

**GNSO  
Operations Steering Committee Community (OSC) Communications Coordination  
Work Team (CCT )  
16 September 2009 at 19:00 UTC**

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<http://audio.icann.org/gnsso/gnsso-cct-20090916.mp3>

On page:

<http://gnsso.icann.org/calendar/index.html#sep>

(transcripts and recordings are found on the calendar page)

**Participants on the Call:**

Mason Cole - Registrar Constituency – Chair

Steve Holsten - Vice-Chair, gTLD Registries Constituency

Chris Chaplow - Commercial and Business Users Constituency

**ICANN Staff in attendance:**

Ken Bour - Policy Consultant

Julie Hedlund

Scott Pinzon

Glen de Saint Gery

Gisella Gruber-White

**Apologies:**

Zbynek Loebel - Intellectual Property Interests Constituency

Fouad Bajwa

Avri Doria

Coordinator: Thank you. As a reminder this conference call is being recorded. If you have any objections you may disconnect at this time. You may now begin your conference.

Gisella Gruber-White: Thank you. Good morning, good evening everyone. On today's call we have Mason Cole, Chris Chaplow, Steve Holsten. On staff we have Scott Pinzon, Julie Hedlund, Ken Bour, Glen de Saint Gery - and myself, Gisella

Gruber-White. Apologies, we have Zbynek Loebel, Avri Doria, and Fouad Bajwa. Thank you.

Mason Cole: Thank you, Gisella. All right. We have really only two agenda items for today. And Julie are you taking notes as usual.

Julie Hedlund: Yes, I am Mason.

Mason Cole: So, I wanted to get just a quick overview of status and then talk a bit about Seoul, I have a couple of question for the staff on the call in that regard. And then Scott and Ken are going to take the remainder of the hour to talk about the new GNSO Web site. And Gisella was asking us if we'll please make sure to state our names when we speak. I think that helps with the transcript.

Gisella Gruber-White: Yes, thank you.

Mason Cole: So, and I do need to limit this until the top of the hour because I'm chairing the Registrar's meeting in 55 minutes from now, so. I'm again, getting to go from one meeting to the next.

So, let's just have a quick overview of where we are in terms of our recommendations and then I would like to talk about Seoul. So, Ken and Steve would you give us a brief update on where you all are? I think they're pretty well finished, right? Unless there's something else to add?

Ken Bour: Yes, this is Ken. Yes, I mean, the, what's Scott's going to talk about in the next hour is critical to answering that question.

Mason Cole: Okay. Steve, do you have anything you want to add there?

Steve Holsten: No, I just want to make sure, Ken that we keep our eye on Phase 2, as well. If there's anything that we need to report on Phase 2.

Ken Bour: Yes, well, that's really where Scott's presentation is going to take us.

Steve Holsten: Are you...

((Crosstalk))

Ken Bour: He's going to, you're going to see the next phase of the work that we started with the requirements awhile back.

Steve Holsten: All right. Great.

Mason Cole: Very good. Now, I also have some brief recommendations from (Raz Binick) on the translation and the - that part of the set of recommendations. For my part I am I admit I'm a bit behind in terms of creating a first draft of this document and I realize that time is getting short. It's my hope to be able to have something laid out and out to the group by the end of this week.

So hopefully, I'll, we'll have something that we can all review together. When we do it would be my objective to make sure that first, we've been as comprehensive as we need to be. And really no more comprehensive than that. And then to make sure that the recommendations that we are making are in line with our rough consensus requirements in our charter. Does that sound like a correct plan everyone?

Man: Good.

Man: Yes.

Mason Cole: Okay.

Steve Holsten: And, Mason, I wanted to just make sure to ask this question because today on a Registry Constituency call, (Chuck) had asked that we check about the progress being made regarding coordination being made across ICANN

bodies. And I think that's been a large part of your subtask. So, in advance of actually writing anything up is there anything that I can let him know?

Mason Cole: No, not specifically. It's interesting that you bring this up because I've heard from a couple of other folks on the OSC side of the GNSO Reform who are, you know, exchanging information about potential recommendations as it might impact, say, you know, contracted parties.

Steve Holsten: Okay.

Mason Cole: So, I know that some of that exchange is already going on. But I don't have anything specific to report at this point.

Steve Holsten: Okay, we've got it.

Mason Cole: Okay.

Steve Holsten: Thanks.

Mason Cole: Usually it's. Okay. It sounds to me like there's some kind of noise on the line. Is it just me or what?

Steve Holsten: I heard it too, but it just went away.

Gisella Gruber-White: If not, I'll get it sorted with the Operator.

Mason Cole: All right. Okay, thank you. All right, let's talk about Seoul for just a moment. I've been asked by (Chuck) whether or not we need to meet as a group in Seoul. I'm not sure that we do. I know that the entire GNSO Reform effort is pretty full and resources are scarce.

So, I'm not opposed to going ahead and having a meeting if one is warranted. But at this point, well, I guess I have one other question, and it's primarily to

Ken or any other staff on the call. Do we, you know, at some point are we going to need to make a presentation in Seoul or beyond that in terms of our recommendations? Or is it just a sort of, finish your recommendations and sort of turn them into the (OSC)?

Julie Hedlund: Mason, this is Julie. I can address that.

Mason Cole: Please do.

Julie Hedlund: There is no requirement that you make the presentation at Seoul. I think that what you...

((Crosstalk))

Gisella Gruber-White: Sorry, that's Chris's line.

Julie Hedlund: I'm sorry. What this team can do is produce it's recommendations when, you know, they, it feels that they are complete and send them up to the Operations Steering Committee to consider. So, if that happens before Seoul or after Seoul, that I think is dependent on the work of the team.

I think, you know, that there is a hope that the recommendation would be completed sooner rather than later. But, the only other point that I would make is that the mandate, the charter for this group is set to expire at Seoul, if I have that correct. It can be extended at that point by the GNSO council. But that is a point of consideration.

Mason Cole: Okay, well I still think it's this team's intention that our work be completed by Seoul. Is that - does everyone agree with that?

Julie Hedlund: Sure.

Scott Pinzon: Mason, this is Scott. The only other comment that I would add is that once you see the proposed Web site enhancements it probably would be wise to go around to the GNSO constituencies, possibly even to the council. Get a little bit of time on their agendas and just show them what we intend so that no one feels like, you know, the site was sprung on them as a surprise.

We really would like to get input and make sure it's useful and helpful to it's users. So, while that may not require a separate session of the (CCT). We may want to get on the agenda of other groups within the GNSO to show them what we're up to.

Mason Cole: That's a good point. All right, thank you Scott.

Steve Holsten: Well, we could for example, with the Registries Constituency, it meets every other Wednesday. So, I could probably get. How long do you think we need, Scott, in order to show this demo.

Scott Pinzon: It depends. This is Scott. It depends on how much feedback and discussion there needs to be. The presentation that we have in the can right now can occupy an hour. But we would happily tailor it to whatever length is appropriate, but I would really welcome an opportunity to show it to your constituency before Seoul.

