

**GNSO  
Operations Steering Committee Community (OSC) Communications Coordination  
Work Team (CCT ) 22 July 2009 at 19:00 UTC**

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**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

Gisella Gruber-White

Scott Pinzon

Coordinator: Okay one moment please.

Gisella Gruber-White: Thank you, (Kathy).

Coordinator: This is the operator. I just need to remind all parties this call is being recorded. If you have any objections, you may disconnect at this time, and you may begin.

Gisella Gruber-White: Sorry Mason. Just for the recording I'm just going to say who's on the call this evening. We have Mason Cole, Steve Holsten, and from staff we have Ken Bour, Julie Hedlund, Scott Pinzon and myself, Gisella Gruber-White. And if I could just remind you please to state your names when you speak just for recording and transcript purposes. Thank you.

Mason Cole: Very good. Thank you Gisella. All right, hello everyone. Thanks for making time for the call. As usual I sent out an agenda earlier today. Really the main focus of the agenda is just a task review. Ken and Scott have the bulk of the agenda today. Hopefully Helen and Zbynek can join up and give us a review of their task as well.

But before we start, is there anything else that needs to be added to the agenda that I didn't include?

Gisella Gruber-White: No.

Mason Cole: Okay. All right, so let's dive right in. Ken and Scott would you like to lead off please?

Ken Bour: Yes this is Ken. I'd be happy to. So I think everybody knows by know, but - and Rob Hoggarth, who is really our OSC policy liaison would really have preferred to have been on the call to do this particular task, but alas he is meeting with our CEO at a luncheon today here in the DC - in the DC area, so he asked if I would do it, and so I am happy to do it.

All of you by know - by now know that Scott Pinzon, who is - has been hired as the ICANN policy staff communications director, which is a position that has been vacant for some time - and in fact I think the title may be newly created just for him. But he has a great background in a lot of the issues that ICANN deals with is, you know, and he's taking responsibility for all of the different communications areas that relate to policy, like all of these policy updates and that sort of thing.

And in addition, he has background in expertise in this whole area of Web site development and design. And since he's really going to be owning this whole out - this project for the long term, it made sense for him to take and shepherd it forward. And so that's what he's going to do and is already started.

I've transitioned a lot of the materials over. He's already talked to Chris Ciuffo or - and I think he's got a conversation scheduled for tomorrow. I'm not sure Steve if you and Scott have had a chance to connect, but you will in short order.

So with that introduction, the other point I wanted to make is that I'm going to continue in a supportive capacity on the team as long as I'm making a contribution. And Scott and I have - we talk several times a day related to issues concerning this project so I hope that continues.

And with that I guess I'd like to turn it over to Scott, and then he's going to cover some of the activities that have happened recently since he's been on the scene. So Scott it's all yours, bud.

Scott Pinzon: Thank you very much Ken. And thank you to the team for welcoming me. I'm really pleased that my first experience working with the GNSO gets to be with one of the best run work teams in the whole field here. You guys have done great work and gotten a lot done, so...

Mason Cole: I don't know where you got that idea, Scott.

Scott Pinzon: Well from the fantastic business requirements document that already existed for the web page when I came along.

Mason Cole: That has been well done. You're right.

Scott Pinzon: So the transition is largely a formality, because I - once you discontinue working with your team and with Ken, it's already going well. So my main goal is not to screw it up.

So we have made some progress. Ken and I met on July 9 and 10 with Mark Salvatera, who is ICANN's senior web developer, and started really talking in depth about how we can move forward on improving the GNSO Web site.

And it's important to note that there's two aspects to this. There is making economy work on the back end with the servers and all that so that, you know, technically it works, and then the other aspect is the front end where we decide where things should go.

There are 1,378 files on the GNSO Web site, and depending on who you talk to, almost all of them are in the wrong place right now. So that's the front end task. Our goal is to migrate all that content from a static state into a dynamic state. So it - I don't know whether everyone's understand is. Mason, would it be appropriate for me to explain the difference between static and dynamic Web site, or...

Mason Cole: Yes, actually I was just about to ask you that, so yes please.

Scott Pinzon: Okay. Currently the GNSO.ICANN.org is a static site. And basically what that means is that all the content is placed there manually. It kind of acts the way you might be used to acting with a word process document. So, you know, once you put it on a page, there's that content. And if you want to change, I you would have to do it manually. It just sites there.

