

## Portfolio Planning Monthly Meeting

This is a monthly meeting to tactically review our priorities, and what projects are on our plate. We'll be looking at allocation of time and resources, what things need more prioritization and what needs to be adjusted to achieve that,

**TEMPLATE: MAKE A COPY**

**Date: xx/x/xx**

Standing Attendees: [Callum Hood](#) [Imran Ahmed](#) [Irena Schneider](#) [Jemma Levene](#) [Sarah Eagan](#) [Ben Weich](#) [Ana Guzman](#) [Ortiz Hanno](#) [Fenech Susan](#) [Ragheb Kim](#) [Darrah](#)

Invited attendees as needed this week: [\[insert\]](#)

Reference Documents:

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Month Priorities	Annual Priorities	Backburner
<ul style="list-style-type: none"><li>•</li></ul>	<ul style="list-style-type: none"><li>• Kill Musk's Twitter</li><li>• Advertising focus</li><li>• Trigger EU &amp; UK regulatory action</li><li>• Progress towards change in USA and support for STAR</li></ul>	

**Review of previous tasks assigned:**

**Items for discussion**

## Action Items/Task Assignment

Fortnightly meeting

70 confirmed guests

Capacity for 120

Close to 110 with speakers and staff

Politicians annoying, don't want to be on first panel. Melissa keynote, Peter Julian dropped out, only 1 physical and 1 virtual Hanno and she working on

Meeting all staff on Thursday meeting for overview of roles

Assignment list of who to talk to from Sarah

Could a political journalist be used? Bieben Kintern form five rights? Civil society maybe

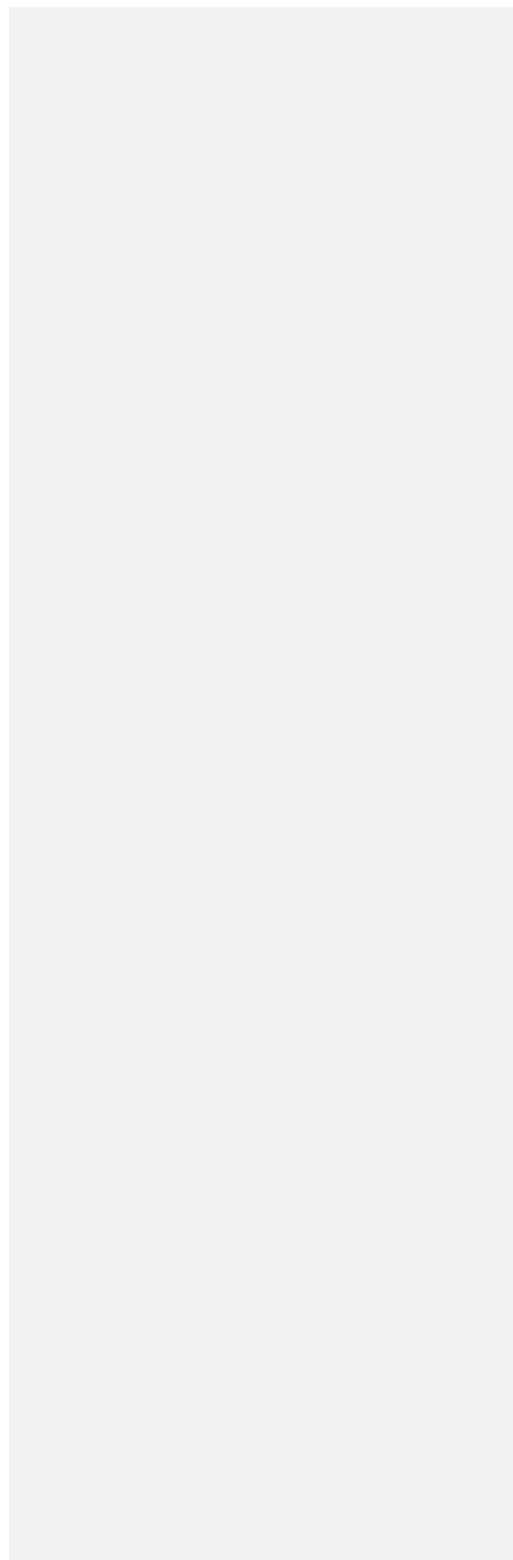
UK peers are campaigning. DC based person? Shadow ministers on Lords Clement Jones  
embassy person in DC? Partner ords like Danny Stone?

Sarah and Callum leading on ??????

Ben and Sarah on metric reports – present metrics to do with press coverage and policy  
hits from recent reports. Broader retrospective. Anna Lucy and Irena want to input. Be hard  
on ourselves to see where gaps are. Callum has made a pivot table. Metrics need more  
unpacking. Need to agree how the metrics are recorded.

Maybe have a tracker – AA wants visibility to see if she can see if anything can be added.  
Digital role hiring for Anas team.

