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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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As Chief Operating Officer and Chief Strategy Officer at the Centers for Disease Control and Prevention (CDC), I am responsible for accepting the gift provided by Google LLC to the agency pursuant to Section 231 of the Public Health Service Act [42 U.S.C. Section 238], as amended. Google LLC is offering to provide YouTube promotional inventory with an estimated value of \$0 to CDC for use in the agency's COVID-19 response efforts.

I understand that Google LLC may be a vendor and/or lobbyist employer and that Google LLC's employees may be registered lobbyists. Providing the gift will not prevent Google LLC or its affiliates from supplying products or services to CDC in the future; CDC, however, is under no obligation to accept future services from Google LLC or its affiliates.

CDC Signatory: Sherri A. Berger, MSPH

CDC Signatory Title: Chief Operating Officer and Chief Strategy Officer

CDC Signatory Signature: _____ 

Date Signed: 03/20/2020

From: Stanley Onyimba
Sent: Thu, 19 Mar 2020 15:00:50 -0700
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: Johanna Shelton; Jan Antonaros
Subject: Re: YouTube Ad Inventory Offer

Hi Carol,

Good news, our legal team is comfortable with the proposed edits! Feel free to have the right poc at the CDC sign the latest version and we should be good to go. Thanks for your patience and help here.

Best,
Stanley

On Thu, Mar 19, 2020 at 12:58 PM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

Stanley – my legal has edits to the attached agreement but could we not do that and simply send you a email acknowledging the gift? That is what most groups are accepting.

We are in final stages of approval to accept this here.

From: Stanley Onyimba <sonyimba@google.com>
Sent: Wednesday, March 18, 2020 5:50 PM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Johanna Shelton <jshelton@google.com>
Cc: Jan Antonaros <jantonaros@google.com>
Subject: Re: YouTube Ad Inventory Offer

–Johanna Shelton FYI

Thanks, Carol! Fingers crossed that this context will work for the CDC but let us know.

On Wed, Mar 18, 2020 at 2:34 PM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

Sorry for all this - hoping we can do something with this with ease!

From: Stanley Onyimba <sonyimba@google.com>
Sent: Wednesday, March 18, 2020 5:31 PM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>
Cc: Jan Antonaros <jantonaros@google.com>
Subject: Re: YouTube Ad Inventory Offer

Hi Carol,

Our legal team confirmed that these are internal only spots that are valueless and usually only available to YouTube owned and operated products. There are legal and finance reasons why we can't value the inventory - even at a nominal range - so at best we can offer that we are giving the CDC YouTube proprietary placements for a period of time that would normally be used for our subscription products like YouTube TV and YouTube Premium.

Thanks,

Stanley

On Wed, Mar 18, 2020 at 12:25 PM Stanley Onyimba <sonyimba@google.com> wrote:

-Malike to bcc

Hi Carol,

I understand where your policy team is coming from and why they are asking for a number. To clarify, this offer is not purchasable as we do not sell this option to consumers. Since we do not sell to advertisers in this way, it is truly valued at \$0.

I am pushing our legal/policy teams on if it's feasible to make a nominal exception (ex: \$50 purely illustrative) in this case and will get back to you as soon as possible.

Thanks,

Stanley

On Wed, Mar 18, 2020 at 8:20 AM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

Sorry to tag on to this – but what they said was we need a # and then they later asked me “When they sell this option to consumers, what is it priced at? Like, if they are showing an advertiser in that space, what is the price they charge said advertiser? “

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Wednesday, March 18, 2020 11:20 AM
To: Stanley Onyimba <sonyimba@google.com>
Cc: Malik Ducard <mducard@google.com>; Jan Antonaros <jantonaros@google.com>
Subject: RE: YouTube Ad Inventory Offer

Our policy group says we need some valuation – is there another strategy that would be easy on your end for this?

