



# FY16 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to [controller@icann.org](mailto:controller@icann.org). Please remember that the deadline for FY16 Budget consideration is **February 28<sup>th</sup> 2015**.

REQUEST INFORMATION	
<b>Title of Proposed Activity</b>	
<a href="#">Global Indigenous Persons Mentorship Program</a>	
<b>Community Requestor Name</b>	<b>Chair</b>
ALAC	Alan Greenberg
<b>ICANN Staff Community Liaison</b>	
Heidi Ulrich	

REQUEST DESCRIPTION
<b>1. Activity: Please describe your proposed activity in detail</b>
<p>To realize an authentic “One Internet, One World” all must be at the table. Until recently, American Indians and Alaskan Natives were not at the table, much less, a part of the conversation. Native Public Media, Inc. (NPM) is the inaugural Native American member on the ICANN At-Large Committee and advocates for the interests of 566 federally recognized tribes in the United States. As new comers, it is important that the Native American stakeholders are present not only to educate and engage others in the decision making process and to create relationships that ignite unique idea generations that benefit all at ICANN meetings, but ultimately, to share with those represented back home.</p> <p>Most assume that a developed country like the U.S. would have close to 100% Internet access rates. The reality is quite the opposite in certain demographics, such as Indian Country. In the United States, broadband penetrates less than 10% of Indian Country, according to anecdotal data provided by the Federal Communications Commission. One in three families on some tribal reservations have access to analog telephone and only 53 of 566 tribes are licensed to operate a radio station. With slim access numbers like these, it is important that Native American stakeholders are a part of the discussion so all realities are included when decisions are made.</p> <p>As an information hub for tribal nations, it is imperative that we build on the momentum created at the 2014 NARALO reception in Los Angeles, CA, where NPM was featured. In an era where broadband and the Internet are core to the world’s economy, education, public safety, and general well-being, it is crucial that populations that are the most invisible, unserved or underserved are represented at ICANN. The next win-win step is for NPM to be an actively engaged ICANN At-Large Committee Member, building relationships with others during face-to-face engagement at ICANN meetings.</p>
<b>2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other</b>
<p>Term: July 1, 2015 – June 30, 2016</p> <p>NPM seeks travel support for three ICANN and NARALO meetings in FY2015 and FY2016: (1) October 18–22, 2015: Dublin, Ireland, (2) March 6–11, 2016: Marrakech, Morocco (3) proposed NARALO summit for Montreal, Canada TBD</p>
<b>3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity</b>



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NPM requests recurring support to actively engage with others at the October 18–22, 2015, and March 6–11, 2016, ICANN conferences; and proposed NARALO summit TBD. <http://meetings.icann.org/>

## REQUEST OBJECTIVES

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

NPM's request is in harmony with the vision and scope of the ICANN strategic plan. NPM's request also falls solidly into ICANN's strategic objectives to: 1) evolve and further globalize ICANN; 2) promote ICANN's role and multi-stakeholder approach; and 3) develop and implement a global public interest framework bounded by ICANN's mission.

By engaging NPM, who are a part of Indian Country's thought leaders, at idea generating conferences, ICANN will evolve and further globalize by including another piece in the One World, One Internet puzzle. In an era where broadband and the Internet are core to the world's economy, education, public safety, and general well being, it is crucial that populations that are not counted for are represented at ICANN.

It is interesting to note that when ICANN formed in 1998, only 4% of the world's population was online with 50% of those users in the United States. Comparatively, 17 years later only 10% of Indian Country is online today. To be a part of the global public interest we have a great deal of work ahead to bring light to the digital darkness in Indian Country. ICANN recognizes that key success factors include "recognized hubs and engagement mechanisms [that support] regional engagement strategies and local community participation. Indian Country is a local community and important to making sure that ICANN remains relevant, inclusive, connected and collaborative worldwide. As American Indian and Alaska Native Nations continue to rebuild their nations' economy, public safety, education and so on, the rise and use of the Internet including mobile devices and perhaps new Internet platforms will become not only critical but essential. As such, NPM supports ICANN's strategic objective in the evolution of a domain name marketplace that is robust, stable and trusted. NPM's presence at the ICANN table also advances ICANN's strategic goal to "develop a globally diverse culture of knowledge and expertise available to ICANN's board, staff and stakeholders." Native Americans can best determine their own digital destiny by being included, heard, and present.

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

Our request targets 566 federally recognized American Indian Tribes and Alaska Native Villages, encompassing the northern frozen tundra of Alaskan Native villages to the most southeastern swamps of the Miccosukee tribe of Florida, in the United States. Each tribe is a sovereign government with their own unique culture, language, customs, and economic systems. NPM serves as a conduit, an information broker for Indian Country.

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

NPM's desired outcome is a three-pronged approach that creates synergy and simultaneously benefits ICANN, Indian Country, and the Native Public Media, itself. Indian Country's digital landscape is analogous to many third world countries and NPM seeks to bridge the digital and media divides in Indian Country. NPM can do this work by 1) Increasing its awareness, participation, and education about the world's telecommunications platform; 2) by bringing the knowledge gained through ICANN back to Native American communities; and 3) the propagated media reach of Native Public Media, which includes the publication of several articles that incorporate NPM's work.

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

Measurements used to determine whether desired outcomes were realized will be NPM reports on ICANN and NARALO activities at the National Congress of American Indians Mid-Year and Annual and by participating in ICANN ALAC, NARALO and world conferences via attendance and conference calls. This information will be used to spark discussion on NPM affiliated radio stations, blogs, and social media connection and engagement.



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## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

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

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

### Subject Matter Expert Support:

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

### Language Services Support:

### Other:

### Travel Support:

Three NPM members @ \$5,000 each for three conferences in FY2015 and FY2016. \$45,000; the balance will be provided by NPM. Support covers airfare, lodging, meals, and ground transportation.

### Potential/planned Sponsorship Contribution:

\$5,000 from Native Public Media to cover balance.