Hanno interviewing for partnership officer, portfolio manager going live soon also. So onboarding time needs to be considered,



**Date: 10/6/24**

Standing Attendees: [Callum Hood](#) [Imran Ahmed](#) [Irena Schneider](#) [Jemma Levene](#) [Sarah Eagan](#)  
[Ben Weich](#) [Ana Guzman](#) [Ortiz Hanno](#) [Fenech Susan](#) [Ragheb Kim](#) [Darrah](#)

Invited attendees as needed this week: **[insert]**

Reference Documents:

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**Review of previous tasks assigned:**

**Items for discussion**

1. Conference update – Sarah/Ana
  - a. 70 confirmed guests on Eventbrite (with CCDH+ speakers, approx 109
  - b. Panel 1 woes – Melissa to keynote + need a UK voice + Canada dropout
  - c. STAR 2.0 update in Suzi's absence
2. Report debriefs – when to schedule? - Sarah

**Action Items/Task Assignment**

**Date: May 23<sup>rd</sup>, 2024**

Standing Attendees: Callum Hood Imran Ahmed Irena Schneider Jemma Levene Sarah Eagan Ben Weich Ana Guzman Ortiz Hanno Fenech Susan Ragheb Kim Darrah

Invited attendees as needed this week (none)

Reference Documents:

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Month Priorities	Annual Priorities	Backburner
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**Review of previous tasks assigned:**

**Items for discussion**

Project planning and timing around UK General Election dates

- **AI voice launch – Friday, 31st May**
  - Policy recs being fine-tuned at end of the day today (@Sarah Eagan)
  - US policy engagement: set up meetings with Klobuchar's team to seek a quote/press release endorsement. Our meeting with their team is on Tuesday.

Commented [JL1]: @Sarah Eagan

- UK policy engagement: have already met with the Cabinet office on AI, but will use this opportunity to push the UK more on voluntary AI commitments.
- EU/DSA - Jonah on his first day will be focusing on how we can get this to the Commission/Breton
- Press: shortened timeline so no longer an exclusive. Lexi drafting press release, for Friday or Tuesday with Thursday embargo
- Should we space out, and embargo for Friday 31 May? - better for digital content –agreed
- How do we use the AI recordings with the media, especially Broadcast and especially radio – e.g. LBC would only run a Sunak voice saying 'bad actors can get me to say anything, there are no safeguards' etc.? We do have these ready to use for each of the eight main voices
- How are we including the audios in the report? Are we putting them on our website – there are 8 benign ones on SharePoint - [@Ana Guzman Ortiz](#) and [@Kim Darrah](#) to work on getting these added to the website
- We can't put out the dangerous ones
- We can integrate into policy content that we have not watermarked, because we don't think it safely works
- We should make the point that the quotes are very convincing – and that is what makes the lack of safety and guardrails so dangerous
- We will need to name the AI companies

Commented [JL2]: [@Ana Guzman Ortiz](#)

Commented [JL3]: [@Kim Darrah](#)

#### Timings:

Final version – end of the day 23<sup>rd</sup> May

minor research changes; policy recommendations incoming; introduction good to go; title; Attack of the Voice Clones. Imran: final review this evening ET

Digital assets ready for review by Tuesday and ready to go by Friday 31st

Press release out embargoed for Friday 31st

- **Antisemitism launch – Wednesday, 29 May**

- UK press release has gone + we have been pitching all week
- Feedback: slightly difficult in pitching; Forward had issues with IHRA definition
- US press release due to go out today, May 23
- Imran question of right-leaning press in the US: WSJ, AP (?), Fox, Newsnation, Sirius XM, have expressed limited interest. Pitching podcasts has been ongoing
- P&P lists are ready to go and will get to EU people via Jonah when he starts
- Sign off sheet needs to be completed (by Callum)

- **AI images for EU and UK politicians – done for a request from NBC**

- Would be good for UK and EU press too

- Short project, not a big intro etc.
- For our website - 1 write up, 1 headline, examples of images etc.
- Should be ready by end of Friday, possible a little bit longer. The tools may have improved slightly on safety but will be jailbreaking so not 100% sure, but could be evidence that our interventions have helped
- EU/UK press only hit, 5<sup>th</sup> June – a warning to voters in the next few days in the EU and over the next few weeks in the UK to beware, because the major AI platforms have not put in the guardrails they promised – neither the platforms nor the AI generators
- [@Ben Weich](#) and team – double focus on the wires, and the news desks for the 3 biggest papers in each country

Commented [JL4]: [@Ben Weich](#)

- **Managing capacity in run up, during and post conference**

No further new products in the week before and after the conference

Research team

A) Arturo Behar project. Staff leave does mean this will go a bit slower

B) Women politicians work – some thinking around that. UK election means British politicians much less relevant. A good time to gather data?

Digital team

Conference content delayed as AI launch brought forward. Ana and Marina will be doing Conference content right afterwards. Not so much public content, but will be creating pieces for speakers etc. to share, and content for donors – sneak peak of the event, and offering them the chance to ‘ask questions’

On the day – some videos being made of speakers and other interesting voices, to make a video to promote the STAR report and our work in general

- **Hiring timelines for hiring (and capacity)**

We’ll cover this further in corporate meeting, although mentioned in passing that where possible, the conference period is a good window to have jobs out where possible. We also need to consider UK election and any way that might impact particularly applicants for UK roles

### **Action Items/Task Assignment**

**Date: April 15th, 2024**

Standing Attendees: Callum Hood Imran Ahmed Irena Schneider Jemma Levene Sarah Eagan Tom Lavelle Ben Weich Ana Guzman Ortiz Hanno Fenech Susan Ragheb Kim Darrah

Invited attendees as needed this week: [insert]

Reference Documents:

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**Review of previous tasks assigned:**

- Report on Congressional Meetings (Suzi R)

**Items for discussion**

- Updated STAR 2.0 Workplan and outreach (Suzi R)

**Action Items/Task Assignment**

**Date: 3/4/24**



Standing Attendees: Callum Hood Imran Ahmed Irena Schneider Jemma Levene Sarah Eagan Tom Lavelle Ben Weich Ana Guzman Ortiz Hanno Fenech Susan Ragheb Kim Darrah

Invited attendees as needed this week: [insert]

Reference Documents:

