

Application for "At-Large Structure" (ALS) Designation



Applications should be submitted electronically to als@alac.icann.org. Please address any questions about the applications process to this address.

The form can be downloaded from <http://www.alac.icann.org/correspondence/structures-app.txt>.

Contact information

1. Organization's Name: Consumer Reports WebWatch
2. Organization's email address: brenbe@consumer.org
3. Organization's phone number (include country/city codes): 914-378-2018
4. Organization's address (location and postal address, if different):
Consumers Union/ 101 Truman Avenue/ Yonkers, New York 10703/ USA
5. Organization's website (URL) (if available): www.consumerwebwatch.org
6. Organization's contact for ALS application (email, phone, address): Beau Brendler, Director/brenbe@consumer.org/ 914-378-2015/ 101 Truman Avenue/ Yonkers, New York 10703/ USA

Description

1. Is your organization constituted so that participation by individual Internet users who are citizens or residents of countries within the Geographic Region in which your organization is based will predominate in your organization's operation?

No. Our organization has an international focus, and 15 percent of our users are from foreign countries, though our predominant language is English, with some Spanish translations.

2. Describe your organization's constituents/membership (number, citizenship/location, defining characteristic - e.g. profession for professional societies):

Our constituents are consumers, seeking unbiased information about Web issues, from credibility to fraud, from security tips to online shopping analysis. Describing it in terms of Web site traffic, the Consumer Reports WebWatch site gets 150,000 unique visitors/month. A portion of its content is published via Consumer Reports magazine and its Web site, which together have a reach of about 10 million.

3. Explain the eligibility requirements (if any) for your organization's constituents/membership (if you provide a written application for admission

as a member, you may attach a copy):

We are responding to the invitation ICANN sent out to join its at-large structure, as sent to us by Consumers International.

4. In what language/s does your organization conduct its business?

English.

5. Provide support for the statement that your organization is self-supporting (by answering "yes" you confirm that it will not rely on ICANN for funding):

We are a full-fledged part of the Consumers Union structure, which is funded by the organization's profit-making activities (sales of subscriptions to Consumer Reports magazine, etc.)

6. Describe your organization's structure (e.g. governing and decision-making bodies and processes):

Consumers Union is one of the largest organizations of its kind in the world. It has more than 500 employees. Governance is by an executive team, and a president who reports to a board.

Within Consumer Reports WebWatch itself, decisions are made by the director, with input from the staff.

7. Does your organization commit to supporting its individual constituents'/membership's informed participation in ICANN?

Yes.

8. Describe how your organization keeps its constituents/membership informed about, and enables them to participate in, decisions regarding issues of interest:

Through the Consumer Reports WebWatch family of Web sites. In addition, Consumers Union maintains an e-mail list of more than 300,000 people who have chosen to be notified of particular issues of interest. In addition, Consumer Reports publications in general are a critical source of information.

9. Does your organization post on the Internet publicly-accessible, current information about your organization's goals, structure, description of constituent group(s)/membership, working mechanisms, leadership, and contact(s) (if this information currently is available, provide URLs)?

www.consumerwebwatch.org

www.consumersunion.org

10. Provide information on your organization's leadership (leaders' names, positions, emails):

Beau Brendler, Director, Consumer Reports WebWatch (e-mail provided).

Jim Guest, President, Consumers Union (guesji@consumer.org)

Objectives

1. What is your organization's primary goal or mission (please attach any mission or policy statement for your organization, if in writing, or provide a URL, if posted):

WebWatch mission:

<http://www.consumerwebwatch.org/our-mission.cfm>

Consumers Union mission:

<http://www.consumersunion.org/about/>

2. What ICANN-related issues currently are of interest to your organization's constituents/membership:

Domain naming

Web site accountability (finding responsible parties via WHOIS, etc.)

General Internet governance

3. If formed, will your organization commit to assisting the Regional At-Large Organization (RALO) for the region in which your organization is based in performing its function?

Yes.



(Include the name, and title, if applicable, of the individual who is authorized by your organization to sign this application and commit your organization to comply with ALS criteria.)

Beau Brendler, Director

Consumer Reports WebWatch