

SABER STRIKE 2018

General impact of the NATO military exercise on the Eastern border of NATO



JULY 2018

EXECUTIVE SUMMARY

- The Saber Strike military exercise in Poland and the Baltic Sea took place on 3 - 15 June 2018, shortly after the Sea Shield military exercise in the Black Sea. **In this paper, for the first time, we made a comparative analysis on how Saber Strike was visible in social media throughout the world, not only in Romania. We also tried to look at how the two recent military exercises were reflected in the Romanian media and social networks, comparatively.** Our theory is that the conclusions from our previous studies in Romania regarding the visibility of NATO military exercises can be applied to the entire region along the Eastern border of NATO.
- **NATO is conducting its exercises with too much discretion, with low impact on social media and limited impact on media agendas across the countries at the Eastern border of NATO.** This is happening at the same time as an increased activity of anti-Western propaganda in the region. Topics that are promoting disruptions in the transatlantic relations, in the trust among the EU or the NATO countries are much more visible, in the context.
- Was this exercise a success in Europe? Was this event visible? What are the lessons we can learn from studying the online impact of this event? Our online analysis shows that content-wise the exercise was a success (because most of the promoted was quite positive), but with a very limited cross-platform impact.
- **Like other military exercises in the recent past, this one was also a very discreet one – NATO is not using these opportunities very well,** and the promotion of military cooperation is visible only at a very limited level.
- **The most active country in promoting this event was Poland.** We've also noticed an increased interest in promoting news about the event from sources in China and Russia (official channels). In Eastern Europe, Romania was also a country with high interest in the event.

- **In Romanian online media, making a comparison between Saber Strike** (the event in the Baltics and Poland) and Sea Shield (a naval exercise in the Black Sea, from May 2018), we can see that the bigger event (from Baltics and Poland) also benefitted from better visibility.
- **A deeper analysis of online media shows that interest for Saber Strike was only registered at the beginning of the military exercise.** This interest manifested in the mainstream online media, only with official messages. Regarding social media engagement, the most active moments were recorded toward the end of the exercise, when the notoriety of the event was higher.
- The only notable attack in the Romanian online media during Saber Strike came from the Sputnik area.
- **There is also a conclusion regarding Moldovan media** – the event had a very limited impact in Moldova as well; at the same time, the exercise was visible both through Western media (via Romanian online sources) and Russian media (with stories about the negative effects of the exercise).
- **Our study concludes that NATO needs to be more proactive. There is a strong need for positive stories about the Western model, to counter the effects of negative stories disseminated by Russian propaganda, and these moments of military cooperation can offer such content.** In countries like Poland, Romania or the Czech Republic, the road to becoming democratic societies was long, hard and it is still not finished. This is a struggle that never stops. Because of that, we not only need the promotion of the Western values and model, but also the reinforcement of this model, with different types of positive stories (including military ones). We also believe that existing projects, such as the #WEARENATO campaign, should be better tailored to address local audiences more efficiently, with bigger flexibility allowed in the communication approach in order to deliver messages that various segments of local population can understand and relate to.

METHODOLOGY

The objective of the CPD study was to evaluate the way in which negative anti-NATO narratives were used in a visible way on this occasion to influence the Romanian public. We used two different software tools to measure the Romanian online impact and, respectively, the global online impact.

We also conducted a monitoring of the online media in the Republic of Moldova. This involved tracking and analyzing the articles relevant to the subject of this report. Only news portals in Romanian or with Romanian versions were monitored.

The current analysis is relevant for the month of JUNE 2018, with data extracted using a special software to analyze online media in Romania and in general. This is not survey data, but Big Data.

During the analysis period, there were over 287 mentions of the Saber Strike military exercise in Romanian online media.

Furthermore, we've found over 3500 mentions about Saber Strike in several countries in the region, especially in online media, Twitter, blogs and Facebook.

The general impact of those mentions is limited to around 15 million people.

To clarify certain elements of context, necessary for the correct perception of this event's impact, we also used classic monitoring instruments, as well as comparative analysis of sociological data.

The monitoring period included several days in advance, but also a few days after the exercise (to check the follow-up).

The data is relevant for comparative analysis.



Table of contents

- EXECUTIVE SUMMARY 2
- METHODOLOGY 4
- THE SOCIOLOGICAL CONTEXT OF NATO-led AND US-led MILITARY EXERCISES, FROM THE ROMANIAN PERSPECTIVE 6
- THE MILITARY EXERCISE..... 7
- GLOBAL STATISTICS, SABER STRIKE..... 8
- TIMELINE – THE MOST VISIBLE MOMENTS, globally 9
- TIMELINE global - details 10
- TIMELINE – THE MOST VISIBLE MOMENTS, Romania 11
- DISTRIBUTION OF MENTIONS - globally 12
- DISTRIBUTION OF MENTIONS - Romania..... 13
- LOCATIONS of mentions – globally..... 14
- WORDCLOUD & HASHTAGS – global 15
- WORDCLOUD - Romania 16
- IMPORTANT SOURCES – global..... 17
- IMPORTANT SOURCES – Romania 21
- COMPARISON - NATO exercises in Romania. Sea Shield vs Saber Strike..... 22
 - COMPARISON – Sea Shield vs Saber Strike. Timeline, total mentions 23
 - COMPARISON – Sea Shield vs Saber Strike. Timeline, Facebook mentions 24
 - COMPARISON – NATO vs Saber Strike. Timeline, total mentions 25
 - COMPARISON - NATO vs USA vs Russia. Timeline – mentions: in the context of the Saber Strike military exercise 26
- Google TRENDS. 27
 - Saber Strike vs Sea Shield 27
 - NATO vs SUA vs Russia - in the context of the Saber Strike military exercise 28
- MOLDOVA. Saber Strike visibility..... 29
- GENERAL CONCLUSIONS..... 32
- ANNEXES. Other relevant data 33

THE SOCIOLOGICAL CONTEXT OF NATO-led AND US-led MILITARY EXERCISES, FROM THE ROMANIAN PERSPECTIVE

Romania is a country in which the level of trust in NATO is very high. See below an evolution of trust in NATO (blue), the US (yellow) and Russia (red). You can notice a strong position for NATO levels of trust, and a low position for trust in Russia.

Trust in NATO has been constantly high in Romania. After 2000, during the period when Romania became part of NATO, the trust level was always over 60%. There is a tight correlation with the trust in the EU.

For the US, after a short and unexpected decline, last year (after the Presidential elections in the US, but also after some negative narratives promoted in Romania regarding the relationship between the two countries) the trend is starting to be a positive one again.

For Russia – the levels of trust are steadily low. As a comparison, the Romanians' trust in the Russian Federation declined from 20% in 2012 to 10% as a result of the events in the region. **Russia is, by far, the country Romanians trust the least.**

