Re: Follow up Qs

[redacted]@google.com Josh Blumenfeld Monday, August 1, 2022 at 12:11:26 PM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem
Cc: adsiegel@usaid.gov Adam Siegel, jowalsh@usaid.gov Johnny Walsh

all sounds good, ty

On Mon, Aug 1, 2022 at 12:01 PM Vera Zakem <vzakem@usaid.gov> wrote:
> Thanks so much, Josh.
>
> On Moldova- we need to have a little more internal follow up and get some Qs answered.
>
> Glad you are engraving with LAC.
>
> I will be in touch with Thailand. i have not received feedback back from them, but will follow up.
>
> thanks, vera
>
> On Mon, Aug 1, 2022 at 8:55 AM Josh Blumenfeld <[redacted]@google.com> wrote:
> > Hi Vera, Johnny, and Adam,
> >
> > Thanks for following up and responses below in red.
> >
> > Many thanks,
> > Josh
> >
> > On Wed, Jul 27, 2022 at 6:41 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > Hey there - Ok.
> > >
> > > I have some follow ups for you:
> > >
> > > - our regional thailand mission is very interested in the creative cohort idea. More to follow shortly. sounds good, some of YT's biggest markets are in SE Asia, and there may be prime overlap with your work supporting independent media in the region, and helping them, among other things, get set up on YT so they can reach wide audiences without censorship.
> > > - I will put you in touch with some folks from Moldova. There maybe some interest, but a few specific questions for you. Sounds good; the Administator raised Moldova in her meeting with Susan. Happy to follow up.
> > > - Our LAC communications folks at the missions would love to do a training with you guys, so that will be a separate connect. Fantastic, we've corresponded with them about setting up the "How YouTube Works" training that we do for civic partners across the US and the world to help them better utilize their YT channels.
> > > - Finally, copying Adam Siegel, Special Advisor to Administrator Power who might be able to tell us about other countries. Adam, great to meet you. Let me know if you'd like to connect. I'm fairly flexible over the next two weeks.
> > >
> > > Cheers, Vera
> > >
> > > On Fri, Jul 22, 2022 at 2:21 PM Josh Blumenfeld <[redacted]@google.com> wrote:
> > > > K
> > > >
> > > > On Fri, Jul 22, 2022 at 5:13 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > > > I'm checking with APAC and a few other people.
> > > > >
> > > > > On Fri, Jul 22, 2022 at 1:55 PM Josh Blumenfeld <[redacted]@google.com> wrote:
> > > > > > Sounds good. One element to consider is that, in apac, the markets are far more developed and youtube is far more ubiquitous. So, all other things being equal, an independent media outlet will have a net/ net better chance of success in a place like Indonesia than Guatemala or Honduras, for example.
> > > > > >
> > > > > > Brazil and Mexico are also bigger markets generally, too, if thinking about LAC.
> > > > > >
> > > > > > Not to say we can't explore Central America, just a little extra texture for consideration.

Once you have some initial feedback, I think it would be good to get our teams on the phone so we can talk through some of the nuances.

On Fri, Jul 22, 2022 at 12:57 PM Vera Zakem <vzakem@usaid.gov> wrote:
> By end of next week on cohorts. I put feelers out
>
> On Fri, Jul 22, 2022 at 12:55 PM Josh Blumenfeld <[redacted]@google.com> wrote:
> > any sense of when you all may have some initial feedback?
> >
> > On Tue, Jul 19, 2022 at 9:10 AM Josh Blumenfeld <[redacted]@google.com> wrote:
> > > Totally understand. We'd love to get the ball rolling and happy to start small
> > >
> > > On Mon, Jul 18, 2022 at 10:52 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > > i'm gonna pass this to LAC - but this is a tight timeline. It all has to be coordinated with the missions, and the regional bureau would need to ID the missions. So just so you know - you may need to adjust. I'll be in touch once i hear the reception on my end.
> > > >
> > > > On Mon, Jul 18, 2022 at 5:49 PM Josh Blumenfeld <[redacted]@google.com> wrote:
> > > > > No prob, sounds good on lac.
> > > > >
> > > > > On trainings, we offer a standard "how you tube works" 30 to 45 min lesson that we offer for civic partners in the US and around the world. We recently did one for all US Senate Press Secretaries. It could be live, in dc, regional, virtual etc.
> > > > >
> > > > > Sounds good re separate copy
> > > > >
> > > > > On Mon, Jul 18, 2022 at 5:39 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > > > > This week is terrible. Let me see the response from lac on your new approach.
> > > > > >
> > > > > > They also want more detail from you on what trainings for communicators in missions might look like.
> > > > > >
> > > > > > They are supposed to come back to me with countries of interest. I'll share with you separately the other request
> > > > > >
> > > > > > On Mon, Jul 18, 2022 at 5:37 PM Josh Blumenfeld <[redacted]@google.com> wrote:
> > > > > > > Of course. Pilot in LAC sounds great. Sure let me know if you want to set up a phone call
> > > > > > >
> > > > > > > On Mon, Jul 18, 2022 at 5:34 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > > > > > > Hi!
> > > > > > > >
> > > > > > > > Let me share this refined approach. We're thinking a pilot with LAC first. I'll get back to you. Ok? Also, I have specific asks for you
> > > > > > > >
> > > > > > > > On Mon, Jul 18, 2022 at 12:11 PM Josh Blumenfeld <[redacted]@google.com> wrote:
> > > > > > > > > Hi Vera,
> > > > > > > > >
> > > > > > > > > Any updates on your end?
> > > > > > > > >
> > > > > > > > > We've refined the thinking further, and eager to kick this off. Should we schedule a time for our teams to discussfurther?
> > > > > > > > >
> > > > > > > > > Many thanks,
> > > > > > > > > Josh
> > > > > > > > >
> > > > > > > > > On Tue, Jul 12, 2022 at 12:07 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > > > > > > > > ok!
> > > > > > > > > >
> > > > > > > > > > On Tue, Jul 12, 2022 at 11:28 AM Josh Blumenfeld <[redacted]@google.com> wrote:
> > > > > > > > > > > Y, google team is on it.
> > > > > > > > > > >
> > > > > > > > > > > on the media doc, feel free to just edit directly into the concept with whatever you all think is most appropriate/ actionable and we can go from there.

On Tue, Jul 12, 2022 at 8:14 AM Vera Zakem <vzakem@usaid.gov> wrote:

> Ps. Try to ping Ria on those Qs
>
> On Tue, Jul 12, 2022 at 7:56 AM Josh Blumenfeld <[redacted]@google.com> wrote:
>
> > Hi, no reason in particular, more illustrative than anything else. We are open to any region/ countries.
> >
> > On Mon, Jul 11, 2022 at 3:04 PM Vera Zakem <vzakem@usaid.gov> wrote:
> >
> > > Hey Josh,
> > >
> > > Just to follow up. We have to do some internal exploration as to the number of regions / cohorts/ timelines. Out of curiosity - is there a reason you are pushing for Asia or Sub-Saharan Africa? Is there some flexibility for us. There maybe some interest in doing something in LAC, but I have to investigate.
> > >
> > > Thanks so much, Vera
> > >
> > > On Fri, Jul 8, 2022 at 8:45 AM Vera Zakem <vzakem@usaid.gov> wrote:
> > >
> > > > Hi there,
> > > >
> > > > Here are follow up Qs.
> > > >
> > > > Cheers, Vera
> > > > --
> > > > Vera Zakem
> > > > Senior Technology and Policy Advisor
> > > > USAID
> > > > vzakem@usaid.gov
> > > > [redacted]
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