Steve Holsten: Yes, because it's possible if we made it fairly brief, like 15 minutes, just to give people a taste of it that we could do it as early as two weeks from now.

Mason Cole: And, Scott speaking as my...This is Mason speaking. In my past as Chair of the Registrar. I would tell you I think because we don't meet because there are so many of us, we have 72 active members right now. Because we don't meet formally as a full constituency other than in - during ICANN meetings, what we may elect to do is just have a discussion over our email listserver about it. That would probably be more efficient frankly.

Scott Pinzon: Okay, I think it might be good if...

((Crosstalk))

Steve Holsten: How would you demonstrate it over a list, though. Would you just send them a link to us or.

Mason Cole: Well, yes, I guess not. I guess what we could do as well is we could set up a time for our interested parties to come and Scott could lead a discussion. That might be a better way to do it, actually, now that I think about it.

Steve Holsten: And you know, I like that idea generally rather than necessarily having everybody from the Registry Constituency in only 15 rushed minutes. Maybe we could just pick a time and actually it could be registries, registrars, it could be anybody, right.

Mason Cole: That's a great idea.

Ken Bour: Hey guys, this is Ken. I've got a point, just a point of order. May I suggest that you get a chance just to see what we're talking about then have this discussion at the end. Because once you see it you may have a different opinion about it best could be delivered.

Mason Cole: Yes, you're right. Ken. Yes, let's not get ahead of ourselves.

Steve Holsten: Do you think we're going to want to sweep it under the rug, Ken?

Ken Bour: No, I just think it, you'll see. You'll be so excited you'll just want to devote all of Seoul just to talking about this Web site.

Mason Cole: Yes.

Steve Holsten: Okay. Perfect.

Mason Cole: Good idea. All right, any other...

((Crosstalk))

Steve Holsten: Can I put - Mason? In circling back about do we think it's necessary to meet in Seoul?

Mason Cole: Yes.

Steve Holsten: Not if we get the recommendations finalized. I don't think that we would. And I think that the documents, the business requirements have already been written and I think everybody's comfortable with those.

Mason Cole: The...

((Crosstalk))

Steve Holsten: The actual Web site is even beyond what our recommendations were going to be. That piece that you're putting together. I guess it remains to be seen whether, you know, how much there is to that. And I think that the piece that the (V-neck) put together probably requires a little more editing...

Mason Cole: Yes.

Steve Holsten: ...Before being a full-blown recommendation.

Mason Cole: Yes.

Steve Holsten: I can...

Mason Cole: I believe that's true.

((Crosstalk))

Steve Holsten: I guess, if you can get the document out to each of us by the end of this week then certainly that gives plenty of time before our meeting two weeks from now. If the challenge is to take any editing swags at it and actually put pen to paper I think that we could try to knock it out at the next meeting two weeks from now.

Mason Cole: Okay, that sounds reasonable. All right. Any other comments on meeting times or deadlines? Okay, so we have about 45 minutes left. So I want to turn this floor now over to Scott and Ken. So, gentlemen just go ahead and take it away from here.

Scott Pinzon: This is Scott. Thank you very much Mason. And I'll tell you right up that we have a lot to show you and probably will not be able to complete it within the time remaining. So let's just see how far we can get, and you know, before the hour ends we'll stop, take questions, whatever.

Mason Cole: Okay.

Scott Pinzon: Hopefully, everyone now has the (Adobe Connect Link). Does anybody need me to read the link aloud who hasn't found their way there yet.

Mason Cole: Nope.

Scott Pinzon: Okay, the other thing I'll mention is that I have PowerPoint full screen mode in order to...Some of this stuff is kind of finely detailed to help you see it on your screen. So I won't see it if you quit to raise your hand. Feel free to just speak up if you want to pose a question. All right, so here we go.

The agenda, this little part of the session is first of all to explain to you the foundation for the decisions we made in trying to propose how the GNSO Web site should go. We'll show you where we're headed and then get

guidance from you on what you think of it. So really our thrust here is there's a lot more detail to flush out on the contents we have and we want to know from you if you think the direction we're heading works well enough that we should proceed down to the next level of detail.

And perhaps more personally here, when we go to Seoul we would like to present this as work product of the team. So the real question is you're watching it - is this something you would sign to and say, "Yes, you know, I'm on that team and this is what we produced." If not we really would love to hear from you how to make it better or how to shape it so that you feel that it's good products.

Mason Cole: Okay.

Scott Pinzon: So, a little bit of foundation. What are we doing here? Remember, it's all about GNSO improvements. Part of it was communications, and then a slice of that was to make the [gns0.icann.org](http://gns0.icann.org) more usable. The problem is what does that mean.

Well, it means a different thing depending on who you talk to. So we decided to try and interview GNSO power users. And unfortunately in our drive to have something by Seoul we had to start this process in August, when a lot of people are on vacation. But we got names from Glen, our Secretariat - got names from you guys. We've got volunteers from the business constituency after Chris Chaplow posted a notice there. So, in all, we had 24 names offered to us as people who would like to tell us how they used the GNSO site.

Because of vacations and whatever, we actually wound up interviewing eight of them. And here they are. Now another slice on the same information is if you look at these people by what their role is we have some really good diversity here. If you'll forgive me for referring to Chuck Gomes as the

ultimate deep insider - that's his. The guy reads everything and follows everything so that's how I characterize him.

You'll see one person there who's really not a GNSO user. But it's the gal who did the redesign of the ALAC Web site and we thought it would be useful to here her recommendations on the GNSO site. We also have a couple of people in there who are multi-lingual. It was very important to us to make sure the site works for non-English speakers. So we feel like it's a pretty good foundation. As I interviewed these people we did begin to hear issues repeat, which is what you want. You want to find the patterns and know that you're addressing what most people are perceiving.

Then all of this was backed up by the research that Revere Group did. Remember they had a survey on icann.org responded to by 230 people. I'm showing them as a Facebook army because we don't know who all of them are. But they also did nine interviews of people.

So, we have a lot of good data on what people want from the site. And so, what were we talking to them about? Well, with the main question I asked is, "What are you trying to do when you come to gnso.icann.org?" And the three top answers were like this. The first one is, find a document. This is like 90% of what people are trying to do. Unfortunately, all of them agree it's pretty difficult. Some of them, well, on different days you're looking for different things. But it all does comes down to information retrieval.

The second most common answer to what are you trying to do, is checking the calendar. Some folks are looking ahead to see what the next meeting is, some are looking backwards to find a transcript or a recording, but there is a lot of calendar activity. We got a lot of suggestions on ways the calendar can be improved. The third most common answer to what are you trying to do when you come to the site is find the latest on a policy issue.

Now, I got to say that on that there's no silver bullet. It's not something that you can solve solely by Web site design because it requires types of content that we don't actually make. But we can try to make progress.