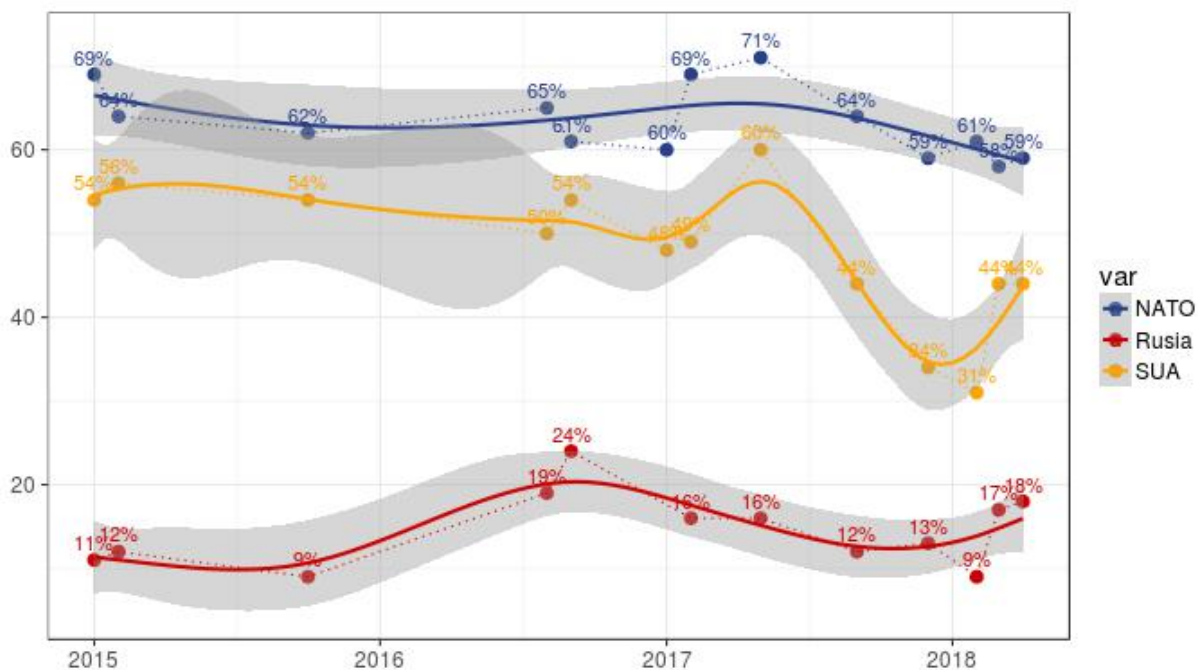


Figure 1. Survey data, CPD

THE MILITARY EXERCISE

19 countries, 18.000 participants, 4 host countries, 12 days of military exercise



Figure 2. Infographic about the military exercise

Was this exercise a success in Europe? Was this event visible? What are the lessons we can learn from studying the online impact of this event? This report is offering some answers.

GLOBAL STATISTICS, SABER STRIKE

Using a special software that monitors topics around the world (especially on public pages on social media), we've integrated the following statistics.

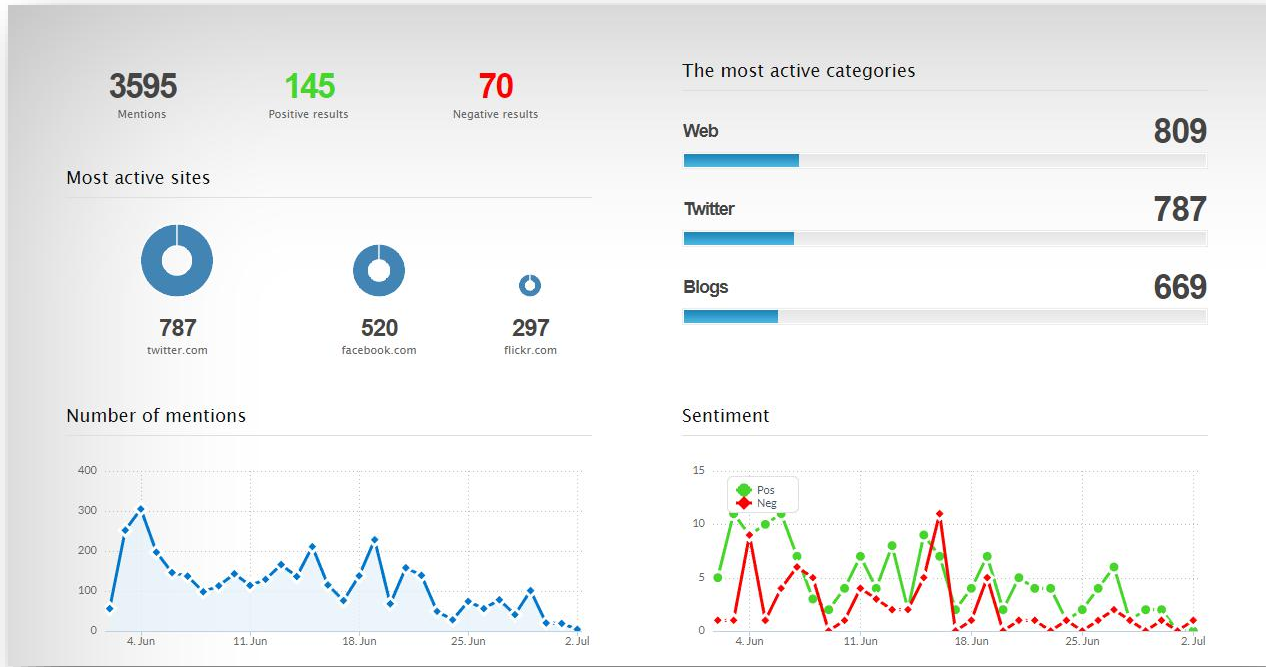


Figure 3. One month of online monitoring - just over 3500 mentions about the event. The number is not big, considering the period (around one month) and the area (all countries). This shows a discreet approach about this military event, and a lost opportunity for NATO

TIMELINE – THE MOST VISIBLE MOMENTS, globally



Figure 4. Over 15 million people reached in the last months. The most visible moment was the start of the exercise (June 3). The figures are also similar for the Romanian case, as you can see in the following graphs.

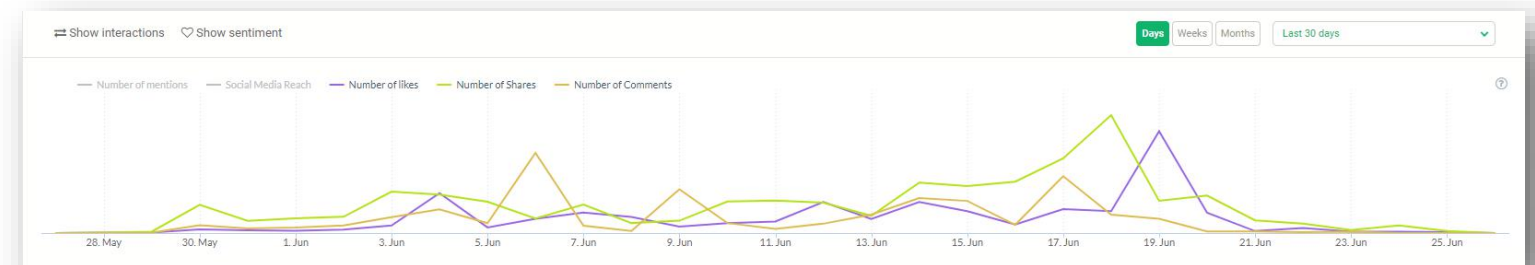
TIMELINE global - details



Mentions – the moment of start (June 3-4) is the most visible



Social media reach – the highest point, just after the start, just a few days after



Engagement – the most active moments, towards the end of the exercise. Notice the increase of the number of likes (purple line) at the end of the exercise.

TIMELINE – THE MOST VISIBLE MOMENTS, Romania

Most mentions about Saber Strike in Romania, both in the online media and on social networks, were made at the beginning of the military exercise. At that point, the media in Romania presented the official communications about the exercise. The presence of Romanian soldiers in the Saber Strike exercise was also mentioned. After this moment, no significant attention was paid to the event.

