Re: Potential synergies with YouTube

jmachleder@usaid.gov Joshua Machleder Friday, September 23, 2022 at 7:03:52 AM Eastern Daylight Time
To: [redacted]@internews.org Rowan Reid
Cc: nmueller@usaid.gov Nils Mueller, tchaingam@usaid.gov Tinaflor Chaingam, [redacted]@internews.org Brian Hanley, [redacted]@internews.org Dan Spealman, ecallender@usaid.gov Elizabeth Callender, lmaccracken@usaid.gov Leslie Maccracken, cadams@usaid.gov Christopher Adams, vzakem@usaid.gov Vera Zakem, lmckechnie@usaid.gov McKechnie, Laura (DCHA/DRG), [redacted]@internews.org Berkeley Kijsriopas, [redacted]@internews.org Dylan Gray

Hi Rowan ,

Answering to the best of my awareness, but I think if possible, to give some times in which YouTube, Internews, RDMA, and USAID/DC can talk would be critical to get on the books now -- YouTube is in the best place to respond. I'll respond to the questions below in red.

- This is three additional activities for the RDMA project but YouTube would like to include the same participants? My understanding is that the same participants, journalists and "content creators" are what YT wants to support
- Is the directional budget the level of detail that YouTube wants? Yes
- For labor, overhead etc we would include this with in the $170k pro rate for each expense area? Yes
- What about NICRA do we add that on top? No. This needs to be capped at around $170k range
- Confirming this would be an award agreement and not a contract with YouTube? Good question, I'm not certain -- my assumption is that its a contract, though unlike USAID contracts, there aren't success fee ranges attached.

Best,
Josh

On Fri, Sep 23, 2022 at 12:02 AM Rowan Reid <[redacted]@internews.org> wrote:

> Hi Josh,
>
> Thanks for this.
>
> A few questions that I know will come up from our end as soon as I go back to Arcata, there will probably be more.
>
> - This is three additional activities for the RDMA project but YouTube would like to include the same participants?
> - Is the directional budget the level of detail that YouTube wants?
> - For labor, overhead etc we would include this with in the $170k pro rate for each expense area?
> - What about NICRA do we add that on top?
> - Confirming this would be an award agreement and not a contract with YouTube?
>
> As you know with the existing project we are extremely tight and trying to pack in a lot across multiple countries so there is not much wiggle room. One area where I think we are particularly light on is in learning and evaluation. With the timing as it is this project will not fall under the INSPIRES learning and evaluation process and we have not budgeted in an external evaluation. Given this is a pilot we should be doing some sort of analysis of what we have achieved.
>
> If you can provide some advice on these things we will work on reframing things on our side.
>
> Thanks again.

Rowan

From: Joshua Machleder <jmachleder@usaid.gov>
Sent: Thursday, 22 September 2022 11:35 PM
To: Rowan Reid <[redacted]@internews.org>
Cc: Nils Mueller <nmueller@usaid.gov>; Tinaflor Chaingam <tchaingam@usaid.gov>; Brian Hanley <[redacted]@internews.org>; Dan Spealman <[redacted]@internews.org>; Elizabeth Callender <ecallender@usaid.gov>; Leslie Maccracken <lmaccracken@usaid.gov>; Christopher Adams <cadams@usaid.gov>; Vera Zakem <vzakem@usaid.gov>; McKechnie, Laura (DCHA/DRG) <lmckechnie@usaid.gov>
Subject: Re: Potential synergies with YouTube

Hi Rowan and team!

Sorry for the long radio silence on this. There has been movement on a potential USAID-Internews-YouTube partnership, and finally, some resolution which I think has good potential. I hope you agree.

YouTube liked the concept, but has limited the type of support it's willing to provide, based on where they believe they are best positioned to contribute based on their own strategy and advantages. Thus, you'll see in the attached file which components of the concept they are willing to support and the amount of funding (plus other in-kind resources) they can contribute. It's not insignificant, but not the full scope and amount Internews proposed; but regardless, I think it can provide a nice boost to the existing INSPIRES activity in Asia. As this is a first for USAID and YouTube, YouTube views this as a pilot activity that could potentially be scaled up in the future based on how it plays out.

Please review the documents I've attached (a revision of the concept not and a topline directional budget) and discuss internally within Internews. If you are on board and willing to continue the conversation, please let me know of 2-3 blocks of time next week (or the week after) that we can schedule a call with YouTube (I would urge being amenable to the times being closer to U.S. business hours). I think that if Internews is on board, YouTube is ready to quickly move to draw up an award agreement.

If you want to discuss with me before talking with YouTube, let me know, I'm a bit more flexible than the YouTube folks.

Best, josh

On Thu, Aug 4, 2022 at 8:46 PM Rowan Reid <[redacted]@internews.org> wrote:

> 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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