

Writing for Public Comment

Wrap Up Session!



April 20, 2018

“Decisions at ICANN are made by people who show up. People who scream most loudly.”

- Kathy Kleiman

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Writing for Public Comment First Session



February 21, 23 2018

Communicate Effectively



- ◎ Speaking
- ◎ Listening
- ◎ Writing

Communicate Effectively



- ⦿ Verbally communicate ideas
- ⦿ Listen and comprehend
- ⦿ Summarize in writing

Public Comment Process



Most effective way for members to
participate in ICANN policy
development

Writing for Public Comment



Prepare members to collaborate towards developing a succinct, coherent response to issues raised during a Policy Development Process

Reasons You Write

- ⦿ Developing writing skills develops confidence
- ⦿ Broadens pool of contributors
- ⦿ Diversity and new ideas
- ⦿ Stronger voice



Reasons You Write

- Opportunity to build NCUC through constituent feedback
- Share diverse opinions as first step towards collaboration

Reasons You Write

- Opportunity to engage outside of ICANN as a member of ICANN community

Writing for Public Comment



Writing for Public Comment

Vast differences in:

- ⦿ Thought Process
- ⦿ Structure
- ⦿ Clarity
- ⦿ Message delivery
- ⦿ Effectiveness

Plan Your Comment

- ⦿ Identify the issue
- ⦿ Determine specific areas of concern
- ⦿ Limit your concerns



“Do only what is necessary to convey what is essential. Carefully eliminate elements that distract from the essential whole, elements that obstruct and obscure...”

...clutter, bulk, and erudition confuse perception and stifle comprehension, whereas simplicity allows clear and direct attention.” - Richard Powell

Plan Your Comment

- ① Develop your reasoning, research support for your claims and evidence
- ② Determine how your position would make the policy better
- ③ Reach consensus on the message

Structure Your Comment

- ⦿ Address specific group or individual
- ⦿ State the issue and your position on it
- ⦿ Explain why your constituency is uniquely qualified to comment



Structure Your Comment

- ⦿ Describe how your constituents would be affected
- ⦿ Suggest your alternative
- ⦿ Explain how your position improves the policy
- ⦿ Close with a compelling summary and a Call to Action



Burj Khalifa

Can You Pass the Elevator Test?



“If I had more time, I would have written a shorter letter.”

- Blaise Pascal

Mathematician and Philosopher

Write Your Comment

Remember!

- ⦿ Be Respectful
- ⦿ Be Direct
- ⦿ Be Convincing
- ⦿ Be Brief

Write Your Comment

Paragraph #1

- ⦿ Identify yourself
- ⦿ State the issue and your objection
- ⦿ Recognize the work of volunteers

Write Your Comment

Paragraph #2

- ⦿ Support your objection with reason and evidence
- ⦿ Explain why you or your constituency is qualified to comment on this issue

Write Your Comment

Paragraph #3

- ⦿ Connect to the people you represent
- ⦿ How will they be affected?
- ⦿ Distinguish your comment from others

Write Your Comment

Paragraph #4

- ⦿ Propose your alternative solution with a Plan of Action
- ⦿ List key indicators of success
- ⦿ Present a timeline to monitor success

Write Your Comment

Paragraph #5

- ⦿ Be compelling in your summation
- ⦿ Express appreciation to the policy makers
- ⦿ Urge a Call to Action on your alternative solution

Face to Face ICANN 61



March 11,12 2018

Small Group Collaboration



Deconstructing the Comment



Deconstructing the Comment

2009 Letter to ICANN
Board of Directors

“...to correct problems
with the NCSG Charter.”

150 NCUC individuals
and organizational
members



Deconstructing the Comment

“very struck by how emotionally charged”

“very long to convey the message”

“language a bit too offensive”

“direct but still respectful and balanced”



Reassembling the Comment

Consolidate the message

Adjust the tone

Expedite its delivery



Narrowing the Focus

FY 19 Operating
Plan and
Budget



Narrowing the Focus

- Constituency Travel
- Crop Program
- Next Gen
- GDRP
- Language Services
- GSE
- Reserve Funds
- Staff Allocations



Narrowing the Focus

Choose one issue from the document as your focus.

Use any of the research to structure and support your comment.



Individual Comments

- dot Amazon
- Name Collision
- Meeting Strategy
- Jurisdictional Immunity
- GDPRP Effect on Asia
- Statistical Analysis of DNS Abuse in new gTLDs



So What Did We Learn?



Language & Translation

”Lack of vocabulary comes across as a problem for me...but also I tend to structure all my positions in English just so I don't get lost in the translation.””