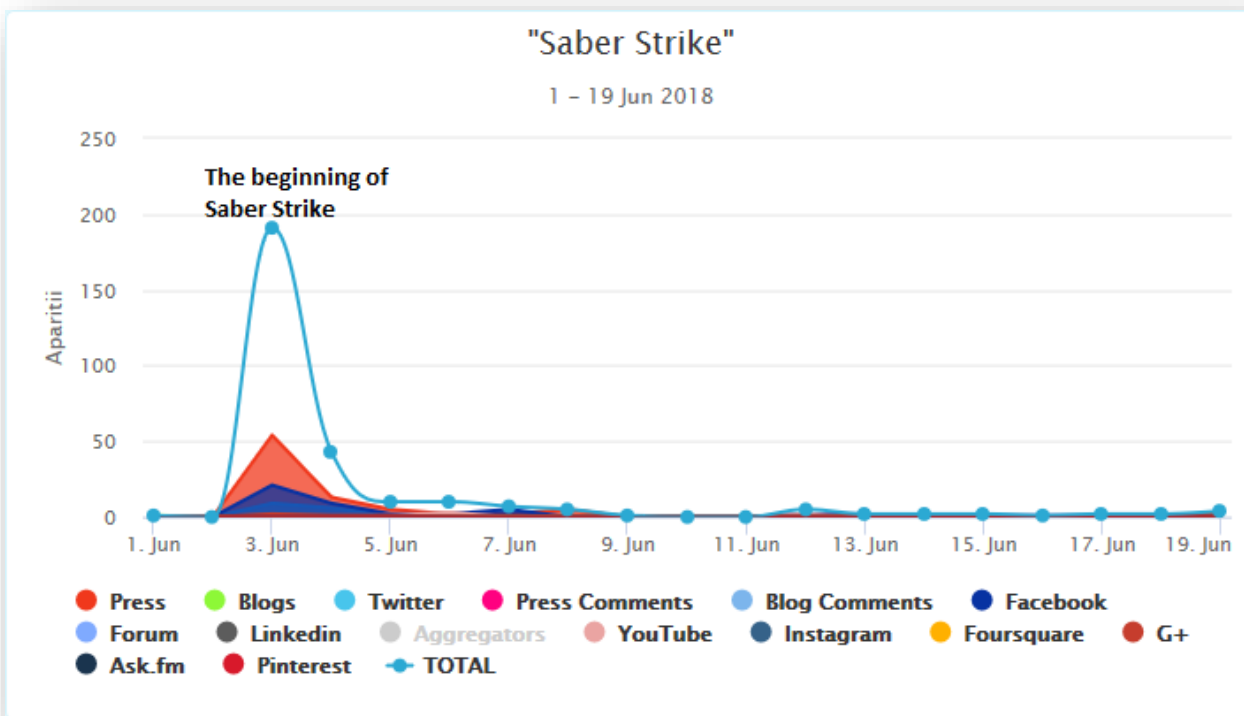


Figure 5. Evolution of mentions

DISTRIBUTION OF MENTIONS - globally

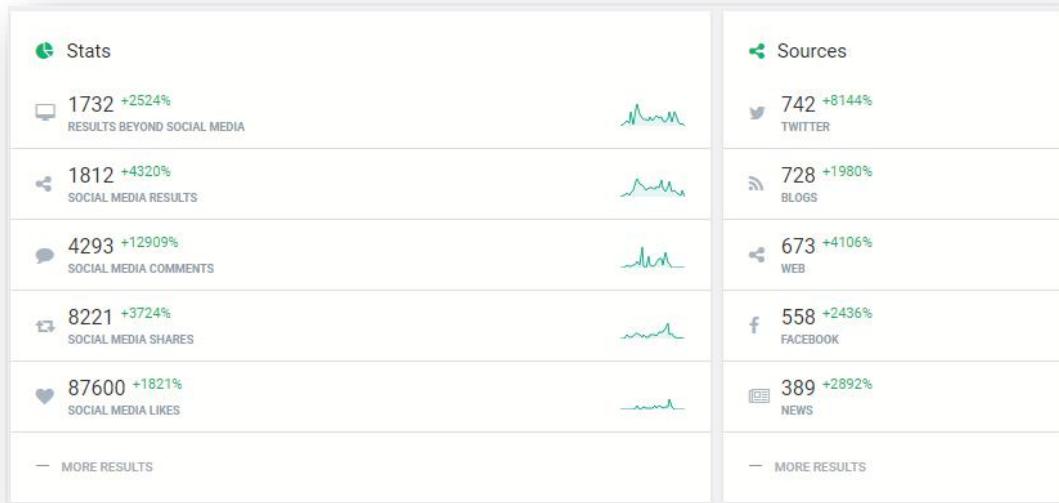


Figure 6. Involvement over social media. We compared the online visibility of the name “Saber Strike” over one month (June 2018) compared to the previous months. Notice the increase of comments (the biggest increase, during the exercise) +12.909%.

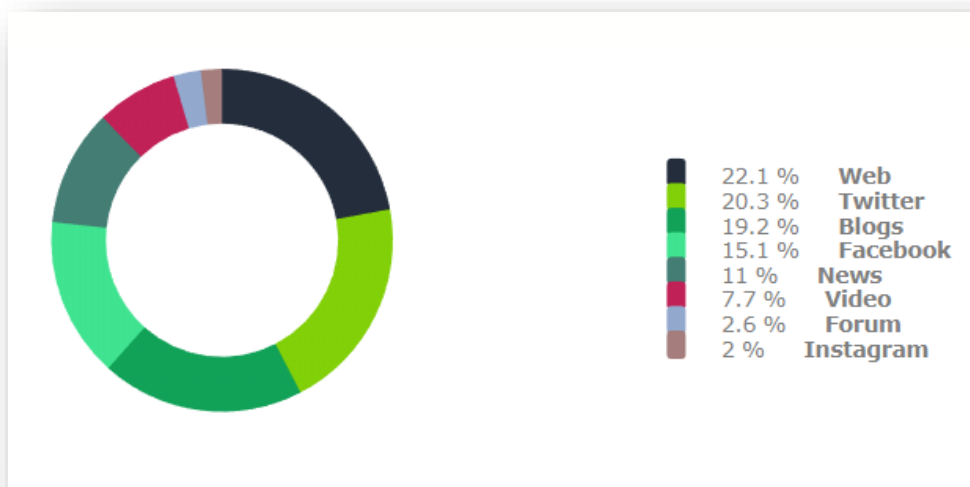


Figure 7. The most used social-media platform – Twitter. It was followed by blogs. Facebook – not a very big impact overall

DISTRIBUTION OF MENTIONS - Romania

Most mentions about the military exercise appeared in the online media - nearly double compared to the number of mentions appearing on Facebook and more than 4 times more than those on Twitter (we must add that Twitter is not yet a widespread social network in Romania). Compared to other countries, in Romania the most used social media platform to promote this exercise was Facebook.

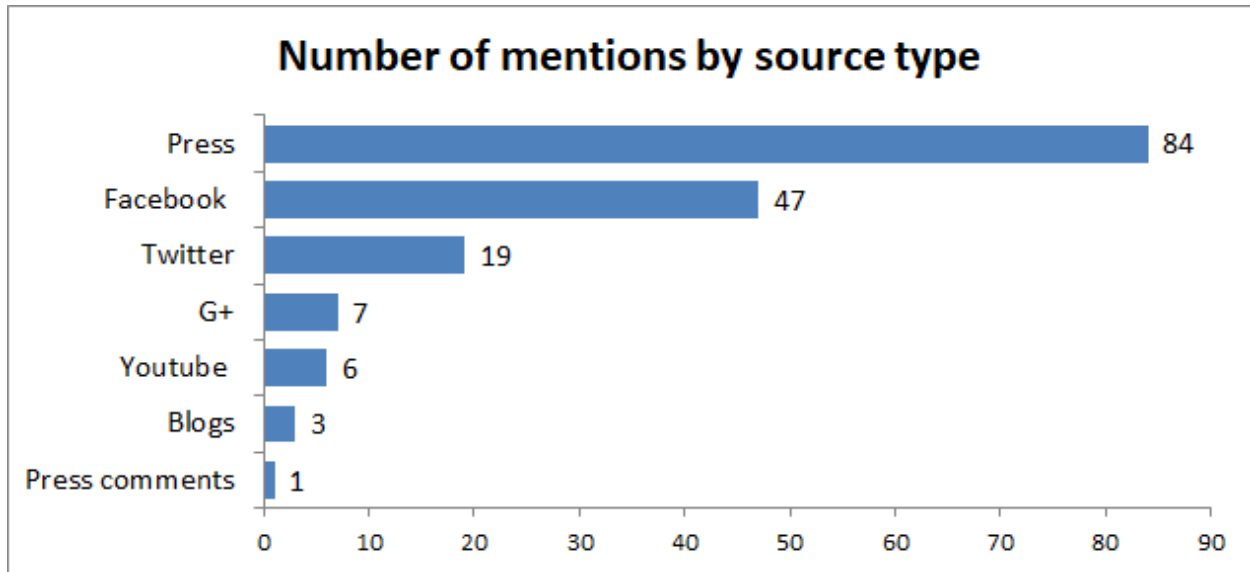


Figure 8. Number of mentions of Saber Strike - by source type. Notice the importance of Facebook, compared to Twitter, in Romania

LOCATIONS of mentions – globally

The most active location of mentions of Saber Strike was Poland. From Eastern Europe, this country was followed by Russia and Romania. From NATO - more mentions from Europe than from the US.

