CONTENT OF CHATROOM – NBO Meeting –
ALAC AND REGIONAL LEADERSHIP WORKING SESSION

Date:
Sunday, 7 March 2010 - 08:30 - 17:30

Room:
Taifa

Meeting Leaders:
Heidi Hullrich Director, At-Large

http://nbo.icann.org/node/8894

[13:06] Mohamed: its cutting
[13:06] Darlene: Yes, it is lunch time right now.
[13:06] nashton: Mohamed, until lunch is over we'll be treated to muzak :)
[13:07] nashton: once the meeting restarts, if there's any problem, let us know in the chat as the technicians are in there
[13:08] Nick_VeriLA: Mohamed, if you were experiencing stuttering in the stream, try to reconnect to it. Some MP3 players don't handle the transition from a live stream to the fallback (music) well
[13:11] Darlene: We're starting again now
[13:15] nashton: is there really silence in the room?
[13:16] nashton: The audio sounds like periodic whispering is all that is happening
[13:16] nashton: audio is back
[13:16] nashton: or at least Alan on audio is back ;)
[13:16] nashton: don't hear anything else now
[13:17] nashton: I can hear you
[13:17] nashton: Ala, are you seeing these messages?
[13:18] nashton: is this message coming through?
[13:18] nashton: ah, I see it is
[13:24] nashton: You sound good over the stream too seth
[13:26] Adam: Template I mentioned earlier, Evan drafter some time ago. An example of the style that regular info for ALS might use <http://www.icannwiki.org/At-Large_Policy_Brief:_Domain_Tasting>
[13:51] Carlton_Sam: I *strongly* agree with Alan's comment!!
[13:56] Alan_Greenb: Seth - are you hearing English now?
DevT: re: the comment that if there were other SOs in ICANN that had a retreat (other than the BoD), the SSAC had a retreat (it was mentioned at their ICANN Korea meeting):
https://st.icann.org/alac/index.cgi?seoul_meeting_reports_monday

Alan_Greenb: Seth, you still out there??

ADRIAN: estas recibiendo bien el chat?

Olivier_C-L: It appears that the version of Carlos's presentation which is Online is an old version

McTim: HI, IS ANY ONE ELSE GETTING THE EN STREAM IN sPANISH?

Olivier_C-L: Yes, this is an issue for remote participants. At present, the translation does not seem to work with remote participants. This is due to a technical limitation which should be resolved thanks to new equipment being shipped to Nairobi and arriving shortly

ADRIAN: PUEDO HACER PREGUNTAS A CARLOS Y QUE TODOS ESCUCHEN

McTim: hi Olivier, I am hearing English now

Andres_Piaz: si, entiendo que si

Andres_Piaz: hacelas

Andres_Piaz: en EspaÃ±ol

McTim: Olivier, are you in Nairobi?

Carlton_Sam: Carlos has hit on every major item of interest to engagement and participation. I was pleased to see a direct connection between knowledge of issues and participation made!

Carlton_Sam: for qulaity of participation is absolutely critical to objcive

Carlton_Sam: While I fully endorse the newer tools for participation like Facebook and such, I would strongly urge greater use of discussion lists, especially with the availability of the official archiving process attached to lists!

Carlton_Sam: Welcome Fatimata!!!

Carlton_Sam: Glad to see you...

Arturo_Herr: 1

Fouad_Bajwa: Thank you everyone, this was a very interesting and learning opportunity for me in today's meeting, I am now going to head down to the ICANN Fellowship Meeting introduction meeting up stairs at 4

Fouad_Bajwa: :)
	nickk_veril: test

nickk_veril: can you hear us Nick?

Nick_Ashton: I've left the bridge, going back to streaming audio

SERGIO_SALI: hi all, good job

sylvia: Hi, Sergio, nice to have you here

Sivasubaman: Hi Sylvia

Nick_Ashton: Have lost audio - is it just me?

Jorge_Amodi: are we supposed to hear french on the english channel ? I don't mind but speak a little bit slower, last speaker was kind of running to catch a train

Nick_Ashton: Amen re: Theresa

Nick_Ashton: and GP

Jorge_Amodi: does this work ?

Nick_Ashton: yes Jorge
Jorge_Amodi: do you see double lines?
Nick_Ashton: no
Nick_Ashton: when you reconnect, it sometimes shows you double chats from you for a bit
Nick_Ashton: but only one shows for everyone else
Jorge_Amodi: ohhh that may be it
Jorge_Amodi: it doesn't look like the native adobe connect chat
nashton: It isn't noticed the shockwave ext
nashton: the native AC chat doesn't allow any access from outside of AC
nashton: we built an IRC module, so that we could support chat access by those on low-bandwidth connections using IRC
Jorge_Amodi: sounds good, works so so :-(
nashton: Yeah, it is not pretty, we're working on it
mib_x4rqhj: hi
sylivia: FOR Spanish channel http://stream.icann.org/taifa-64-es.m3u
mib_x4rqhj: thanks
Sivasubaman: Is sylvia here in this channel?
Jorge_Amodi: wow too much noise
Nick_Ashton: Siva, are you outside somewhere?
Sivasubaman: yes I am in a public cafe
Sivasubaman: on mute
Jorge_Amodi: ?
Sivasubaman: Is sylvia makeing the presentation, audible across the channels?
Jorge_Amodi: who's speaking?
Jorge_Amodi: hearing spanish now on the english channel
Sivasubaman: those in the english channel can hear Syliva now?
nashton: Nick Verilan, can you get the interpreters to get the english interpretation up on the english channel?
Jorge_Amodi: Sylvia is speaking in spanish?
Nick_Ashton: yes
Jorge_Amodi: I can translate on the chat :-(
Sivasubaman: please jorge, please do
Jorge_Amodi: ICANN has the responsibility to be known internationally
Jorge_Amodi: we need something more organized and with greater reach using advertising
Jorge_Amodi: they have been in touch with two advertising agencies
Jorge_Amodi: not much progress with them but Siva had better luck with another company in India
Jorge_Amodi: we are thinking about what's our goal and who we need to target for global outreach
Jorge_Amodi: the first phase is to reach the website owners, bloggers, press folks on the internet
Jorge_Amodi: the principal beneficiary of this campaign is ICANN the end users and ALAC/RALOs
Jorge_Amodi: we know why we need it and how to do it, if we are all in agreement we need to decide what we will do with this information

