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May 27, 2021

Dear Google LLC (D/B/A YouTube),

A political action committee named NY4KIDS Inc. is currently hosting deceptive political content on YouTube in violation of YouTube's terms of service. Rather than branding their content using their actual name, the political action committee is distributing faux news reports under the name "NY21 News." The use of "NY21 News" is obviously intended to deceive viewers familiar with PBS affiliate WLIW21, which appears on channel 21 in New York City (<https://www.stationindex.com/tv/callsign/WLIW>).

NY4KIDS, Inc., which is funded by teachers' unions (the organization reports its top donors are the United Federation of Teachers COPE and AFT Solidarity), hosts a website at www.ny21.news. This "dot news" site includes videos, which are hosted on YouTube, that purport to be from "NY21 News" and which cynically use child news anchors to advance the political interests of the teachers' unions.

The 60 Plus Association, also known as the American Association of Senior Citizens, is a Section 501(c)(4) non-profit organization that works to represent the interests of millions of senior citizens across the United States. This deceptive advertising from "NY21 News" is especially concerning to the 60 Plus Association given that PBS viewers typically reflect an older demographic. A former editor at The New Yorker referred to the ny21.news content as "a dirty campaign to confuse older New York City voters"¹ by "impersonating a legitimate news channel."² CNN's Chief Media Correspondent, Brian Stelter, wrote that he received a mailer from ny21.news "and was quite confused."³

YouTube's terms of service includes an impersonation policy which provides: "**Content intended to impersonate a person or channel is not allowed on YouTube.** . . . When a channel, or content in the channel, causes confusion about the source of goods and services advertised, it may not be allowed." "**Channels impersonating an existing news channel**" are specifically prohibited.⁴

Consistent with YouTube's own policies, we request that YouTube immediately remove the "NY21 News" content that appears at <https://www.youtube.com/channel/UCm4FbQpkQz0zW81dPGf1OAg>. The "NY21 News" channel is not a legitimate news site and it has no connection to the PBS affiliate it impersonates. The sponsors are engaged in a shameful effort to deceive older viewers familiar with WLIW21.

Over the past year, YouTube has engaged in well-publicized efforts to remove "fake news" from its platform. "NY21 News" is an egregious example of "fake news" that is intended to confuse and deceive, and we urge its immediate removal.

Sincerely,

Saul Anuzis
President, 60 Plus Association

¹ Blake Eskin, <https://twitter.com/bdeskin/status/139610412477836549>.

² Blake Eskin, <https://twitter.com/bdeskin/status/1396109951202906116>.

³ Brian Stelter, <https://twitter.com/brianstelter/status/1396192107342221315>.

⁴ YouTube Impersonation Policy, https://support.google.com/youtube/answer/2801947?hl=en&ref_topic=9282365.