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Month Priorities	Annual Priorities	Backburner
<ul style="list-style-type: none"><li>• HATE pays</li><li>• PSA outreach/launch<ul style="list-style-type: none"><li>• PKO revamp</li></ul></li><li>• Antisemitic Facebook Admins</li><li>•</li></ul>	<ul style="list-style-type: none"><li>• Kill Musk's Twitter</li><li>• Advertising focus</li><li>• Trigger EU &amp; UK regulatory action</li><li>• Progress towards change in USA and support for STAR</li></ul>	May: Antisemitic Abuse Report

**Review of previous tasks assigned:**

1. PSA - Tom out today so not discussed
2. Parents Guide/Protecting Kids Online - final design with Josie  
  
Sarah sending outreach plans to Proper Daley
3. PKO Website shared

**Items for discussion**

4. STAR report - outreach to externals about to start
5. PSA/Parents' Guide - will include a paid campaign, multiple channels, might try Spotify
6. 60 meetings on the Hill - testing out

- 7. Hate Pays - pdf ready, thread ready, media plan in place, [partnerships/policy outreach](#) plan in place, development outreach plan prepped; press release being finalised this week and will be circulated

**Action Items/Task Assignment**

- 8. Callum, Sarah, Jemma: please review Hate Pays thread
- 9. Create explainer on advertising/how platforms make money/what advertisers could and should do
- 10. Facebook Admins - when you report a post, Admins will remove it and then block you from the group and from any other groups they are Admins of. Good hook for telling the story Callum to do more research on who Mark Roberts is
- 11. Ana to create timeline for Facebook Admins report - (26/04 material should be with lawyers for review including introduction and recommendations)
- 12. Hanno - external briefings in prep, and will be prepping internal briefings
- 13. Suzi- Meeting with 16 congressional offices over the next two weeks to give updates on the Elon lawsuit and get a better understanding of tech policy priorities. Will be providing an update at the next portfolio meeting.

**Date: Mar 18, 2024**

Standing Attendees: [Callum Hood](#) [Imran Ahmed](#) [Irena Schneider](#) [Jemma Levene](#) [Sarah Eagan](#) [Tom Lavelle](#) [Ben Weich](#) [Ana Guzman](#) [Ortiz Hanno](#) [Fenech](#) [Susan Ragheb](#) [Kim Darrah](#)

Invited attendees as needed this week: [\[insert\]](#)

Reference Documents:

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Month Priorities	Annual Priorities	Backburner
•	<ul style="list-style-type: none"> <li>• Kill Musk's Twitter</li> <li>• Advertising focus</li> <li>• Trigger EU &amp; UK regulatory action</li> </ul>	

	<ul style="list-style-type: none"> <li>• Progress towards change in USA and support for STAR</li> </ul>	
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**Review of previous tasks assigned:**

- Parents Guide/PKO/PSA overall status update
- [Follow/ups for LA contacts](#)
  - Pvblic - meeting at end of month
  - Archewell - send parents guide and PKO experience to James Holt
  - CAA - Imran to possibly speak at CAA amplify in June? - Suzi to follow up on this please. They want finalized PSA to circulate. Also follow up with Travis on celebrity endorsement. Tom to add his things into Suzi's email and Suzi will copy in Tom, Imran and Sarah
  - UTA - similar possible outcomes - send thank you notepad also th ePSA as an FYI, with 1 suggestion of something we could do together - KOSA maybe? Get their partner list maybe?

**Items for discussion**

- Antisemitism report timelines, updates – 'Hate Pays'
  - Create a new channel for Hate Pays report launch ([Callum Hood](#))
  - Press update - WaPo: TikTok was a major sidetrack, but now interested. However, they are leaning in on Jackson Hinkle rather than a report piece. Primary data point would be our research, but also we want it to be about all the accounts in the report. Timelines not this week, and next week not great for us, so would be 1st week of April. Alternative is to withdraw and send our embargoed for a bite. Decision: stick with WaPo, 1st week in April is fine.

There's a big data point in this report - about antisemitism to drive profile growth
- Combating Antisemitism Task Force briefing -Bipartisan briefing shaping up, need to work out dates
- MSI report timelines, updates – suggested next Wednesday 5am (9am uk) for release. However, intro and recommendations need to be signed off. MSI have signed off on recommendations. Anyone want to input to suggested CTA for policy makers? Good opportunity for social media content. On policy - might be better to push to EU and UN - not relevant for US policymakers. Possibly US Aid and development orgs if they are

dedicated to health care? [Susan Ragheb](#) will reach out to women's health in State Dept; White House Gender Policy Council. Orgs that support US women seeking abortions in Mexico? There's a big cohort of organizations in the US who care about reproductive health information; we will be the first people to break a story outside the US

- [Sarah Eagan](#) and [Susan Ragheb](#) create a briefing for Imran to use in Hollywood. This will be a slow burner - it will build throughout the year. Sarah aiming for RightsCon 2025

- (Brief) conference update - 11 confirmed speakers; Sarah and Ana prepping core comms language for invites to be done in tranches

We need some more big names - tech policy types A-List names - please send to Sarah ASAP

[Irena Schneider](#) and [Sarah Eagan](#) to coordinate on Imran contacting Neil Katyal for contacts

- Please start thinking about how we best use 19th June when we are all physically together - feed any ideas and thoughts to Jemma by the end of the month

