## Communication and Outreach Plan

## WHOIS gTLD Registration Data

#### Rationale for this Plan

The Board directs the CEO to have staff to create and execute a communication and outreach plan that provides key stakeholders, including users, with the

information they need to use, and help improve, the collection and maintenance of gTLD registration data.

#### Goal

ICANN should ensure that WHOIS policy issues are accompanied by cross-community outreach, including outreach to the communities outside of ICANN with a specific interest in the issues, and an ongoing program for consumer awareness.

#### Objectives

* Raise awareness of policy development efforts to answer questions such as why WHOIS data is collected, what purpose it serves, who collects the data, where it is stored and how long it is stored, where is the data escrowed and how long is it escrowed, who needs the data and why, who needs access to logs of access to the data and why, and how to protect personal data
* Promote Phase 1 and 2 launch of information portal (being developed by ICANN Online Services staff) as an easy way to access the existing WHOIS information and notify relevant parties of data accuracy issues

#### Audiences

* ICANN Community (ASO, ccNSO, GNSO, ALAC, GAC, RSSAC and SSAC)
* Governments
* Law enforcement
* Internet Community (IETF, ISOC, etc.)
* Consumer Rights/Privacy Organizations
* Business Community
* Domain registrants

#### Strategy

* Use existing ICANN channels of communication to provide updates, receive public comment and encourage discussion.

#### Tactics

* Kick-off effort with announcement and/or news release, supplemented with social media outreach.
* Promote program milestones, such as formation of review group, meetings, status reports, workshops, webinars, portal launch and calls for public comment through announcements and social media.
* Work with Global Stakeholder Engagement team to communicate regionally and in-language.
* Use plain English to promote broader comprehension.

#### Toolkit

* **“What is WHOIS?” slide deck** (English is completed, with translations underway in Arabic, Chinese, French, Russian and Spanish)
* **“What is WHOIS?”** **fact sheet** (in development now, to be produced in all six languages)
* **WHOIS Informational Portal** (Phase 1 launch in English)
* **Info graphics** showing WHOIS architecture, domain name registration process and how WHOIS queries DNS. (To be produced in all six languages)
* **Video demonstration** of WHOIS search capabilities of Phase 2 portal (November 2013)

#### Communications Calendar

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| --- | --- | --- |
| Milestone/Event | Date | Communications  |
| Call for volunteers for internation-alized registration data requirements | 8 Jul | Announcement. |
| WHOIS Service Working Group report published | 21 Aug | Article in Policy Update newsletter, announcement. |
| Results of GNSO Privacy/Proxy Abuse Study | 17 Sept | Blog, announcement, article for Oct Policy Update newsletter, Public Comment period opened, social media. |
| Website launch phase 1 | Oct | ICANN homepage banner with graphic, social media, announcement |
| EWG further report published; promote info graphic on how to domain name registration process | Oct | Announcement, media relations and social media for EWG further report publication scheduled for October.Promote WHOIS info graphics and website on Wikipedia and Wikimedia; circulate via social media. |
| Website launch phase 2 | Nov | News release, social media, homepage banner, video demonstration |
| Report website use statistics | Dec | ICANN blog (perhaps by member of first WHOIS Review team), social media |
| Promote info graphic on existing WHOIS architecture | Jan 2014 | Social media, blog post. |
| Educational push about DNS and WHOIS, promote info graphic  | Feb 2014 | Social media, blog post. |

#### Public Comment Periods

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| --- | --- | --- |
| WHOIS Information Status Policy  | 10 May – 24 June | 6 submissions received. Featured in announcement and Policy Update newsletter. |
| Thick WHOIS initial report | 21 June – 4 Aug | 11 submissions received. Featured in announcement and Policy Update newsletter. |
| Explore the Draft Next Generation gTLD Directory Services | 8 Aug – 6 Sept | 37 emails received; 107 survey respondents. Featured in announcement and news release. |
| Study on WHOIS Privacy/Proxy Service Abuse  | 24 Sept – 13 Nov | Open now. |
| Proposed Model for gTLD Data Directory Services | Sept | Upcoming |

#### Metrics

* Website analytics
* Number of public comments on public comment forums
* Participants in webinars or forums
* Number of speaking opportunities where issue is addressed