
From: Shah, Aisha EOP/WHO [REDACTED]
Sent: 6/30/2021 5:59:12 PM
To: Nick Rufca [REDACTED] Alexandria Herring [REDACTED]
CC: Tom, Christian L. EOP/WHO [REDACTED] Zach Kornfeld [REDACTED] Ned Fulmer [REDACTED]
[REDACTED] Keith Habersberger [REDACTED] JJ Fang [REDACTED]
[REDACTED] Priscilla Lau [REDACTED] John Ruxton [REDACTED]
Flaherty, Rob R. EOP/WHO [REDACTED] Chris Sawtelle [REDACTED]
Rachel Cole [REDACTED]
Subject: RE: [EXTERNAL] Re: The Try Guys x The White House Office of Digital Strategy

Great to be connected, Alexandria! Ideally we would meet next week to keep the convo going. Possible for you to share avails this evening? Thank you in advance for your help!

Additionally, below are examples of principals who we've engaged in digital content. Not a guarantee, but an illustrative sampling (and we reconvene to discuss further).

Office of Communications

- Jen Psaki, Press Secretary
- Kate Bedingfield, Communications Director
- Karine Jean-Pierre, Principal Deputy Press Secretary

Cabinet Members

- Secretary Buttigieg, Department of Transportation
- Secretary Becerra, Health & Human Services
- Secretary Granholm, Department of Energy
- Secretary Fudge, Department of Housing and Urban Development
- Secretary Cardona, Department of Education
- Secretary Raimondo, Department of Commerce
- Secretary Walsh, Department of Labor

First & Second Family

- FLOTUS
- Second Gentleman

COVID

- Dr. Fauci

Policy Experts

- National Economic Council
 - Brian Deese, Director
 - Bharat Ramamurti, Deputy Director
- Gina McCarthy, White House National Climate Advisor
- Domestic Policy Council
 - Susan Rice, Director

Please let me know if you have any questions on the above! Looking forward to finding a time to talk.

Best,
Aisha

Aisha Shah | Partnerships Manager

White House Office of Digital Strategy

From: Nick Rufca <[REDACTED]>
Sent: Monday, June 28, 2021 3:26 PM
To: Shah, Aisha EOP/WHO <[REDACTED]>
Cc: Tom, Christian L. EOP/WHO <[REDACTED]>; Zach Kornfeld <[REDACTED]> Ned Fulmer <[REDACTED]> Keith Habersberger <[REDACTED]> JJ Fang <[REDACTED]> Priscilla Lau <[REDACTED]> John Ruxton <[REDACTED]> Flaherty, Rob R. EOP/WHO <[REDACTED]> Chris Sawtelle <[REDACTED]> Rachel Cole <[REDACTED]> Alexandria Herring <[REDACTED]>
Subject: Re: [EXTERNAL] Re: The Try Guys x The White House Office of Digital Strategy

Hi Aisha,

+ Alexandria to the thread, who can assist with scheduling.

Looking forward to the list of principals who may be available! That will help inform our internal brainstorm on the project.

Nick

On Mon, Jun 28, 2021 at 12:21 PM Shah, Aisha EOP/WHO <[REDACTED]> wrote:

Hi all, Circling back here --

Also looking forward to working together. This week will be a busy one for us, but Zach, your idea to touch base after the 4th sounds great. Would you all be able to share availability for a follow up call the week of:

- July 5-9
- or
- July 12 – 16

We can take this time to answer questions and talk through concepts together. I'll follow up later this week with a list of principals on our end who could potentially be involved in a White House x Try Guys piece!

All my best,
Aisha

Aisha Shah | Partnerships Manager
White House Office of Digital Strategy



From: Tom, Christian L. EOP/WHO
Sent: Sunday, June 20, 2021 3:21 PM
To: Zach Kornfeld <[REDACTED]>
Cc: Priscilla Lau <[REDACTED]>; John Ruxton <[REDACTED]>; Ned Fulmer <[REDACTED]>; Keith Habersberger <[REDACTED]>; JJ Fang <[REDACTED]>; Nick Rufca <[REDACTED]>; Flaherty, Rob EOP/WHO <[REDACTED]>; Chris Sawtelle <[REDACTED]>; Rachel Cole <[REDACTED]>; Shah, Aisha EOP/WHO <[REDACTED]>
Subject: RE: [EXTERNAL] Re: The Try Guys x The White House Office of Digital Strategy

Thanks Zach for the note back. Understood and thanks for evaluating the oppty and thinking through it. Totally understand it is a quick turn.

