CC2 – Work Track 1 – Communications

1.9.1 - The WG considers this subject to be mainly implementation focused, but nevertheless, has identified areas for improvement. For instance, the knowledge base could be made more timely and searchable, applicant advisories could be better communicated (e.g., create some sort of subscription service), program information could be consolidated into a single site, ICANN's Global Stakeholder Engagement team could be leveraged to promote global awareness, etc. Do you have suggestions on additional areas for improvement?

<u>Jannik Skou, BRG, RySG, Afilias, ALAC, and GAC UK provided specific feedback on ways to improve communications.</u>

Excerpts:

"**Make a video** explaining what it takes and which data to provide – inform about degree of detail needed – and explain responsibility, challenges and benefits." – Jannik Skou

". . . Due to the different types of registries that applied in 2012, consideration towards **tailored information and processes could be adopted for distinct models**, like dotBrands." – BRG

". . .ICANN should **provide applicants with an option to be notified of developments** related to the New gTLD Program and related processes and procedures, as well as information that is germane to their own applications. . . The ICANN portals (first the CSC portal and later the GDD portal) provide a workable mechanism to submit questions to ICANN for specific applications confidentially. If a similar mechanism is employed in the future, ICANN should set a **specific, timely deadline for responding to questions**. . . In addition to the portals, ICANN should also create a more general **"help line"** (such as a dedicated email address) for the submission of more general questions about all applications or categories of applications. ICANN should consolidate these questions and answers into a published, **searchable FAQ-type page on its website** that applicants and other parties can review. . . In the event that ICANN chooses to use **webinars or sessions** at ICANN meetings to communicate timely information to applicants, it should **publish detailed minutes of these interactions**, complete with questions asked and the responses provided, along with any slides and the recordings transcripts of these interactions. . . Finally, ICANN should develop an **easily accessible and searchable knowledge base** for any new information that is released that goes beyond what is captured in the Applicant Guidebook (or its replacement) and any other informational documents published prior to the opening of subsequent application procedures. . ." – RySG, Afilias

". . . communication to the masses is an important feature of getting the right messages out about ICANN, the DNS, etc, and the RSP and Applicant Support programmes, and the **GSE team is not being totally successful in getting these out to under-served countries**. . .RALOs are disadvantaged when outreach opportunities funded by ICANN are limited to 5 CROP slots. . . **regional teams need to be organised within underserved regions to more**

effectively Introduce, educate and inform people who may be qualified but without the right contacts to learn about the RSP and Applicant Support programmes." -- ALAC

"The expansion in the number of national and regional multi-stakeholder **Internet Governance Fora (IGFs) provide valuable outreach opportunities** and close-to-market hub modalities for promoting the next new gTLD application process or round to stakeholder communities worldwide including least developed economies and small island developing states for whom the global digital economy increasingly provides unprecedented opportunity for economic and social growth." – GAC UK

1.9.2 - Metrics to understand the level of success for communications were not established - do you have suggestions on what success looks like?

BRG, RySG, Afilias, and ALAC suggested metrics for measuring success.

". . . mainstream media could be a source to provide metrics, in terms of any **articles referencing ICANN + New gTLDs**, in different languages, across different countries. . .In relation to the communication within the New gTLD Program, **standard metrics should include response times**." -- BRG

". . . If there is widespread agreement that ICANN should engage in similar communications plans and awareness-building activities in the future, then the RySG believes that the ICANN organization (its staff and Board of Directors) is very ill-equipped to undertake such an effort on its own. If budget is set aside for this type of activity, ICANN should use those funds to **hire an experienced communications firm** with a proven track record of success in conducting global awareness-building campaigns. **The engagement with such a firm should include established metrics for success** against which the performance of the firm is evaluated." – RySG, Afilias

"Success could be measured in the **number of people who apply for the training programmes and successfully achieve its outcomes, those who eventually get to set up their own RSP** (or who gather together in a team to do so within a region). Success could also relate to the **number of outreach opportunities within each of the region that results in getting people to apply, and talking to them about the programme**." -- ALAC

John Poole commented that the whole program needs a "revamp."