

# MoFo Monthly Call Agenda

**Wednesday, August 28, 2019**

**12pm EST/9am PST/6pm GMT+1**

## Participation Info

**\*\*Presenters only** should join the **ZOOM Meeting room** 30min prior for AV test.

ZOOM Meeting ID: 425 237 629 -> [Zoom Meeting link for Presenters ONLY](#)

**All other viewers join via AirMo:**

**Tune into the live stream via** [AirMo link](#)

Pasted AirMo Link: new link -> <https://mzl.la/mofo-all-hands-2019-08-28>

## Physical Rooms Reserved:

TOR: Union Commons

SFO3: Golden Gate Bridge

LON: Apples & Pears

BER: Whitesmoke

YVR: Wreck

**For Audio only** (please mute!):

Use one tap mobile:

US: +17207072699,,425237629#

US (New York): +16465588656,,425237629#

OR - [Find your local number](#): <https://zoom.us/j/abJJCYsYJ1>

OR - Dial by your location:

US: +1 720 707 2699 or +1 646 558 8656 or Toll-free: 1 877 853 5257

Canada: +1 647 558 0588

UK: +44 203 966 3809 or +44 203 695 0088 or Toll-free: 800 031 5717

France: +33 7 5678 4048 or +33 1 8288 0188 or Toll-free: 805 082 588

Germany: +49 69 8088 3899 or +49 30 3080 6188 or +49 30 5679 5800 or Toll-free: 800 724 3138

Australia: +61 8 7150 1149 or +61 2 8015 2088 or Toll-free: 1800 893 423

Hong Kong, China: +852 5808 6088

**Slides:** [[PDF link](#)]

**Agenda** starts [here](#) (below the roll call)

**Chat:** Slack **#mozilla-foundation** channel

<https://mozilla.slack.com/messages/C4M14HDG8>

**Participation Guidelines:**

<https://www.mozilla.org/en-US/about/governance/policies/participation/>

**Monthly MoFo Call wiki:**

<https://wiki.mozilla.org/Foundation/2019/MonthlyCalls>

**Purpose of this call:** The purpose of these calls is to build awareness for and draw inspiration from work happening across the Foundation and the movement for a healthy internet. Via lightning updates from Mozilla Foundation Fellows and staff, we aim to link internet health issues to our daily lives. These calls will be streamed and archived on Air Mozilla. <https://wiki.mozilla.org/Foundation/2019/MonthlyCalls>  
Reminder about additional resources below.

**Roll Call / Mad Lib**

**Name + What's the most "summer" thing you've done lately?**

- Sarah W -- spent an afternoon at my free neighbourhood public pool this weekend.
- Abby - paddleboarding! I bought a SUP (stand up paddleboard) and live near the beach now
- Surman - reading David Byrne's *Bicycle Diaries* while sitting on the beach.
- AMC: Late night biking, mini Golf + outdoor fire festivals
- Paul Z. - Went to a music festival ([OXBEAUX III](#)) in Eau Claire, WI.
- Arliss - reading in the hammock by the lake
- Brandi: I won a deep sea fishing competition over the weekend! (I guess in theory you could do this in not-summer but I'm trying to spread the word)
- Alan: Sitting in the park, people watching.
- Ashley: Wine tasting in Sonoma
- Jessie: Froze in San Francisco
- Jon: currently wearing flip flops
- Jen C: Currently watching a forest fire burn a couple miles from my house
- Lotta R: wearing sunglasses nonstop ;-)
- Amy - spent the evening at the beach
- Stephen - Biking along the Toronto waterfront and riding in a pontoon boat last weekend!
- Melissa: real-life lazy river float
- Arlette: climbed Dune du Pyla
- Ruzanna - dancing on the beach and beach tennis!
- Swayze: Watching the boats on the lake from the park
- Jesse W - Camping in Sequoia National Park
- Stephanie L - went to our town's annual Blackberry Festival

## Agenda

**Host: Abby Cabunoc Mayes**

- **Introduction/review agenda** - *Abby (3 mins)*
- **Welcome new Staff** - *Stephen Bell (1 min)*

Please **WELCOME** our newest MoFo Staff!

**Name:** Siu Lee

**Currently working on:** Designing the festival guide pamphlet for MozFest as well as posters, social media and wayfinding materials.

**Fun fact or hidden talent/skill:** I designed toy packaging work Hornby Hobbies and for licensors such as The Simpsons, Disney Cars and Star Wars. I also can play the piano.

**Name:** Oleg Zhilin

**Currently working on:** Tracking social media activity related to the upcoming Canadian elections. This involves monitoring pieces of misinformation as well as discourse and trends on platforms like Twitter and Reddit.

**Fun fact or hidden talent/skill:** I have previously been spotted hanging out in the background of a Disney-movie prom scene.

**Name:** Guillaume Chaslot

**Currently working on:** I'm working on an extension that show users the biggest AIs that are in charge of their information on the web, explain their goals and how aligned they are with users. It will also give them tips to better use them and things to be careful about (based on published research).

