PROPOSAL NAME:

Provisionally tackling the risks involved by the dissolution of the MarComms WG

TEAM DESCRIPTION:

Dany Saadia:

CEO and Founder at [DIXO](#)

DIXO

PROPOSAL DESCRIPTION:

Our DAO currently faces a significant challenge. The dissolution of the Marketing and Communications Working Group (MarComms WG) has created an imminent vacuum in our internal communication channels.

This vacuum poses a significant risk: without a structured flow of information, we become vulnerable to misinformation, rumors, and an even more lack of transparency among DAO members. Moreover, to outside eyes, an apparent disarray in the DAO is not good PR for the entire APE ecosystem.

The following idea aims to address this issue by implementing a temporary yet comprehensive content strategy to enhance both the internal information flow and internal engagement from DAO members, based on the original but never fulfilled MarComms charter ([AIP-246: Working Group Charter - Marketing & Communications](#)).

Internal Comms and Content Strategy Temporary Proposal

1.- Podcastization of X Spaces:

- Provides DAILY information of the DAO and Live AIPs (as already drafted on our [AIP-539](#), not yet up for voting, at [AIP-539: Podcastization of ApeCoin Ecosystem's X Spaces (Resubmission)](#))

2.- Weekly Recap Show

- Produce a scripted show summarizing what is going on in the DAO (think "bulletin board").
- Offer versions in both English and Spanish

3.- Interactive Twitter and Podcast Series

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- Launch an "Ask Me Anything" (AMA)-style show featuring the DAO's "person-of-the-jour".
- Use the hashtag #ask

[XUSERNAME] on X to collect questions from DAO members.

This approach integrates X platform engagement with the podcast format, creating a dynamic, interactive experience.

Also, we would upload the podcast to the Discourse to engage the community in the comments.

The frequency of this podcast would vary depending on the conversations and "person-of-the-jour" of the DAO.

As a side note, in 2020, during the COVID Pandemic, we implemented this concept as a podcast, with the top lung expert doctor in Mexico, [Dr. Francisco Moreno](#), which helped reassure the Mexican population in this scary and dire situation.

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We would really, really love to read your opinions and gather as much feedback as possible on what you consider most needed for this AIP IDEA

. Ideas for a more permanent solution later are of course welcomed too, but I think we should tackle this immediate problem first. Thoughts?

(MEANWHILE

and on our own dime

we will initiate X-Spaces in Spanish to onboard new Spanish-speaking audiences (like "Welcome APES"). This will help show that our ecosystem is OK and capable of expanding operations).

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PS.

As a side note regarding AIP-539: we podcastized Apecoin GWG "Delegate This"' Space about the controversial AIP-466 on Oct 11th, uploaded the episode to major audio platforms with GREAT results:

As you can see, in 5 days (!!) we reached 338 DAO members (33 in the US) in half of the World

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Total_listeners_AIP_466

2652×1138 173 KB

](https://us1.discourse-cdn.com/apecoin/original/2X/1/1959b08150cde2018ac5b9f706936c16ba067bf5.png)

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Screenshot 2024-10-16 at 14.26.20

2292×1164 345 KB

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BENEFIT TO APECOIN ECOSYSTEM:

Maintaining, developing, and clarifying internal communications, reducing misinformation and enhancing member engagement through interactive podcasts and multi-language content. This approach not only prevents member burnout by providing structured and digestible updates but also improves public perception, expanding our reach and demonstrating the DAO's robustness and appeal to a global audience.

DEFINITIONS:

Podcast: A podcast is a digital media format consisting of produced episodic series of spoken-word, audio-focused content, often covering various topics such as entertainment, education, news, storytelling, interviews, and more.

STEPS TO IMPLEMENT:

Depends on feedback provided during this IDEA phase.

REPORTING EXPECTATIONS:

Depends on feedback provided during this IDEA phase.

OVERALL COST:

Depends on feedback provided during this IDEA phase.