Jorge_Amodi: if we send it directly to Kevin and see if they fund it

Jorge_Amodi: or if it is not enough somebody may join us to work it and put something together for the board

Jorge_Amodi: CLO laughing

Sivasubaman: why CLO?

Sivasubaman: The estimate of budget was based on what is effective

Jorge_Amodi: we need money :-)  

Sivasubaman: This is spend directly by icann anyway

Jorge_Amodi: we have to be realistic that a worldwide campaign will be very expensive

DevT: Thanks Jorge

DevT: for the translation effort

DevT: for remote listeners

Jorge_Amodi: I believe that not only you need to work on the cost for the campaign but you also need to estimate and put in numbers some ROI figure (Return On Investment)

Sivasubaman: Sylvia, please rush through the Ogilvy slides after this, it should give a clear idea about the professional planning process..

Jorge_Amodi: no CFO will sign a check without a clear explanation about the benefits and financially how it will help the organization

Jorge_Amodi: IMHO

Jorge_Amodi: the first question, what I can say

Jorge_Amodi: we don't know if it is our role to present this here

Jorge_Amodi: but we believe that all the regions say that ICANN is not well known

Jorge_Amodi: and that triggered the idea to start this project

Sivasubaman: all this started in a chat that took place during thelas at Large meeting

Sivasubaman: These agencies are now moving into the online media

Jorge_Amodi: lost my other connection

Sivasubaman: We are not making a specific choice about an agency now. The idea is just that an agency could do this professionally. It could be any agency

Jorge_Amodi: uhh can't translate from French :-(

DevT: maybe http://www.commoncraft.com/

Sivasubaman: no specific choice of an agency made

DevT: http://www.commoncraft.com/ does plain explainations with animation on several topics

Corso: hi i'm corso owned for demene

Nick_Ashton: Christina the translation coordinator is coming over when she can to talk to the interpreters about the english (non-english) audio problem

Sivasubaman: the idea is that an agency could do this professionally

Corso: my name is Alfredo

Sivasubaman: we contacted two agencies, who do have an expertise in handling campaigns online
Sivasubaman: so their opinion could be taken into consideration
Sivasubaman: choice can be made later
Corso: yes
Jorge_Amodi: I'm back
Sivasubaman: Ogilvy sent in a presentation of a non-profit campaign
Sivasubaman: it is not shown now for time constraints
Sivasubaman: may be up online later, please take a look
Corso: my forum is demene.com and my name is Alfredo, corso is my nickname
Jorge_Amodi: the idea is to reach people that are not yet Internet users, and we are thinking about regional campaigns not individual countries
Sivasubaman: That campaign gives us an idea of how professionally a campaign like this would be planned
Jorge_Amodi: in relation to the budget
Corso: i now
Jorge_Amodi: many times at-large budget is several times at-large yearly budget
Sivasubaman: whether we reach Internet users or not-yet-Internet-users, can be decided later during the professional target planning process
Jorge_Amodi: sorry the project is several times at-large's budget
Corso: ok
Sivasubaman: Yes, but this would be an icann spending
Corso: sorry
Jorge_Amodi: it's a substantial amount
Sivasubaman: yes, it is
Jorge_Amodi: we took it in account, is not an ALAC project is an ICANN project form our point of view and we are just providing the idea since we are the ones that have direct access through ALAC
Jorge_Amodi: to the internet's users community
Jorge_Amodi: that's why we say we need about 3-5% of ICANN's budget
Sivasubaman: There would be other documents online.. Two documents that started off from the at Largechat a month ago, some informal discussions that led to this rationale...
Jorge_Amodi: :-( can't see anything on connect
DevT: unfortunately, it isn't on connect since the "presentation" is on the presenter's machine connected to the projector
Jorge_Amodi: is it online somewhere?
Corso: hi
Corso: my real name is Alfredo, i'm owned for demene.com
DevT: not sure
Patrick_Van: correct
DevT: I'm sure it would be
Nick_Ashton: If it was presented today, and Matthias was able to do it, he'd have linked it to the agenda page for this meeting
Jorge_Amodi: thanks
Patrick_Van: If confidential no way to settle agreements prior to submission
[17:33] Jorge_Amodi: I don't see the link Nick, it is on the agenda for the ALAC regional leadership mtng in the Nairobi site?
[17:34] Patrick_Van: @Adam: can easily be gamed
[17:34] Corso: lol
[17:34] DevT: no this wasn't on the agenda
[17:35] Jorge_Amodi: roger
[17:35] Nick_Ashton: night night everyone
[17:35] Jorge_Amodi: have fun folks
[17:35] Patrick_Van: Good afternoon everyone
[17:35] Jorge_Amodi: don't feed the animals
[17:36] DevT: take care
[17:36] DevT: everyone
[17:42] *wseltzer (wseltzer@peppercorn.seltzer.org)* Hi Nick, do you know who might be able to address the duplication of all chat messages on-screen?