A dynamic site is different in that instead of necessarily putting the content files directly on the Web site, you put them all in a database. And then when you go to the site and you click on a link or a button or whatever, the web server perceives that as a request. So it then looks into the database for what a appropriate content would respond to the request, and then that's what it displays.

So at a real high level, that's what you see on sites like Amazon.com, or at Netflix where it's making certain recommendations to you but it makes

different ones to your friend. It's because of this dynamic ability of displaying content from a database.

So you might ask, "Well then how does the system know what is appropriate content for my request?" And the way that works is it all the content files have attributes associated with them, and we call these tags. Tags are really just a little text string.

So for example there will be a transcript of this call later that will go on the site. If we were going to tag it, we might tag it GNSO, we might tag it communications, we might tag it transcript. And so later when the site is trying to figure out what to do with it, it could present it any of those tags, just as an example.

Finally, that list of tags that the site draws from to know where to put stuff, is what we're talking about when we speak of a taxonomy. So the whole goal here is to get all the content from this static place that it's in right now, it has to be migrated to a database, which is what we're talking about when we refer to Droople and MySQL.

So basically once we get the content over into this database, the site becomes very, very liquid. It's much easier to change and rearrange. So on the back end, this is a big goal because it makes - so if we decide, "Oh I don't like the name of that menu," it's simple to change the name of the menu. If we see, "I don't like what's on the menu or where that menu is." It all becomes very easy to change.

So on the back end, the exciting progress is after we met with Mark, he has gotten a contractor involved who is already working on this back end change. And what we decided to do is get everything migrated. But on the front end we don't have any design direction yet, so in order to not make that a bottle neck of the back end stuff, we're just going to migrate everything into the database and continue presenting the site exactly the way it looks right now.

So to all the users they won't even necessarily know that anything has happened, but we will be well positioned then to do whatever we want when as a team we decide how the team should be organized.

So I'm happy to say that the contractors have all right been working on this. They've been doing testing. They're going to use a script to move the content from the static side into the database, and they've been testing it to make sure it doesn't mess the site up or do anything unexpected. It's going really well and we actually anticipate that this migration will be done before July is over.

So the other aspect of it is then the taxonomy that's used to category articles. And Ken and I have taken a look at that and we got the taxonomy from what the rest of the ICANN site uses. And for GNSO purposes it's missing some key terms that we would probably want to use like charter, stakeholder group.

So Ken took a really good whack at it, and it's in review right now. We hope to show that to you folks also in July. So basically the back end stuff is in very good shape and largely be done by the time this month is over.

Ken Bour: Hey Scott it's Ken. You want to talk a little bit about the tagging operation that we'll go through after the content is removed?

Scott Pinzon: Sure. We envision that as happening in August as I mentioned. Basically every content file on the site needs to have had associated with it so the site knows how to present it. So once the taxonomy is finalized, staff will go through and in a big marathon session we'll just apply tags to all the content that's there now.

And also just to make sure I'm setting expectations appropriately, nice at what we're dealing with is literally GNSO.ICANN.org, and what that means is

not the wikis. The wikis don't actually live on the GNSO Web site. So you won't see a lot of change there in Phase 1 of this Web site improvement.

Mason Cole: So Scott this is Mason. Can you talk just - I mean a bit - I know you're not doing the front end work yet, but as you do the migration over the back end, and as you consider the changes to the front end, maybe I'm get ahead of myself, but what sorts of changes in user experience do you expect as a result of those efforts?

Scott Pinzon: Great question. Here's where we're going with the front end. As you probably are aware, the whole ICANN Web site has been - has a survey being conducted about its use by the Revere Group. So that we think will be helpful research. However it's not focused specifically on the GNSO pages.

So what I intend to do actually is interview heavy users of the GNSO Web site itself so that we are certain we understand what kinds of tasks people want to do, and, you know, what their goals are when they come to the site, what they feel is broken, what they feel works and you shouldn't mess with.

So I'm collecting names right now for who we should interview, and certainly would love to hear ideas from this team. We're looking in particular for folks who have used the site a lot and can articulate what they do and don't like about using it so that we can learn what to improve.