#### **Action Items/Task Assignment**

14. PSA and press release with Boom and scope of work agreed. Prepping a pitching letter to circulation directors on public service channels for 25/03. All films now hosted on video if needed for private previews (e.g. Irena). Also versions for social media, and copy ready
15. Parents Guide/Protecting Kids Online - design draft ready for feedback Monday and complete by Wednesday.
16. PKO- page being built and tested, and should be sharing with the team by EOW. PKO changes are on a staging server not on the live site yet - can share if needed
17. Tom will be discussing circulation with Propper Daley and how they can best help - they are interested in Parents Guide within culture change work. Not dependent on launch deadlines

**Date: 5 March 2024**

Standing Attendees: [Callum Hood](#) [Imran Ahmed](#) [Irena Schneider](#) [Jemma Levene](#) [Sarah Eagan](#)  
[Tom Lavelle](#) [Ben Weich](#) [Ana Guzman](#) [Ortiz Hanno](#) [Fenech Susan](#) [Ragheb Kim](#) [Darrah](#)

Invited attendees as needed this week: [\[insert\]](#)

Reference Documents:

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Month Priorities	Annual Priorities	Backburner
<ul style="list-style-type: none"><li>• UK policy meetings</li><li>• Partnerships UK, Trust &amp; Safety Conf.</li></ul>	<ul style="list-style-type: none"><li>• Kill Musk's Twitter</li><li>• Advertising focus</li><li>• Trigger EU &amp; UK regulatory action</li><li>• Progress towards change in USA and support for STAR</li></ul>	

**Review of previous tasks assigned:**

**Items for discussion**

- [Parents Guide](#) to the finish line.
- Antisemitism mini report
- Election disinfo mini report
- MSI timelines
- Canada OSB

**Action Items/Task Assignment**

**Parent's Guide** - Imran, Tom and Ana to read and give feedback by the end of the week

Ana may have to make changes as she designs - use external designer, and will update timeline

Website will need to be redesigned - accessibility- Tom and Ana to think about this - website vs PDF. Archewell are interested in seeing once complete - Suzi will share notes on this as relevant. Sarah will follow up

Evergreen content; should content those who downloaded earlier version and slow burn; content for when we have a gap

**Antisemitism mini report** - everything checked and referenced. Schillings are not so quick, so does introduce significant delays. Flagging that access to more/quicker legal resource would make a difference to our speed.

When is it going out and where is it being placed: NYT did not want to run as stand alone story. So Going to WaPo today.

Make a distinction for section 5 - the point about criticism also amplifying hateful content.

**Election disinfo mini report** - press release out yesterday. Some interest from usual suspects. Follow ups this afternoon/evening. CNN - may do something in a more long term fashion.

Ana - Is design needed? The content is ready, so happy for it to be packaged as a mini report.

Can Ben have the url please

**MSI** - they sent email late on Friday. w/c 18th March does not work for them. Works well for us with AI, antisemitism, court case and PSA going on, that helps. Bit more time and space for Comms team. Schillings need a push, but no serious concerns. Sarah writing intro and recs - Sarah, Ben and Tom to work together on this. Ana will update timeline.

### **Canada OSB**

Hanno would like an idea of what existing things we have - Deadline by Design - we did a bit on - as one of the four countries we worked with - Canada. What else do we have? Collaboration with CBC on Covid vaccine misinformation. Callum will send Hanno link to article. We have the data on the drive, but no stand alone article from us.

Ben - do you have relationships with Canadian journo's? Not on print but better on Canadian broadcast.

Aim - Hanno will work out: can we attach our name to this bill, given the capacity we have and no actual staff in Canada.

**Children** - possible partner letter calling to deplatform Libs of TikTok

Imran to follow with Ina on Brianna's mum

Laura Kuennsberg interview with father of JFS student

Deep fake images of girls being circulated by boys

Research outlook:

Long projects

6-8 weeks on antisemitic bause

8 weeks on abuse of women candidates

Short projects:

Antisemitism

AI/elections

Arturo/children

And then back to:

Harms to kids - major report - June-ish

**Date: 19 Feb 2024**

Standing Attendees: [Callum Hood](#) [Imran Ahmed](#) [Irena Schneider](#) [Jemma Levene](#) [Sarah Eagan](#)  
[Tom Lavelle](#) [Ben Weich](#) [Ana Guzman](#) [Ortiz Hanno](#) [Fenech Susan](#) [Ragheb Kim](#) [Darrah](#)

Invited attendees as needed this week: [\[insert\]](#)

Reference Documents:

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Review of previous tasks assigned:

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Items for discussion

Action Items/Task Assignment

Notes: SE

18. Callum/Research:

- a. AI note to completion this week, but understaffed on research this week
- b. Will do more on dissemination of AI images – by looking at community notes over time that have mention of deepfakes
- c. Showing the number of community notes with deepfakes has risen sharply, but deciding now how this could be tied to political disinfo
- d. Antisemitism – note working to completion this week, implementing feedback to add ads and an edit in the latter half of the week
- e. And providing P&P with evidence for the new denial will also be finished this week
- f. Callum in Lisbon from Monday night to Thurs (weds event)
- g. MSI is with Schillings

19. Tom C&C

- h. PSA delivery PKO website re-design.
  - i. Boom have gone with the concept of digital babysitter
- i. 23rd press and digital comms.
  - ii. WaPo exclusive pre-hearing interview with Imran and the lawyers on background
  - iii. Press release to be put out tomorrow; determining with lawyers if we can do a press conference, and reactive statement following the hearing depending on what's said
  - iv. Press release on KOSA —
    - 1. Ben will coordinate with Suzi when back in office;
    - 2. Given Feb 23 news, we will need to balance capacity across multiple PRs — depends on if it's a statement, or a full PR. Could go out as early as Weds or Thurs this week, but probably more likely early next week.
    - 3. \*\* need to check in on lobbying tracking when Jemma is back in office \*\*\*
- j. Ana:
  - v. Priorities for Feb 23 – email today and Friday to supporters who have donated; have been resharing the Musk timeline + X wins
  - vi. Video and carousel out on S.230 and microcampaign for protecting kids online
  - vii. A couple of new explainers on:
    - 4. Election misinformation
    - 5. Antisemitism explainer

