

From: Sally Costerton

Date: Friday, April 12, 2024

To: Kathy Kleiman

Cc: Marika Konings

Subject: DRAFT New gTLD Program: Next Round Applicant Support Handbook

Dear Kathy,

Thank you for taking the time to review and provide such detailed and thoughtful feedback on the draft Applicant Support Program (ASP) Handbook. Based upon the public comments received and your letter, I expect the ASP Handbook will be updated to improve the readability. I have forwarded your comments so they can be considered with the other public comments.

I agree that the ASP Handbook should be accessible to diverse potential applicants. It is important to recognize that the ASP Handbook is the basis for the design and "rules" of the program. The ASP Handbook is not necessarily the vehicle for communications and engagement just as the Applicant Guidebook, in its hundreds of pages, will not be the primary communications and engagement tool for the Next Round. Using the information contained in the ASP Handbook, I expect our Communications and Engagement teams to develop accessible resources tailored to target audiences.

I appreciate your thorough feedback on this important component of the Next Round. I am confident that, based on your input and public comments received, the ASP Handbook will be significantly strengthened.

Best wishes

Sally