So if you have thoughts on who I should talk to about that, please feel free to email them to me. And we are in the process of gathering names right now. And of course we'll also include Glen and Gisella, you know, people who have to kind of run the site.

So once we finish those interviews, which I envision happening before August is half over, then we will have the business requirements, we'll have the taxonomy, and we will have enough user data to figure out how people use the site and basically segment the user population by the roles they play or

the things they're trying to do. And that's the foundation we'll use to decide where things go.

I'm also looking forward to working closely with Chris and some of the others on the team who already also have web design experience. So we're certainly including you every step of the way here.

Ken Bour: And Scott, you mentioned to me this earlier -- this is Ken -- that you were anticipating that those interviews would last in the neighborhood of 45 to minutes to an hour or so?

Scott Pinzon: Sure.

Ken Bour: Just to put that into - just so folks have an understanding of what you're talking about.

Scott Pinzon: That's correct. We have - we don't use a frozen in stone script the way some surveys might, because what we're trying to do is pursue insights on how people use it, and basically capture things we don't know. So we do have a list of questions that serve as talking points. And depending on who the user is, we may ask all of them, we ask some of them. And I'm happy to circulate what those questions are if anybody's curious.

Mason Cole: Okay. Anything (unintelligible). Yes any questions or input here?

Scott Pinzon: One last thing I mention is, you know, once we get all these foundational documents by which we'll make our design decision, at some point you basically have to just sit down and decide where stuff goes.

And this is the exciting part about having it all in Droople, because we can get a little prototype site up, we can let some of you folks interact with it and click on it and try it, you know, without it being the live site that the public sees, and you can give us feedback on what's working or what's not working.

So according to the plans we have so far, we think it's possible -- and again it depends on the scope of what the new site is -- but we may have this prototype in early October. So I'm basically trying to see if we can have a site up to play with in time for Seoul.

Mason Cole: That'd be great.

Ken Bour: That's great.

Steve Holsten: I know - this is Steve. I know that Chris who does have some web design experience said that it - actually designing the pages that he and his colleagues would take index cards and shuffle them around and move them here and move them there. Hopefully that's the fun part of the exercise -- once you've got the business requirements done that now you actually see the fruits of the labor, and you get to interact with it and play with it as you suggest.

Mason Cole: Okay anything else for Scott? Ken anything you want to add to that?

Ken Bour: No. See as I told you guys, Scott's got a lot of great ideas. And he's already - his footprints are all over this new structure, and I think we've got a tremendous opportunity now to actually get something visible that everybody can look at, you know, in time for Seoul. And that was, you know, that was dreamy at best before he came along. So as - welcome Scott and we're glad to have you contributing.

Mason Cole: Sorry, did we just have someone else join?

Chris Chaplow: Yes this is Chris Ciufu just joined. Sorry I'm late, so...

Scott Pinzon: That's all right Chris. Thanks. Welcome to the ground.

Chris Chaplow: Great. Thank you.

Scott Pinzon: We were just entertained by presentation from Scott Pinzon, who's the new policy - let me get this right, Scott -- Policy Communications Director. Is that right?

Scott Pinzon: Yes. The official title is Director of Policy Communications and Information Services.

Mason Cole: There you go.

Scott Pinzon: I can't wait to find out what that means.

Mason Cole: Very impressive title. So Scott and Ken were just enlightening us on some of the things that Scott is heading up as a project in terms of how to reorganization the GNSO's Web site, all of which sound very productive and very useful. And he anticipates having something that can be reviewed -- a prototype in the fall. I want - you said early October, right Scott?

Scott Pinzon: That is the goal.

Mason Cole: Yes.

Scott Pinzon: Wow that Chris has joined the call, I'd like to mention that I really admire his work on AndaLucia.com, and have actually scheduled a call with Chris tomorrow so that we can put our heads together about how to move GNSO Web site forward. I'm really looking forward to working with him.

Chris Chaplow: That's great. thank you. Yes. Looking forward to it.

Mason Cole: Great. So Scott I was just looking at the current GNSO Web site as we were talking, and the way that it, you know, I'm certainly not casting stones at anyone or anything, but the way the site is now, if I were new to ICANN or

new to processes related to ICANN and I - and if I were directed to the GNSO Web site, I don't know that I would know where to begin or even how.

