

From:	Wenger, Lauren (b)(6)
To:	(b)(6)
Subject:	FW: BBG Follow-up to HSAC Briefing
Date:	2016/05/20 15:47:46
Due Date:	2016/05/22 20:00:00
Priority:	Normal
Type:	Note

Please find the BBG follow up attached-

From: Kevin Kallmyer
Sent: Friday, May 20, 2016 3:44:57 PM
To: Wenger, Lauren

(b)(6)

Subject: BBG Follow-up to HSAC Briefing

Lauren –

Thanks for your help with BBG's HSAC briefing earlier this month. Hope it was useful as you finish your report -- we thought it was a productive and engaging conversation.

To follow-up, please find below a rundown of responses to the issues that came up, along with a few relevant attachments. Don't hesitate to let us know if you have any questions.

Best,
Kevin

A Day in the Life of Raise Your Voice

Attached, you'll find a document from MBN that outlines the process they've developed for the Raise Your Voice initiative.

Legal Issues for Partnerships on Domestic Distribution on BBG Content

We are working with our GC to craft language that clarifies the legal issues that would necessarily shape any partnership involving domestic distribution of BBG content. We'll get back to you ASAP when this is ready.

Potential for Partnerships on Research & Metrics

The BBG regularly shares its media market and audience research with other U.S. government agencies, and the International Broadcasting Bureau's (IBB) Office of Research has the capacity to coordinate and collaborate in interagency processes on relevant media research initiatives. If DHS would like to pursue media research sharing and/or coordination on future research initiatives, we'd be happy to connect you with the IBB's Director of Research.

Related, we discussed the Impact Model developed by our Office of Research -- a one pager is attached the summarizes the model, and IBB's Director of Research would be happy to discuss the model's methodology in more detail if there is interest.

Coverage of Arab-Americans

During the discussion, you mentioned coverage of Arab-Americans. Alhurra actually has a program that has been on the air for approximately six years that is dedicated to coverage of Arab-Americans. The program is call Almajalla and some of the guests have included:

- (b)(6) – Syrian-American Musician
- (b)(6) – Egyptian-American singer and women's rights activist
- (b)(6) – Iraqi-American architect
- (b)(6) – Egyptian-American award winning industrial designer
- (b)(6) – Algerian-American actor
- (b)(6) – New York Arabic Orchestra
- (b)(6) – Palestinian-American fashion designer
- (b)(5) – Lebanese-American comedian
- (b)(6) – Iranian-American singer
- (b)(6) – Arab-American journalist, blogger, Emmy winner and women's health advocate

Coverage on the Radicalization Process

Attached is an outline of the major CVE-related programs in the Middle East and Eurasia produced by BBG networks. From the description of programs, I think you'll have a flavor of the type and scale of our programs that engage issues related to the radicalization process – but we do not catalog reporting in such a way that we can provide you with a metric on how much of our content is specifically on the radicalization process.

Gender Breakdown on Social Media

We compiled the gender breakdowns for MBN & a few CVE-relevant VOA Service's social media properties. Below are MBN's, and VOA's are attached.

Facebook – Gender breakdown of Facebook Page Likes:

MBN's Alhurra– 75% male, 25% female

MBN's Radio Sawa– 61% male, 39% female

MBN's Raise Your Voice– 69% male, 31% female

MBN's Alhurra Iraq– 87% male, 13% female

YouTube – Gender breakdown of people who viewed Alhurra content in the last year:

MBN's Alhurra– 81% male, 19% female

Domestic Digital Reach

As discussed, BBG networks do not target domestic audiences, but as digital content targeted at overseas audiences may potentially reach domestic audiences, the Smith-Mundt Modernization Act of 2012 removed the prohibition on domestic dissemination of content.

Unfortunately though, BBG research cannot capture with confidence domestic digital reach. The complicating factor is the common use of VPNs to access content in countries where freedom of information is suppressed. For example, if Iranian and Chinese citizens facing online Internet censorship access BBG content through VPNs, that traffic originates from the location of the VPNs' server, usually located in the United States. As a result, it's difficult to know the breakdown of domestic digital traffic deriving from audiences in the United States, and domestic servers that support oversea VPNs.

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Sent Date:	2016/05/20 15:47:42
Delivered Date:	2016/05/20 15:47:46

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