**Fun fact or hidden talent/skill:** After doing my PhD on programming the game of Go I needed a break from playing it!

- **OKR Update & Strategy Retreat Overview** - *Mark (7 mins)*

- We continue to move ahead on the AI OKR (blog post coming soon). A lot of great work happening around this.
- Upcoming campaign around YouTube, algorithms.
- We're on track with the ToC. The one real change has been that we've been thinking around what the best term might be. Becca looked at the literature. The term going forward will be "trustworthy AI". Please see Mark's forthcoming blog post.
- OKR 1: Added a new KR #3.
- OKR 2: K#3: Although it's red (at risk), that's a result of our ambition. We almost doubled our goal (after reevaluating after H1). We're optimistic around the revenue goals. Also, there are a lot of engagement plans around MozFest.
- OKR 3: KR#1: Another example of a "stretchy" and ambitious goal. We're working hard to achieve this. We continue to do well on press coverage and MozFest House.
- OKR 4: Green across the board putting together the team needed to achieve these things. Michael is pushing on the D&I work. We have a new Director of Ops. We set an ambitious goal but we didn't achieve our goal "execution" factor related goal. Our hope is that because execution relates to so many activities across the organization, as we improve our process we'll see improvement here.
- It's planning seasons. Yah! We're going to continue to do similar work next year (at the OKR org-wide level) but we have an opportunity to better align this work. The ToC and impact work will also help a lot with this.
- Upcoming: biannual Strategy Retreat. This will include staff from across the org. We're going to focus on the ToC and 3-year Strategy refresh and come out of a 5 year narrative arc. This will take place in Berkeley in a few weeks. I'm optimistic about being in the weeds on this work and getting that last 10% of clarity.
- Comments
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- Questions
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- **AI Projects** - *Guillaume Chaslot (7 mins)*

- AI is a very big term. Many people don't know what it means.
- There are also many competing (see examples slides).
- The worst myth about AI is that it's about robots or super intelligence. But actually while on the Internet you're using AI all the time.

- “The problem is alignment”. The challenge is that the goal of this technology might not mirror the goals of users.
- E.g. Google: If you click on the robot it will tell you what AI is happening behind the scenes. We can empower users and give them more control. This is a concept we can apply to many sites.
- E.g. Twitter: we could also include this kind of in context AI explanation on Twitter.
- Comments
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- Questions
  - Is there anyway we can help with testing?
    - There will be a lot of need. We need try a lot of things. Please keep in touch if you want to help.
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- **Manipulation Campaign - Jessie Keating (5 mins)**
  - The Sausage-Making:
    - [2019 Marketing & Advocacy Manipulation Campaign Strategy Brief](#)
    - [Design Iterations](#)
    - Inside Game: [Advocacy letter](#) to YouTube asking for change (CONFIDENTIAL. DO NOT SHARE)
    - [Aug. 27th blog by YT Susan Wojcicki](#): Preserving Openness Through Responsibility (
    - [Email #1](#) - The Baker
    - [Email #2](#) - Mom & Son
    - Engagement Pieces: In design
    -
  - General notes:
    - Marketing Campaigns are a tactic to educate and engage our donors more deeply - We reached out to donors when trying to launch a Major Gifts program and realized that they didn't fully understand our work. “More engagement = more dollars”
    - At All Hands in TOR you contributed ideas for upcoming campaigns. We realized that many of our teams - advocacy, engagement, marketing/fundraising, and comms were focusing on manipulation. Recommendation algorithms on platforms (e.g. YouTube) can be shady. We started to explore how we might apply our combined efforts to one idea.
    - Our ultimate ask of YouTube is to give researchers more access to their algorithms so they could study it and make it less polarizing.

- See slide: Team objectives related to this work.
  - Marketing Campaign **raises \$250,000 USD** for Mozilla by Sep. 30 (Fundraising)
  - Engagement pieces raise **100 new One Time Giver** supporters by Sep. 30 (Engagement)
  - **10,000** new supporters and **20,000** existing supporters take action (Advocacy)
  - **Generate positive tier-1 and -2 coverage** of advocacy campaign (Comms)
- Tactics: Advocacy started with the “inside game”. They wrote a quiet note to YT. Afterward a marketing campaign launched to build engagement and a fundraising ask. Our narrative arc typically takes people across the potential for harm.
  - E.g. So Yummy on YouTube, re: advocacy campaign. YouTube has ignored her campaints and she made a video about it. We amplified it.
  - E.g. “Journey From the Dark Side”, alt-right youth. He fell victim to YouTube algorithms that radicalized him. He and his mom and fighting to be heard by these platforms. “You can go in 5 clicks from doing your homework to white supremacy”
- Impact: See slide for statics.
- Next steps: Fundraising asks, engagement pieces in design, advocacy tactics after the Sept. 20th meeting with YouTube.
- Giving to these campaigns suggests to us that our audience does really care about these issues.
- Shout-outs to the teams that support this work! JEN CALTRIDER, BRANDI, NATALIE, ANIL, ASHLEY, CHRIS RILEY, etc. etc.
- Questions for all:
  - How will we decide going forward what campaigns to pursue?
    - We have a schedule for the rest of the year. Next, MozFest and healthy AI. Then Privacy and security to lead into the Privacy Not Included Report .

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**On the Horizon -** Any new internal/external event updates on your schedule or radar?

- Please add them to the [MoFo Events Calendar](#)
- Please update this [conference spreadsheet](#) to help us learn more about and share out what conferences staff are attending which helps plan our conference strategy for rest of year, 2020, and beyond!

- Add more!!

**/////////DON'T FORGET/////////**

- **Please fill out the August 2019 MoFo Monthly Call survey [here](#).**
- **Promo Zone:** add a tweet length update about your current work others can cut and paste to share!
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- **Useful resources to know what's happening across MoFo**
  - Miss the MozFest Book Brown Bag on July 17? Watch the recording and read the Notes [here](#).
  - [Weekly Priorities](#)
  - [Mozillian](#) (MoFo staff only)
  - [AI/Impact Goal Wiki](#)
  - [MoFo Impact Goal Consider It](#)
  - [2019 MoFo OKR Dashboard](#) - in process of updating with H2 team OKRs
  - [H2 OKRs](#)
- Miss one of our past Monthly Calls? You can view them via the AirMo links on the [MoFo Monthly Call Wiki](#)
- Miss an issue of The Mozillian or just want some fun reading? Check out the [Archives](#)!