You know, for a number of reasons. I mean there's - it's sort of jargon filled. The layout doesn't necessarily lead you to any intuitive conclusion about where you would find anything that's relevant to what you want to learn, et cetera.

And one of the things that we discussed - we've discussed as a team and we did so particularly in Sydney -- is the - one of the problems this team is trying to solve is in order for ICANN and the GNSO to be more effective in its work, it needs broader participation from people who are unaware of how ICANN impacts their lives, and certainly unaware about how to participate effectively in ICANN.

So lots of our efforts are oriented toward trying to close that gap. And, you know, we don't want to get too tactical and use the Web site as a panacea for everything, but a big step toward resolving that problem would be a Web site that's more intuitively aligned with how people tend to navigate other sites.

I know you used Amazon as an example, but that's a good example. You know, most people in the world that say they visit Amazon, they can figure out where to go to find things that are relevant, and I don't know that they can do that on this Web site.

Scott Pinzon: This is Scott. I - thank you for those comments. I certainly agree with them/ And when we do this segmentation that I spoke of, that's basically the act of figuring out who comes to the site and what they want. And one of the segments will clearly be new users. And I agree with you that in the current incarnation, there's not a hope for a new user.

Mason Cole: Not hope for a new user, and not only that, I would venture that even some veteran users are frustrated by the current site and where to go find anything

that's relevant. And I mean - and it could be anything. It could be a document, it could be a, you know, a comment page, anything. You know, the - a set of bylaws for a constituency, what have you. It doesn't really matter.

But changes are better I would -- excuse me -- I would hazard a guess that changes are better that you'll do a Google search to try to find what you're looking for rather than go to the GNSO Web site and start plowing through pages looking for what you need. That's just...

Ken Bour: (Great).

Mason Cole: ...that's my two cents.

Scott Pinzon: Yes. Well we are going to try hard to orient things around the tasks that users are trying to accomplish as opposed to structuring it randomly or even by the structures of ICANN. I don't think you should have to understand, you know, who reports to what and what subteam is part of what in order to find something on the GNSO site.

Mason Cole: Yes.

Scott Pinzon: But we'll definitely take a whack at it.

Mason Cole: Okay good. Any other comments or thoughts for Scott and Ken on this issue? All right well Scott listen, thanks very much for your update. You're welcome to stay for the rest of this call. There's really nothing off limits, and we'd welcome your participation if you'd like to stay. But if you need to go, no problem as well.

Scott Pinzon: That's really gracious of you. I would like to stick around.

Mason Cole: Good, because it's - Helen and Zbynek are not here, so there's not a lot to add there. And I don't have much of an update on my tasks, so it's - you're

not going to be around- not going to have to stick around a whole lot longer.  
But I want to ask the team if they've had a task to review the task list that  
Zbynek put together and asked me to distributors with the agenda.

Steve Holsten: I did get a chance to look at it. This is Steve.

Mason Cole: Yes.

Steve Holsten: And I was a little confused by it in that I thought it has more to do with  
translation than some of these other issues, which seemed to cross over as  
well with the Web site issue.

Mason Cole: Yes. Mason speaking here. I agree with you Steve. There's it seemed to be  
more a summary of the broader team's work than it is anything in terms of a  
specific function that Zbynek and Helena we talking about.

Scott Pinzon: Right.

Mason Cole: So unfortunately they're not on the call, but I was going to ask for clarification  
on that as well, so I'm glad you brought that out. So maybe...

Steve Holsten: Then maybe it should be a review of what exactly their subteam task was.

Mason Cole: Yes.

Steve Holsten: Do you have that handy?

Mason Cole: I don't have it handy right here, but if I remember right, much of it was focus -  
well initially early on it was focused on a couple of areas. One was how to  
improve participation in GNSO processes by widening the potential user  
community, specifically improving translation functions, and also improving  
document management functions on - within the GNSO process.

Steve Holsten: Okay.

Mason Cole: So...

Steve Holsten: But maybe the title to their report is an accurate statement of their task, and that is ways by which the GNSO can improve its abilities to obtain meaningful feedback from the global internet community.

Mason Cole: Yes.

