Re: YouTube

vzakem@usaid.gov Vera Zakem Wednesday, July 27, 2022 at 11:13:50 AM Eastern Daylight Time
To: nmueller@usaid.gov Nils Mueller

So so great to chat with you! Let's pick up our conversation!

On Wed, Jul 27, 2022 at 8:03 AM Nils Mueller <nmueller@usaid.gov> wrote:
> Sounds great. Thanks Josh and team! Exciting to see this move forward.
> Best,
> Nils.
>
> _____
> Nils M. Mueller
> Director, General Development Office
> Regional Development Mission for Asia (RDMA)
> US Agency for International Development (USAID)
> nmueller@usaid.gov
>
> On Wed, Jul 27, 2022 at 8:52 PM Joshua Machleder <jmachleder@usaid.gov> wrote:
> > For sure. RDMA and Internews seem very interested. They will have a concept ready next week to share with YouTube.
> > Best, Josh
> >
> > On Wed, Jul 27, 2022 at 3:50 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > That's great. Can I let them know that there is an interest by Friday?
> > >
> > > On Wed, Jul 27, 2022 at 12:56 AM Joshua Machleder <jmachleder@usaid.gov> wrote:
> > > > Hey Vera (I dropped Adam and Johnny from this thread, added Laura because of INSPIRES, and Nils from RDMA),
> > > > I just had a call with RDMA and Internews today regarding the potential collaboration with YouTube as an add-on to a newly awarded program that will work with journalists and creators that are reporting on disinformation in the region.
> > > > Next week, Internews is aiming to come back to us with a concept and budget, which I assume we can present to YouTube for discussion.
> > > > Let me know if we're OK with that -- I'm happy to participate from Belgrade -- which is actually a convenient spot to talk both to Asia and DC.
> > > > Best,
> > > > Josh
> > > >
> > > > On Thu, Jun 30, 2022 at 12:10 AM Vera Zakem <vzakem@usaid.gov> wrote:
> > > > > +Johnny
> > > > > +Adam
> > > > >
> > > > > This is great. Many thanks. A few additional items.
> > > > >
> > > > > 1. We need to prioritize a few key countries globally (not just UKR) to pilot some literacy and other trainings, and engagement with the missions. I want to understand the impact of these efforts and shape these accordingly with them.
> > > > >
> > > > > 2. Opportunities for SP to do interviews with creators. Potential next up could be UNGA.
> > > > >
> > > > > 3. He owes us an answer on the Qs. From SP / Susan convo. Let's reshare those Qs with him.
> > > > >
> > > > > I can send a note back.
> > > > >
> > > > > TYSM
> > > > >
> > > > > Vera
> > > > >
> > > > > On Wed, Jun 29, 2022 at 5:04 PM Joshua Machleder <jmachleder@usaid.gov> wrote:
> > > > > > Hi Vera,
> > > > > >
> > > > > > Here are my quick notes about the meeting with Josh Blumenfeld today:

- Josh heads up the Government Affairs Department, which has a small team and we can direct all global inquiries related to YouTube to him. They want to work with USAID.
- He is looking for "trusted flaggers" to be a part of their program. these are groups that understand local context and language that can identify problematic content that YT or its automated systems would not necessarily catch. (**TO DO: we provided him list of Ukraine media observation groups; we could prepare a select list of our country programs, that would list the implementing partner and their local partners -- but we should consider a list of priority countries)**.
- YouTube provides social media / online literacy training programs for CSOs, primarily in the US. His big "offers" for us to get back to him are:
  - Trainings for our communicators (i.e. LPA and DOCs) on how to effectively use YouTube
  - Funding a cohort of YouTube creators and or media outlets that use YouTube in their offerings for equipping and training up on YouTube. Josh will draft up a short concept for us to look at. We could make it a co-branded regional program or global program. They want to achieve this by the end of this calendar year. **(TO DO: A possible opportunity might be to latch this on to the RDMA program for fact checkers in that region, that RDMA is currently approving; another option might be to do something with creators in Ukraine and the region. We need to decide this internally).**

Let me know if you think I left out any essential points.

Best,
J

--
Josh Machleder (*he / him/ his*)
Senior Media and Internet Freedom Advisor
USAID | Center for Democracy, Human Rights and Governance
Office: [redacted]
Email:jmachleder@usaid.gov

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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Josh Machleder (*he / him/ his*)
Senior Media and Internet Freedom Advisor
USAID | Center for Democracy, Human Rights and Governance
Office: [redacted]
Email:jmachleder@usaid.gov

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Vera Zakem
Senior Technology and Policy Advisor
USAID
vzakem@usaid.gov
[redacted]

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Josh Machleder (*he / him/ his*)
Senior Media and Internet Freedom Advisor
USAID | Center for Democracy, Human Rights and Governance
[redacted]
Email:jmachleder@usaid.gov

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Vera Zakem
Senior Technology and Policy Advisor
USAID
vzakem@usaid.gov
[redacted]