

cat

communication

accountability

transparency

1. communication

“what we have here is a failure to communicate”

- Cool Hand Luke

1. communication

cities: need to better understand their options

brands: need to be educated on the costs and
benefits of TLDs

organizations: need to understand how they can
participate

1. communication

cities:

we have reached out to 30+ cities

all were very eager to better understand their options

most were already following the process

- happy to have options
- more competition, more choice

<http://www.dotcities.info>

1. communication

brands:

we have reached out to 20+ famous brands

marketing and executive excited and positive

legal

...not as much

1. communication

organizations:

one Vice President: Al Gore - .eco

one King: Goodwill Zwelithini kaBhekuzulu - .zulu

one animal : Lexington, Kentucky - .horse

1. communication

other:

one basketball player

one football team

one large modeling agency

one famous chef

1. communication

other:

one basketball player

one football team

one large modeling agency

~~one famous chef~~

2. accountability

cities are accountable to residents

best solution for specific need – don't go with first person you meet

long-term process needs authentic and honest partner

3. transparency

expressions of interest (eoi) process reveals

- how many
- what strings
- who is applying

3. transparency

advantages of eoi to ICANN and community

- root scalability
- trademark infringement
- public morality
- resource requirements

3. transparency

cities, geographic regions, states:

RFP process is best route

cities need to evaluate their best option

(like in any other procurement process)

significant money may be at stake

any choice must be explained clearly to voters

summary

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<http://www.dotcities.info>

<http://www.mindsandmachines.com>

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