Most active locations			
1	Poland	287 TOTAL RESULTS	109 K SOCIAL MEDIA REACH
2	Russia	118 TOTAL RESULTS	1679 SOCIAL MEDIA REACH
3	Spain	71 TOTAL RESULTS	21266 SOCIAL MEDIA REACH
4	South Korea	66 TOTAL RESULTS	0 SOCIAL MEDIA REACH
5	Japan	61 TOTAL RESULTS	683 SOCIAL MEDIA REACH
6	United States	50 TOTAL RESULTS	286 K SOCIAL MEDIA REACH
7	Brazil	35 TOTAL RESULTS	0 SOCIAL MEDIA REACH
8	Portugal	29 TOTAL RESULTS	0 SOCIAL MEDIA REACH
9	Germany	28 TOTAL RESULTS	29191 SOCIAL MEDIA REACH
10	Canada	27 TOTAL RESULTS	803 SOCIAL MEDIA REACH
11	Romania	24 TOTAL RESULTS	804 SOCIAL MEDIA REACH
12	United Kingdom	23 TOTAL RESULTS	8510 SOCIAL MEDIA REACH
13	France	22 TOTAL RESULTS	97 SOCIAL MEDIA REACH
14	Italy	21 TOTAL RESULTS	3919 SOCIAL MEDIA REACH
15	Czech Republic	21 TOTAL RESULTS	423 SOCIAL MEDIA REACH
16	Estonia	17 TOTAL RESULTS	323 SOCIAL MEDIA REACH
17	Latvia	17 TOTAL RESULTS	37515 SOCIAL MEDIA REACH
18	Netherlands	15 TOTAL RESULTS	0 SOCIAL MEDIA REACH
19	Sweden	15 TOTAL RESULTS	0 SOCIAL MEDIA REACH
20	Greece	14 TOTAL RESULTS	0 SOCIAL MEDIA REACH

Figure 9. Locations of mentions – Sources from Poland and Russia, the most active in mentioning the exercise. Followed by Spain, Korea, Japan, and the US. Romania is another country in the region with increased visibility.

WORDCLOUD & HASHTAGS – global

The most used hashtags are informative – #saberstrike, #estonia, #tallin, #airforce etc. We can also notice some positive hashtags related to Europe (#strongeurope) or NATO (#wearenato).

Trending hashtags			
1	#saberstrike	348 Mentions	
2	#estonia	179 Mentions	
3	#stateofco	168 Mentions	
4	#tallinn	168 Mentions	
5	#140wg	168 Mentions	
6	#cong1860	168 Mentions	
7	#sbs18	111 Mentions	
8	#f16	104 Mentions	
9	#airforce	99 Mentions	
10	#tac	99 Mentions	
11	#afneurope	97 Mentions	
12	#usafe	97 Mentions	
13	#wearthecoang	96 Mentions	
14	#sovereignskies	96 Mentions	
15	#totalforce	96 Mentions	
16	#estoniausembassy	96 Mentions	
17	#nato	94 Mentions	
18	#strongeurope	82 Mentions	
19	#saberstrike18	77 Mentions	
20	#wearenato	56 Mentions	

Figure 10. The most used hashtags - generally positive



Figure 11. Most used words - notice the impact of Russian language in the conversation

WORDCLOUD - Romania

NATO, Poland, and Russia are the most strongly associated terms in articles and posts on social networks in connection to the Saber Strike military exercise. In the Romanian media, the exercise is generally presented as being organized by NATO.

It is worth noting the minimal association with terms referring to Russia or the US.



Figure 12. Words associated with mentions of Saber Strike in Romanian online media

IMPORTANT SOURCES – global

The most important sources in promoting content about Saber Strike 18 are below. Notice the presence of sources from the US (Army), Israel, China, Russia, Europe, Turkey.

Influence of social media authors

	U.S. Army		10.963% Voice share	1 399 105 Influence	
	United With Israel		6.096% Voice share	778 006 Influence	
	ChinaDailyUSA		5.849% Voice share	746 518 Influence	
	RT		4.214% Voice share	537 823 Influence	
	tvn24		3.667% Voice share	468 031 Influence	
	RT_com		3.601% Voice share	459 521 Influence	
	usarmy		3.184% Voice share	406 369 Influence	
	World Defence Forum		2.846% Voice share	363 237 Influence	
	usairforce		2.500% Voice share	319 033 Influence	
	Euronews English		2.317% Voice share	295 715 Influence	

Figure 13. Notice the most influential actors involved in promotion: from the US, Israel, China, Russia, Europe

In the following tables, we've extracted the most relevant sources from two points of view. First – the influence (the list of the top 15 sources, with the highest impact online). Second – the activity (the list of the top 15 most active sources of content about Saber Strike).

	Author		Site	Mentions	Reach	Voice Share	Influence	Influencer Score
1	U.S. Army	go to		2	4 663 686	10.963	1 399 105	10/10
2	United With Israel	go to		1	5 186 712	6.096	778 006	10/10
3	ChinaDailyUSA	go to		2	2 195 642	5.049	746 518	10/10
4	RT	go to		2	2 689 115	4.214	537 823	10/10
5	tvn24	go to		2	1 376 562	3.667	468 031	10/10
6	RT.com	go to		1	2 709 068	3.601	459 521	10/10
7	usarmy	go to		1	1 098 297	3.184	406 369	10/10
8	World Defence Forum	go to		7	345 940	2.846	363 237	10/10
9	usairforce	go to		2	938 235	2.600	319 033	10/10
10	Euronews English	go to		1	1 971 439	2.317	295 715	10/10
11	Polska Zbrojna	go to		11	158 332	2.047	261 247	10/10
12	Ultimate Sniper Rifles	go to		2	812 357	1.910	243 707	10/10
13	DAV	go to		1	1 801 519	1.765	225 227	10/10
14	TRT World	go to		1	1 466 833	1.724	220 024	10/10
15	USArmy	go to		1	1 267 304	1.688	215 441	10/10

Figure 14. The extended list of the most influential actors - from different areas – NATO, Russia, China

Author	Site	Mentions	Reach	Voice Share	Influence	Influencer Score
1 Defense Flash News go to		99	4 814	0.325	41 533	7/10
2 Defense Flash News go to		63	8	0.001	75	1/10
3 murphyocat2012 go to		47	2 017	0.126	16 115	7/10
4 warfarenews go to		41	1 374	0.075	9 576	6/10
5 Wojsko Polskie Twoja Armia go to		30	33 836	1.193	152 261	8/10
6 12. Szczecińska Dywizja Zme... go to		19	14 083	0.314	40 136	8/10
7 15 Gizińska Brygada Zmechani... go to		16	15 511	0.292	37 226	8/10
8 Defence24.pl go to		14	29 903	0.492	62 796	8/10
9 10 Opolska Brygada Logistyczna go to		12	4 075	0.057	7 335	7/10
10 Action Tube go to		11	72 938	0.629	80 231	9/10
11 Polska Zbrojna go to		11	158 332	2.047	261 247	10/10
12 polskie-slugby.pl go to		11	4 624	0.060	7 629	7/10
13 PolskieSluzby go to		9	82	0.001	125	2/10
14 Secret Military Defense go to		9	ND	0.001	90	1/10
15 Battle Group Poland go to		8	ND	0.002	302	1/10

