Re: support with paid promotion on YT

amalessa@usaid.gov Amy Malessa Tuesday, July 26, 2022 at 10:30:19 AM Eastern Daylight Time
To: [redacted]@google.com Josh Blumenfeld
Cc: vzakem@usaid.gov Vera Zakem

Thank you! We appreciate the help.

Amy Noreuil Malessa
Senior Digital Technology Advisor for Field Programs Division
Bureau for Conflict Prevention and Stabilization | Office of Transition Initiatives | Creative Digital Team
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On Tue, Jul 26, 2022 at 10:29 AM Josh Blumenfeld <[redacted]@google.com> wrote:
> Hi Amy,
>
> So sorry for the delay here; our team has been OOO, but I'm following up with them again and will keep you posted.
>
> Many thanks,
> Josh
>
> On Tue, Jul 26, 2022 at 9:29 AM Amy Malessa <amalessa@usaid.gov> wrote:
> > Thanks Vera and Josh! We are standing by if you need more information. How are things going on your side, Josh?
> >
> > Best,
> >
> > Amy Noreuil Malessa
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> > On Tue, Jul 19, 2022 at 9:50 AM Josh Blumenfeld <[redacted]@google.com> wrote:
> > > Thanks, Vera. I'm engaging with our colleagues in Europe and will circle back asap.
> > >
> > > On Mon, Jul 18, 2022 at 11:00 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > > Hi Josh,
> > > >
> > > > I wanted to share something we need your help with.
> > > >
> > > > We have a local partner based in Poland ("Rabochy Ruh") who works in Belarus and cannot activate their YouTube Ads account.
> > > >
> > > > For background, independent trade unions play a critical role in the movement to restore democratic rights and freedoms in Belarus, but the current regime makes it nearly impossible for workers to openly express their views. "Rabochy Ruh" (Workers' Movement) was launched in September 2020 to support workers inside Belarus who are looking to organize themselves into independent trade unions. Engaging with and attracting new members to these independent trade unions requires open communication channels that can speak to the needs and interests of the working class. "Rabochy Ruh" is now working to build its presence on YouTube as a means of communicating with its broad community of supporters, and has received advisory support already from USAID to do so. Since "Rabochy Ruh" began producing new content on their YouTube channel in early May, their seven videos had an average of 53,000 views.
> > > >
> > > > "Rabochy Ruh" is attempting to activate their YouTube Ads account and use paid promotion for their videos. They received an error message that their account is blocked because "suspicious payments have been

detected in your account." They linked a credit card to their account, but have not made any payments. They filed an appeal, but have not received a response. Their ID number is [redacted], the associated email is [redacted]@gmail.com, and the channel page is https://www.youtube.com/c/РабочыРух. "Rabochy Ruh" can be reached at [redacted]@gmail.com to discuss this issue in more depth.

I'm copying my colleague Amy who can provide additional info if needed.

Please let us know how you can help!

Vera