USAID-YouTube Partnership on Independent Media
Concept Note Draft 0

Background

During their recent meeting, Administrator Power and YouTube CEO Susan Wojcicki discussed the potential of a formal partnership to support independent journalists through leveraging YouTube's revenue sharing model and platform. Given the success of independent and mainstream journalists on YouTube across nearly all geographies, and USAID's support for civil society and independent media around the world, we are seeking to develop and launch a formal partnership between our organizations in H2 2022, to advance our shared objectives.

Proposal

Given these shared values and interests, YouTube and USAID are launching an independent media partnership program to support independent media across the world. This program is dedicated to spotlighting and growing independent media on our platform, by giving them access to resources and training to help them thrive on YouTube. Elements of this support could include: grant funding; technical assistance; SPM management; and other training from YouTube and USAID.

To kick off the program, USAID, in close coordination with their civil society partners around the world, will nominate a select number of independent journalists in critical regions to participate in the program. Participants will be invited to a kick-off training summit co-hosted by YouTube and USAID, for extensive technical and substantive training including "How Youtube Works." Prominent civil society organizations and independent media experts could also attend and speak about best practices and business models and principles in launching sustainable media businesses.

We will announce the program with high-level press engagements (press release, statements, recorded video messages etc) from USAID Administrator Samantha Power, and YouTube CEO Susan Wojcicki, ideally at the US- Africa Leaders Summit this fall in Washington, or another similar high-level event.
Once the concept is proven, the program will be scaled in 2023 to include additional journalists and regions.

Roles and Responsibilities

USAID:

- Align on number of journalists/ independent media to participate
- Identify journalists/ independent media to participate
- Identify third party civil society organizations and/or foundation to participate
- co-plan/ co-host launch seminars
    - Secure additional training and best practices on independent journalism

YouTube:

- Provide seed resources and equipment for identified journalists, outlets
- Co-plan/ co-host launch seminars
    - Provide training at launch seminars and follow up training in how youtube works and how to use youtube
    - Assist in planning and logistics for launch conferences including venue and travel
- Execute launch communications
    - Provide communications and pr support for official launch including statements, media engagement, etc

<u>Timetable</u>

- By September 1
    - Select two subregions
    - Select third party civil society partners
    - Initial list of potential journalists
    - Draft MoU / paperwork for partnership
    - Draft planning of kick off workshops
    - Draft planning of launch
- By October 1
    - Secure third party civil society partner
    - Finalize list of journalists
    - Finalize MoU/ Paperwork
    - Finalize kick off workshops
- By November 1
    - Execute seminar 1
- By December 1
    - Execute seminar 2
    - Publically launch partnership