campaign or event, measure how many people… The metrics, how many people click [inaudible]… QR code..

JANA JUGINOVIC: The only thing I was going to say about QR codes is that, especially in the last couple of years, they've become out of favor in certain parts of the world, so not everyone uses them, and not all smartphone users have a scanner to scan QR codes. So I think it's important, I absolutely agree, I think it's important to point people to a digital platform that you can get metrics on to see if people are engaging with your content, get metrics to see if it's actually working.

But QR codes, doesn't necessarily solve a lot of problems that we have with people just not actually having them. So there have to be other ways for people to get to the content, either point them to an URL or something like that, because there are just a lot of people that don't use them, especially in different parts of the world.

DEV ANAND TEELUCKSINGH: Okay. All right, thanks Jana. Any further comments or questions?

Okay. Thanks Jana, thanks for this. I think it's actually very interesting, and I think I'm looking forward to seeing some of the input from this subcommittee and the RALOs, and the outreach people that will be coming up with this, because I think [inaudible]… I agree, [inaudible] videos, and I think what you suggested on, having a strong visual [inaudible]… very important. So thank you [inaudible].

Okay. Our next item on the agenda is the update on the CROPP, the Community Regional Outreach Pilot Program. Not going to go too long into it, because everybody is well aware of the CROPP program, but I just want to give an update on this. Thanks Terri for bringing up the slides.

So just to go to the background of, skip the background. And I just want to bring to the attention again of all the CROPP members are, from each of the RALOs. And one of the concerns we have right now we have with CROPP is that proposals coming into the CROPP are received but not necessarily in coordination with the CROPP [inaudible] members themselves.

What is sometimes happening, Cheryl raised their hand here. Go ahead.

CHERYL LANGDON-ORR: Thanks. Sorry, it took me a minute to get off of mute, this is Cheryl. Yeah, I am, I do remain very concerned that whilst we're engaging more effectively on the care and feeding of the CROPP proposal in the proper way, the leadership of the RALOs it's getting no further. And need to actually outreach effectively, and make sure that the interactions from that outreach, which I guess some people would call in reach, but you know, we're still trying to get into fresh fodder in the At-Large structure at least, need to probably have a bit of a [marking plan] in a certain [inaudible].

Sorry, I've probably jumped in on saying something that you were going to say anyway, Dev, but I couldn't help myself.

DEV ANAND TEELUCKSINGH: No problem. This is Dev. So these are the CROPP RT members. And this is something that I presented during the CROPP meeting in LA, but I think it's important to see here, is that one of the things that we're going to be talking about is the [inaudible] event plan, it's based on the agenda, but I just wanted to emphasis that the CROPP RT members [inaudible] as to any of the ideas that the RALOs have for outreach [inaudible].

And one of the things that I pointed out is that, there should be members of the Outreach Subcommittee, this subcommittee, members from the Finance and Budget Subcommittee, and the RALO leadership all working together to come up with an outreach proposal. And [inaudible] being in the loop, in the sense of inform any CROPP RT members when the proposal has been posted on the wiki by one of the staff, which is very critical because…

But I think the thing is that a lot of times, I'm noticing that the proposals coming to the CROPP RT, the small details aren't [inaudible], you know, it seems like, okay, where is the website for the event, you know, to think about the travelers [inaudible]… I find myself calling to attention the travel, well, the 25 days CROPP has limited it to three days and two nights, so what's the deal?

Do you understand that? Does the [inaudible] understand that? And so forth. So I think having the CROPP RT members in the loop would eliminate the CROPP RT members could point this out to, you know,

point this out to the travelers, to the RALOs, and make sure that those kind of clarifications happens before it gets to the CROPP RT level.

So it's more, the CROPP RT, it's more, I would say, a broader interview as to the scope of this outreach proposal, rather than those details. So, I believe currently right now, I'm just trying to find the link to the page. The RALO has really looked to take advantage of the proposal that needs their help. They've now submitted five proposals, utilizing all of these five slots.

APRALO has used the five. AFRALO has used two. And I have not seen any proposals yet from LACRALO, I'm sorry. I think the Asia Pacific also had two proposals, two travel slots used as well. But I have not seen LACRALO and EURALO for that number. But it's early December, and the CROPP requires eight weeks' notice, two weeks' for the CROPP review team to review it, and to get the permission from global stakeholder engagement and so forth.

