BRIEFING MEMORANDUM

TO: **Coalition for a Safer Web -- Memo to Potential Donors/Supporters**

FROM: Marc Ginsberg -- President

DATE: December 16, 2019

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Attacks on America's Jewish communities by domestic terrorists incited by extremist ideology, a resurgence of ISIS-inspired American recruits to plot and plan attacks, and the failure of social media companies to do more to prevent this clear and present danger demands action and new coalitions. From Pensacola to Jersey City, the latest acts of domestic terror are perpetrated by terrorists who rely on social media to train, incite, and plot.

New neo-Nazi and white nationalist groups are operating both above and below the radar supported by unregulated internet & domain infrastructure supporting companies. Despite outcries, YouTube refuses to take down terrorist "how to kill" videos. Dormant Twitter & Instagram accounts are being hijacked by a new, lethal generation of ISIS operatives using aliases to plot and plan. Illegal sales of steroids and gray market pharmaceuticals on mainstream platforms continue to provide financing for domestic terrorist groups.

Americans are disorganized, overwhelmed, and uncertain how to combat these threats. We are enabling social media platforms and internet support companies to decide on their own volition what they may or may not do to address the dangers they enable.

Congress wrings its hands while Silicon Valley has the Trump Administration in its back pocket.

<u>Isn't it time to admit the status quo is simply intolerable?</u>

Alone, we feel helpless, but togethe, we can break this technological and policy logjam.

A national call to action: THE COALITION FOR A SAFER WEB

The Coalition for a Safer Web

The Coalition for a Safer Web (CSW) was incorporated on June 28, 2019 as a non-profit/non-partisan 501(c)(4) advocacy organization dedicated to forging public and private sector best practices to expedite the identification and elimination of toxic hate, incitement, and extremist content and activity on social media platforms and internet infrastructure support companies.

Our primary focus is de-platforming the following extremist content from social media and internet infrastructure companies asap: 1) anti-Semitic/neo- Nazi/white nationalism; 2) radical Islamic terrorism incitement from ISIS, Al Qaeda, and Hezbollah; and 3) illicit funding (i.e., counterfeit pharmaceutical scams)and instructional content supporting domestic and foreign terrorism.

CSW has 5 Goals

1. **Technology/Software Innovation**: Promote development and utilization of innovative technological solutions to extremist incitement and related on-line criminal activity by launching a new "best practices" innovation initiative to unveil new technologies to facilitate more expedited identification and PERMANENT de-platforming of terrorist incitement. The initiative would also provide technological support to US corporations technologically incapable of neutralizing the threat of terrorist and extremist incitement to their enterprises technologically incapable of neutralizing the threat of terrorist and extremist incitement to their enterprises.
2. **Compel Regulation of Deep/Dark Web Support Companies**: Promote regulation of Deep/Dark Web "Underworld Internet Infrastructure Support Systems": Develop public and/or private oversight and adequate financial penalties/incentives governing Deep and Dark web internet service companies which provide "back of the house" technological support to extremist and criminal web operations.
3. **Change Section 230 Social Media Content Immunity**: Advocate reasonable and practical legislative and regulatory approaches to Section 230 of the 1996 Communication Decency Act content immunity granted to social media companies if private sector solutions are unable to unwilling to be adopted by social media companies.
4. **Promote Creation of a Social Media Standards Board** – CSW proposes creation of a ground-breaking Social Media Standards Board (SMSB) -- a private sector voluntary regulatory organization (potentially modeled after the Financial Accounting Standards Board or other comparable private sector regulation mechanism). The SMSB would oversee compliance by social media companies of their customer terms of service and pledges to expedite the elimination of illegal, dangerous and extremist internet content in order to protect consumers and brands from safety issues posed by hate and incitement, sale of illicit substances, and technological challenges undermining a more safe and secure social media experience.
5. **Student Anti-Extremist Tech Pilot Project**: Continue the high school student "Tech Titan" pilot project educational program with DC local high schools I inaugurated in 20172018 to train young adults how to identify and protect themselves and their peers from illicit and extremist social media content. Prepare an educational manual for high school students, teachers, and education administrators to achieve these objectives.

CSW Management Structure

- Amb. Marc Ginsberg President
- Eric Feinberg Vice President & Senior Content Moderator
- Dan Shefet Vice President & International Adviser
- Robert Gemmill Pro Bono Counsel
- Alex Braha Chief of Staff

CSW Advisory Board (In Formation)

CSW's Advisory Board (as compared to its management board) is being recruited to provide leadership input to CSW's management regarding CSW's goals and objectives as well as to recommend potential coalition members and to aid in the identification of potential private and institutional donors. For 2020 CSW will convene a telephonic meeting of the Advisory Board on a quarterly basis.