Would love to hear if you have thoughts for something later in July or in August. If there's a concept you think could work – along the lines of "The Try Guys try...working in the White House" across a number of different roles and types of jobs – that could be great.

From: Zach Kornfeld <[REDACTED]>
Sent: Friday, June 18, 2021 7:41 PM
To: Tom, Christian L. EOP/WHO <[REDACTED]>
Cc: Priscilla Lau <[REDACTED]>; John Ruxton <[REDACTED]>; Ned Fulmer <[REDACTED]>; Keith Habersberger <[REDACTED]>; JJ Fang <[REDACTED]>; Nick Rufca <[REDACTED]>; Flaherty, Rob EOP/WHO <[REDACTED]>; Chris Sawtelle <[REDACTED]>; Rachel Cole <[REDACTED]>; Shah, Aisha EOP/WHO <[REDACTED]>
Subject: Re: [EXTERNAL] Re: The Try Guys x The White House Office of Digital Strategy

Hi Christian, all,

Was great to speak with you yesterday and we're all really excited by the prospect of working together. At looking at our schedule, we're not confident in our ability to properly execute on the July 4th target, but would love to find something for us to do together later in the summer with a little more lead time. Imagine you'll be pretty swamped leading up to that date, so let's touch base after the 4th and get something on the books!

Best,
Zach

On Thu, Jun 17, 2021 at 10:01 AM Nick Rufca <[REDACTED]> wrote:

Hi Christian,

Would love to hop on a call to chat through potential next steps with this timeline in mind.

My avails are below if they may work with you

Thursday, June 17th - after 3:30pm PST

Friday, June 18th - 2pm - 5pm PST

Monday, June 21st - 7am - 9am PST

On Wed, Jun 16, 2021 at 4:34 PM Tom, Christian L. EOP/WHO <[REDACTED]> wrote:

Hi Priscilla (and Try Guys team),

Look forward to connecting!

July 4th is the date the President has set for reaching a 70% goal for vaccinations. The age demographic where we can make the most impact towards that goal is with young people, as older Americans are vaccinated at a higher rate already.

Our hope is that we can work with big creators like yourselves to do creative work to engage your audience and help us push towards this crucial goal. As we've shared with some of your team previously, there is a real chance here to help save lives here –for the young people themselves as well as their families and communities etc.

So if there's a way we can do something in the next week or two, that would be amazing – and would be in service to this goal of hitting the country's July 4th goal.

Happy to set-up time to chat tomorrow if helpful.

Thanks,

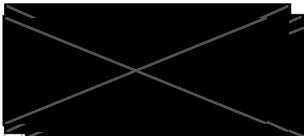
-- Christian

From: Priscilla Lau <[REDACTED]>
Sent: Wednesday, June 16, 2021 6:32 PM
To: John Ruxton <[REDACTED]>
Cc: Zach Kornfeld <[REDACTED]>; Ned Fulmer <[REDACTED]>; Keith Habersberger <[REDACTED]>; JJ Fang <[REDACTED]>; Flaherty, Rob EOP/WHO <[REDACTED]>; Tom, Christian L. EOP/WHO <[REDACTED]>; Chris Sawtelle <[REDACTED]>; Nick Rufca <[REDACTED]>; Rachel Cole <[REDACTED]>
Subject: [EXTERNAL] Re: The Try Guys x The White House Office of Digital Strategy

Hi Rob and Christian,

Excited about this opportunity. Can you let me know if the date is set around July 4th or is there flexibility here with dates?

Thanks,



at 9:56 AM John Ruxton <[redacted]> wrote:

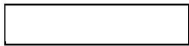
Rob and Christian,

Excited to connect you with The Try Guys and their team cc'd, who are interested in ideating on a collab with POTUS at The White House (i.e. The Try Guys Try Working At The White House feat. POTUS). I know you are looking at options fairly soon.

Guys, Rob is President Biden's Digital Director, and Christian is Deputy Digital Director. They manage all things digital strategy for POTUS.

Do keep Priscilla and me in the loop (when you are ready), so we can think through what YouTube can do to promote.

All my best,
John



John Ruxton (he/him)
Strategic Partner Manager,
News, Politics & Civics
[How Recommendations Work](#)
[Product Tests & Experiments](#)



Los Angeles, CA (Office)

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Nick Rufca
Senior Producer & Head of Company Operations
2nd Try, LLC | The Try Guys



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Zach Kornfeld | [The Try Guys](#) |





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Nick Rufca

Senior Producer & Head of Company Operations

2nd Try, LLC | [The Try Guys](#)