Figure 15. The list of the most effective actors - American and Polish sources, the most active in promoting content



Page	Mentions	Visits ↓	Influencer Score
1 twitter.com	742	1 958 812 975	10/10
2 facebook.com	558	15 092 628 578	10/10
3 youtube.com	289	14 411 974 248	10/10
4 flickr.com	199	97 295 986	10/10
5 plus.google.com	152	349 948 552	10/10
6 dvidshub.net	75	ND	ND
7 instagram.com	71	1 008 476 261	10/10
8 mirtesen.ru	69	19 892 064	9/10
9 defence24.pl	48	1 574 024	7/10
10 reddit.com	43	ND	ND
11 wykop.pl	27	30 484 476	9/10
12 tvn24.pl	16	39 909 063	9/10
13 radioszczecin.pl	15	465 507	5/10
14 mon.gov.pl	12	130 163	4/10
15 gffreepages.blogspot.com	10	925	1/10

Figure 16. The list of the most active channels - Twitter, Facebook, YouTube, Flickr, Google, the usual suspects. Plus some Polish websites

IMPORTANT SOURCES – Romania

Here are the most active online sources in Romanian media, for one month period.

Press	Posts
+ ziuanews.ro	4
+ ziarulprofit.ro	3
+ rador.ro	3
+ romanalibera.ro	3
+ armataromaniei.ro	3
+ agerpres.ro	2
+ rfi.ro	2
+ publika.md	2
+ comisarul.ro	2
+ tracknews.ro	2
+ stirileprotv.ro	2
+ epochtimes-romania.com	2
+ noi.md	2
+ europalibera.org	2
+ stiripesurse.ro	2
+ ziaruldeiasi.ro	2
+ deschide.md	2
+ orange.ro/stiri	1
+ gandul.info	1
+ hotnews.md	1
+ realitatea.md	1
+ economica.net	1
+ caleaeuropeana.ro	1
+ bitpress.ro	1
+ monitoruljustitiei.ro	1
+ radiometafaora.ro	1
+ ro.sputnik.md	1
+ europafm.ro	1
+ a1.ro	1

Figure 17. Top - most articles in online media

COMPARISON - NATO exercises in Romania. Sea Shield vs Saber Strike

As for the comparisons with other military exercises, we have chosen to make a comparison with Sea Shield. This is the recent NATO military exercise organized in the Black Sea under the coordination of Romania.

It is also an exercise that has a considerably smaller impact as compared to Noble Jump or Saber Guardian. We have assumed that a military exercise organized outside Romania cannot be compared at the level of impact in media and on social networks with moments like Noble Jump or Saber Guardian.

As we can see, the total number of views for mentions of Sea Shield are approximately double as compared to the number of views for mentions of Saber Strike.

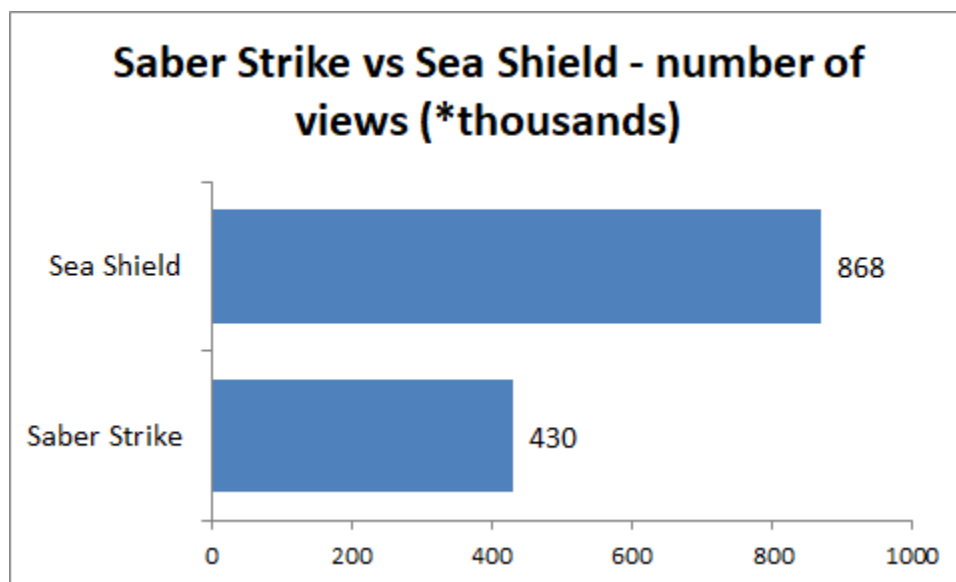


Figure 18. Saber Strike vs Sea Shield - number of views

COMPARISON – Sea Shield vs Saber Strike. Timeline, total mentions

As it can be seen below, in the case of Saber Strike, the mentions appear in a notable number only at the beginning of the military exercise. By comparison, there were several days when Sea Shield has generated interest.

At the same time, on the day of its debut, Saber Strike generated a peak of mentions higher than any of those generated by Sea Shield. In other words, the debut of Saber Strike had more media coverage than any of the Sea Shield moments.

This is worth mentioning considering that Saber Strike did not take place in Romania. However, as we have seen above, the impact of mentions of Sea Shield is considerably higher than those of Saber Strike.

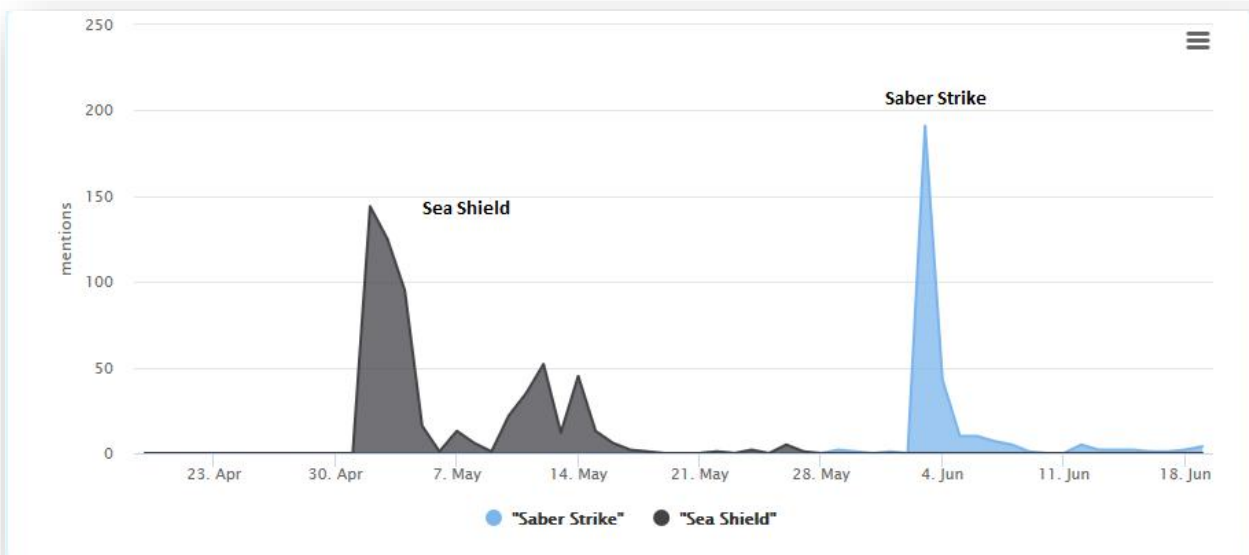


Figure 19. Saber Strike vs Sea Shield - all mentions

The number of mentions in the online media of Sea Shield is higher than those of Saber Strike. We note that the interest of the media towards Saber Strike was only manifest at the beginning of the military exercise.

