Fwd: [EXTERNAL] Fwd: Follow-up: YouTube / NSC Sync on Russia

cthomasjensen@usaid.gov Colin Thomas-Jensen Thursday, December 22, 2022 at 7:50:27 AM Eastern Standard Time
To: emckee@usaid.gov Erin McKee, msimakovsky@usaid.gov Mark Simakovsky
Cc: vzakem@usaid.gov Vera Zakem, jejennings@usaid.gov Jessica Jennings, rchalif@usaid.gov Rebecca Chalif

Erin and Mark — Backstory below for what Vera looped you into last night.

Sent from my iPhone

Begin forwarded message:

From: "Berschinski, Rob G. EOP/NSC" <[redacted]@nsc.eop.gov>
Date: December 22, 2022 at 6:08:36 AM EST
To: Samantha Power <powersj@usaid.gov>
Cc: Isobel Coleman <icoleman@usaid.gov>, "John Walsh (jowalsh@usaid.gov)" <jowalsh@usaid.gov>, Colin Thomas-Jensen <cthomasjensen@usaid.gov>
Subject: FW: [EXTERNAL] Fwd: Follow-up: YouTube / NSC Sync on Russia

Samantha, FYSA on the below, as Josh Blumenfeld indicated that the two of you had discussed this recently. New funding should help a bit, though not a full fix for other revenue loss.

From: Berschinski, Rob G. EOP/NSC
Sent: Thursday, December 22, 2022 6:06 AM
To: Green, Eric F. EOP/NSC <[redacted]@nsc.eop.gov>; Reynolds, Nate L. EOP/NSC <[redacted]@nsc.eop.gov>
Cc: Maurer, Tim EOP/NSC <[redacted]@nsc.eop.gov>; Droggitis, Christina S. EOP/NSC <[redacted]@nsc.eop.gov>; Sloat, Amanda L. EOP/NSC <[redacted]@nsc.eop.gov>; Lyons, Trey N. EOP/NSC <[redacted]@nsc.eop.gov>
Subject: RE: [EXTERNAL] Fwd: Follow-up: YouTube / NSC Sync on Russia

Yesterday I took a follow-up call from Josh Blumenfeld at YouTube on the question of their policy of demonetizing Russian accounts and not allowing ads in Russia.

Josh relayed that for some time Google/YouTube has funded Ukrainian media outlets through the European Journalism Center. EJC in turn provides grants to media outlets to supplement their income. He indicated that funding provides financial support to roughly 40-50 Ukrainian outlets.

Josh indicated that under a newly signed agreement with EJC, Google funding will soon begin to enable grants to Russian independent outlets. Beyond Dohdz he didn't specify to whom the funds would flow, and ultimately grant-making decisions rest with EJC, but he indicated that funds would cover all the outlets that we've raised previously and that he would come back to us with a list of covered outlets once grants are made.

I also raised the message I heard from Volkov in Vilnius that lack of ability to advertise in Russia is hurting Team Navalny's ability to attract new Russian viewers. Josh indicated that he'd revert if they could do anything on this score, notwithstanding general policy that ads can't run in Russia. I relayed Volkov's view that YouTube is too big to fail in Russia not for its propaganda value, but because of its

mollifying/entertainment value with the Russian population. Josh indicated that that's essential YouTube's view as well.

---------- Forwarded message ---------
From: **Berschinski, Robert G. EOP/NSC** <[redacted]@nsc.eop.gov>
Date: Tue, Oct 4, 2022 at 12:22 PM
Subject: RE: Follow-up: YouTube / NSC Sync on Russia
To: Maurer, Tim EOP/NSC <[redacted]@nsc.eop.gov>, [redacted]@google.com <[redacted]@google.com>, [redacted]@google.com <[redacted]@google.com>, [redacted]@google.com <[redacted]@google.com>, Ben Mitchell <[redacted]@google.com>
CC: Bucci, Anthony P. III EOP/NSC <[redacted]@nsc.eop.gov>, Harrell, Peter E. EOP/NSC <[redacted]@nsc.eop.gov>, Bagia, Amrit B. EOP/NSC <[redacted]@nsc.eop.gov>, Berney, Ryan H. EOP/NSC <[redacted]@nsc.eop.gov>, Green, Eric F. EOP/NSC <[redacted]@nsc.eop.gov>, Reynolds, Nate L. EOP/NSC <[redacted]@nsc.eop.gov>, Bradbury, Katherine E. EOP/NSC <[redacted]@nsc.eop.gov>, Deming, Sasha S. EOP/NSC <[redacted]@nsc.eop.gov>, Hafeez, Sahar J. EOP/NSC <[redacted]@nsc.eop.gov>