So to recap those answers of what GNSO power users ask for. It's information retrieval, first and foremost, calendar related activity, second. And then part of what we expressed on trying to find the latest on policy issues is we were repeatedly asked if we could organize information based on issues. Where right now it's kind of organized based on your understanding of how the GNSO itself is structured.

So, these became our chief criteria for deciding how to redistribute things on the site. There's a fantastic potential here because we're moving the site from the static site to a dynamic site. On the static site if you put an object down on the site, there it is. And if you want to find it in another place you have to make another copy of it and put it in that other place.

With the dynamic site, all the content goes in the database and it gets tagged. Tagged in this context just means that it has descriptive words associated with it. So, in a dynamic site if someone's looking for this object, but what they're really looking for are things that are yellow, they will find it.

If someone else is looking for flowers they'll find it. And if someone else is looking up plants they'll still find this same object. It's not three copies of it, it's the same one object, but it's being presented dynamically whenever it's queried for with these tags. So this is fantastic news for us, actually, because one of the things GNSO users ask for over and over is to be able to find material from multiple angles.

Now here's some other stuff that Chris, and Ken, and I added proactively as a team. No one asked us for it but we, in interviewing GNSO power users, we never talked to any newcomers to this site. But I know from experience if

you're a newcomer and you start reading a GNSO site, it makes you feel like this guy.

This is what you get if you go to [images.google.com](http://images.google.com) and search on Moron. We don't want that feeling at all. We want to get rid of that guy, get a feeling of friendliness, and of welcoming people. So we really tried hard to advocate for beginners and newcomers along the way.

Another value that we held as we went through is to try and humanize ICANN. Some of the discussions that we have start to verge on nastiness. I think it's because the, we're caught up in the abstraction of the policy work. And we looked for opportunities to remind folks that there are people behind this. And that, you know, we're all of us doing the best we can to solve tough problems and we should, you know, think of each other as humans instead of demons, or saints, or cartoons.

And then finally we needed an aim to break down silos. Right now if you go to [gnsso.icann.org](http://gnsso.icann.org), you can't really get to [icann.org](http://icann.org). Or, maybe the ALAC or (GAC) or the (CCMSO). So we looked for ways to make this site integrate more seamlessly with the rest of ICANN.

So, to implement all this you may recall that Chris, and Ken and I met in Marina Del Rey for three days before we called the design squad. And we quickly found that we each had a different perspective on this, which turned out to be great. It helped us make sure the site works from multiple viewpoints. I had done all those interviews with the GNSO users, so I was really trying to figure out what would be the ideal site for them.

Ken had just gone through a process of tagging almost everything up on the GNSO site, so he had a lot of perspective end of what is really there right now. And then Ken - I mean, Chris with his developmental experience with (Andalucia.com), and his company would keep us grounded in what was

feasible. When we came up with crazy ideas he would let us know what the level of effort was required.

And I want to take a moment to just commend Chris to the skies because he was fantastic. It was a generous donation of time. We were working on a time zone that was difficult for him. But even though it was 2:00 a.m. or 3:00 a.m. on his body, he never complained, never got irritable - and just, it was fantastic working with him. So, thanks to Chris.

Glen de Saint Gery: Chris, this is Gery. Amen to that.

Mason Cole: Way to go Chris.

Steve Holsten: Here, here, thanks Chris.

Scott Pinzon: So, in a moment I'm about to drill down and show you what this team came up with. But are there any questions on this foundational stuff before we move on?

(Unintelligible) hearing that, I'm going to move on. Okay, if you had to redesign the GNSO Web site, where would you begin?

Well, I'll pose this question also. What does these three things have in common - Santa? The Easter Bunny? The perfect Web site.? Well, these are three things that don't exist. So, we hope we can manage expectations. A lot of the problems...

Steve Holsten: They don't?

((Crosstalk))

Mason Cole: Good thing our kids aren't on this call.

Steve Holsten: What?

Scott Pinzon: A lot of the things that are problems with GNSO user are actually not on gns0.icann.org. For example all the Wikis. So all we can do is keep trying to make progress and value continuous improvement. You know, but it won't be perfect out of the gig. So, this is very much Phase 1. So, at this point I think I'll let Ken speak to how our process began.

Ken Bour: Be happy to. We, this is a very common approach that is taken in work like building a Web site. The items that you see in the columns, each of those little things that you know, in PowerPoint became a little rectangular block. And you can't see that here but that was what we were working with. The idea behind this is to go to the current site. That's what I did, and try to figure out what all the in - what the discrete category of elements are on the existing site.

So each one of the items that you see. Some of the ones that you see that have underscores or actual pages - and that we could link back to if we needed to see them during our work. And what this particular document looks like, I took all those individual items and then I slid them around into groupings that made sense to me to me, Ken.

And this was my input to the team when we met to meet in Marina del Rey. Because you'll note the top column headings is not what we ended up with and that's the result of good collaboration and using a lot of other resources, materials. But just to give you an idea that's the process that we started with to take the idea of what was out there today and then try to group it into categories that would make sense to people as they approached the new Web site. So, I'll turn it back over to Scott.

Scott Pinzon: Thank you Ken. This is also what the Revere Group called the searching for (Affinities). You know, the current site sort of grew organically and you have to look at odd places for things. Like if you want to see a list of working

groups you have to know to click under Mailing List. But we were trying to figure out things are grouped logically and just make it more clear.

So, here's our proposed Home page. Now, this is what's called a wire-frame. It's not literally what the Home page would look like. These are all just placeholders so that we can talk in terms of features, and functions, and what we would like to do.

If you direct your attention to the upper right-hand corner you will see right away some items that are not on the current GNSO site such as a search box. We don't have search on GNSO right now. And yet we found from our research, that's the Number 1 thing that people will want to do when they get there. So on our proposed site there would be a search box on every page.

There's also something new that you'll see there. There's a lot of confusion that people have expressed about all the acronyms that come up in ICANN and even in GNSO in particular. So we have a little app that also would be on every page called Acronym Helper.

And we got very excited about this idea. And actually Chris had one of the developers at his company actually gin up a little experimental one that you can even look up while you're listening to me if you want. It's at [Andalucia.com/icann](http://Andalucia.com/icann).

And what this is, if you're reading a document and there's an acronym there you're not familiar with, you just type it in here, and it immediately tells you what the letters of the acronym stand for. And the idea is to be very light and nimble. It doesn't then proceed to give you definitions and history and all that. And that's intentional.

We have acronym tools, and glossaries, and things on ICANN site. But what happens is that they don't get maintained, and thus they fall out of usefulness as time goes by. So the thought here is, if you just need to be reminded what

an acronym stands for - it's a simple little text file, it's easy to update, and it's also translatable. It would be easy to maintain it in several languages. So we think this is an idea that would help people stay oriented as they work through GNSO issues.

So you also see the main tabs across horizontally. Before I go onto that I want to point out right under the word Log-in you'll see a couple of stripes, looks like darker blue boxes and maybe grayer, lighter blue boxes. Those are placeholders. And the idea here is that all these landing pages that you're about to see would be translated into at least the five human languages and possibly more.

