

- Internet Corporation of Assigned Names and Numbers (ICANN)
- Domain Names Support Organization(DNSO)

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# WG E Global Awareness and Outreach

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# 1. Issues

Target Audience

Awareness

Outreach

## 2. Outreach

(1) At-large membership of 20,000~30,000 solved the initial problem in terms of quantity.

Target : 100,000 or more

(2) Need to outreach to specific groups

- Underrepresented Areas

Middle East, Central and South Asia, part of Africa

- Underrepresented Groups

Women, Senior Citizens, Handicapped Citizens,  
Poor Citizens,...

## 3. Outreach – Examples

### AP Internet Seminar Tour

1999 : Malaysia, Korea, China, Taiwan, Thailand

2000 : Cambodia, India, Fiji, Indonesia, Myanmar,.....

### Africa Internet Seminar Tour

1999 : Mauritania, Ghana, Benin

# 4. Awareness

Need massive effort

(1) At-Large Member

Regional/local seminars and workshops  
Committees and working groups  
Websites

(2) ICANN Meeting Participants

Orientation Meeting  
Workshops  
Websites

## 5. Awareness – Example

- Berkman Center Workshop during ICANN Meeting
- Joint TLD workshop during ICANN Meetings
- Regional/Local workshop

# 6. Information Materials

(1) Websites

(2) Presentation materials and articles

(3) Video

# 7. Translation

- ICANN needs to support major languages(spoken by 4% of world population or more)

Arabic, Chinese, French, Russian, Spanish

- Other major languages spoken by 1% may be coordinated by ICANN

Germany, Indonesian, Italian, Japanese, Korean, Portugese, Suwahili, Tamil, Thai,...

## 8. Remarks

- Hard to attract active participation unlike WGs A, B, and C.
- Need to secure funding for implementation
- Need to have good volunteer effort
- Need to coordinate with At-large membership activity
- Need to share information, knowledge, and knowhow among ICANN members

## 9. WG-E Summary

- 1999.06 WG-E Formation
- 1999.08 WG-E Charter Statement
- 1999.08 Santiago Meeting
- 1999.10 Draft Overview Report
- 1999.11 Los Angeles Meeting
- 2000.02 Final Overview Report
- 2000.03 Cairo Meeting
- 2000.06 Draft Final Report for Public Comment  
(Edited by Chuck Gomes and Kilnam Chon)
- 2000.07 Final Report to DNSO (expected)

## 10. WG-E Member Distribution

There are 40 members from the following regions:

Africa	3
Asia-Pacific	11
Europe	7
Latin America	2
North America	17