

The communications team works to an agreed strategy document that is approved by the Council of Management. This targets communications with five specific stakeholder groups: Members, Internet users, Media, Government, and Staff through a combination of different tactics.

The base budget for the communications is £320,000 and is broken down as below. There are no additional funds to undertake other consumer communications such as advertising.

The current budget is broken down as follows:

- One third of the budget is spent on Government relations programme which is managed by the corporate affairs manager
- One third is spent on retaining the PR Agency who provide a press office function, as well as undertaking some proactive PR work.
- Approximately £50K of the budget goes towards publications including Nominet News, Annual Report & Accounts, and ad hoc literature such as the Liquidations Guide.
- Approximately £50K of the budget goes towards member events and the AGM.

### **PAB communications with members**

One area where we believe there is scope for improving communications, without any additional cost, is between the Policy Advisory Board and the membership of Nominet UK. The PAB is elected to serve the interests of the membership as a whole, and it needs to ensure that adequate consultation is undertaken with the membership in order to represent their views.

We have looked at how the PAB currently operates and would like to suggest a number of new tactics for improving PAB communications with the membership over the forthcoming year. These areas include:

- PAB Talkback - to consist of a panel discussion and breakout session, covering current policy issues. Members get the chance to discuss policy issues and share their ideas with the PAB members. (See separate paper)
- Policy Report - emailed to NOM-ANNOUNCE once a month. Include explanation of current policy work items, and contact details for specific PAB members who are working on that topic.
- Nominet News - continue to feature regular PAB updates in Nominet News.
- Web site - include pictures and profiles of the PAB in the members' area of the web site. List areas of interest and location, so that members know who it might be appropriate to contact about various issues.
- AGM - Dedicate afternoon session of the AGM to the PAB to explore work items with the membership and feed into the ongoing work on the various topics.
- NOM-STEER - An Agenda item for each meeting to include a summary of the issues arising on NOM-STEER, for subsequent discussion by the PAB. Any

decisions or outcomes of these issues should be fed back specifically to NOM-STEER.

- Member Consultation - There should be a more structured approach to dealing with PAB issues, which allow for a period of direct consultation with members. This needs to be agreed by the PAB Members but could include a process such as: PAB discussion -> PAB sub committee -> PAB Paper -> Member consultation -> PAB recommendation. The member consultation should include a formal period of time during which PAB members and the Executive seek feedback from members on any draft proposals.
- Meeting Reports - The reports should contain the agreed actions resulting from the meeting. During meetings, the Actions should always be summarised and agreed by the PAB at the end of each discussion. The meeting report should be posted within a week of the meeting date, and the members informed the relevant URL via NOM-ANNOUNCE.