Leslie and team,

To add to Tim's note, we recognize that the list below includes both media enterprises (e.g., Meduza, Rain) and NGOs (e.g., FRF, Golos). As we discussed during our meeting, to generalize, there are differences in these two groups funding models, with the former more reliant on advertising revenue and the latter less so. So while we're consistently hearing from all involved that demonetization has had an inadvertent yet negative impact, we're particularly interested in what light your data might be able to shed on revenue loss concerning the former group.

Thanks again, and looking forward to discussing further with you.

Best,

Rob

Rob Berschinski

Special Assistant to the President

and Senior Director for Democracy and Human Rights

National Security Council

From: Maurer, Tim EOP/NSC <[redacted]@nsc.eop.gov>
Sent: Tuesday, October 4, 2022 12:05 PM
To: [redacted]@google.com; [redacted]@google.com; [redacted]@google.com; Ben Mitchell <[redacted]@google.com>
Cc: Bucci, Anthony P. III EOP/NSC <[redacted]@nsc.eop.gov>; Berschinski, Robert G. EOP/NSC <[redacted]@nsc.eop.gov>; Harrell, Peter E. EOP/NSC <[redacted]@nsc.eop.gov>; Bagia, Amrit B. EOP/NSC <[redacted]@nsc.eop.gov>; Berney, Ryan H. EOP/NSC <[redacted]@nsc.eop.gov>; Green, Eric F. EOP/NSC <[redacted]@nsc.eop.gov>; Reynolds, Nate L. EOP/NSC <[redacted]@nsc.eop.gov>; Bradbury, Katherine E. EOP/NSC <[redacted]@nsc.eop.gov>; Deming, Sasha S. EOP/NSC <[redacted]@nsc.eop.gov>;

Hafeez, Sahar J. EOP/NSC <[redacted]@nsc.eop.gov>
Subject: Follow-up: YouTube / NSC Sync on Russia

Dear Leslie, Ilya, Josh, Clem, and Cris,

Many thanks for connecting with us ten days ago. We greatly appreciated the opportunity to discuss the series of issues that have been top of mind for us.

Following your suggestion, please find below a preliminary list of organizations affected by the demonetization in Russia:

- The Insider
- Proyekt/Agenstvo
- iStories
- 7x7
- Meduza
- TV Rain
- Team Navalny
- Free Russia Foundation
- Golos

Please let us know if you have any questions and we look forward to hearing from you.

Best,

Tim

Dr. Tim Maurer

Director for Technology and Democracy

Democracy and Human Rights Directorate

National Security Council, The White House

-----Original Appointment-----
From: Bucci, Anthony P. III EOP/NSC <[redacted]@nsc.eop.gov>
Sent: Thursday, September 8, 2022 6:59 PM
To: Bucci, Anthony P. III EOP/NSC; Berschinski, Robert G. EOP/NSC; Harrell, Peter E. EOP/NSC; Maurer, Tim EOP/NSC; Bagia, Amrit B. EOP/NSC; Berney, Ryan H. EOP/NSC; Green, Eric F. EOP/NSC; Reynolds, Nate L. EOP/NSC; Bradbury, Katherine E. EOP/NSC; Deming, Sasha S. EOP/NSC; Hafeez, Sahar J. EOP/NSC; [redacted]@google.com; [redacted]@google.com; Ben Mitchell; [redacted]@google.com
Subject: YouTube / NSC Sync on Russia
When: Thursday, September 22, 2022 4:30 PM-5:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: [redacted]



Hi there,

Anthony Bucci is inviting you to a scheduled ZoomGov meeting.

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Passcode: [redacted]

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Passcode: [redacted]

International numbers

Join from an H.323/SIP room system

H.323: [redacted]

Meeting ID: [redacted]

Passcode: [redacted]

SIP: [redacted]

Passcode: [redacted]