Re: Potential synergies with YouTube

jmachleder@usaid.gov Joshua Machleder Wednesday, September 21, 2022 at 1:42:58 PM Eastern Daylight Time

To: tchaingam@usaid.gov Tinaflor Chaingam
Cc: cadams@usaid.gov Christopher Adams, ecallender@usaid.gov Elizabeth Callender, lmaccracken@usaid.gov Leslie Maccracken, nmueller@usaid.gov Nils Mueller, vzakem@usaid.gov Vera Zakem

Hey Folks --

Just picking back up on this discussion. As I mentioned to some of you last night, YouTube (Josh Blumenfeld, Emily Keller, Meredith Cherwony) is interested in moving ahead on this! Which is great.

I will send later today YouTube's edited response to Internews' concept -- they've narrowed the scope to the areas where they feel that YouTube's contribution fits best with their strategy, defined the areas where YouTube will contribute in-kind (through staff time/training, etc.) and, accordingly, the budget (brought down to approximately $170K). I think that despite Internews' ambitious concept ($1million) this is a pretty good outcome as it is both realistic in terms of what kinds of contributions we get from the private sector (actually, quite good, when you consider we're leveraging a $500k activity), and it's a pilot for the kind of cooperation that, if it goes well, we can build upon in the future with YouTube.

Some matters that we talked through today, in brief, included: executing this in a way so that YouTube funding would go directly to Internews (rather than through USG), issues that Nils and Elizabeth raised in terms of the timeline -- which can be flexibly adjusted to the USAID funding (as INSPIRES work needs to close by September 2023).

Some next steps :
1) share with RDMA and Internews YouTube's scoped down version of the concept;
2) schedule and take a call with YouTube, RDMA, and Internews next week to discuss the scoped down version of the concept; and if that goes well,
3) leave YouTube and Internews to negotiate the budget-breakdown and execute a contract. They're quite ready to move on something quickly (although contracting is never such a rapid process).

I'll be talking to some of you later today (Wednesday evening DC time, Thursday morning Bangkok time), so if there are any questions/issues, we can sort through those. I'm trying to be mindful of effectively, but also quickly communicating about this through the "four corners" (USAID/DC, USAID/RDMA, Internews Asia, Internews DC).

I've copied +Vera Zakem here. Vera, please let me know if I left out some key piece of information from the discussions earlier today with YouTube or didn't adequately convey any details.

Thanks!!!
Best,
Josh

On Fri, Aug 5, 2022 at 9:13 AM Tinaflor Chaingam <tchaingam@usaid.gov> wrote:

> Hi Josh,
> Chris and I have no issue sharing Internews' proposes activities with Vera Zakem. Please feel free to share the attachments with her so she can socialize with YouTube about it.
>
> Thank you,
> Tina
>
> On Fri, 5 Aug 2022 at 1:15 PM Joshua Machleder <jmachleder@usaid.gov> wrote:
>
> > Dropping the Internews folks from this email. Is RDMA OK with me forwarding this to Vera Zakem at DRG, so that she can begin talking with YouTube about this?
> > Best,
> > Josh

---------- Forwarded message ---------
From: **Rowan Reid** <[redacted]@internews.org>
Date: Fri, Aug 5, 2022 at 2:46 AM
Subject: RE: Potential synergies with YouTube
To: Nils Mueller <nmueller@usaid.gov>
Cc: Tinaflor Chaingam <tchaingam@usaid.gov>, Brian Hanley <[redacted]@internews.org>, Amy Sim

<[redacted]@internews.eu>, Dan Spealman <[redacted]@internews.org>, Rafiq Copeland <[redacted]@internews.org>, Elizabeth Callender <ecallender@usaid.gov>, Leslie Maccracken <lmaccracken@usaid.gov>, Christopher Adams <cadams@usaid.gov>, Joshua Machleder <jmachleder@usaid.gov>, agreements <[redacted]@internews.org>, Berkeley Kijsriopas <[redacted]@internews.org>

Hi Nils, Tina, Josh, Elizabeth, Chris, Leslie

Please find attached our proposed activities for the USAID – YouTube collaboration along with a skeleton budget for your review. If you have any questions or feedback please let me know.

Please could you also let us know what the next step is and what is the process with engaging with YouTube.

We are excited about the potential of this opportunity and look forward to making it happen.

Best Rowan

From: Nils Mueller <nmueller@usaid.gov>
Sent: Saturday, 23 July 2022 3:51 AM
To: Rowan Reid <[redacted]@internews.org>
Cc: Tinaflor Chaingam <tchaingam@usaid.gov>; Brian Hanley <[redacted]@internews.org>; Amy Sim <[redacted]@internews.eu>; Dan Spealman <[redacted]@internews.org>; Rafiq Copeland <[redacted]@internews.org>; Elizabeth Callender <ecallender@usaid.gov>; Leslie Maccracken <lmaccracken@usaid.gov>; Christopher Adams <cadams@usaid.gov>; Joshua Machleder <jmachleder@usaid.gov>
Subject: Re: Potential synergies with YouTube

Hi all, and thank you Rowan for your response.