And then six weeks before we're supposed to make the ICANN's CROPP through ICANN itself. So [inaudible]. So that means that, there can be no CROPP travel going to any event in January, for example, or most of February for that matter. So, and we only have CROPP available through June 2015. And also one other key note that I forgot to mention, is that members of the CROPP review team have reviewed the administrative report, and [inaudible] and under the key concerns that they indicate in the admin report, this is the report filed by the ICANN CROPP team, was that, let me jump ahead to it.

There is a concern that the outcomes and purpose of the CROPP travel is not quantifiable enough, and there needs to be more quantifiable goals and outcomes. So in terms, the number of [inaudible] could be [inaudible]. Those type of things. And of course, if there is any follow up with those persons, which leads to them getting involved in ICANN, either through the Fellowship or becoming an At-Large structure and so forth.

So, any comments or questions of concerns? Or comments regarding the CROPP?

Okay. I'm seeing [inaudible] making a comment on the chat. So any thoughts, comments, or questions?

Okay. One thing we will have to do, so mark this as an action item, for us to send a reminder to the RALOs regarding the opportunities for CROPP. And so perhaps the RALOs can then, the RALO leadership and the CROPP outreach, can come up with some ideas as to possible outreach proposals.

So [inaudible] for staff who can help on it.

Okay.

Okay, well you can say, staff in coordination with the chairs of the outreach, so Dev Anand and Murray. [Inaudible].

Okay. All right. And so now next item on the agenda, is the [inaudible] events calendar. So we do have… So the reason why I was specific on putting this on the agenda was because I noticed that the, you know, the [inaudible] that really provides a way for us to track these events on

the calendar. So some of you may be surprised to know that there is a calendar that is maintained by At-Large, but it isn't being used very well.

But staff [inaudible] staff on this. So who from staff will be talking about…?

HEIDI ULLRICH: Yeah, so Gisella was set to, but she has taken two days off. So I'm wondering if we could just get some of your feedback on what needs to be done, and then I can get that information to her.

DEV ANAND TEELUCKSINGH: Okay. Well this is Dev. So something I noticed several different calendars that ICANN uses. So I notice, for example, there is the ICANN At-Large calendar, and that's what… If you go to a RALO page, you keep this calendar, well, what do you see for all of the At-Large conference calls, but also the external events as well that are added to it.

The impression that I get is that the RALOs aren't really, I could be wrong, it's not being used in regards to submitting to Gisella the actual events. And I'm wondering if there is a way to come up with a better systematic approach to this. Secondly, I also notice that the My ICANN dot org calendar, and I'm wondering if, what exactly the interaction between the At-Large calendar and the My ICANN dot org calendar.

That's… Because there seems to be that… Is it that At-Large staff update the My ICANN dot org calendar as well?

HEIDI ULLRICH: So Dev, this is Heidi again. I would… I'll be taking notes, and we'll get back to you on this information. These are good questions, thank you.

DEV ANAND TEELUCKSINGH: Okay. Thank you. I see Cheryl has her hand raised. Cheryl, please go ahead.

CHERYL LANGDON-ORR: Thank you. Look, calendars are a great thing, they run my life, but they're also, in some ways, the bane of my existence. I take these from all the filter calendars, including the My ICANN calendar as opposed to various other calendars that ICANN creates. They're improving vastly, as you can see, from whether I'm seeing any of these materials from ISOC and other ISTAR organizations.

But from an outreach perspective, we probably need to make sure the coordination of these calendars is pretty effectively done. I don't think there is a single meeting of nine, let me use the example of the AP STAR organizational meetings that tend to occur around APNIC for Apricot, so that's very much numbering as well as naming, because ATLD needs to [inaudible] status as well, where there is not considerable discussion about the need to have mutually shared calendars for opportunities.

So these things are popping up like mushrooms on an old, you know, sock out on a bush. I'm a little concerned, however, that we have some mechanism for cherry picking the right material also. The other thing is, in many cases, the seeds come into my calendar, and I will get a historical piece of meeting information that may have changed on most

other calendars, that tends to stay on one of the ones that you have received from.

But having a well-managed master calendar will be a blessing to everybody, but also having the ability for having someone who is accessible, or even an email [inaudible] I've seen, which is a member of staff that was easy to get to, to get updates done. So [duration], for example, when things have changed.

Anyway, that's my story. I think we need to work on calendars and get it right. I think they're terribly useful things, and I would like to see, in the foremost of time, where it's a very simple measure of just saying, copy to my calendar, rather than to take the… Right now, I think we risk to much if you didn't take these, but that comes with problems. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thank you Cheryl. This is Dev speaking. Because I mean, I think, how [inaudible] as opposed to get the updates is that we email staff [inaudible] even information, the date, the time, where, website. But anyway, I don't think that's really good by email, of course [inaudible] At-Large staff which is [inaudible].