20. Sarah P&P

- k. Parent's guide
  - viii. Drafting doc:  
<https://docs.google.com/document/d/1AURa7ciNFmQGL9Dw7f-nfpjKxpH5pCZOefYK2D4ZjYY/edit?usp=sharing>



- l. BEEF blog
- m. GAVI roundtable – first one on Weds this week
- n. Events:
  - ix. Ambassador Lipstadt on Thurs
  - x. UNESCO - Weds/Thurs next week + Nobel on March 5 - Sarah attending
  - xi. Climate Reality Project
    - 1. Changing the questions around
    - 2. Suzi will be the main staffer
      - a. Mae can do the logistics form
      - b. Suzi will do the RSVP
      - c. Sarah will send through social toolkit
    - 3. Dates etc. for prep in Asana
  - xii. Pears Foundation
    - 4. March 7
    - 5. Eli/Sarah getting
  - xiii. UJA teens event
    - 6. March 3 - Sunday
    - 7. Eli covering the prep
  - xiv. CRSM
    - 8. Confirming times by end of work
- 21. Irena:
  - o. Idea: new channel for wins
    - xv. Streamlining where we can put all of our successes in once place

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**Date: 5 February 2024**

Standing Attendees: [Callum Hood](#) [Imran Ahmed](#) [Irena Schneider](#) [Jemma Levene](#) [Sarah Eagan](#) [Tom Lavelle](#) [Ben Weich](#) [Ana Guzman](#) [Ortiz Hanno](#) [Fenech Susan](#) [Ragheb Kim](#) [Darrah](#)

Invited attendees as needed this week: [\[insert\]](#)

Reference Documents:

- [Google meeting follow up](#)

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**Review of previous tasks assigned:**

All good, and either followed up or on the agenda for today

**Items for discussion**

[22. Parent's guide plan \(Suzi\)](#)

Suzi outlined what the plan is and timeframe.

Jemma asked for UK medical/Psychiatrist input too, different medical and cultural language  
Suggest to include a guide to the different platforms, and what their particular pitfalls are  
Ana - downloadable pdfs are very useful for generating leads. We need that for sharing with other organizations etc - a more tangible version. If we need that, it would take at least 2 weeks for design.

Imran - not looking for lots of references to journal articles etc is not the easy reference content we are looking for. It's for 'normal parents'. Also be aware - American pediatric institutions are not always great on social media. (Sarah pointed out that we have vetted all referenced, and have relationships with them)

Suzi - references will all be at the end for those who really want to go away and read more.

Imran - make the document work on it's own without references

Jemma - include references at end - suggested further reading in an appendix

Tom - timings and complexities - need a separate conversation with Suzi, Sarah, Tom and Ana - create a flat plan.

Imran - need it behind an email sign up.

Tom - 66% conversion rate at moment for the guide, so very happy to have it behind a sign up

Query on lobbying - Imran needs that to be checked, and if necessary register a c4 ASAP.

Jemma & Sarah to speak to Faegre

23. PSA - Tom coordinating a meeting with scriptwriter. They have a concept and idea, and have gone over other suggestions. We can now start refining ideas, and they think they can get a product for early March, which fits with our timelines.

24. [Google meeting follow up discussion](#) (Sarah)

See link to meeting note

Next steps:

As well as red lines follow up, we can also mobilize partners around Google now too. Find well known academics that can confirm the new climate denial. Go to GSCC and also to the UN- climate team in the SGO. A roundtable on where Google should be moving their policy next

25. Election Dininfo planning (Callum)

Callum showed us their Asana Board on this. Hottest thing is deepfake images. 1 sprint done already. Hoping for a complete draft note this week, which will be good to go out at the end of next week.

Question: do we want to build into something bigger or put out as is? Super Tuesday is March 5th.

Jemma: put any generated images out with a CCDH/Fake watermark

Irena? What's the policy ask?

Sarah - will have a preliminary set of those ready by sprint on Friday

Comms plan - get it out, achieve the objective of planting a flag

26. 23rd Feb

There will be an integrated plan by the end of the day today, and can talk to that at the next planning meeting. Hearing will be over Zoom in San Francisco

**Developing stories:**

Laura Kuensberg/Brianna Grey - her mother called for a ban on social media for all under 16s - substantial in terms of a voice, but complex because the context is the dark web. We've had no incoming, but could be significant for us.

Tom: Brianna had been struggling with eating disorder and self harm content online, Scarlett was consuming content about torture and murder, but not clear where.

Not sure if there is anything more to come out, but worth keeping an eye on.

Sarah: we don't buy into the idea of age restrictions and banning across the board, but rather informing parents and making choices together with your child.

**Action Items/Task Assignment**

Parents Guide:

Suzi, Sarah, Tom and Ana to speak about timelines and plans for layout etc.

Jemma & Sarah to speak to Faegre re lobbying

Suzi to integrate content feedback from today

Google

Sarah: red lines follow up and also mobilize partners around Google now too.

