Re: out brief and next steps from our meeting with YT

vzakem@usaid.gov Vera Zakem Tuesday, July 12, 2022 at 10:56:28 AM Eastern Daylight Time
To: adsiegel@usaid.gov Adam Siegel
Cc: jmachleder@usaid.gov Joshua Machleder, drg.troika@usaid.gov DRG Troika, jowalsh@usaid.gov Johnny Walsh, lakirby@usaid.gov Lauren Kirby, sdhanani@usaid.gov Sabeen Dhanani, avkaza@usaid.gov Avinash Kaza

Johnny - any thoughts on You Tube?

Also copying Sabeen and Avi for SA and input / feedback.

BLUF - I am waiting still from Ria response to our questions. Josh has provided from YT, although they are a bit weak in some areas. I have ways to personally escalating response through my relationships.

Other items:

Please see the thread on creative cohorts. If we were to do something this calendar year, I'd also recommend starting with LAC, and I can reach out to them. I reached out to Jodi for LPA input, but no response yet.

Before Josh M leaves for TDY, I'd love to figure out next steps here.

thanks! vera

On Thu, Jul 7, 2022 at 4:37 PM Vera Zakem <vzakem@usaid.gov> wrote:
> great. Thanks Adam.
>
> Let's move out on these. Others - pls chime in.
> I also met with AA Escobari and know she is heavily engaged.
>
> On Thu, Jul 7, 2022 at 3:20 PM Adam Siegel <adsiegel@usaid.gov> wrote:
> > This is really encouraging in my view. I generally have very positive reactions and like the idea of trying to move out on many of these fronts with speed.
> >
> > On country prioritization, both for civil society trainings and Trusted Flaggers, I agree with Vera's take here. As a first step to seeing if/how these kinds of partnerships would work, I'd support prioritizing countries where we've had senior leadership (A/AID and DA Coleman/DA Adams-Allen) travel, given that they almost certainly engaged with civil society there; and places where DRG has some priorities or particular focus at the moment.
> >
> > On the question regarding LPA, I spoke to Vera and asked that she follow-up with Jodi to see about potential interest in general comms engagement. In terms of the Administrator doing interviews with YT creators, I communicated that we're certainly happy to consider. We have done and been offered similar things in the past. We would basically filter this the same way as any other media request: audience size, reach, what priorities does it advance, etc.
> >
> > Finally, on Creator Cohorts: we talked about something like this in general terms when we met with the YT CEO. It sounds great, although of course we should review a concept proposal with rigorous scrutiny we would give any partnership with one of these tech companies. But the concept is really interesting. My personal view is that it makes sense to pick a region to pilot this if it goes forward. I like the idea of LAC and know that AA Escobari has had her own YT engagements. My reasoning is just that it may be helpful to have a Bureau that is helping organizing things, bring forward the best candidates, and such. If it goes well, it may also make it easier to scale as there will be a process in place that other Bureaus can follow, rather than having to pitch and re-educate new Missions each time. But overall fully support moving forward with next steps.
> >
> > Please let me know how I can be helpful on any of this.
> >
> > Adam
> >
> > On Wed, Jul 6, 2022 at 9:02 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > Just to add:

Please all let us all your thoughts on priority countries. My thinking is we pick from bright spots, where there's opportunity for programming related to disinformation and digital auth AND some related SP's travels. I think Eastern Europe, Indonesia, and some in LAC (is Brazil) could be interesting from DRG angle, plus Kenya and India, where SP is heading in not too distant future.

Also, I'm happy to loop LPA for coms engagement with You Tube.

Cheers! V

On Wed, Jul 6, 2022 at 8:55 AM Joshua Machleder <jmachleder@usaid.gov> wrote:

> Thanks Vera for sending out.
>
> One question that has some urgency to it is Josh's proposed pilot for working with "Creator Cohorts" in a region, which is something that he'd like to do by December 31, 2022. This would require some early action on our part, including a series of decision points in terms of the where: what are the USAID priority countries/regions, where is there an existing (media and/or civil society) activity that this could be paired with, what Mission(s) are willing to put in the extra work to do this (and their implementing partners as well).
>
> I can casually begin some exploratory discussions with some Missions to gauge interest and realism, but look to you for guidance on where we may want to focus.
>
> Best,
> josh
>
> On Tue, Jul 5, 2022 at 10:50 PM Vera Zakem <vzakem@usaid.gov> wrote:
>
> > Hi All,
> >
> > Last week, Josh and I met with Josh Blumenfeld from YT to see how we can partner with YouTube on a number of initiatives. This was a follow up meeting that the Administrator had with Susan Wojcicki. I wanted to share the BLUF and next steps (thanks to JM for capturing!)
> >
> > - Josh Blumenfeld will be our primary POC there for all things related to removing content to proactive engagement.
> > - **"Trusted Flaggers:"** YouTube is looking for "trusted flaggers" to be a part of their program. "Trusted flaggers" are groups that assist in YouTube's content moderation process and provide insight on local context and language, identifying problematic content that YouTube or its automated systems would not necessarily catch. Decision: We should ID a list of priority countries that are relevant to USAID, where we can help identify local partners to participate in YouTube's "trusted flagger" partner programs and contacts at Missions, Implementing Partners, Local Partners. (Initial suggestions may include: A/AID priority countries, bright spots, countries where DRG will be supporting elections.)
> > - YouTube proposes the following partnerships with USAID:
> >   - Trainings for USAID communicators (i.e. FO, LPA, and DOCs) on effective use of YouTube- is this of interest? Can we set this up? I can reach out to LPA.
> >   - "**Creator Cohorts:"** Supporting a cohort of YouTube creators and or media outlets that use YouTube with equipment and training. Josh will draft up a short concept for us to flesh out that proposes a co-branded, potentially regional program convening of a group of approximately 25 creators/journalists that could be provided with startup funds, equipment, and training on YouTube's backend analytics. **YouTube would like to do this before the end of this calendar year.** Decision: potential ideas for co-branded programs may include a partnership between existing USAID media/civil society programming with YouTube to support a regional cohort of creators receiving training and startup funds. Johnny / Troika - thoughts? Initial ideas for pilots are:
> >   - Ukraine, Moldova, Belarus, where USAID has robust media programs that also include support to creators as well as newsrooms that include YouTube in their business model
> >   - RDMA where USAID is launching a regional activity to support fact checkers
> >   - LAC where USAID has a regional investigative journalism program (PROSAFE)
> >   - They would like to use opportunities of Administrator's travels in the field to set up interviews with YouTube creators from those countries. Also, UNGA could be an idea. Adam - thoughts?

- They are open to collaborate with us on civil society trainings. Decision - we can ID the same priority countries per above.

We passed along to Josh a list of questions from a meeting PSE HUB/PPL held with Google (Ria Strasser-Galvis) from a May 11 email.

Please let Josh & I know of questions and additional thoughts.

Many thanks! Vera

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Josh Machleder (*he / him/ his*)
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N.B. Please note I work flexibly. I'm sending this message now because it suits my work hours. I don't expect you to read or respond to this message outside of your usual hours.

Please consider the environment before printing this email.

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