

# At-Large Communications Strategy Workspace

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## Description

The At-Large Communications Strategy is the high level document that has been developed to incorporate the policy, organisational and outreach and engagement communication needs of At-Large.

The Strategy was initiated by the ATLAS III Communications Strategy, and the diagram summary (see below) was the first guide for communications related to the three workstreams (policy, outreach, organization).

The At-Large Community will use the At-Large Communications Strategy as a guide for developing regional and WG strategies.



## Contact

ALAC Chair: [Maureen Hilyard](#)

Staff Support Leads: [Heidi Ullrich](#) and Evin Erdodu

## Strategy

Google Docs were drafted for comment (now closed).

See Final Version:



At-Large Commun...sion 5 (2).docx

## Timeline

The first At-Large Communications document was developed by the ATLASIII Planning Committee in preparation for the ATLASIII event in Montreal ICANN66, to ensure that the correct information about the event and its activities were appropriately disseminated to the various stakeholder groups within and outside of ICANN.

An At-Large Draft was produced and presented during ICANN67 Virtual Community Forum, March 2020.

The At-Large Draft, post-ICANN67, was distributed to the SMWG Regional Vice Chairs, O&E SC for comment.

Further At-Large Drafts, post-ICANN68, were distributed to the ALT-PLUS for comment.

ALT-PLUS leaders commented on the 4th version of the draft, and staff revised it into the 5th and final version.

The ALAC Chair confirmed the final version, and during ICANN69, presented it initially to the O&E SC meeting and then to the ALAC/At-Large leadership during the ICANN69 At-Large Wrap Up session.