



**ARIN XXVI**

atlanta, ga • 6-8 october 2010

# Outreach and Public Relations

Megan Kruse

# Why We Do This

- Contact varied stakeholders beyond traditional ARIN community
- Raise awareness of ARIN and key messages
- Provide education

# Messages

- ARIN and the RIRs
- PDP and participation
- IPv4 depletion and IPv6 adoption
- Other targeted messages as needed
  - Legacy RSA
  - 4-byte AS Numbers

# Audiences

- Providers
  - ISPs
  - Content providers
  - Application service providers
- Equipment and software vendors
- Enterprise companies
- Governments (State and Federal)
- Media / Press / Social media

# Methods

- Presentations
- Exhibits (direct and reverse)
- Media interviews
- Advertisements / Contributed articles
- Event attendance and participation
  - **Microphone time**
  - **Hallway outreach**

# Materials

- Fact and information sheets (and CDs)
- Multimedia pieces
- Giveaways (pens, stickers, etc.)
- Slide decks
- Comic books
- More...

# Exhibit and Speaking Events

## Recent Events

- Internet Governance Forum
- CompTel
- State CIOs & Technology Directors
- Caribbean Internet Governance Forum
- Caribbean ICT Road Shows
- DEF CON
- Catalyst Conference
- OPASTCO
- HostingCon
- CANTO
- InfoComm
- Rocky Mountain IPv6 Summit
- International Telecoms Week
- Cable Show
- Interop Las Vegas

## Upcoming Events

- Channel Vision Expo / ITEXPO
- Game Developers Conference
- Texas IPv6 Task Force Summit
- Interop New York
- IT Roadmap – DC
- gogoNET Live!
- IT Roadmap – San Francisco
- LISA
- ICT Road Show Trinidad
- SC'10
- Real Web Con