Find well known academics that can confirm the new climate denial. Go to GSCC and also to the UN- climate team in the SGO. A roundtable on where Google should be moving their policy next

Election Disinfo:

Research/comms team: put any generated images out with a CCDH/Fake watermark

Sarah - preliminary set of policy asks ready by sprint on Friday

**Date: 22 January**

Standing Attendees: [Callum Hood](#) [Imran Ahmed](#) [Irena Schneider](#) [Jemma Levene](#) [Sarah Eagan](#) [Tom Lavelle](#) [Ben Weich](#) [Ana Guzman](#) [Ortiz Hanno](#) [Fenech Susan](#) [Ragheb Kim](#) [Darrah](#)

Invited attendees as needed this week: [\[insert\]](#)

Reference Documents:

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Month Priorities	Annual Priorities	Backburner
<ul style="list-style-type: none"><li>• Climate report</li><li>• Antisemitism next steps plan</li></ul>	<ul style="list-style-type: none"><li>• Kill Musk's Twitter</li><li>• Advertising focus</li></ul>	

<ul style="list-style-type: none"> <li>• EU mapping</li> </ul>	<ul style="list-style-type: none"> <li>• Trigger EU &amp; UK regulatory action</li> <li>• Progress towards change in USA and support for STAR</li> </ul>	
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**Review of previous tasks assigned:**

**Elections:**

- 27. Elections - CH to outline shorter projects on this to begin with, and bring it back for opinions. KD will support, and come back to next meeting with a proposal on sprint project on AI. [covered in today's meeting]
- 28. BW, IS, CH - proposal on a OpEd [superseded by today's discussion]
- 29. Next meeting - more thoughts on what a major project should be this year (Q3 is short campaign, Q4 is run up to US elections). [broadly covered in today's meeting]

**Conference:** SE will be sketching out a project plan for conference by January 17th and SR will produce an outline for the next portfolio planning meeting that will be signed off.[done]

**Antisemitism and Parent's Guide** as the first two items on next meeting. [done]

Jemma rearrange following meetings to be 90 minutes [done]

**Items for discussion**

30. PSA/Kids' Guide/Parents' Guide- Suzi

Understanding our limitations on doing a PSA as a 501c3. Can be shocking and entertaining, and not political - not 'tell Congress to...' or 'Congress should be doing...' - because the value of the PSA is so high that would exceed our lobbying limits

KidsGuide - there's a lot of expertise out there on experts who guide parents on what to tell their kids about being online. What are we trying to do? Be experts? Be a landing page for PSA?

Meeting with Rick Kanter on how a PSA would work. His vision - less political and more a social issue, like the Sandy Hook

Project plan - February 3rd will be an outline from Suzy. But needs to understand our parameters.

Imran Ahmed: - yes, there are many experts, but whether or not we have the right to speak on this - assume the answer is yes, there is a demand. Happy to consult experts, but needs to know when we can deliver. The audience is parents.

Is it a whole website?

[Sarah Eagan](#): 14th for delivery of PSA. It needs to be something new, not just a CCDH product. Audience: swing voting parents, moms.

A constraints and framing/intention document to frame the project would be helpful.

[Tom Lavelle](#): think about what are the things we have to avoid. A MVP - minimal viable product - we have some producers that we can collide into 1 document:

?? ([Tom Lavelle](#) - what was the first?)

DFTT

Outline of how to be responsible online during an emergency (from Oct 7th content)

Imran Ahmed: Original briefing was - Parents Guide but not just for little girls - add in Tate, SLDs etc. Confused what the complexity is?

**Action**: Suzy - will have outline for 31st Jan, with time for it to be reviewed at next portfolio planning meeting.

31. Antisemitism- what are the cutting edge horizons for research, policy, partnerships (particularly US) as we respond to the ongoing emergency? - Irena

[Callum Hood](#): working towards Thursday's meeting, and best use of time is to work towards that meeting - testing ideas given by teams and coming up with possible projects.

32. [Meta news](#), our response/activation – Sarah

We haven't done Meta based insights in a while, but it's clear that both from the AG suit on harms to kids, and other movement like New Mexico suit on harms to children. I can see how it could be P&P lifting up previous research on hidden hate and metaverse, but are there other opportunities ?

Suit being brought on poor safety by design - unsolicited images sent to children. They have produced content on strengthening guardrails on self harm and suicide content in recent weeks.

[Kim Darrah](#): is there appetite on research on meta and kids?

[Sarah Eagan](#) yes, particularly Instagram. Meta are producing blogs just recycling stuff they said before

[Imran Ahmed](#) Friday's Guardian - Meta have had to release emails in which they admit that they knew about all the problems and lied about it. This document release is the proof. Opportunity for us to do a mini piece of research on what things are like to day - i.e. in 2020 they made a strategic decision to ignore, and here's the evidence they have still not done anything about it. Callum Hood: Insta seems to be a bit better on self harm than other platforms. However, have now tiktokified insta, with reels, so not as good probably. We can put this into the short projects backlog - 2 things to try - would be one or two accounts, and a much smaller pool of checks, and presented in a semi anecdotal way. E.g. short studies suggest there are still problems...' The other thing we could do would be looking at eating disorder/some self harm data gathering from Reset.tech - we could look at particular accounts, hashtags etc. Could see if there is evidence that improvements that were claimed have not been made.

[Imran Ahmed](#) there will be sustained pressure on meta in the next year or two on kids/harms - weaknesses in their flank can help us drive the accountability agenda. Simple story, and we know they knew about it for years and did not take account - simple accountability point. How can they not be liable? How is there no legislation that can be used to hold them accountable

Callum Hood: there will be 3 major things competing for our time after MSI: antisemitism, kids, election disinformation. However, there are one or two short things that we can do here that will work.