COMPARISON – Sea Shield vs Saber Strike. Timeline, Facebook mentions

As for Facebook, the beginning of Saber Strike generated a peak of interest higher than any of the moments during Sea Shield.

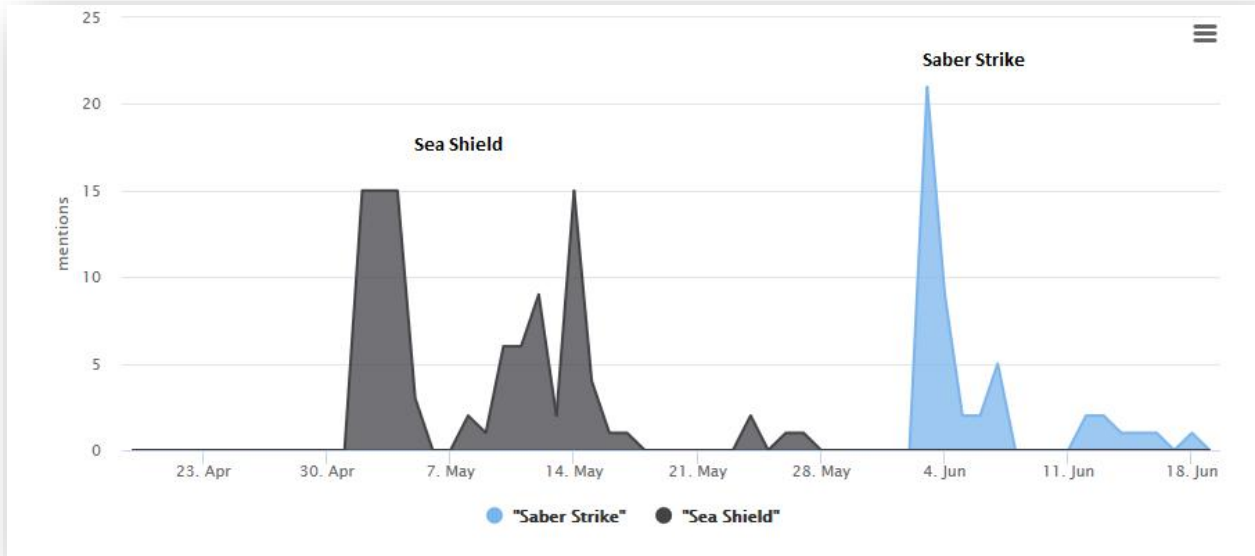


Figure 20. Saber Strike vs Shield - mentions. Facebook

COMPARISON – NATO vs Saber Strike. Timeline, total mentions

As with other military exercises, NATO's global mentions are much more numerous than those explicitly related to those military applications. NATO is an institution that generates interest in many other areas.

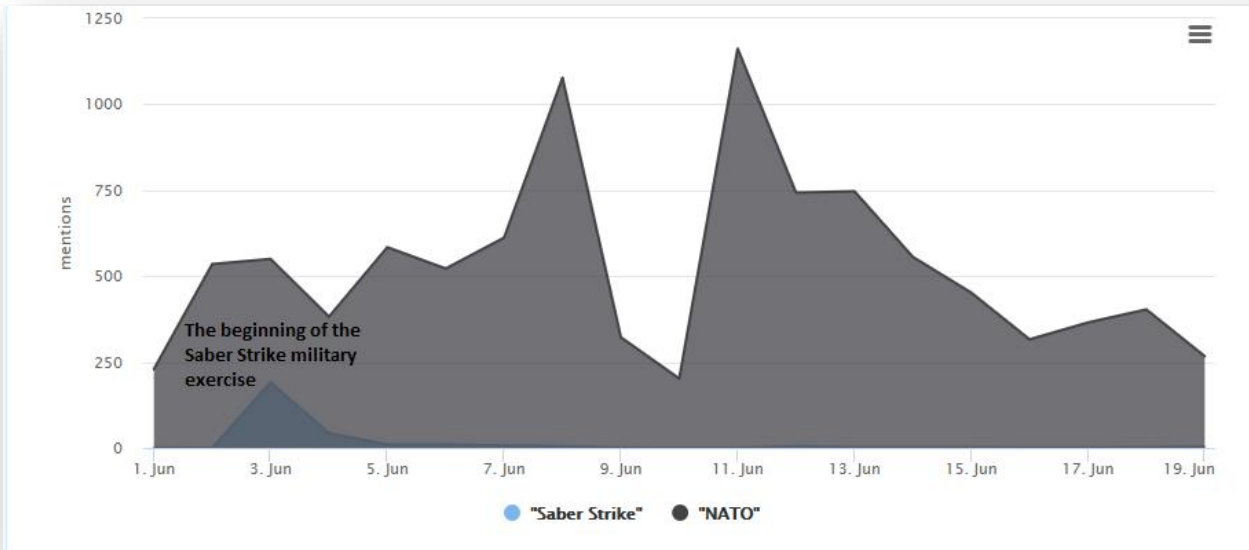


Figure 21. Saber Strike vs NATO. Mentions

COMPARISON - NATO vs USA vs Russia. Timeline – mentions: in the context of the Saber Strike military exercise

The United States and Russia generate more mentions than NATO. Only in exceptional moments does this report change in favor of NATO. The last part of the analysed period is marked by the beginning of the FIFA World Cup, hence the increase in the number of mentions of Russia.

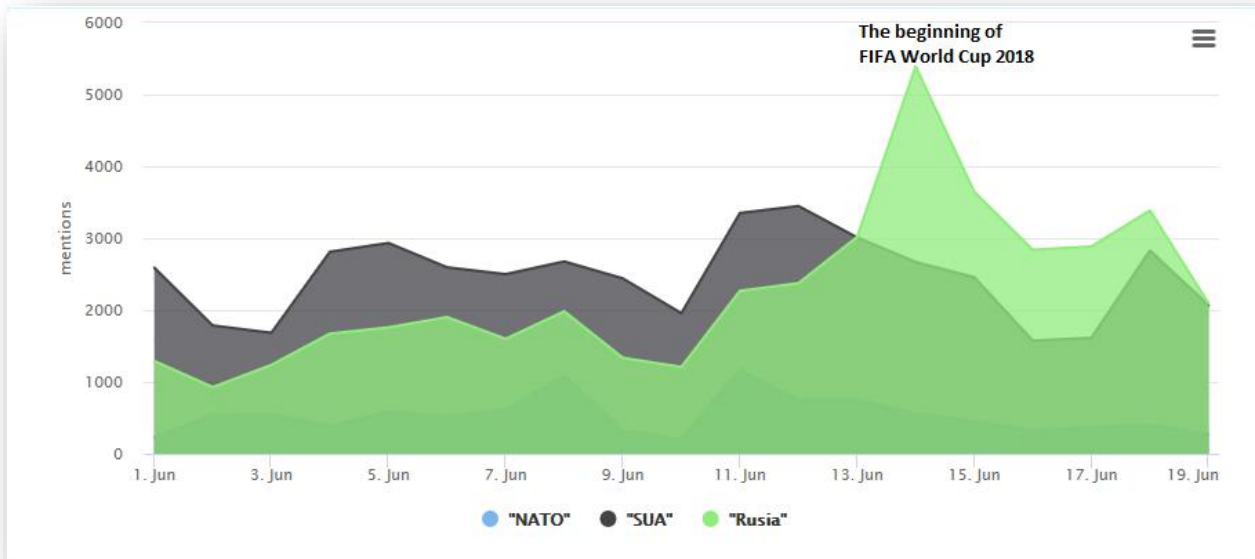


Figure 22. NATO vs USA vs Russia. Mentions

Google TRENDS.