And, but these boxes would hold the two-letter code for each of these language, and if the site page is available in your language then the initials for your language would become active there. So, for example if this page is available in French then FR would be in one of the boxes, it would be dark and active and you can click on it and see the page in French. So, I'll go from there to briefly describing these tabs across the top.

Steve Holsten: Hey, Scott. I, this is Steve. When I went over to (Andalucia)'s directory I got bounced from the presentation. And now I'm waiting for a response so I that I can reenter the presentation. Do you mind letting me in the door again?

Scott Pinzon: I would love to. Hold on a second, I think we can do that. Does that do the job?

Steve Holsten: That did it. Thank you.

Scott Pinzon: Excellent. What did you think of it? Did you see the little acronym helper?

Steve Holsten: I did. It was - it's really handy. It didn't have a couple of the things that I used as test cases, but I know it wasn't intended to be everything at this point - just an example.

Scott Pinzon: That's correct. Actually the demo file that they grabbed to use it is I think seven years old...

((Crosstalk))

Steve Holsten: Yes.

Scott Pinzon: ...So actually, it's missing stuff but you can see what the intent is.

Steve Holsten: Yes. It's great, I - it's very handy.

Scott Pinzon: Great. So, looking across the horizontal nab here you'll see. Well, let me describe the Home page a little bit. Sorry, I thinking about how to express this in the amount of time we have.

First thing you have when you land on the Home page is the box in the left there that we've labeled, "What Is GNSO?" This is reflecting some work that the Revere Group is doing in their update of icann.org. They've reserved that left column upper space as a place where you can come if you just land there and you're completely disoriented.

So, if you don't know what GNSO stands for. Or you want a glossary, or you would like to click through and see the structure of the organization, you can do that immediately once you land on the GNSO's Home page. Next to that you'll see a box labeled, "What's Hot." This is just a kind of a spotlight area and it can be whatever we think is important that has just happened. For example, the (CCT) issues their final recommendations. Well, that can go in the "What's Hot" box for that day.

Next to it you'll see another box called Highlights. And this is a similar idea except the way we've envisioned this the What's Hot box is reactive. It's

telling you that something fairly important has just happened. Where the Highlights box would be proactive.

It's what I'm used to calling from the business world, How tabs You know, if we wanted to announce something that's upcoming in GNSO, then there's a way to immediately draw attention to it here. And it wouldn't have to be just all text either. It could be a nice big graphic button or, you know, whatever would be suitable. And the other...

((Crosstalk))

Steve Holsten: Scott, could I interrupt you for one second. This is Steve.

Scott Pinzon: Yes, please do, Steve.

Steve Holsten: That highlights there and then the highlights on the lower left. And I had exactly the same question, what's the difference between What's Hot and Highlights. And I'm still not sure that I get it - reactive, proactive. Would - will that be made more clear simply by virtue of what's stated in the box as opposed to the title?

Scott Pinzon: Yes, and frankly, it would not be important for a user to realize, "Oh, this box is reactive and this one is forward-looking." You know, we're just telling you conceptionally we were trying to make room for reporting what has happened and for announcing things that are going to happen. So, I probably should have kept it that simple. Does that answer your question?

Steve Holsten: Yes, I think so. I guess I'm still not certain that I'm satisfied with the title of those boxes. I think they could maybe be more descriptive if you're. As opposed to requiring an explanation but I guess if, in the What's Hot box, it's going to say, "Registry, Registrar, (Separation) or (IRT). Or something that is actually happening right now that is hot and highlights." Give me a couple more real world examples of the differences between those two.

Scott Pinzon: Yes, that's a great point, and I should...

((Crosstalk))

Steve Holsten: Where would a new gTLD Rounds fit. Is that What's Hot or is that Highlights?

Scott Pinzon: I imagine that would be Highlights. But let me back up and just point out all this labeling that you see in the boxes is for our internal discussion.

Steve Holsten: Got it.

Scott Pinzon: It, you know, a user who finally sees the actual site, it won't say, it won't say Hot, it won't say Highlights. That's why a user called wire-frames. They're just placeholders to give you conceptionally what's going on. This is not to scale or proportion. So, it's really not exactly what things will look like. It could be different colors. So I think I stepped in a hole there by not explaining that these labels are not literal. The ones up on the tabs at this point are intended to be but of course, with this dynamic presentation that we're moving to in Drupal, any label can be changed quite easily. So...

Steve Holsten: Understood. That's very helpful in explaining what this is and isn't. Okay, thanks Scott.

Scott Pinzon: Okay, sure. And then the other thing that's quite evident on the Homepage here is the calendar. And again, so we made a completely accessible. The moment you get to GTSO, so. The screen capture that Ken provided for us is from the At-large site. And it's a Google Calendar. So, we're not saying, and so we have to use Google Calendar, we're just telling you a calendar will be there.

And some of the functions that we've called out is that people were begging us in the user interviews for a way to look at a schedule and see what, when

their group is meeting without having to parse through what every other group is doing.

So, we're calling for that functionality in the calendar. If you go play with the one on the ALAC site, it has a lot of this stuff. Just to give you an idea of what's possible. There are lots of great ways to filter what you see on this calendar and then click through to actually get documents related to a meeting on a given date. I don't really have time to plunge into this right now but just know that this will be a very functional and obviously easy to access calendar.

Steve Holsten: Right.

Scott Pinzon: So, now I finally get to the tabs that I keep saying I'm going to get to. Heading across the top there About is intended as a place for the newcomer. And you see this is almost as a Web convention now. Almost every business site you go to there is the spot where they just tell you who they are, what their company is about, who their corporate management team is, and all that.

So, this is similar to that. No actual policy work would be done there. It's for a person who just needs to get oriented and find out, you know, what's going on and all that kind of stuff. And I'll be going into more depth on each of these in a moment. Ongoing Work is the tab where you would find things by issue. And again, we'll show you that page in a moment and go into more detail.

Library is where you can find documents that are current and also the older ones. You know, it's everything from the archive up to the moment. And they're sorted in a different way than they are from Ongoing Work page, which I'll go into in a moment. Group Activities is intended as the page you would hit when you are actually in a group inside the GNSO and you want to get to your work. So this is going to be a front-end that will help you find your way to the various Wikis. It will include everyone from the council on down to the numerous smallest little drafting team.

(Basics) is something that is pretty new to this site and this is another place for newcomers to get oriented in the sense that odd issues. So, you know, you could be kind of an expert on ICANN. You could be deeply involved in the structure and know a lot but a new issue could come up where for that particular issue you too are a beginner. And you wish that you could just get a little foundation so you have context for, you know, making decisions about that issue. This is where you would come. And we'll go into that more as time permits.

And then the last tab you'll see is News. That should be kind of self-explanatory. It's a place where we can put announcements. We are proposing a podcast for policy matters that GNSO could link to there if they want to. So that's the general lay of the land there.

Mason Cole: A podcast?

Scott Pinzon: What's that?