[Sarah Eagan](#) since this falls under OSA, this will help us inch towards our goal of regulatory action

Callum Hood: a proposal for something we can do after MSI. A relatively compact project on election disinformation - audit of platforms and AI tools. Half policy, half research. Examples: (and we can design the scope of this to meet the needs of policy/press), we can test features - e.g. monetisation, verified accounts, look at different tools to see how easy to generate text or images that can contribute to election disinformation. Can also look at any policies platforms have.

Can get started quite quickly, and getting it done relatively early before some of the political debate becomes more fractious and harder to insert ourselves into. Would give us authority to talk on issues early on - in the UK, or the US or elsewhere entirely.

There are difficulties on antisemitism response; practical difficulties in doing a full big project. So workflow would be: short antisemitism projects; work on election/AI and then by March - pick up which of the antisemitism projects will have legs to become the focus of our big antisemitism project.

[Tom Lavelle](#) this could set us up really well for the rest of the election year - next time there is a popular deep fake video, we can refer back to the fact we had pointed out that these deep fake sites were not ready and we had said so. All of the election stuff is hard to plan out because stories will be very instant and timely, so this would be a good thing to have in our back pocket. Who Targets Me - Sam Jerfferts - huge data set. Have picked up that 3rd largest ad spender after Tories and Labour is 3rd party spend. Wonder if could partner with him to get access to some of his data - commentary on how ad stuff is being circumvented?

Ben Weich: doing something early - very happy about our ability to place something on this, so echo what Callum has suggested that early might be optimum.

[Ana Guzman Ortiz](#) web content - would be very valuable to create a series of explainers - user based - how to identify deep fakes etc? Use? SEO - increasing traffic to CCDH, educational etc, and for partners, funders etc. And getting us into the biggest story of the year

Imran - looking at guardrails would be really useful, and useful for fundraising too

Irena: how to use this at a policy level - can we demonstrate it as a lever for pushing boundaries on social media reform - what the policy change ask would be.

Imran - lets us make the entire STAR argument - have the platforms built to deal with a predictable tidal wave of information to protect our democracy, and we know the answer is no.



Question on lobbying - if it is anything that Congress could have a vote on, it counts as lobbying.

#### Action Items/Task Assignment

**Action:** Callum to revert with update on sprint ideas once MSI complete

AOB:

MSI - hoping to share early findings with MSI on Friday. Suggest have chats with Tom and Sarah to show how developing

Ask them to give early feedback, and to propose 1 addition - further evidence from other countries where they have faced obstacles, and incorporate it, to make broader and more placeable.

Timeframe - share internally Tuesday/Wednesday, then to MSI, and hope to wrap up in next 32-3 weeks

#### EU project plan:

[Sarah Eagan](#) finalising job description, and don't need to do mapping now we are hiring - they will do that once they start. Should be posting JD this week provided timetable for hiring works with everyone involved.

#### Climate project tail:

Ben: more long term broadcast ops, podcast ops and booked in for interviews. Still hoping to get more.

Callum: assets we have not used in social media content yet - some of the charts from the report. Others are cutting and pasting into content, so might be good to put them out for sharing, a bit of content that is already on the table.

[Ana Guzman Ortiz](#) we do have lots of assets to be sharing; another email going out this week with Mark Ruffalo video. We can share more graphics, @Callum please just give me greenlight

Sarah Eagan - debrief in all hands tomorrow on the launch. One question is - what is the plan for polling? Any further use for it?

Imran Ahmed : we have already used some polling in the research, and the data table in the press release - we could use that anywhere

Whole polling - could circulate to partners for private use

Could wait for synthesis of user data that GSCC are looking at.  
Suggest that all 3 make sense

**Date: 8 January 2024**

Standing Attendees: [Callum Hood](#) [Imran Ahmed](#) [Irena Schneider](#) [Jemma Levene](#) [Sarah Eagan](#)  
[Tom Lavelle](#) [Ben Weich](#) [Ana Guzman](#) [Ortiz Hanno](#) [Fenech Susan](#) [Ragheb Kim](#) [Darrah](#)

Invited attendees as needed this week: [\[insert\]](#)

Declined: Ana, Hanno, Tom

**Reference Documents:**

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Month Priorities	Annual Priorities	Backburner
<ul style="list-style-type: none"><li>• Climate report</li><li>• Antisemitism next steps plan</li><li>• EU mapping</li></ul>	<ul style="list-style-type: none"><li>• Kill Musk's Twitter</li><li>• Advertising focus</li><li>• Trigger EU &amp; UK regulatory action</li><li>• Progress towards change in USA and support for STAR</li></ul>	

**Items for discussion**

34. Election Options - Imran
35. MSI project - Callum
36. GAVI/roundtables - Sarah
37. STAR Report Timeline-Suzi

38. PSA/Kids' Guide/Parents' Guide- Suzi

39. Antisemitism- what are the cutting edge horizons for research, policy, partnerships (particularly US) as we respond to the ongoing emergency? - Irena

40. **Election Options** - how can we intervene in a year of big elections?

Can election disinformation be a salient issue and how can we intervene? Nervousness about directly criticising content or an issue that one or other party is highly reliant on, but it could be there is not a way to avoid that. Monetisation angle could be a safe space for us -are companies morally right to profit from disinformation or hate in the midst of an election.

Other things of interest Poland example in the Haugen revelations - all the Polish parties said Facebook has forced us to go for negative messaging in order to get impact. Likely this was a multi country study, Tom is aware Labour were consulted in the UK. Pins into the impact of algorithms. We've never done polling of political leaders and elites before. Would be interesting.