Steve Holsten: That - I think that probably is a good charter. And where it bled into the broader team's work (the easier act sites to) Web sites and feedback Web sites and the internet acronyms. I don't know, maybe I was being too particular about that, and I didn't see as much of what I was expecting on the translation front.

But the titles of the things that they did provide feedback on, are relevant to that broader purpose of obtaining meaningful feedback from the global internet community. I guess one is you improve and surmount language barriers.

Mason Cole: Yes.

Steve Holsten: That's a huge one. And then what else -- how do you draw the rest of them in...

Mason Cole: Yes.

Steve Holsten: ...access to Web sites, feedback, help them translate the acronym, search system. I guess these are good brainstorming issues, and maybe with more fleshing out, they're a starting point rather than an end product.

Mason Cole: Boy, I agree with you. I think we're all looking for more specificity on the two areas that they agreed to take on. So Ken or Julie do you have an update on anything that Zbynek or Helen have done behind the scenes since our last discussion.

Julie Hedlund: Mason this is Julie. I do know that they, you know, had been planning a meeting in Sydney. I don't know if they did so. I was, you know, relevant to their tasks, I just was looking at the board recommendations related to their subtask I should say. And I think I agree with you -- there's - that the more need for more specificity.

The items that they're dealing with that relate to the poor ability to solicit meaningful feedback are to prepare a revised process for gathering and addressing public comment on policy issues to take in to account development of technology that facilitate community interaction, to prepare a translation plan for companies associated with policy development, recommend ways to monitor and improve effectiveness, and offer documents explaining importance and significance of issues.

And that's, you know, those are what we have listed in the checklist which is linked to the wiki. And perhaps as a next step, you know, we could, you know, when they're on one of the calls, you know, talk to them about, you know, maybe some more specifics they have that address - they may have developed that address each of those.

Mason Cole: Right. Yes, I think at this stage that's probably what we're looking for. And I will contact them offline from this call, and see if they have an update between Sydney and now, and see if we need - I don't want to upend the schedule for anybody, but if it's a problem for them to attend this call at this time of day, then, you know, we should find a time where they can be here so that we can, you know, we can move that issue forward.

Chris Ciufu: Chris here. Thanks Julie for reminding us of all that. That's sort of quite wide, isn't it? It's not just language. And we're perhaps slipping a bit on this one, so I think we're - you know, yes if you can Mason and see if you need any help or what we can do, yes.

Mason Cole: Okay. Very good. Yes Julie that was very helpful. All right I do not have - I'm sorry Ken did you have something you wanted to add there?

Scott Pinzon: Oh this is Scott. I would like to make one comment if I may.

Mason Cole: Yes please.

Scott Pinzon: Their document calls for a dictionary of often-used acronyms and ICANN terms.

Mason Cole: Yes.

Scott Pinzon: And those things exist on the GNSO Web site currently. So I would - if you get a chance, I would like more color from them on what they have in mind. But I would also like to mention I have looked at the existing acronym and glossary resources, and they're out of date. They're missing basic terms like constituency and (PED&R) and others. So I am investigating to see what I'll take to get that updated and make them more useful resources.

Mason Cole: Oh that's good to know. If you wouldn't mind coordinating with Zbynek and Helen. If you need their contact information just let me know and - or Ken or Julie have as well I'm sure. But, you know, might just let them know that you're doing that so that you're not working in parallel without each other's knowledge.

Scott Pinzon: Great idea. Thank you.

Ken Bour: This is Ken. I just -- a quick update too. During a meeting in Sydney with the GNSO council, Liz Gasster and some others talked that there actually is already a glossary update process under way. So Scott you'll definitely want to plug in with Liz.

And then there was some council discussion of maybe turning that whole effort into a wikipedia sort of solution set, so that the community would keep the glossary up and people would contribute and add terms and add definitions as they needed instead of making it a staff function. So that's also being - was fancies around in Sydney. Just put, you know, so you'll know.

Mason Cole: That's right, Ken. I had forgotten about that. Thank you for reminding us of that, because yes I think we talked about that in Sydney that if there is work that can be transferred to the community, that the community would be willing to take on. And not only would that relieve you some of your workload, but it would probably do a lot more to ensure the currency of that data, right?

Ken Bour: Right.