So perhaps, and so really what is My ICANN dot org, what is happening at that level? Because is that going to be the calendar, because I know… I notice there are quite a lot of inaccuracies, mind you, but I don't know if ICANN is planning to utilize this and roll this out for all departments for everybody to interact with, and therefore get a calendar out of it.

Or should we try to come up with a technology way to simplify it? For example, [inaudible] form that captures few information and that, so that what happens then is that it shows all of this information complete and so forth, those type of things. Also, confluence has a feature for two calendars, so [inaudible] with that and so forth.

And who exactly should we chat with each of the RALOs to undertake [inaudible] these external events and to keep it up to date? Should it be the members of the Outreach Subcommittee, this committee? Or should it be the RALO leader secretariats?

So some… Any thoughts or comments or questions?

[Inaudible] but if you want to take the floor now, it's time.

Okay. Seeing no one…

CHERYL LANGDON-ORR: I think what it may have been is you had quite a number of issues, questions here. How about you dissect them out and let us respond one at a time? Because you had about four different questions in there [inaudible]. [CROSSTALK] …make it easier for me to put up a smiling [inaudible]…

DEV ANAND TEELUCKSINGH: Okay. This is Dev. All right, so right now I think the information is just sent via email by members of At-Large [to give an update on the events calendar]. That's the [inaudible]. My question is, should we look to simplify this by using [inaudible] …did before, so that the information is

captured in a coherent manner. Emails would potentially be easier for Gisella to then capture, you know, copy and paste onto a calendar, or perhaps even have a form to update the calendar directly.

[Inaudible] …that approach. All right. Any other comments or questions, concerns? All right. Okay, so… I guess it would be the Outreach Subcommittee. I imagine the Technology Taskforce would be [inaudible] from this, but I realize that multiple tasks [inaudible] from this call on that. So okay, let's make an action item. Oh, Glenn, go right ahead.

GLENN MCKNIGHT: Hi, I'm not sure if you mentioned it. It took forever for me to get into Adobe today, and the calendar was there and then it disappeared in my Google Calendar, but that's another story. I just want to mention, I tried to do some outreach in the Village when, in LA, and it was not very successful at all. I was next to the Fellows area, and when people came to get their coffee and stuff, they didn't mind using the table to put their stuff on, but generally speaking it didn't have the results that we expected.

Nothing close to the outreach table we had in Toronto. In the Toronto one, there was much more aggressive outreach. It just seemed to, much better. But I would say from the tabletop outreach that we did at the Village, I wouldn't do it again after the results of that experiment. I had a few volunteers, but not that many to speak of. But just my general comments on that outreach effort.

DEV ANAND TEELUCKSINGH: Okay. Thanks Glenn. We could probably take that for any other business. I see Heidi has her hand raised. Heidi?

HEIDI ULLRICH: Yes, thank you Dev. Just wanted to let everyone know that we had various types of outreach and to various levels of success. So Glenn, I do understand that you had some challenges, but I do want to point out that in the past, a lot of times outreach has been successful, so I would hope that if the RALOs still would like to develop, or [inaudible] these sorts of outreach activities, At-Large staff would be very happy to help organize that.

And in particularly, once we have the new materials, I think that would be a lot more engaging to have these sites available for people to do outreach. Thank you.

DEV ANAND TEELUCKSINGH: Okay, thanks Heidi. [Inaudible]… Glenn, if you want to respond to that?

GLENN MCKNIGHT: Yeah, I do, and I have to qualify. Like the Toronto location, we went through a lot of materials, it was quite successful. I think the Doodle that I organized with volunteers with NARALO, we had the people power to do it and I think that was in part… And also, people came to us and asked us where the washroom went, so it was kind of a Canadian spot to be. Before we told them where the washroom was, we gave them so literature.

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But I'm just saying that in the Village, even though it was a great Village, and I thank ICANN for providing that spot, it's just when people saw the coffee, all they saw was coffee. I would have thought, with a mob coming in during the break, it would be great, but it just didn't turn out the way I expected. So that's my general comment.

DEV ANAND TEELUCKSINGH: Okay. Thanks Glenn. Cheryl?