Mason Cole: Podcast, what's that? How would that? And I don't mean that just as rudely as it sounds but why would that be a good thing to do?

Scott Pinzon: A couple of reasons. One is that almost everything that ICANN does seems to be extremely lengthy. It seems like all of our reports, if they're two pages, they're 40 pages.

Mason Cole: That is very true.

Scott Pinzon: So podcast is something that would be made to be brief. So that if you want to get up to speed rapidly you can put that thing on in audio format and listen to it while you're multi-tasking and doing something else. And secondary reason for it is there's a lot of people that want to use downtime when they're commuting, or they're doing their cardio on a treadmill or whatever, and it's

just completely downtime unless they can pop on some headphones and actually listen to a briefing. And they're kind of nice.

Mason Cole: Okay, All right. No, that sounds good. Okay, thank you

Ken Bour: Hey Scott, this is Ken. You may not be looking at your costs. You got 15 minutes and I was going to suggest to you that we focus on your work, library and group activities, where the real meat of all this is. But of course, it's up to you.

Scott Pinzon: Thank you, that's a great comment. I will go to the Ongoing Work tab because this is where we especially would like your input. So, what you see here. This is a wire-frame again. But the idea is that you click on the Ongoing Work tab and this is kind of the landing page for Ongoing Work. So what you see on the left is two choices, Policy Activities and Other Activities. And what we have in mind there under Other Activities is stuff that is not actual Internet policies. So, GNSO Improvements for example, would go under there.

There's - but I want to point your attention really more to the central window there where you see Policy Activities listed. And you see a couple of tabs. We found that people wanted to think about policy work in different ways. So one way you can find things is by issue, and we call that By Title. This is just the names of the different PBPs that are in process. They're in alphabetical order. For some people, that's just a very intuitive way to find the issue they want.

But you see this other tab that says By Phase. You can also think of it - again, these are just placeholders that - they would be spelled out even though they're not right now, that this to - this breaks the policy process into issues that are in analysis. And then at some point there is an official PBP Begun and group is chartered, and then that topic is now in Policy Development; so it would show up under the Development category.

And then at some point there's Final Results that could be consensus policy or they might be final recommendations -- whatever it is. It's accepted by the Council and then the Board and then that issue moves into Implementation.

And in the new GNSO improvements there's a requirement that work groups also express their learnings. And the policies that are passed are examined later to see if they were effective. So we've left a place for post implementation, or what we've labeled Results.

So in this sense, you would look up policy issues by where they are in the process. So there's a tiny bit of a dashboard aspect to this. For the policy issues you're not following real closely, you can look here and just see -- oh, hey, it's moved into Development. So then there's a queue you to look up more about it.

You also see a little plus sign floating over here. This would be something that you could expand if you don't know what post expiration of the main name recovery is for example. You click on this and you would see a one-paragraph summary that explains what the issue is.

So taking (Ted Nur) as an example, let's say that you clicked on that and you now see the word - we're a level further down than we've been so far. And you the breadcrumbs are starting across the top to remind you where you are. And currently on the GNSO site, if you want to back out you have to hit your Back key over and over. But these bread crumbs, if you want to back out you can just click on any portion of the path and you will bounce back out to there.

And we're presuming that you clicked on Post Expiration of Main Name Recovery, and now you see all the stuff that you're used to seeing -- whatever is related to it; Agreements; Presentations; Reports; Transcripts; all that stuff.

And this is just sort of an example of if you had clicked Other Work instead of Policy Work; this is what we propose it would call up.

The other thing worth mentioning is that all this left nav stuff, and even the tabs, if you hover your mouse over them the sub names that are packed underneath them would fly out so that you can see what's under it. When you first arrive it would be in a closed state in order to present a clean, uncluttered look that you can take in. And then you basically can go around and either do fly overs or click to expand stuff in order to find what you need.

Any thoughts or comments on this two-pronged approach that's by issue and by its status in the development process? Do you like that idea?

Mason Cole: This is Mason. Actually I think that's a very smart approach. I mean, it accommodates two approaches to each one. I mean, if you're focused on multiple issues, like many people are, the deadline approach gives you an idea of what's more pressing in terms of where you need to focus your participation. Yes, I like that a lot.

Steve Holsten: Me too. I think it's just great.

Ken Bour: This is Ken. I just wanted to followup. We got some input the other day from our policy staff. Those actual titles -- like Analysis and Development and Implement -- they will actually change to be what the final PBP recommendation is out of the work team. And I think they're leaning toward Initiation and some - they have different labels, but we'll make those consistent so that everybody will be able to follow them.

Scott Pinzon: Great. All right. I'm going to skip over to the Library. Before I go there I wanted to point out that there are a lot of ways that a typical user wants to view data.

But what we talked about so far is basically seeking data because of what it means. You know, I need to find out more about DNSSEC. I don't understand the properties, so that's why I'm looking up DNSSEC.

But sometimes in the GNSO you don't look up stuff for what it means. You look up stuff for what it is. And what I mean by that is if you're tracking an issue and you know that a Council has passed resolutions about it, you want the resolutions because they're resolutions. You may not even know what is in them. So you want it because of what it is. Could be the same for minutes or a transcript or something.

And then another view on things, you may want a piece of data because of when it is. This is why we turn on CNN for example. We just know we will get the latest. We don't know if it will be entertainment news or some horrible tidal wave in a foreign country or stock prices. We just want to know what's new. So the remaining tabs on the page reflect some of this.

The Library is what we are using as sorting things by what it is. So if you look down in the placeholders that we put in the left nav, you'll see now things are called what ICANN calls them -- Agreements, or Charters, or Mailing Lists or, you know.

There are a lot of times that our - people we interview told us when they want to look up something, and all they remember is that it was a final report. They don't know what group put it out or, you know, they just know what it is. So the Library is where you look up stuff by what we started jokingly calling It's Isness.

So what you get when you hit the Library tab is the landing page is immediately giving you advanced search. It may not really say, "Keyword Year or Month." You know, these are placeholders for basically the Google Advanced Search Box.

But some innovations we're adding, some of the interviewees told us, ""Look, if I want to know the latest on Registration Abuse Policy I want some standard documents. And when I search right now I get every time (Joe) or (Murphy) mentioned it in some phone call or, you know, it's something that's not authoritative or helpful."

Well, so you can go through here, and with these little check boxes click. You know, I want Registration Abuse Policy but I only want the charter related to that. Or I only want, you know, presentation on that topic. So it will restrict your search results and help you get to what you want much more rapidly.

You'll also notice a little button there that says Exclude, so you could click that to flip the paradigm around. You can say, "I want a search on whatever topic that I know I don't want a presentation on it and I know I don't want a charter on it, so I click those things and they will be excluded from the search results. So this is our idea of how you can start finding things on the GNSO site much more rapidly.