From: Stanley Onyimba <sonyimba@google.com>
Sent: Tuesday, March 17, 2020 6:53 PM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>
Cc: Malik Ducard <mducard@google.com>; Jan Antonaros <jantonaros@google.com>
Subject: Re: YouTube Ad Inventory Offer

Hi Carol,

Yes, apologies for the delay as we've been aligning with the right teams internally. Unlike other gift types, we cannot assign a value (even estimated) to this inventory as the ad space is unused and valued at \$0 to YT. Is it possible to move forward on your end without an assigned value or with a \$0 value?

Thanks,

Stanley

On Tue, Mar 17, 2020 at 3:47 PM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

Now I'm just checking to be sure you saw my Question. 😊

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Tuesday, March 17, 2020 8:56 AM
To: Stanley Onyimba <sonyimba@google.com>
Cc: Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Malik Ducard <mducard@google.com>; Jan Antonaros <jantonaros@google.com>
Subject: RE: YouTube Ad Inventory Offer

Stanley we have to put through quick gift review here. We usually need an estimate valuation – is there a way to get one for this?

From: Stanley Onyimba <sonyimba@google.com>
Sent: Monday, March 16, 2020 9:47 PM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>
Cc: Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Malik Ducard <mducard@google.com>; Jan Antonaros <jantonaros@google.com>
Subject: Re: YouTube Ad Inventory Offer

No worries, I'm sure you're getting slammed with hundreds of emails each day too! Looking forward to receiving the sign letter and getting you all set up.

On Mon, Mar 16, 2020, 6:42 PM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

Thank you for resending. I totally missed this. I will get on it. Looks great. Thank you!!

From: Stanley Onyimba <sonyimba@google.com>
Sent: Monday, March 16, 2020 9:24:25 PM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>
Cc: Malik Ducard <mducard@google.com>; Jan Antonaros <jantonaros@google.com>
Subject: Re: YouTube Ad Inventory Offer

-Smith, Fred (CDC/OD/OADC) as FYI

Hi Carol,

Just wanted to check in and make sure you were able to open the attached gift letter (Title: [US CDC] YT Unsold Inventory Offer to Agency Letter). I've attached a Word copy here just in case.

Please print the attached gift letter on your organization's letterhead and have your ethics official (or individual responsible for advising on ethics) sign, scan, and send back to me at your earliest convenience.

Thanks,

Stanley

On Sat, Mar 14, 2020 at 7:19 PM Stanley Onyimba <sonyimba@google.com> wrote:

Hi Carol,

Thank you for your responsiveness in providing video links and permissions to surface your content on our Google, YouTube, and other product experiences. YouTube would also like to offer the CDC optional video promotion support through video ads on YouTube at no cost. More details on this opportunity follow.

YouTube COVID-19 Ads Inventory Program

YouTube would like to offer the CDC optional video promotion support through video ads on YouTube at no cost. More details on this opportunity follow.

How the video-based ads work on YouTube:

- Your videos may run during advertising breaks while users are watching YouTube videos.
- If you already have videos created that you would like to share:
 - You may submit any type of video for promotion, including but not limited to: public service announcements (e.g., [how to protect yourself against COVID-19](#)), informational videos (e.g., [how to wash your hands](#)), weekly videos with the latest local information in order for users to stay informed and healthy. We'll support as many videos as possible but can't guarantee all will be run.
 - All videos should be uploaded to your official YouTube channel.
 - All videos should have sound and/or voiceover and can be any length.
- If you do not have videos readily available:
 - YouTube may help create 6 and

15 second video ads using information and assets from your previously approved information panel.

- You may complete this form to submit any videos or requests for video creation.
- After you submit the form, YouTube will manage the campaign on your behalf.

For YouTube support and if you have any questions, please reach out to covid-19-promo-support@google.com.

How to get started:

1. Please **print the attached gift letter** on your organization's letterhead and have your ethics official (or individual responsible for advising on ethics) sign, scan, and send back to me.
2. Please use this **form** for the YouTube ad inventory offer. You may submit as many videos as you would like via this form.

Thanks,
Stanley

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