Saber Strike vs Sea Shield

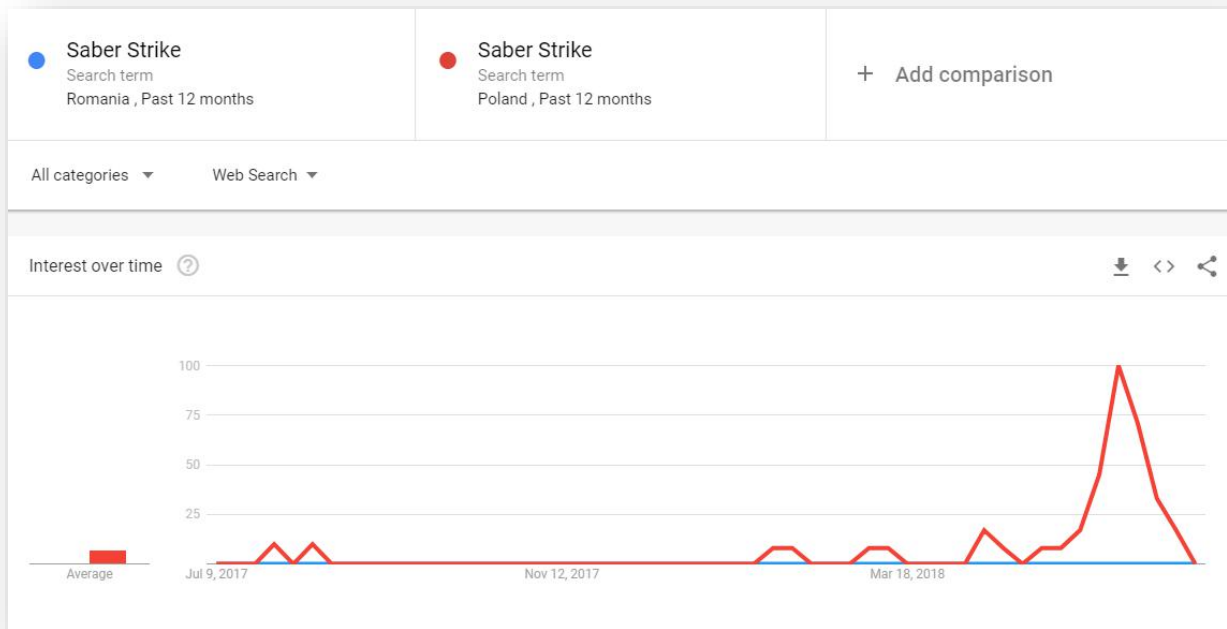


Figure 23. There is a limited interest in the name. No interest at all in Romania. In Poland it was bigger, in comparison

NATO vs SUA vs Russia - in the context of the Saber Strike military exercise

In the past two months, there has been a constant flow of searches regarding the three terms. It does not seem that search tendencies have been influenced by Sea Shield or Saber Strike. The only event that visibly affects internet searches is the FIFA World Cup.

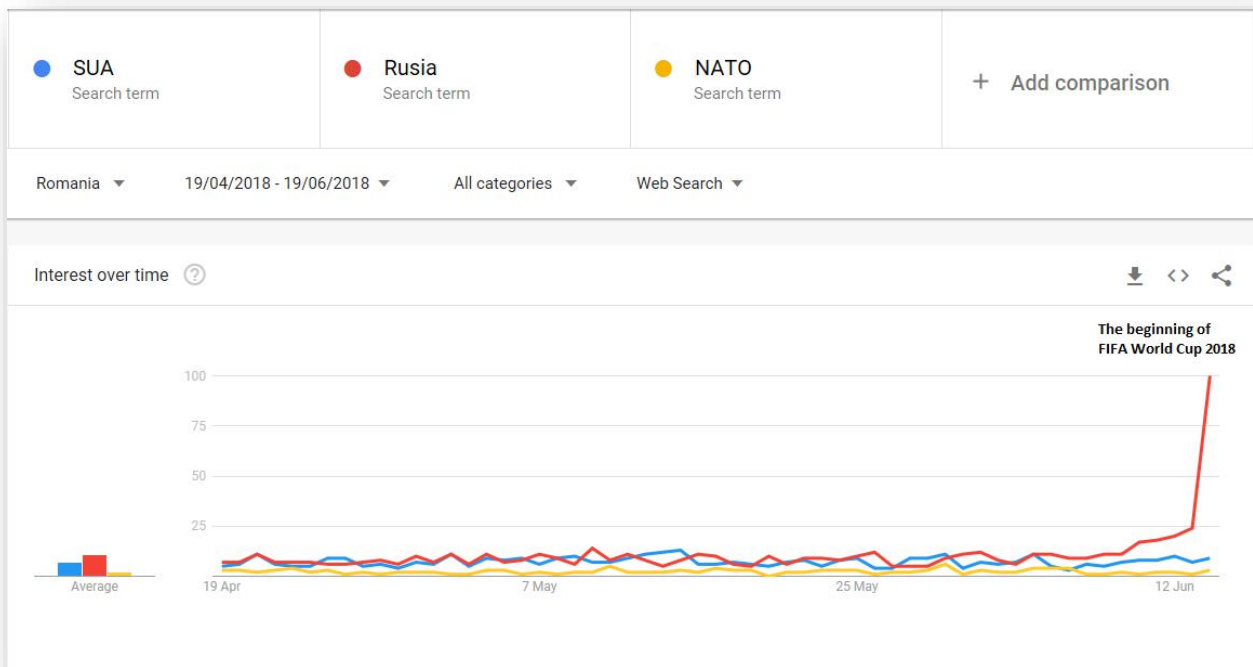


Figure 24. NATO vs US vs Russia. Google Trends



MOLDOVA. Saber Strike visibility

Because the public / media space in the Republic of Moldova is strongly exposed to Russian propaganda (like the other former Soviet republics), we have continued to monitor the accessible media (online sources in Romanian or with Romanian version) in order to see if and how NATO / US actions in Europe are reflected. Concerning the Saber Strike military exercise, we note that the subject is present in the media agenda in Moldova, but occupying a rather marginal position.

The approaches are largely factual, but there are four dimensions of media exposure that deserve to be mentioned:

- 1. The beginning of the military exercise was marked by the Moldovan press with news materials that have as source news agencies from Romania (Agerpres, Mediafax).** There is an emphasis on the number of soldiers involved (18,000), as well as on the identity of the organizer, which is either the US or NATO ("NATO exercise", "a multinational exercise on NATO's eastern flank", "USA inaugurates the military exercise"). In essence, the exercise is associated with NATO, being perceived as such (as a NATO exercise). There are also sources (eg Publika.md) that

try to offer a different dimension to the event, by talking about "NATO-large military exercises".



Figure 25. Saber Strike in Moldovan press

2. There was little information about the actual exercise and also few media sources that disseminated this information. As with other exercises of this type, the most visible are "incidents" / "accidents". Thus, Moldovan media reported that "four US armored cars collided on a highway in Lithuania", but also the fact that "two Russians were arrested after entering a NATO military base", a base in which a military exercise was taking place. This information was, however, less visible.

3. There was a direct reaction of Moscow towards the Saber Strike exercise. It doesn't have a very high visibility in the Moldovan language press. Thus, at the start of the military exercise in Poland and the Baltic countries, Kremlin spokesman Dmitry Peskov declared that "Moscow is always following closely all the maneuvers that are taking place on the NATO line, especially those that are in one degree or another close to our borders". Also, Sputnik, the main propaganda outlet of the Kremlin in Romania, published an article on the "ironic reactions of the Internet"

to the poster dedicated to the Saber Strike 2018 exercise, in which a Romanian soldier appears with the AK47, a Russian weapon, in hand.