Language & Translation

“It’s easy to write both in English and Arabic. For me it’s more about being able to translate whatever I write and read in English here to Arabic to the people back home, for instance, with all those technical terms that are there.”



Language & Translation

“The way you structure the sentence in your language, or in other languages you work, is different from the way you structure them in English.”



Language & Translation

“This is something I have just started to pay attention to a couple of years ago. But it’s a game changer because then you see that your texts start to be a little bit more clear.”



So What Did We Learn?



So What Did We Learn?

- Five-Paragraph Template



So What Did We Learn?

- Five-Paragraph Template
- One-Page Comment



So What Did We Learn?

- Five-Paragraph Template
- One-Page Comment
- Face to Face Collaboration



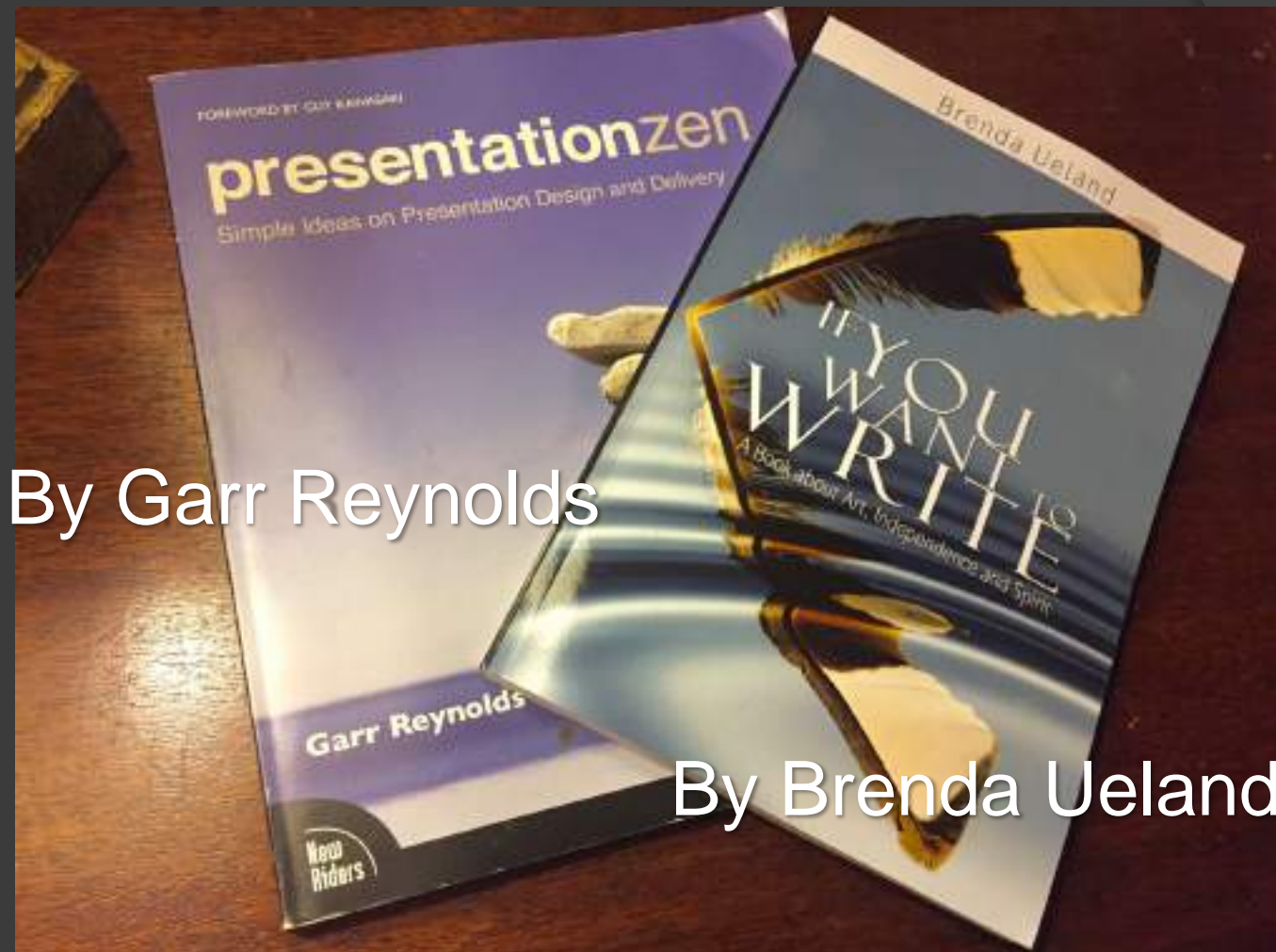
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Wrap Up Session!



April 20, 2018





By Garr Reynolds

By Brenda Ueland

Thank You!



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