# NTIA IPv6 Workshop

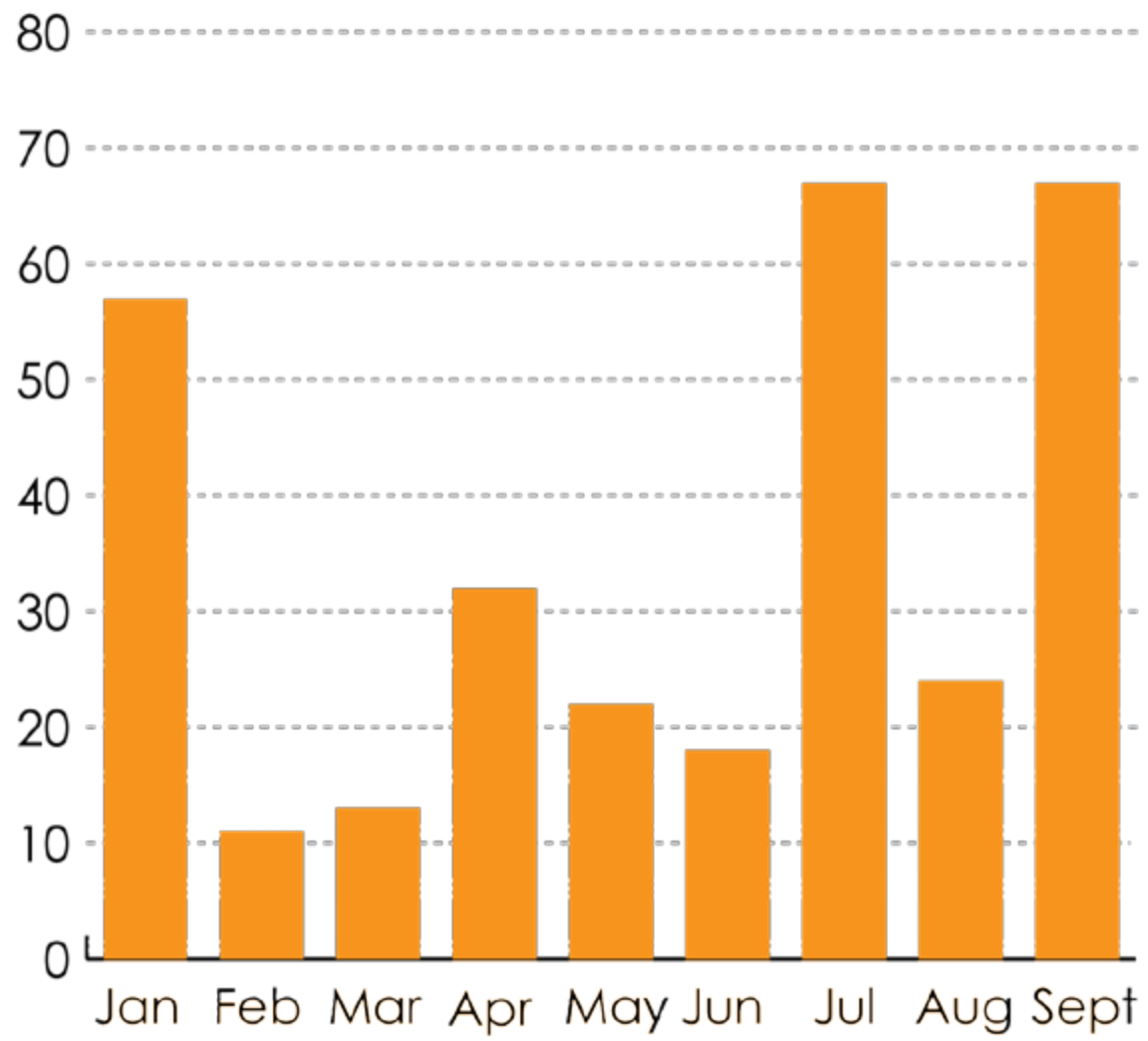
- US Government announced new guidance for US Federal agencies, including:
  - Upgrade external facing servers and to operationally use native IPv6 by the end of FY 2012
  - Upgrade internal client applications to operationally use native IPv6 by the end of FY 2014
  - Designate an IPv6 Transition Manager by 30 October
  - Ensure agency procurements of networked IT comply with FAR IPv6 requirements



# Public Relations

- Working with LEWIS Public Relations since July 2009
- PR strategy and planning
- Social media strategy and tactics
- Securing:
  - Media interviews
  - Speaking engagements

# ARIN Media Coverage



# Sample Media Coverage



# 23 July 2010

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July 24, 2010 -- Updated 0241 GMT (1041 HKT)

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### Seven out of 91 banks fail EU stress tests

Of 91 European banks, only seven fail to satisfy an EU measure of capital strength, causing some analysts to question the rigor of so-called banking "stress tests." [FULL STORY](#)

- [Response to EU test results](#)
- [Q&A: Why were EU banks tested?](#)

#### Top stories

- Earthquakes strike south of Philippines
- N. Korea makes threat over war games
- Storm disrupts Gulf oil spill relief effort
- Worker: Gulf oil rig alarm was 'inhibited'
- 30 dead, 50 missing in Pakistan floods
- Rain swells levels at China's giant dam
- India: 25 killed as bus plunges into river
- Terror suspects escape Iraqi prison
- Farnborough: Aircraft orders hit \$47B
- French coach benches entire squad
- Crooks multilate prints to hide identity



### Internet addresses running out

Don't panic, but we're running out of internet addresses. Not domain names -- we've got plenty of those. But prominent internet thinkers say we may run out of internet protocol -- or IP -- addresses in less than a year. [FULL STORY](#)

#### HIGHLIGHTS



Japan PM slammed in wife's new book



Video shows whale crash into boat  
1:33



'Immersive' film shows at Comic-Con



iReporters spend



Lost to the mistress



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FRIENDS' ACTIVITY

MOST POPULAR

- Senate's top Democrat to introduce scaled-down energy bill
- For all its might, Google is no 'product-killer'
- Earthquakes strike waters south of Philippines
- Record water levels test China's giant dam
- Motorist thanks man who pulled him from Milwaukee sinkhole
- North Korea ramps up threats against military exercises

