

January 6, 2010

Dear ICANN Board

I'm writing to congratulate ICANN on it's decision to accept public comments and create a road map to move forward with the EOI process. Discussions over *how* to institute new TLD opportunities have been in the planning stages for far too long and now is the time to take action!

I fully support the EOI process and think that ICANN is on the right track with the current for of the EOI draft model. The most beneficial items in the proposed model are:

- Using the EOI as a pre-registration process for the first round of gTLD applicants.
- A communication campaign to ensure awareness and open the process to as many potential applicants as possible.
- The requirement of specific information from the applicant such as the requested string, with the plan to make such information public.

I see these as an essential part of the draft model that must be instituted in the final EOI processs. These items will all work to propel the gTLD application process forward by making it more transparent and allowing the collection of useful information.

The EOI only works when it is used as a stepping stone towards the final application process. I appluad ICANN's readiness to continue development of the program in tandem with the public comment and EOI periods.

My only concern is the currently defined deadline for starting the application round following the conclusion of the EOI. There is a strong possibility that any timeframe exceeding 12 months will discourage participation. I urge ICANN to reconsider this time period and shorten it. In my opinion, one year is more than enough time to evaluate the EOIs and open the application period. In actuality, this process should take even less time, but one year allows ICANN a prudent cushion while not becoming a financial burden to the applicants.

Thank you for the opportunity to comment on the EOI draft model. As a hyperlocal media publisher who stands to benefit from local geographic gTLDs, I look forward to ICANN's final decision and the exciting future of generic top level domains.

Sincerely,  
Barbara Holbrook  
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