CHERYL LANGDON-ORR: Thanks, Cheryl for the record. The booth in the outreach position points are, I'm going to say this, sometimes they're a bit like a crap shoot because it really does depend on a bunch of things, not the least of which is, you know, what the human bandwidth is of your audience. If they've just come out a huge intense debate and they're still, you know, to and fro between each other, you get less interest to what's happening on the sidelines, even if the outreach points are ideally placed near the refreshments, etc.

So that's always a challenge. And that said, I think they're still very worthwhile things to do. How one measures it is getting rid of 2,000 pieces of paper, is that kicking that box better than engaging with 30 people who follow up and then actually become engaged with ICANN? There is a bunch of stuff there that we also have to look at, but again, I'm not talking about that being a [inaudible] or otherwise to using it as a tool.

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But it's one of the tools in the toolkit. With the tool however, and this goes back to many years of being in product presentations, in huge tradeshows, and when you're doing things like [inaudible] in Germany, which literally has kilometers and kilometers of material that people are looking at, you've always got to have a reason for them to walk out, and it's often things the coffee, the lolly, the chocolates, the whatever.

So don't underestimate the power of the trickster, and I'm not suggesting that we always put out being [inaudible], but as Glenn said, being that we are the washroom answerer, you know, it works because of the position and there is a point of engagement. But we certainly need to continue that things, but I think that we always need to have a reason for people to do more than walk past and look.

And I don't know, I'm not suggesting we come up with ICANN lollys, but there has to be something that makes people stop, and it can be engaging material. And that's to the development of engaging material, it will become less of an issue. Thanks.

DEV ANAND TEELUCKSINGH: Okay. Thanks Cheryl. So, are there going to be outreach tables…? I should say… So the next meeting is going to be at the Singapore meeting…. [Inaudible] is not on the call, but Maureen is on the call, ah, maybe Maureen could answer this. Does the APRALO planning to have any outreach tables or [inaudible] or anything of that sort?

MAUREEN HILYARD: Thank you Dev, this is Maureen.

DEV ANAND TEELUCKSINGH: Ah, good Maureen, thank you.

MAUREEN HILYARD: Thank you Dev. This is Maureen for the record. I mean, APRALO is considering a CROPP invitation to attend the Apricot meeting, and clear… I'm finding this very interesting, as I did the earlier meeting with the secretariats, in gathering for the blog ideas as to what was appropriate outreach activities for a regional organization attending a meeting within our region and outreach earlier.

I mean, as you said, looking at increasingly [inaudible] elements and things, and we're looking at what [inaudible] we can take along that are actually going to engage in ICANN and so on. Yeah, the discussions that we've had this morning have actually been very helpful, and but I think [inaudible] would actually be about appropriate functions and [inaudible] will actually relating to the outreach material that we need to buy, and the culture, as Glenn has raised, how we actually manage the, actual operations of the outreach situation, that we can provide a bit as well. All really helpful to us. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Maureen. This is Dev speaking. I know we're coming to the top of the hour, but I see there is some specific comments in the chat, [inaudible] Leon Sanchez, you have the floor.

LEON SANCHEZ:	Thanks Dev. This is Leon. I just wanted to raise a comment that I posted on the chat, and I think Fatimata is on the bridge and she could read what I put on the chat, of course. I was researching which other programs we have for outreach, and I realize that we don't have any kid's programs that may help us get their attention at a very early stage in their lives, of course.

And maybe it would be a good idea to kind of [inaudible] we can make some ICANN [inaudible] or something like that. I mean, there is a lot of kids around us. I know that there are kids that are eager to get involved with governance issues. I don't know, maybe Siranush will maybe at some point involve [inaudible] and of course, myself, maybe involving my kids in this at some point. So I believe that this would be a good thing if we just take a look at some possibilities or some chances we might be losing for not paying attention to the kids, and trying to get them at another stage.

Heidi posted in the chat that Fatimata is involved with [inaudible] children programs, and I think we could sort of a way to do something together. And that would be my comment Dev, thank you. |
| DEV ANAND TEELUCKSINGH: | Okay. Thanks Leon. That's a very interesting idea. I mean, it will be a challenge to come up with [inaudible], but I think it's [inaudible]… quite rewarding, as we emphasize younger persons to get involved with ICANN. [Inaudible]…

Cheryl, your hand is raised. |

CHERYL LANGDON-ORR: Yeah. Thanks. There are kids in varying layers, of course. Sorry, Cheryl for the record. There are kids at various layers as well. We do have the youth movement that's growing slowly, and I'm a long standing supporter of all of that. But to be brutally honest, we get a few bright minds at a certain time during their academic career, sometimes that can be as early as high school, which means that they're dragged their parents along to something, pretty much because someone in the school said they should do and to not do that would affect the reputation that they're trying to build.