We agree that there are potential synergies between the YouTube concept and component 2 of the "Media and HR in SE Asia" activity.

Unfortunately we have a bit of a time crunch on the need to express interest in taking the next step on a potential partnership with YouTube given internal timelines. Please see the linked draft concept note (please keep it **close hold** and **do not distribute further**) for more information on the concept. You'll note that USAID/YouTube intend to select the two sub-regions by Sept. 1 (including having draft MOUs in place), and in speaking with Vera Zakem, USAID's new Senior Advisor on information resilience/disinformation issues, she needs to know by the **end of next week** if we can take the next steps, which would involve connecting YouTube with Internews. Vera Zakem is the POC on the USAID side for the concept.

An important positive aspect of the partnership, as I understand it, is that YouTube would bring their own additional resources to the table for the activity, which would expand our ability to have more impact via the activity. Something that we would need to consider is how to manage the marketing/branding/PR aspect of the partnership as YouTube will want to publicize the partnership with USAID.

My concern is that if we do not signal our interest in moving forward with direct engagement with YouTube by the end of next week, we will miss out on our opportunity for collaboration as other subregions will also express interest to be one of the two "pilot" regions for this partnership.

I recognize that this is not the ideal time to be making important programmatic decisions given how many folks are out on leave (I myself will be out on leave for 3 weeks after today), but we would request that Internews respond by the middle of next week so that we can get back to Vera. As you will see in the draft concept note, this is a high-level initiative that stems from a meeting between Administrator Power and YouTube CEO Susan Wojcicki.

If it would be helpful, I would be happy to jump on a call next week to discuss with the group if you have issues you want to talk through. It would be great to include Josh Machleder in that conversation as well as he is helping coordinate this initiative from the USAID/DRG side.

Thanks very much for your continuing engagement and collaboration on this important activity!

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 20, 2022 at 1:01 PM Rowan Reid <[redacted]@internews.org> wrote:

> HI Tina
>
> Brian is on leave.
>
> Based on what we co-designed with the USAID team there could be some synergies with Activity 2.3 and the Youtube collaboration.
>
> **Activity 2.3: Disinformation Investigations**
>
> Building on the “pre-bunking” reports in Activity 2.1, Internews will support journalists and civil society researchers to jointly investigate, map and document disinformation actors and networks and then communicate their findings. Specific focus will be given to disinformation related to democracy, human rights, and governance (e.g., elections). Investigations will focus on deceptive behavior, such as media manipulation and the use of fake online accounts. This could also include a deep dive into monetization of disinformation as a tool for engagement with large platforms like Google and Facebook to drive accountability. Reporting will help communicate such disinformation tactics to the public, and investigations will ultimately seek to gather enough evidence to

attribute disinformation campaigns to specific actors to hold them publicly accountable. Participants will learn how to identify and document deceptive behavior associated with organized disinformation campaigns, enabling journalists to investigate the actors behind disinformation campaigns, as well as addressing the content or narratives that is being circulated.

Outputs: 12 collaborative story grants (two grants for six countries), resulting in 12 stories

Next week will not work for us, but possibly the week after or we could save it for the start up meeting when we will all be together in Bangkok September 12/13.

Rowan

From: Tinaflor Chaingam <tchaingam@usaid.gov>
Sent: Tuesday, 19 July 2022 6:21 PM
To: Brian Hanley <[redacted]@internews.org>
Cc: Rowan Reid <[redacted]@internews.org>; Amy Sim <[redacted]@internews.eu>; Dan Spealman <[redacted]@internews.org>; Rafiq Copeland <[redacted]@internews.org>; Elizabeth Callender <ecallender@usaid.gov>; Nils Mueller <nmueller@usaid.gov>; Leslie Maccracken <lmaccracken@usaid.gov>; Christopher Adams <cadams@usaid.gov>; Joshua Machleder <jmachleder@usaid.gov>
Subject: Potential synergies with YouTube

Hi Brian,

Hope this email finds you well. Our colleagues in Washington recently shared the news that Youtube is seeking to collaborate with USAID on supporting investigative journalism and influencers to counter information discorder through small grants, capacity building and utilizing its platform to reach diverse groups of audiences. There are pros and cons that we see from the end but we would like to seek your inputs and gauge your interest. Would this be something viable to implement through the "Bolstering Media and Information Human Rights in Southeast Asia" (which we would propose to change to "Media and Human Rights in SEA" moving forward for simplification)?

Please let me know what your schedule looks like next week/the following week. We could schedule a follow up call and invite Johsua to provide more details as needed.

Best,

Tina

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Tinaflor Chaingam
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US Agency for International Development (USAID)/RDMA
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