No subject

vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 5:42:07 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

Guess what my Friday adventure will include?!

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 5:44:12 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

[redacted]

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 8:21:19 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

how charming, it's the loveliest of office parks

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 8:21:24 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

glad the process is moving at least

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 8:22:04 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

God help me! I asked if they can do virtual or come to me. Prob not but I asked

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 8:22:19 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

Oh, Brian McGill on our end really cracked a whip on them for me!

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:31:18 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

hey - do you have any opinions about YT email i shared or partnering with them on the co-horts? if not, I'll approach LAC to see if they are interested.

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 9:34:55 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

not really - i think each idea you discussed with josh seems great, especially the creator cohorts

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:35:34 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

ok cool - Adam is on board too. I'll approach with LAC. Jodi @ LPA didn't get back to me - however, i assume after tomorrow's food security meeting, she may

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 9:35:42 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

have you talked to josh m about where the media viability needs are most acute? i imagine any bureau would have plenty of candidates for training on how to monetize youtube, but he may have specific views on LAC vs. somewhere else

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:36:47 PM Eastern Daylight Time

To: jowalsh@usaid.gov Johnny Walsh

his priority countries were in his first email.. Ukraine, a few a few others, LAC is also on the list. The reason for LAC is also Marcela has been in direct senior level engagemetns with UT as well, and it makes on Josh's list as well.

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:37:31 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

Ultimately, we need to select our priority countries for all of these effforts.. combo of bright spots / democratic openings, priority for FO to pilot with all of these companies

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 9:38:31 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

exactly. works for me, if josh has already weighed in. FWIW on this, i'm good with either bright spots or non-bright spots; for an initiative like this, it may sometimes be better to emphasize closing spaces where outlets are strugglign to stay in business

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:40:03 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

and influencers can provide an avenue. i'm going to reach out to LAC to start us off as a pilot. YT wants to pilot in 2 regions this year- I think it is a bit of a tall order for us with everything us going on

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 9:41:23 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

as in, 2 regions might be too many for us?

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:42:03 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

as in pilot in 2 regions, the creative cohorts by the end of this calendar year.. like in th enext 4 months!

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:42:07 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

you think we cna do that?

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:42:43 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

i mean. if we do 2, I'd do LAC and eastern europe, as we actually use YT there.. but again.. can we commit to that

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:42:59 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

but i am hoping to go to eastern europe in the fall. we shall see

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 9:46:13 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

i suppose i've no idea how much work a "region" entails for us

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 9:46:35 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

but i'm fine with starting with one, and if they really want to do 2, figuring out what that would require from us

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:47:23 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

ok cool

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vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 9:48:21 PM Eastern Daylight Time
To: jowalsh@usaid.gov Johnny Walsh

on meta - I guess Brian will respond with the specifics on what we talked about. Let's see what they come back to us with. But also - they are def not the only player in town. Last night, i was chatting with the Indonesia mission.. they do really cool stuff... and their big problems are whatsapp under Meta and Tik Tok!

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 11:51:05 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

sounds good and totally true re: other platforms. we have our own homework from today, before brian gets back to us - i'll send an email to the group tomorrow, but i think we're on hook to a) gin up moldova, zambia, and malawi "snapshots" of how we see Meta's presence, b) gin up a list of actors that could do trainings if Meta funded them, and c) send a list of priority elections

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jowalsh@usaid.gov Johnny Walsh Tuesday, July 12, 2022 at 11:51:13 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

just glancing at my notes, might be missing something