SR: what jurisdictions? US, UK or others too?

IA: US is the obvious one on monetisation. Algorithms, we would want to do at a global level. But this is just thinking

CH: happy for this idea in the US, good framing. Anything with international - need to get over language and cultural barriers, so more complex.

SE: meeting with UNFPA next week. Focusing on gender based violence, ?, Indonesia and Iraq.

KD: clarifying, monetisation and digitisation - is the approach looking at material and how much money it makes for platforms?

IA: read Taylor Lorenz' book on influencers have driven the business development of social media companies, so a lot of interest in this right now.

SR: there is already an infrastructure on election misinformation in place, not sure what value we add. Are we doing something that would be just because people are asking us about it. It's a crowded field.

IA: we need to balance our opportunism versus our strategy. If we can find a strategically cogent solution that fits in with our mission. Platform design and monetization rather than bad actor analysis.

IS: good ideas, and would also like to suggest the role of AI in disrupting elections - target videos against candidate for example, mass distribution of AI videos

Also: targeting of female candidates and other marginalised groups

Also: epistemic anxiety: loss of trust and ability to understand what is true, wider impact on society.

IA: we would need a time series on epistemic anxiety. On AI - we will see people start to use it, and we should be thinking about it now (poss sprint workstream, as this will be the testing election cycle, and next elections it will be huge

BW: We will get a load of requests from press, so we need to be clear about what we have to offer. AI always does well for press, and will play some part in the elections. AI won't swing the elections, but there may be some case studies of extreme harm from AI generated content.

Some pockets of interest in Indian elections, tech journos interested in BJP, because digital misinformation so close to the party itself.

IA: fundamentalist Hindus will perpetrate serious atrocities against Muslims this year, but do we have the resource to address this?

CH: skeptical about AI. A lot of disinformation already without needing AI, but funders and journalists love it. I would probably get names of candidates (Trump/Biden), and test willingness of different AI tools to generate, e.g. Trump meeting KKK, Biden meeting terrorists.

IA: Mark Ruffalo had retweeted an image of Trump on Epstein's plane, which was AI generated. Anxious that he has counted himself out as a voice.

Would love to see an OpEd on AI and Elections. Not over dramatic, but this is an issue that may come up.

CH: we should not get onto issues of AI incidents, we can't do that faster than journalists.

We can do something on election disinformation and monetization, this is doable.

Using elections is an opportunity to highlight the problems with social media using a topic that is of interest.

SE: a number of states have introduced laws that ban use of AI into elections. For an OpEd, there is a policy angle.

IA: I think the AI opportunity is highly limited. An OpEd and SPrint analysis. The other things are bigger and require more planning. Also women

JL: monetization a good idea, and should use it to show that social media is making things already don;t like worse - hypocrisy, lying, false pledges etc.

SR: BigTech has a lot of established relationships with civil society on disinfo (see IFES) and loads of work on violence against election workers. The piece on violence against female candidates is novel and understudied. The platforms are great for elections, they use the data to manipulate votes - ads that don't look like ads etc. The major parties (and the funders that donate money) won;t want this not to be an option for them

IA: the Poland leak - all parties (except far right) were unhappy with the way online content pushed them to negative partisanship rather than positive policy campaigning, but it could be that monetization and the issues around women, might be easier to get impact with these.

JL; what about extremes? QAnon?

CH: antiextremist orgs have them covered

IA: RFK - black ops being set up to look at RFK. Nervousness about the impact of him on the election. We may be asked to comment, particularly from antivaxx.

### **Action Items/Task Assignment**

Elections - CH to outline shorter projects on this to begin with, and bring it back for opinions. KD will support, and come back to next meeting with a proposal on sprint project on AI.

BW, IS, CH - proposal on a OpEd

Next meeting - more thoughts on what a major project should be this year (Q3 is short campaign, Q4 is run up to US elections).

**MSI** CH - project happening now, Ghana & Mexico. Not going to be our biggest banger ever, but should get something into Guardian etc - anti abortion imperialism type stuff. An interesting insight into how SOME western organization might be pushing misinformation into SOME developing nations.

IA: there is a substantial opportunity for us in funding/civil society relationships. It's significant - support for Global South, and Sexual & Reproductive rights.

CH: there may be pressure to cover more countries, but we've had no indication that there are Facebook ads in other countries, so want to set the parameters now because it would be a lot of extra work with no gain at all.

IA: Ghana - more stable and developed than some other initial MSI suggestions, so interesting.

GAVI Rountables - SE: we told GAVI we would do roundtables. There will be 1-3 between now and March, bringing public health figures back into our public accountability asks. Because anti vaxx has fallen off the radar for many people, so we need to bring back. Eli will be leading on this when back/.

### **STAR report timeline**

SR: what inputs do we need beyond policy so that she can set a decent timeline?

IA: the conference is entitled The State of STAR - when we did the original conference, there was no legislation in place, now we have EU, UK, Aus, CA, NZ. State of STAR and explainers will be vital - primers. Possibly a time series analysis. We could redo the STAR polling

JL: include storytelling, e.g. Ian Russell - what makes the change, what one catastrophe or issue moved the dial

IA: also that this is non-partisan (e.g. Damien Collins). Showing a global movement will be powerful.

**Action item:** SE will be sketching out a project plan for conference by January 17th and SR will produce an outline for the next portfolio planning meeting that will be signed off.

**Action:** **Antisemitism** and **Parent's Guide** as the first two items on next meeting.

**Action:** Gemma rearrange following meetings to be 90 minutes