One of the problems we have yet to solve is there are some people that really don't want to use a search string. They want to try and browse and navigate to what they're looking for, so we still have to figure out how that's possible. Right now what we have is fairly feeble. You know, if you try and find correspondence, supposedly you can find it by who sent it or who received it. Everybody agrees that those tools are not working very well. So this is an area -- the navigation side of it -- we still have more work to do.

Ken Bour: Hey Scott, this might be a good time to just harken back to the yellow flower example, where he talked about, you know, that it's yellow and it's a flower and it's a plant. This is this concept we were going at with this site so, you know, Library, you know, you can find this thing by bylaw or by contract or by search; whereas, it's also going to appear in ongoing work.

And it's also going to appear in group activities, but it's going to be just one thing. One document one time stored but tagged in multiple ways.

Scott Pinzon: Excellent point. Thank you Ken. So we are getting towards the end of the hour now. Would you like to respond at this point? Should I try and describe one more tab? What's...

((Crosstalk))

Mason Cole: Well, I'm sorry. Mason speaking. I think we have a couple of options. I have to leave the call here in about five minutes.

Scott Pinzon: Yes.

Mason Cole: But I can turn the chair over to Steve and the rest of the team can continue for a while. Or we can stop now and ask whatever we have time for, for questions. How does the group feel about that?

Steve Holsten: About how much more time do you think you would need Scott?

((Crosstalk))

Ken Bour: Scott I would show what - I would show the group activities slide and then call it.

Scott Pinzon: Realistically, this could go on for another 10 to 12 minutes I would think.

((Crosstalk))

Scott Pinzon: And one other thing we might want to consider while everyone's on the phone is, okay, now that you see how much there is to present, how to package this for your various constituencies of the - and the stakeholders that you want to know about it.

You can see it would be difficult to get this into 15 minutes. You wouldn't get to explain any of the reasoning behind the choices or, you know, there's just a lot here. So...

Mason Cole: All right. So, you know, I'll leave it up to the group. If you all want to continue with Scott's presentation that's fine.

To answer your questions from the registrar's point of view Scott, I wouldn't ask you to condense it into 15 minutes. I would - frankly, I would set up an hour and let you go through it as you have here because it's been very valuable. I don't see any point in trying to shorten that.

Scott Pinzon: Thank you.

Steve Holsten: I just hadn't - this is Steve. I completely agree. As I see this, I think the walking through it is what makes it valuable, not just flashing the site up there and saying, "There it is." I think having a full hour is very valuable.

And I guess since Mason needs to go, I would recommend that we keep going for another 10 or 12 minutes. I would like to see the rest of it. And before Mason goes, I guess I would at this point say, you know, if one of your first questions was -- do you endorse it -- it's a resounding yes. I think that this is actually phenomenal. I'm really impressed by this.

Mason Cole: And I have to agree. It is outstanding work.

Steve Holsten: I mean, I loved the way it's organized. I loved the general look about it. I didn't hear what you said about log in but I expect I know what that means.

And I'm also - just to pass out yet another compliment. I'm so impressed by your presentation of all of this Scott, with the helpful graphics and the

different examples and so forth. I can see why you are the Communications Director. It's making me feel inadequate regarding my PowerPoint and...

((Crosstalk))

Scott Pinzon: ...do is read the same book I read Steve and you'll be just as good.

Steve Holsten: Yes, well...

((Crosstalk))

Scott Pinzon: ...book of slideology.

Steve Holsten: No. I think this is really good work. And the scrum that the three of you did to come up with this, I'm very, very impressed by.

Mason Cole: Okay. I have to agree. And I'm sorry, I do need to go so I will turn the Chair over to Steve.

And Scott, I just want to have everybody thank Scott and Ken -- excuse me. Thank you both for a very, very helpful 45 minutes. And I look forward to reading the rest of the outcome of the meeting.

So excuse me for having to sign off now, but I now turn the Chair over to Steve's capable hands.

Steve Holsten: Very good. So long. See you.

Ken Bour: So long.

Scott Pinzon: Thank you. And in all your thanks, please continue including Chris. His contribution was just as big as mine or Ken's and very valuable, so we really appreciate everything he's done.

Steve Holsten: And I spent some time with Chris early on and mousing around andalucia.com, which is why you can imagine just how valuable he'd be. That is just such a good site. So I'm sure - be what's feasible was a very important contribution.

Scott Pinzon: Yes.

Steve Holsten: Okay. Well, keep going. Let's see if we can conclude by quarter-past-the-hour. I think that would be great. So let's shoot for 15 minutes or less and then we'll convene.

Scott Pinzon: I think that's feasible. Thank you very much Steve.

So I am now on the Group Activities page. And I'm - this is what we said is actually meant to be a useful workspace for group members. So if you just want to come and learn about the groups, really that would be better done under the About tab for beginners. If you actually are in a group and you want to do the work, this is where we hope you'll find useful materials.

So the landing page here - one of the things I'll mention in the kind of upper right, you see this thing that we've labeled for now Photo or Slideshow. And this is pointing toward some of the value we said of wanting to humanize ICANN and help people, you know, conduct themselves more warmly and professionally.

We would just like to have pictures from the meetings and stuff there in a way that rotates gently, so that, you know, there's a bunch of photos in a loop and they're just sort of going past while you're there. And you begin to realize there are some good people behind these policy decisions.

Steve Holsten: I really like that as well, because the old GNSO Web site was so doggone flat and, you know, we're all - this is business for everybody. But at the same

time, it can be made more friendly, and more fun and a little bit warmer. It doesn't have to be just a WordPerfect, Times New Roman document, you know.

Scott Pinzon: Exactly. And there will be plenty of that still, you know, as you click down and you get to the documents. It's everything you are used to at ICANN. This is just, you know, one little place where we can do a shout out to acknowledge it's okay to have a light hearts about some of this.

Now I'd be interested in getting your take on this next box Steve. We just put a place over here we didn't know what to call. We called it Fun Stuff. And we wondered if the GNSO community would like a space on the page that they get to populate. And the thought here is there might be someone who had a grand baby and they would love to mention it. Or, you know, that something has not necessarily work-related, but it's the kind of stuff people do talk about when they are working together a lot.

We can have this be moderated, but we thought it would be perhaps an interesting experiment to leave a place where folks can contribute anything about their hobbies or - I don't know.

Does this thought make any sense to you? Or what do you make of that?

Steve Holsten: Sure. And I'll draw a corollary within the VeriSign intranet Home Page, there's a Meet Your Colleague section, and it's typically a week-long nominate somebody who'd you like to get to know a little bit better. And they - there's usually a picture and they've usually just run in a triathlon or something.

Scott Pinzon: There you go.

Steve Holsten: But that sort of thing really does humanize this. And I guess I would be very receptive to that. I'm not sure what the broader community would think, but it's also something that you can see how it flies. And if it becomes too static

or outdated or people not willing to contribute or populate it, then you can collapse it and do something else.

Scott Pinzon: Exactly. Okay. That's excellent input.

Along the idea of trying to keep things a little bit more positive, in these - the box is called Group News and what we've labeled for now Publications and Milestones. What you would find in here is nothing but links.

