Re: You Tube Creative Cohorts and opportunities for LAC

jmachleder@usaid.gov Joshua Machleder Tuesday, July 19, 2022 at 8:27:52 AM Eastern Daylight Time
To: vzakem@usaid.gov Vera Zakem

fantastic. thanks!

On Tue, Jul 19, 2022 at 2:26 PM Vera Zakem <vzakem@usaid.gov> wrote:
> Yes. I told YT about LAC, but feel free to share.
>
> On Tue, Jul 19, 2022 at 7:50 AM Joshua Machleder <jmachleder@usaid.gov> wrote:
> > Great. I'll join RDMA for a call with internews later this week (time difference is easy to accommodate in Belgrade) and I'll report back to you on any issues that come up. One question for you: is it OK to share the concept note from YOuTube with Internews? RDMA wanted to, but I said that we should hold off until I've cleared that with you.
> >
> > On Tue, 19 Jul 2022 at 13:31, Vera Zakem <vzakem@usaid.gov> wrote:
> > > Yes. Let's do it
> > >
> > > On Tue, Jul 19, 2022 at 2:12 AM Joshua Machleder <jmachleder@usaid.gov> wrote:
> > > > Vera, hey,
> > > > Are you still potentially interested in seeing if the "creative cohorts" could work in Asia. RDMA is interested in exploring the idea further. They would like to talk to internews, which is doing a regional disinformation program. Let me know if you'd like them to proceed. Best, J
> > > >
> > > > On Tue, 19 Jul 2022 at 04:58, Vera Zakem <vzakem@usaid.gov> wrote:
> > > > > Hey All,
> > > > >
> > > > > So a couple of things. On the trainings for DOCs - here is the info:
> > > > >
> > > > > "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."
> > > > >
> > > > > My recommendation is we ID a few missions to test this out - Pls let me know which ones might resonate.
> > > > >
> > > > > On the **creative cohorts**, please see here YT's updated proposal and let me know what you think. Again, I would think piloting this in 1 or 2 countries would be ideal. Obviously a bright spot country like Ecuador or Brazil given its overall importance may make sense - but I leave it to you, the real experts!
> > > > >
> > > > > Please review the proposal linked above! It has been updated.
> > > > >
> > > > > Many thanks! vera
> > > > >
> > > > >
> > > > > On Mon, Jul 18, 2022 at 12:38 PM Chelsea Milko <cmilko@usaid.gov> wrote:
> > > > > > Hi Vera—I can speak to the training part. I plan on sharing this information with all of our DOCs so a general description of the training will do. Thanks for following up!
> > > > > >
> > > > > > **Chelsea Milko**
> > > > > > Sr. Communications Advisor
> > > > > > **USAID** | Bureau for Latin America and the Caribbean
> > > > > >
> > > > > > On Sun, Jul 17, 2022 at 10:51 PM Vera Zakem <vzakem@usaid.gov> wrote:
> > > > > > > Dear All,
> > > > > > >
> > > > > > > I'm going to respond to YT shortly, but regarding both training for DOCs and creator cohorts, are there specific countries that you would be interested in exploring? I was thinking Brazil (given its importance), Ecuador and Honduras (bright spots) might be contenders. However, I am totally agnostic - so welcome your regional perspective. Please let me know so that I can steer YT into the right direction.
> > > > > > >
> > > > > > > Thanks! Vera

On Wed, Jul 13, 2022 at 5:29 PM Chelsea Milko <cmilko@usaid.gov> wrote:

Thanks for sharing!

+Nabila Baptiste for viz on the Marcela ask.

As for the offer to provide YT training to our DOCs, that all sounds really interesting and useful. I'd like to share the details of the training with them and gauge levels of interest. Would you mind providing a succinct description of what the training entails? I know many of our Mission-level communicators are YT savvy already so it would be good to understand how we can tailor this to their needs and interests.

Looking forward to learning more! Thanks much!

Chelsea Milko
Sr. Communications Advisor
Strategy and Program Office (SPO)
USAID | Bureau for Latin America and the Caribbean

On Wed, Jul 13, 2022 at 10:37 AM Vera Zakem <vzakem@usaid.gov> wrote:

Great.

Please let me know if there's a real interest and I'm happy to set something up to explore.

YT analytics is for creators to see through analytics the extent of their audience and how far their reach is. So this is part of their training.

Please let me know and I'm happy to put you all in touch with YT and be there as well. They would love to do this before the calendar year and would be great to see if there's an opportunity here.

On Wed, Jul 13, 2022 at 10:33 AM Luis Azurduy <lazurduy@usaid.gov> wrote:

Sounds interesting. LAC is revamping its comms team (copied) so I'm sure someone will be interested in participating. We also have partnerships w journalist and journalist associations so happy to spread the word.

Also, what is YT's "backed analytics"?

On Tue, Jul 12, 2022 at 10:11 PM Vera Zakem <vzakem@usaid.gov> wrote:

Hi Luis,

I hope you are doing well!

Josh Machleder and I met with You Tube a number of weeks ago on ways we might potentially be able to partner with them on a number of initiatives. First of all, we have a single point of contact (Josh Blumenfeld) who can address most issues for us. Second, YT has offered to do trainings for USAID communicators (ie DOCs) in the region on effective use of YT. Finally, they are looking to do an interesting partnership with us, called Creator Cohort. Since AA Escobari has engaged with YT as well, I thought there might be some interest in LAC? The idea would be at the country / regional level to convene 25 creators / journalists that could be provided with start-up funds, equipment, and training on YT's backed analytics. YT would love to explore doing this by the end of the calendar year. Is this something of interest to you and others at LAC?

Thanks so much, and please let me know! Feel free to tag others.

Vera

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Luis Azurduy
Team Lead, Democracy, Human Rights and Governance

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Bureau for Latin America and the Caribbean
United States Agency for International Development (USAID)
[redacted]

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