More

# Recent Press Releases

- **19 January** – IANA Pool Dips Below 10% (NRO)
- **27 July** – ARIN Urges IPv6 Adoption (6.25%)
- **4 October** – US Government NTIA IPv6 Workshop (5.46%)

# Upcoming Media Outreach

- IANA Pool Dips Below 5% (NRO)
- Last Five /8s Allocated (NRO)
- ARIN Runs Out of IPv4

# Social Media at ARIN

- Promoting presence at exhibit and speaking events, advertising upcoming ARIN events, sharing industry and ARIN news, etc.
- Interact with ARIN members, Internet technical community, and others interested in ARIN activities

# ARIN Gets Social



- **Facebook** –  
[www.facebook.com/TeamARIN](http://www.facebook.com/TeamARIN)



- **Twitter** –  
[www.twitter.com/TeamARIN](http://www.twitter.com/TeamARIN)



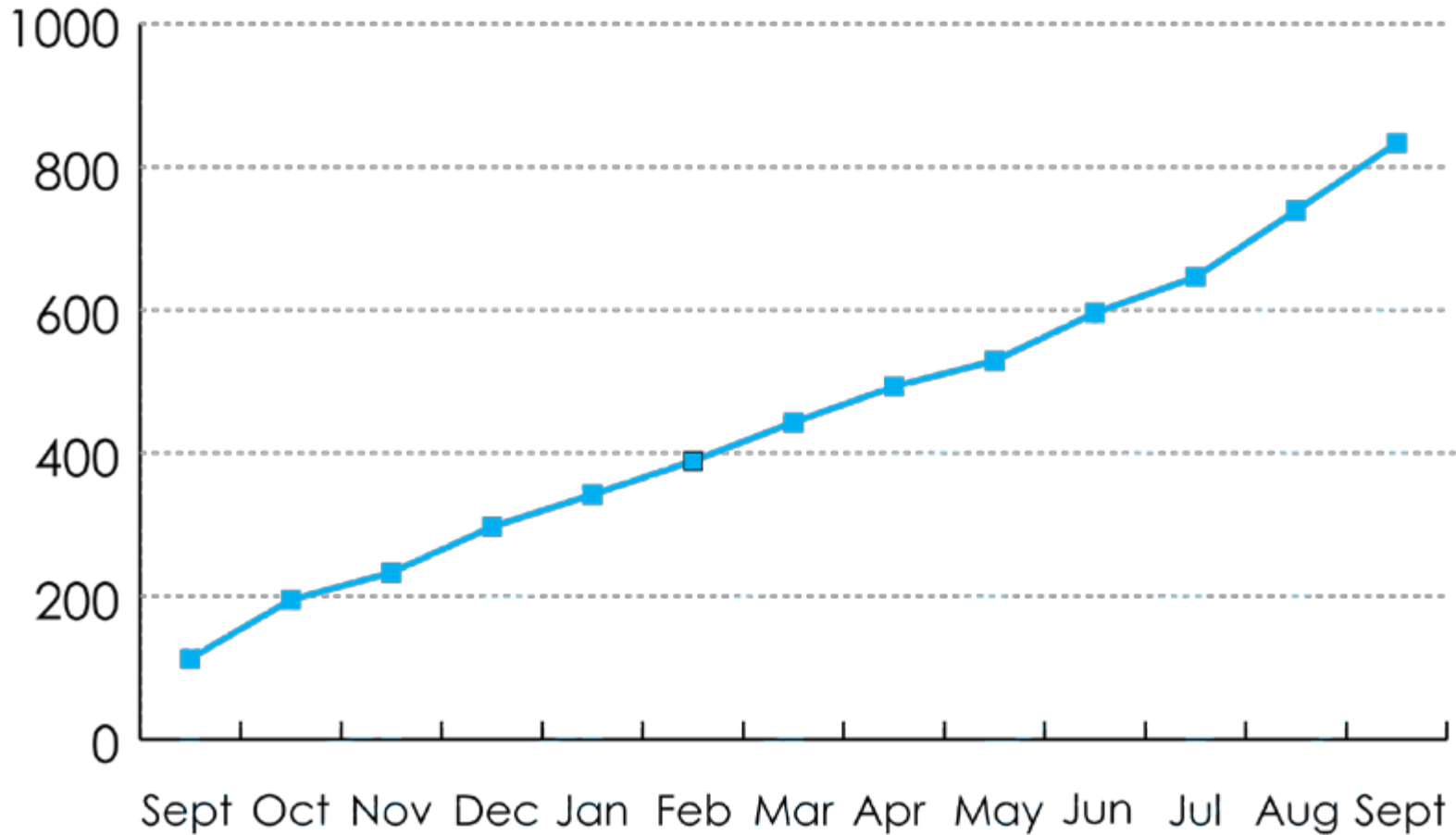
- **LinkedIn** –  
[www.linkedin.com/groups?gid=834217](http://www.linkedin.com/groups?gid=834217)