Acceptances (to date)

- Shelby Coffey (Former Editor, LA Times, Executive VP ABC News, Vice Chairman of the Newseum)
- Lester Crown (Chairman, Henry Crown Company – Chicago, and philanthropist)
- Tom Ridge (Former Governor of Pennsylvania, former Secretary, Department of Homeland Security)
- Michael Steele (Former Lt. Governor of MD and Chairman of the Republican National Committee)

Technological Content Moderation Capacity

Eric Feinberg – Founding Member of the Global Intellectual Property Enforcement Center (GIPEC) -- serves as CSW's Vice President and principal content moderator. Eric is recognized as one of the nation's leading experts on digital interception of extremist and on-line criminal content. The developer of the highly innovative "GIPEC" software, Eric's analytical skills have been recently utilized by the New Zealand government in its efforts to prevent variants of the livestream Christchurch massacre). His investigative report into the criminal sale of steroids on - line was reported on the front page of The Washington Post on September 16, 2019 (https://wapo.st/2JrfiLI).

We are also in discussions with the SITE Intelligence Group (www.siteintelgroup.com) – one of the nation's most respected extremist content interception/interpretation companies – to explore potential collaboration.

Since its formation in June, CSW has accomplished the following:

- Prepared the Report: "**Why Won't Big Tech Clean Up Its Anti-Semitic Toxic Waste Dump** -- *Diplomatic Courier – September 24, 2019.*
- Prepared the Report: **"Digital Platforms on Steroids"** in cooperation with the Digital Citizens Alliance, as highlighted in the *Washington Post*, *September 16, 2019.*
- **Digital Interceptions:** CSW's staff has flagged for Congress and the media hundreds of "real time" ISIS, white nationalist, and criminal enterprise activities BEFORE any major social media company's ability to intercept the same content and variants/repetitions.
- **Congress**: CSW is advising numerous House & Senate Committee members and staff on pending legislation addressing social media extremism, including legislation introduced by the House Committee on Homeland Security recommending the creation of the *National Commission on Online Platforms and Homeland Security Act of 2019*, and the proposed House Economic & Commerce Committee's *Raising the Bar Act.*
- **Corporate Digital Advertisers**: Advising the digital corporate advertising industry in its efforts to create the new Global Alliance for Media Responsibility (GARM) which was created a few months ago to collaborate with the social media ecosystem to develop a new "Code of Conduct" governing the use of extremist content – a major initiative supported by CSW.
- **National Associate of Attorney's General (NAAG):** As part of the coalition building initiative, CSW has commenced a dialogue with the NAAG to sponsor a national conference in 2020 which would bring together the nation's best software and digital technologists to promote new technology "best practices" to support social media to support law enforcement initiatives to de-platform extremist content and promote better social media corporate efforts to fulfill their respective pledges to expedite the elimination and removal of extremist and incitement content.
- **Conferences**: Amb. Ginsberg addressed the Rabbinical Assembly of America nation-wide webinar on how America's Jewish clergy can support new initiatives to combat neo-Nazi/white nationalist/anti-Semitic content. CSW prepared an authoritative PPT on the technical web operations of neo-Nazi domestic and international groups which is now uploaded on CSW's website (www.coalitionsw.org).
- **Corporate Coalition Recruitment:** CSW is recruiting coalition "anchor tenants" for the actual coalition. The following is a partial list of prospective coalition members with whom we are in communication:

    + Media Matters
    + Oracle
    + Overcoming Extremism (launched by former mayor of Charlottesville)
    + Rabbinical Assembly of America
    + National Association of Attorney's General
    + IBM
    + Pfizer
    + Lilly

- **Media Appearances**: Marc Ginsberg, Eric Feinberg, and Dan Shefet are regularly appearing on U.S. and international media outlets, including *CNBC, MSNBC, CNN International, and C-SPAN* to discuss advances and challenges in the battle against on-line extremism and web-based criminality supporting domestic and foreign terrorism.

PROPOSAL: PRIVATE SECTOR SOCIAL MEDIA STANDARDS BOARD (SMSB)

- CSW advocates creating a ground-breaking SMSB which would serve as: 1) a private sector voluntary auditing organization to monitor compliance by social media companies of a new "code of conduct" (code); and 2) serve as a forum to incubate and promote new technologies to accelerate identification and management of extremist/hate social media content to assist social media companies to fulfill their own customer obligations and public pledges to rapidly and irrevocably de-platform extremist incitement and terrorism content.
- The proposed SMSB would be loosely modeled after the Financial Accounting Standards Board (FASB).

Why Create a SMSB?

- CSW undertook a review of existing private sector organizations which have succeeded in promoting voluntary, private sector solutions in industries where arbitrary and dysfunctional compliance with desirable harmonized standards was deficient. Sometimes, government intervention compelled industries to bring order out of chaos; other times industries recognized the urgent need to voluntarily self-regulate because of public pressure and corporate interest.

JOIN US & SUPPORT A NEW NATIONAL COALITION

Please consider donating to help us mobilize a national coalition. Your donation will be deployed to enable CSW to fulfill its 2020 objectives to:

- Enlist the support of America's best software experts to enable social media platforms to expedite the identification and removal of extremist content.
- Create the first public/private sector partnership by advocating the creation of the proposed Social Media Standards Board.
- Convince Congress to end the era of unregulated Dark Web internet infrastructure support companies which enable domestic terrorist operations to proliferate.
- Educate stakeholders how they can better educate young Americans how to prevent extremist content from creating toxic environments at school.

Please use the link below to help us make the web a safer place for our children.

https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=XFUJ3RXAG6CSA&source=url