Quick read out of AID meeting with Youtube Neal Mohan

galam@usaid.gov Garrett Lam Sunday, January 21, 2024 at 6:38:43 AM Eastern Standard Time
To: vzakem@usaid.gov Vera Zakem, emckee@usaid.gov Erin McKee, rwexler@usaid.gov Rebecca Wexler, rdealwis@usaid.gov Ronalie De Alwis, jejennings@usaid.gov Jessica Jennings, mpeyvan@usaid.gov Maany Peyvan

- AID provided a briefing about lead poisoning. Neal was interested in supporting this by connecting USAID with creators who could help promote the issue (and other USAID priorities). He connected us with two creators who were downstairs at the time and who were willing to create content on the spot. We determined it wasn't the best time, but Jessica Jennings is thinking through follow up with those two.
- AID asked whether YT could help connect USAID with popular creators during USAID trips. Neal agreed. His partnerships team can identify the creators, and the best POC was his chief-of-staff whose contact I will get shortly.
- AID raised the Belarussian issue. Neal said he had heard this concern before but insisted that the language was supported for local content creators to monetize. We then raised that this issue might not be for content creators, but rather organizations (e.g. independent media) trying to promote adds in Belarussian and possibly getting flagged. Neal expressed more openness that something might be an issue but needs a screenshot of what is breaking.
- AID asked about monetization of content based on viewers in Russia (without making an explicit ask to change this). Neal said that rather than this being a corporate policy, Russian traffic can't be monetized because of YT's need to adhere to Russia sanctions, and that there was no way around this.
- During a conversation about elections, Neal raised that more important than content moderation is YT's way of raising/elevating content from legitimate and veritable sources. [Self note: there was no mention of how this approach nets against the inherent "clickability" of disinformation rabbit holes, or whether YT's approach to this is modified at all during election years or is constant].

Due outs:

- Garrett, Becca, Ronalie, and Maany connect briefly on how to institutionalize the process (on the USAID) of latching up local creators with upcoming principal trips. On the YT side this will run through their partnerships team.
- Jessica Jennings to create an engagement plan for the two creators we met
- Garrett, Vera, and E&E to connect on the Belarussian Q - we need to kick the tires on what exactly is breaking and come back with a screenshot/accounting of the bad outcome that is happening
- Garrett to connect Vera w the YT threat analysis group/intelligence desk for potential partnership on disinfo