

December 15, 2014

RE: Reconsideration Request 14-44 (.GAY)

Dear ICANN and the Board Governance Committee,

I am writing this letter as a follow up to a document I submitted in April 2014 regarding the use of the word "gay" as a clear match of the string and the name of the community, but that "gay" also has a clear and common use for identifying the community. In my letter in April I presented research evidence that demonstrated clearly that gender and sexual minorities refer to themselves and are referred to by journalists and other parties as "gay" more than any other term. In that letter I argued that language structures reality and that "gay" is a globally agreed term to refer to the community targeted in dotgay LLC's application.

I am troubled that this research was not considered by the Economist Intelligence Unit (EIU) in their evaluation of the dotgay community application. I am further troubled that in their evaluation of the use of the word "gay" the evaluators relied on a simple dictionary definition. This is ultimately very naïve. It is also ironic that points were not awarded on the nexus criteria despite the fact that the EIU linked magazine *The Economist* regularly uses "gay" to refer to the same community constituents that the EIU claims dotgay overreaches to include. In the January 2014 issue, as one example, the magazine speaks of "gay-pride events" and in the July 2013 issue the publication speaks about "gay rights in South-East Asia."

I wonder why evidence was not considered by the EIU evaluators, especially when it represents actual data. I also wonder why the EIU offered no reference or reasoning to refute the facts I presented. It is clear to me that if the research and related arguments were considered, or the EIU was held accountable, that the community evaluation would have turned out very differently. At the very least, I would hope that my research would be consulted.

Best regards,

A handwritten signature in black ink, appearing to read 'DAG', with a long horizontal line extending to the right.

David Gudelunas, Ph.D.
Associate Professor of Communication and Chair, Department of Communication
Co-Director of Women, Gender and Sexuality Studies
Fairfield University
1073 North Benson Road
Fairfield, CT 06824