You'll then get the slightly older ones who, because they're doing relevant studies in the Internet or technology world, consider a rationalization for engagement, that said, all too often being an in as they move on to their career, but that's still all very much worthwhile doing. There is a reason, as Leon was saying, what we can get down to the lower levels. And in some ways, that gives you opportunity for those hooks to get people engaged. But there has to be a rationale, and that's going to take some deep thinking and some fairly specialist material development.

For example, you would think that any child being brought up in my environment, would probably have been immersed in such a way that they would be engaged in Internet and ICANN world, but I find that… It's fascinating, despite the fact that, the [key ceremony] is a good example, was very much old news, when for some reason, it appeared on social media recently.

My 27 year old forwarded it to me like it was incredibly new and exciting, just because the way the article is written. So again, it comes back to the quality of the material that we use to engage the kids and the youth, and of course, I don't particularly mind how young we go. We can start [inaudible] on contributing to Internet policy, at least I hope we do. I don't really mind how far we go, but we do have to make it fit the purpose.

And as far as I'm concerned, the fact that Alex sent me what is effectively now a second or third key ceremony, in case I didn't know about it. Certainly I've been watching them for the last few years, isn't a bad thing. But we do have to get a reason for them. He obviously, you know, something in that article twigged him, looked at it in social media, and then felt it was worth sharing. So we've got to get that right.

And with the social media, we'll send it to RALOs with age restrictions and limitations, in many countries, on access to social media. So we need to have different models there. It's not clear to me how this mixed statement of mind would work in the world of ICANN, or At-Large specifically, but I do have to share with you that in the world of emergency services, it's [inaudible] an awful lot tie in, we found getting storyline into popular television and/or radio stories, which encouraged an aspect of something we were doing.

So for example, if we wanted to increase people's interest in learning CPR, you know, you almost kill off a favorite character on a show and have them saved miraculously by the 11 year old daughter because

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someone has taught her how to do CPR. That type of thing can have an effect.

So I'm not sure how that sort of piggy backing off of established popular media might work, but it's something particularly key piece we shouldn't forget about. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Cheryl. Well, I think there is some interest. I think, by itself, example as well.   [Inaudible]… some form of local outreach where, apparently, the university students are, attend ICANN face to face meeting to learn and understand about ICANN.

I know we're past the hour, and I have another call. Leon, I see your hand raised. Go ahead.

Leon you have your hand raised. And we're not hearing you.

LEON SANCHEZ: I'm sorry Dev. I couldn't quite hear you. I hear a lot of echo.

DEV ANAND TEELUCKSINGH: Oh, well I see your hand is still raised and I thought you were going to respond. So is your hand raised or is it an old hand?

LEON SANCHEZ: That's an old hand, I'm sorry.

DEV ANAND TEELUCKSINGH: Okay. Thank you. All right… Yes, go ahead please.

HEIDI ULLRICH: Dev, this is Heidi. Just going back to the outreach table, would you like to have an action item that you would like to request on behalf of an ALAC outreach subcommittee, that meeting staff place you in good locations for your tables?

DEV ANAND TEELUCKSINGH: This is Dev. I would think yes. I think actually closer to APRALO because [inaudible] members of APRALO that will be staffing that outreach table. Maureen, you want to make that request? I'm thinking the answer is yes but [inaudible].

Okay. I'm not hearing you Maureen, unfortunately.

MAUREEN HILYARD: Sorry. Sorry Dev, I just [inaudible] you for a minute, and I didn't quite hear you. Could you just repeat that question please?

DEV ANAND TEELUCKSINGH: Okay. Heidi has said that the discussion regarding the outreach table, we can form an action item to make a request to ask meeting staff to look for a better location of the outreach table for At-Large. So, I would say, I just wanted to confirm that's a good idea. [CROSSTALK]…

MAUREEN HILYARD: Maureen for the record. I do think there needs to be some sort of like content, and I think one of the [inaudible] good predictions about the outreach table, which I think should be recorded.

DEV ANAND TEELUCKSINGH: Yes. Thanks a lot. I think that action item is captured. Thank you for that. Okay, we're now 10 minutes past the hour, so I thank everyone for being on the call. [Inaudible] Merry Christmas, and [inaudible] probably in January. Thank you all and this call is now adjourned.

[END OF TRANSCRIPTION]