These links would be dynamically populated by Drupal. And you would have just the most recent one on top. And then there would be maybe four or five. And then when a link is six links old it just rolls off the bottom; so this would be self-updating.

And the thought behind Publications and Milestones is sometimes we get the feeling in ICANN that everything is just mired and gridlocked and nothing happens. But it really does move forward. And we would like to kind of give a little reward or shout out to any group that gets something done.

So if you finish a version of your report, you just post a little statement. You know, if your team is finished and it's done, it would have a quick little link there that just says. "Thanks for the work done" or, you know, if you hit Milestones that are within your charter, you can just put up a little announcement. So you would look here and you would get a sense of what is actually being accomplished by the collective GNSO.

Group News would be more stuff along the lines of -- okay, we're putting out a call for volunteers; or, you know, really it can be anything; but it's more the ongoing work and less related to necessarily being final product. So - okay. So what's below all this?

Let's pretend for a second that you are a member of the Council or - and so you click the Council link. These again are all placeholders. But similarly,

these are boxes that are being updated with links that the most recent goes on top. We actually don't know what things for specifically a Counsel member would want gathered here, but we can find that out.

And the idea is right now you have to - if a Counsel member again for example, you have to go all over the site in order to find the resources you need just to do your work. Here you would have a kind of a tip of the iceberg of all these different resources.

And the reason we set them up so that there's maybe three links in a module and that's it is so that if, for example, what you're really after is an agenda, you don't have to scroll past an endless list of resolutions to get to it.

Steve Holsten: Yes.

Scott Pinzon: But if you do want resolutions, you just click the More button and go to a page where all the resolutions are chained together.

Another thing that Revere Group proposed on icann.org that we want to steal is that this could be customizable. So if you find out that - mostly what you do in this example is you need agendas but you don't really need the subcommittee links as much, you can click on a little arrow on the Agenda's box and it would actually scoot it up the page and put Subcommittees underneath it. Now you could keep clicking like that if you wanted until Agendas was the top depending on the page.

So what I'm saying is that this could be somewhat customizable for you. And when you return to this page it will remember you and things will be organized in a manner that is helpful to you. And this same concept could be, you know, under stakeholder groups, under group's teams, you know, we can do it almost everywhere.

The - we don't have a wire frame to show you for Groups and Teams, but what we envision there is you click that and for once you finally find in one place a list of all the groups and teams that are working right now. And you then click from there to their wiki, or their landing page or whatever they have.

Those would also be - it would just be a short text list that each one would have that little plus sign next to it. You could click the plus sign and see a four or five description of what the team is, and what it's for and what it hopes to accomplish.

And then if you want to know more you just click on the team and it - and you go to their in-depth material.

Steve Holsten: Okay.

Scott Pinzon: So that's what that is.

Steve Holsten: Sounds good.

Scott Pinzon: We did not make a wire frame for the Basics page because it would look a lot like wire frames you've seen already. But the notion there is again, that this would be foundational material.

So for example, we will probably be looking at who is issues, I imagine, for more than a year to come. And there are all kinds of aspects of it. You know, there's internationalized data. There are privacy issues. There are accuracy issues.

But if you're a newcomer, you many not even have a firm grip on what is who is. So if you went to the Basics page, you would see many of these topics listed. And under each one of them would be resources that are introductory.

So we plan to do a podcast episode on who is. And you'll have someone like (Beatrice Potello), who just in ten minutes tells you what the history of it is, why it's an issue right now, might characterize some of the different viewpoints but stop short. It doesn't make any recommendations, doesn't try to do policy work, it's just the kind of orientation you would need so that then you can go on and from a more informed place do policy work. So Basics would be the page you come to from briefings and orientation.

Finally, I'm showing the News tab and as we mentioned, this is where you would go if you just want to know what's recent. So groups can put their announcements here. Issues of policy update could be linked from here. It might be a module that showed you whether it was just open for comment.

And here's another new thing that we can do now that we're moving to Drupal. We can set up RSS feeds. Now one of the requests we got from a lot of the users we interviewed is - we're asking them -- how should we redo the GNSO site? And the honest answer is, "I wish I didn't have to go to the site at all. I wish" - this is what the users would say. "I wish it would just push to me every time there are new Council resolutions. It would just show up in my syndicated reader." So...

Steve Holsten: Yes.

Scott Pinzon: ...okay. We can do that. We can set up a bunch of feeds. It can be very narrow. If you just want, you know, minutes from a certain workgroup, you can get a link sent you every time those minutes are posted. Or if you want resolutions or, you know, we can start taking requests on what feeds people desire.

They're not difficult to set up from a technical viewpoint. And they never just push into your browser or your RSS reader. And you may not have to come and navigate this at all.

Steve Holsten: Hey Scott, how much redundancy will there be in this with the actual ICANN site? I'm sure that there's a good amount of overlap on things -- request for comments -- that - or there could be. What's you thinking on that?

Scott Pinzon: That's a excellent question. There will be a fair amount of overlap. Some of these boxes that you see that we've just labeled TBD, for To Be Determined, they're actually placeholders that we want to make available to other groups within ICANN.

So for example, it is not a GNSO activity to plan the international meetings, but certainly GNSO members would want to be able to link out to the Seoul site for example. So a but for that could be placed here by Corporate Affairs, and then you've got a handy way to, you know, to get other resources that GNSO people care about but are not owned by GNSO.

Some of the now that we're showing you, it actually mirrors what icann.org is going to become, especially the About tab and the notion of arranging policy issues by what stage their in. These are all things that have already been harmonized with where Revere Group is taking icann.org.

Does that get to your question?

Steve Holsten: Yes.

Scott Pinzon: All right. Well I think I will wrap it up here.

We're very much eager for your input. Chris has bravely volunteered to be the manager of that input. So if you would (unintelligible) feel free to send them to Chris at andalucia.com. You obviously can send them to me or anyone you want, but Chris is going to be kind of, you know, managing whatever comes in. So that will be a good starting point. And...

Steve Holsten: Hey Scott. Does - the last question. And I'm sorry if I did miss it. That log in. Is that like with many Web sites, that if you are a frequent user that you could customize the page in some way? Is that what log in would mean?

Scott Pinzon: Yes. That is the plan of that. Thank you for bringing that up Steve.

It's actually a placeholder, because there is a desire to have some of those customization features that I mentioned earlier. But we don't know right now if they would be implemented through the use of cookies or by requiring an actual log in.

The sentiment at this point is that log in probably would be later or possibly a Phase II thing. We don't have enough advanced features in mind right now to make a log in necessary.

The other...

((Crosstalk))

Steve Holsten: I think that makes actually very good sense. It's one thing in a My Yahoo context where I want to follow two particular sports teams and I don't really care about entertainment news and, you know, et cetera, et cetera, et cetera.

But I think that this - while people may have specific things that they look for each and every time, I'm not so sure that it warrants customization rather than just a familiarity with how to navigate the site.