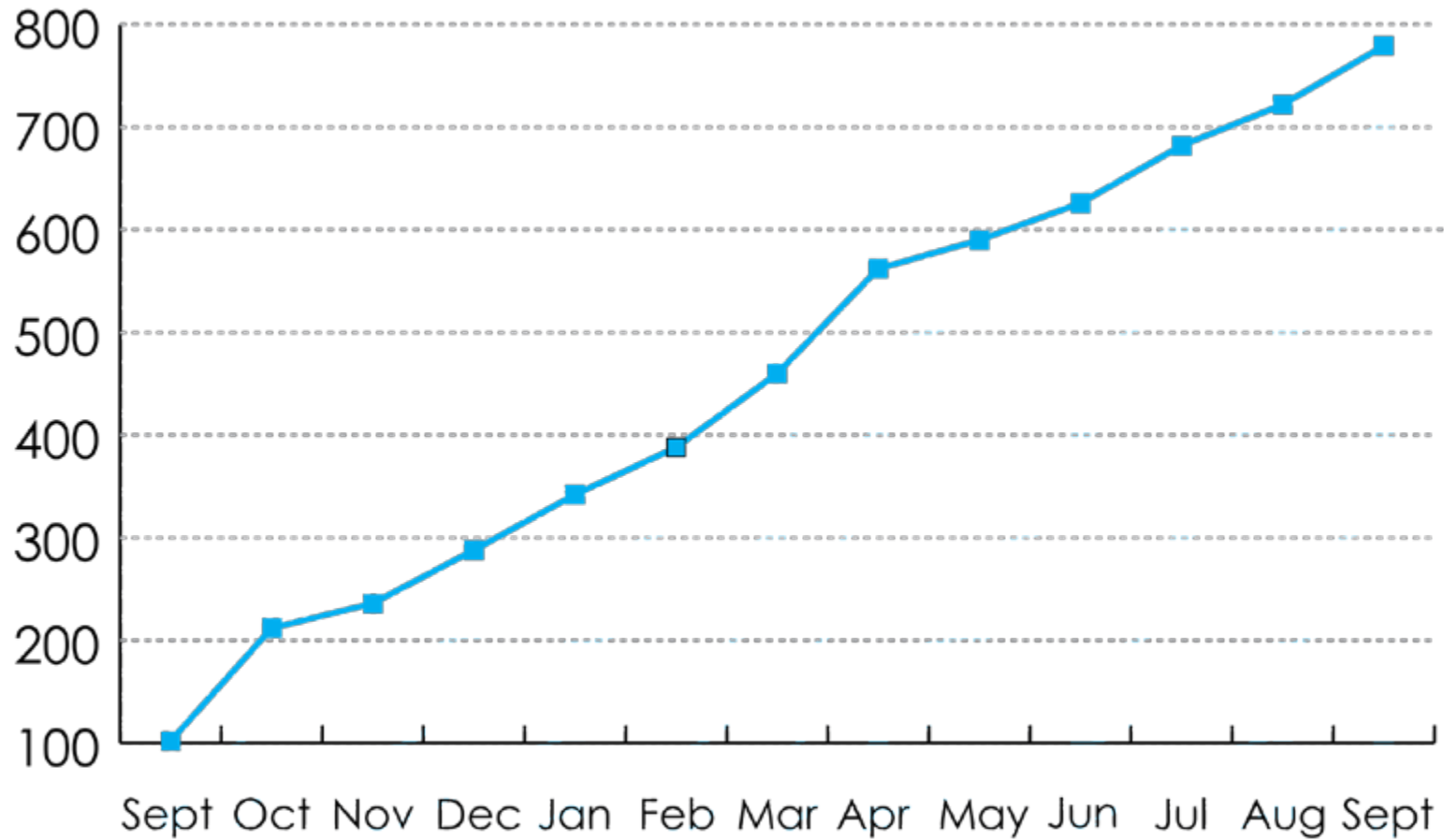
- **YouTube** –  
[www.youtube.com/TeamARIN](http://www.youtube.com/TeamARIN)