Figure 26. Sputnik on Saber Strike

4. We also noticed the coverage of topics related to NATO and Russia that were not directly related to the Saber Strike exercise. For example, during the exercise in Poland and the Baltic countries, part of the Moldovan press has disseminated (from external media sources) information such as: The North Atlantic Alliance intention to strengthen its rapid reaction capabilities to counter Russia by preparing a new intervention structure of 30,000 soldiers; The United States insistence that its European allies have several NATO battalions, ships and planes ready to fight, in the context of the allies discouraging a possible Russian attack. The Sputnik portal also promoted Russian Foreign Minister Sergey Lavrov's statements that Russia would continue calling on NATO to respect agreements on “indivisible security”.



GENERAL CONCLUSIONS

As we can see, interest in the military exercise was significant almost exclusively at the beginning of the Saber Strike exercise.

There is a tendency for mainstream media to promote only the official communication about the military exercise – so, if this official communication is rather limited in content and range, so is the media exposure.

Sputnik remains the main source of media through which direct or veiled critical messages are launched on NATO and its allies. Russia is promoting more anti-Western content at the same time, and this trend is increasing.

Our study concludes that NATO needs to be more proactive. There is a need for positive stories about the Western model, to counter the effects of negative stories of Russian propaganda, and these events of military cooperation can offer such content. In countries like Poland, Romania or the Czech Republic, the road to becoming democratic societies was long, hard and it is still not finished. This is a struggle that never stops. Because of that, we not only need the promotion of the Western values and model, but also the reinforcement of this model, with different type of positive stories (including military ones).

We also believe that existing projects, such as the #WEARENATO campaign, should be better tailored to address local audiences more efficiently, with bigger flexibility allowed in the communication approach in order to deliver messages that various segments of local population can understand and relate to.

Authors: Dan **Sultanescu**, Daniel **Buti**, Adrian-Emil **Constantin**,
Radu **Cucută** (CPD experts)

More about our work on www.civicparticipation.ro

ANNEXES. Other relevant data

The Romanian online media publications with the biggest impact online. They are also media sources with a positive attitude towards NATO.

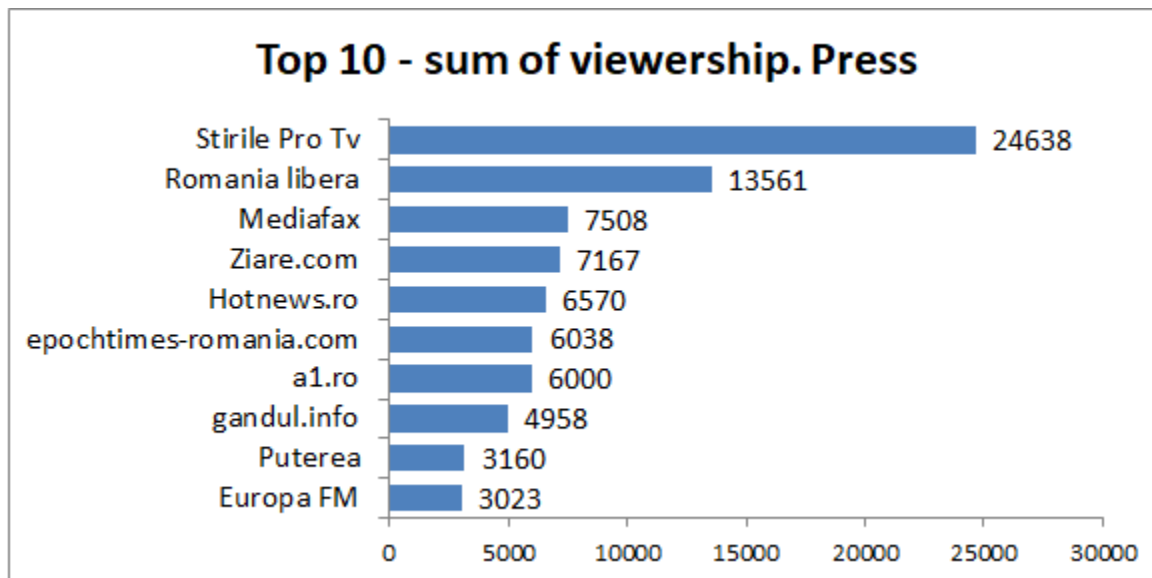


Figure 27. Top 10 - sum of viewership. Press

Romanian Facebook accounts that have rolled out the most viewed posts about Saber Strike are the official ones of the military institutions.

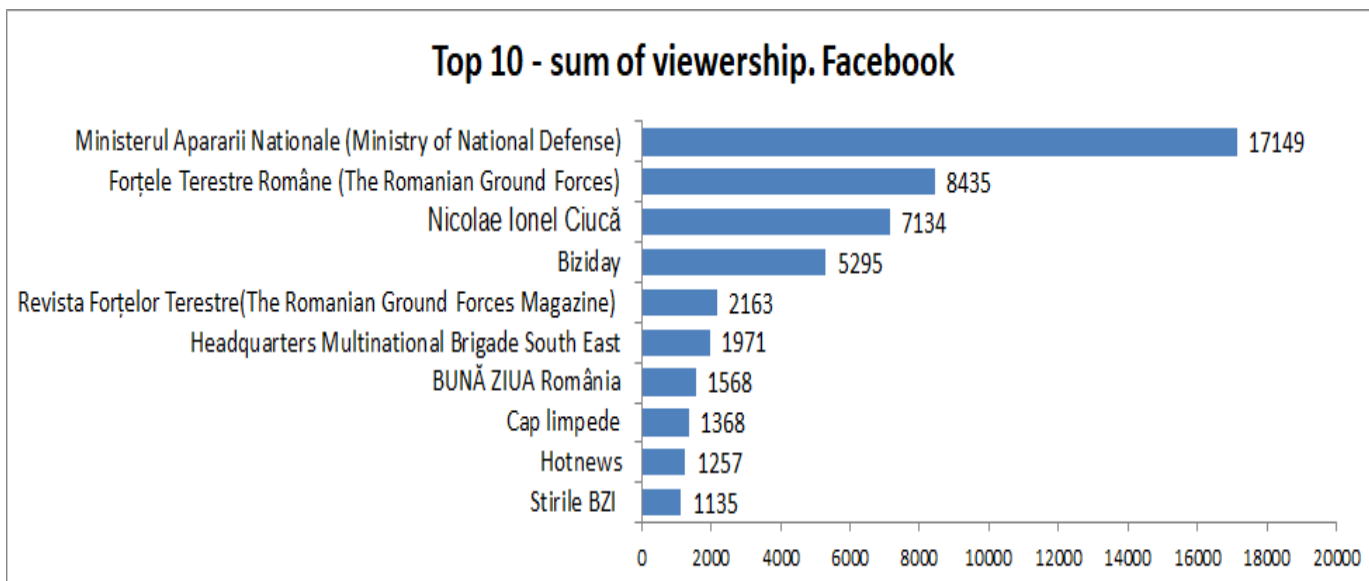
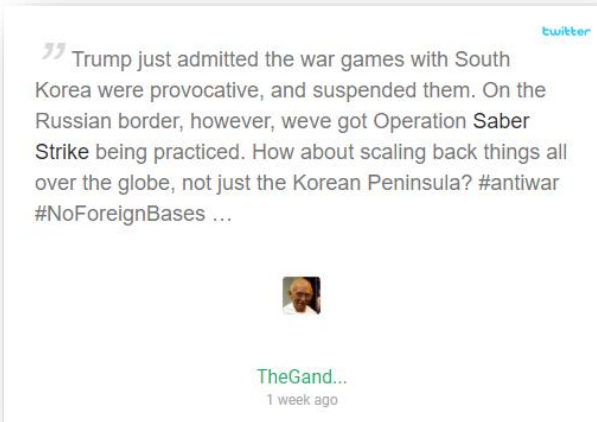


Figure 28. Top 10 - sum of viewership. Facebook

Examples of negative mentions in global online media – the last month



Examples of positive mentions in global online media – the last month