Mason Cole: Terms could be added as they entered the lexicon inside the community itself.

Ken Bour: Exactly. And of course it would be - certainly no problem to find a link on the GNSO site to the wikipedia entry so that nobody had to remember where it was, you know.

Mason Cole: Right, because Scott's going to do such a great job with (unintelligible) how the site's going to look, right? Okay very good.

Scott Pinzon: This is Scott. Just for everyone's information. I did coordinate with Liz because I had heard that same thing that she was working on - some kind of initiative to help with a glossary, and she told me that there were some terms

that were entered. It was a one-off effort, and there is not actually anything ongoing. So that wikipedia idea is the main thing floating around right now.

Mason Cole: Okay. All right, well good. Good. Thanks for that classification. That - well anyway it sounds like you're on the case. Sounds like that Zbynek and Helen have it top of mind as well. Sounds like there's a decent potential solution in front of the community if we could just work together to put all those things together so that we're not working in three different directions at one time. I think that we'll be in good shape.

Okay anything else on Task 3? All right, I'm afraid I have no update for you on Task 4, but I hope to have one for you by our next call. In fact, I anticipate that I will. So let me ask if there is any other business.

Julie Hedlund: Mason this is Julie. It's not business per se but I just - I've been letting my various work teams know that as you know I've been consulting with ICANN, but as of today ICANN has hired me full time.

Mason Cole: Oh all right. Excellent news.

Julie Hedlund: So I'm very happy about that. I'm going to be continuing to support the GNSO policy process, so I'll be continuing to support this team and (indeed) two others that I'm working with as well as, you know, other policy work. But in addition I will be the director for (FX) support, so I'll be supporting Steve Crocker and his Security and Stability Advisory Committee. So I'll be doing a lot of work there as well.

Mason Cole: Yes.

Julie Hedlund: So that'll be a lot of fun I'm sure and very interesting. So anyway just want to let you all know that, and that I'm really glad to be able to, you know, take on some more interesting things to do at ICANN.

Mason Cole: Well congratulations. That's fantastic news.

Julie Hedlund: Thank you very much.

Chris Ciufu: Congratulations Julie.

Man: Congratulations, Julie.

Julie Hedlund: Thanks.

Mason Cole: All right, well I suppose we could end on that up note if - unless there's anything else this team needs to cover right now. Oh Ken you're going to spoil the party aren't you?

Ken Bour: No. I will though just to - Julie has an ICANN.org email address that I'm not sure if everybody has. I don't know Julie, maybe you can send that around to everybody.

Julie Hedlund: Yes I'm going to actually. I've been waiting because I don't have my ICANN computer yet, and so I'm really only able to access the email via a Web Outlook - (from) Outlook right now. And I'm going to Marina Del Rey tomorrow, so hopefully I'll have all my equipment that point. And then I'm going to send around a (black shoe) everybody to let them know my new address, which is clearly obviously going to be [Julie.Hedlund@ICANN.org](mailto:Julie.Hedlund@ICANN.org), since they're all the same. So...

Mason Cole: Yes. Okay, yes.

((Crosstalk))

Steve Holsten: Julie, where are you physically located?

Julie Hedlund: I'm physically located in Arlington, Virginia.

Steve Holsten: Oh.

Julie Hedlund: So if need be I can use the offices in DC for meetings, but I will be working out of the house, which is great.

Steve Holsten: Great.

Julie Hedlund: So - and, you know, and then of course just, you know, going to Marina Del Rey on occasion when, you know, for meetings when they need me. So...

Mason Cole: Okay great. Well when you do get all your equipment up and active, if you'd just ping us with your, you know, the team with your updated contact, that'd be great.

Julie Hedlund: I will do that. Thanks.

Mason Cole: Thank you. All right anything else? Okay folks our next meeting then is - have it down for August 5. Same time same channel. Anything else we need to cover today? All right thanks very much everybody. We're adjourned and we'll talk in two weeks if not sooner.

Man: Very good. Thank you.

Woman: Thank you.

Man: Thanks everybody.

Mason Cole: All right, bye-bye.

Chris Chris Chaplow: Cheerio. Bye-bye.

Gisella Gruber-White: Thanks, (Kathy).

Coordinator: Thank you.

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