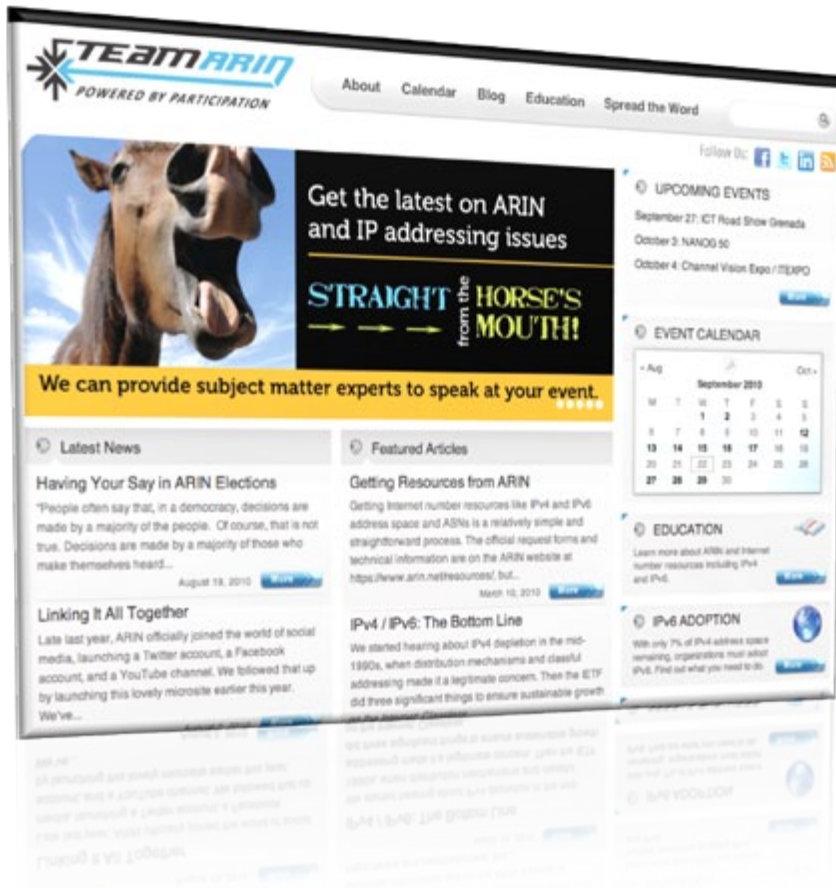
# Twitter Growth



# Facebook Growth



# The TeamARIN Microsite



- <http://TeamARIN.net>
- Event Calendar
- Education
- Blogs
- Social Media Interaction

**Thank You**