Ken Bour: This is Ken. Let me just interject that there's another team, and (Julie) is actually working with them, that's looking into a constituency database. And this log in could also play a role there.

If it turns out we do get requirements for a constituency database, that may be one way to protect the information and provide additional features and capabilities.

Steve Holsten: Oh, oh okay. So that you might literally - if you had documents that were being worked on by a specific work team you'd need to log in, in order to actually obtain access.

Ken Bour: No, not so much that. It was more of a capability to get all of the community's names and identifications into a common database. This was actually in the DGC report. And of course, there are issues of privacy. And it all hasn't been worked out yet.

But if such a database were to exist and it were to be maintained inside the Drupal framework that we have, log in might be an important way for you to get to your profile and to update your information.

It might be also the place where you would subscribe to feeds. You would put yourself on mailing lists. There's a whole lot of different things you could do in that profile world, including adding a picture if you wanted to put one up. You wouldn't be required to. That kind of stuff.

Steve Holsten: Got it. Okay.

Scott Pinzon: So it's a great question Steve. And right now it is a later thing because in Phase II we have to tackle the thorny issues of what collaborative tools we want to improve and/or use. And at that point it will probably be more apparent what log in is for. But we're just reserving, you know, the option that potentially in the future that would be necessary.

Steve Holsten: Great. That makes excellent sense.

Okay, well thank you very much for the tour. The (luxuly) hotel.

Scott Pinzon: Yes. Yes, just a little joke at the end.

The concepts seem sound. I don't know what this bottle really is but I doubt it's perfect dye remover. It's all in the execution now and I - we'll be on...

((Crosstalk))

Scott Pinzon: ...to pull it off.

Steve Holsten: Oh man. That's great. That's great.

Hey, well once again, thank you very much. It's a great presentation and I think the Web site is wonderful. I would not only endorse it, I would be very pleased to ride on the coattails of Ken, Chris and Scott.

So what do you think the next step is in order to organize a meeting like that which we discussed before? Reserve an hour and invite come one, come all, take a look at the site and comment if you wish.

((Crosstalk))

Steve Holsten: How do you think we organize that?

Scott Pinzon: I'm happy to do that anytime you wish. You can shoot an email either to (Gwen) and Gisella, or to me. You know, I'm at your beck and call. If you think it's worth an hour of your constituency's time I'm happy to set up the Adobe connecting and the call and we'll get it going.

Steve Holsten: Okay.

Scott Pinzon: The next steps are...

((Crosstalk))

Steve Holsten: I do think if - why don't I test people's interest in doing something like that. I would encourage them to participate knowing that it's at a time where they can then express their preferences, and their likes and dislikes, and it's now or hold your peace. I think that it's built out far enough that they should want to do that. But why don't I take their temperature to see.

Is there a single screen shot, like of the Home Page, that I could include in such an email? Or is that something you want to reserve for the grand unveiling?

Scott Pinzon: No. If you think it would be helpful in causing people to understand what we're talking about, we have this wire frame of the Home Page that maybe then your invitation can say, you know, find out what these placeholders mean and more. I don't know.

((Crosstalk))

Steve Holsten: That's what I would like to do. I think it will spark more interest if we include that picture.

Scott Pinzon: Okay.

Steve Holsten: Do you mind sending me just that one?

Scott Pinzon: I think Ken already has it available as a PDF, so it would be easy to do.

Ken Bour: I do. I will send it to you as a PDF.

Steve Holsten: That's great. All right. Well at least within the registry constituency I'll send that and solicit people's opinion as to would they be willing. And I guess you'll never be able to get everybody at the perfect time so I could suggest a time.

It could be in or around the registry Constituency meeting two weeks from now. I hate to wait two weeks. But at the same time, you blink your eyes and two weeks goes by.

Scott Pinzon: Yes.

Steve Holsten: So I'll do that. And perhaps Mason can do the same things. And we can think about any other user groups. I'm not sure how to communicate with them; with other user groups to see if they would be interested in attending that kind of a call.

Any ideas from ICANN staff as to how we get a broader group and if it's appropriate to send it out to a broader list, or put it in an ICANN alert or...

Ken Bour: Hey Scott...

Scott Pinzon: Well this is Scott. You seem to feel pretty good about what we have so far, so that makes me feel confident that we could expose it to a broader audience.

We could just post an announcement on the GNSO Home Page and, you know, use the normal announcement...

((Crosstalk))

Scott Pinzon: ...we have.

Steve Holsten: Well I hate to put that on the GNSO Home Page. Nobody will see it.

Ken Bour: Hey Scott, this is Ken. If we do anything outside of Steve's registry constituency, I suggest we bring it up on our Monday Staff call and let (Denise) and others weigh in on that, because, you know, they might have

some other ideas in mind with respect to upcoming to Seoul and how much of this material, you know.

The broader the group you involve, the more I think you should probably - we should probably get some inside staff approval on that.

Steve Holsten: Yes. I think that's right because number one, you don't want to steal the thunder of unveiling a new Web site; and two, too many cooks in the kitchen mean we'll never actually get it done. So somewhere in the middle there is the arc of, I guess, choosing the right kind of people and exposing it to them.

We, I think, are a representative group as being on the communications working group team. I think truly if we want to, our word is if we endorse it that it's good enough.

Maybe the registry constituency is pretty small group. There are 14 registries. That's probably a decently self-contained group. And maybe the registrar constituency too. Maybe we don't need to broaden it beyond that.

Ken Bour: Yes. It also makes it impossible if the bigger the group for any kind of meaningful interaction.

Steve Holsten: Yes. All right. Well let's do that in parallel. I'll solicit the opinion of the registry constituency and you talk to the rest of the policy staff and see what you think. And we'll coordinate in the next week or two.

Scott Pinzon: All right. But Steve -- this is Scott -- just to set some expectations. Actually the Web can - I'm sorry. The ICANN Web development team is driving to try to have the wire frame pages that I've shown you so far available to look at in Seoul as something you could at least click on and get a little bit of a feel for.

Steve Holsten: That's great.

Scott Pinzon: So we're trying to figure out how to present that in Seoul. One thought was on Constituency Day to take a few minutes. But I could also just be in the lobby on lunch hours with a laptop, you know, or something. We, you know, we can figure out what's appropriate.

But our hope is it's going to be a...

((Crosstalk))

Steve Holsten: That's a good idea. That's a good idea as well, because then those who are interested can make the time or find you. And think it's...

Ken Bour: Yes. Not to mention is I've heard him give this excellent presentation a couple times. You know, and if I'll be seeing more I'll be able to do it myself after a bit. I memorized it.

Steve Holsten: Right. That's great. That's great. Hey guys, thank you very much for the call.

Does anybody else have any other business before we convene? All right.  
We are adjourned.

Thank you very much for a great presentation and a great meeting.

Ken Bour: Thank you guys. Thanks Steve.

Julie Hedlund: Thanks everybody. Bye.

Steve Holsten: Have a nice week.

Ken Bour: Bye-bye.

END