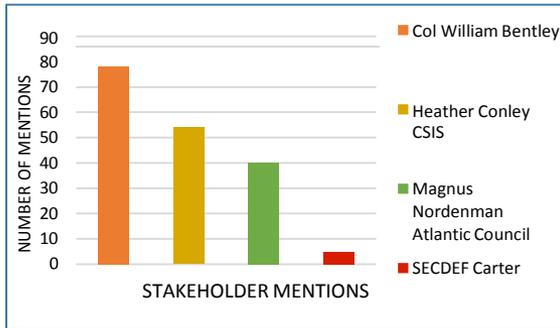
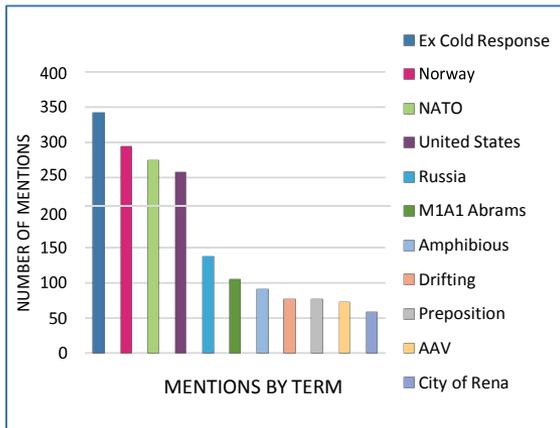
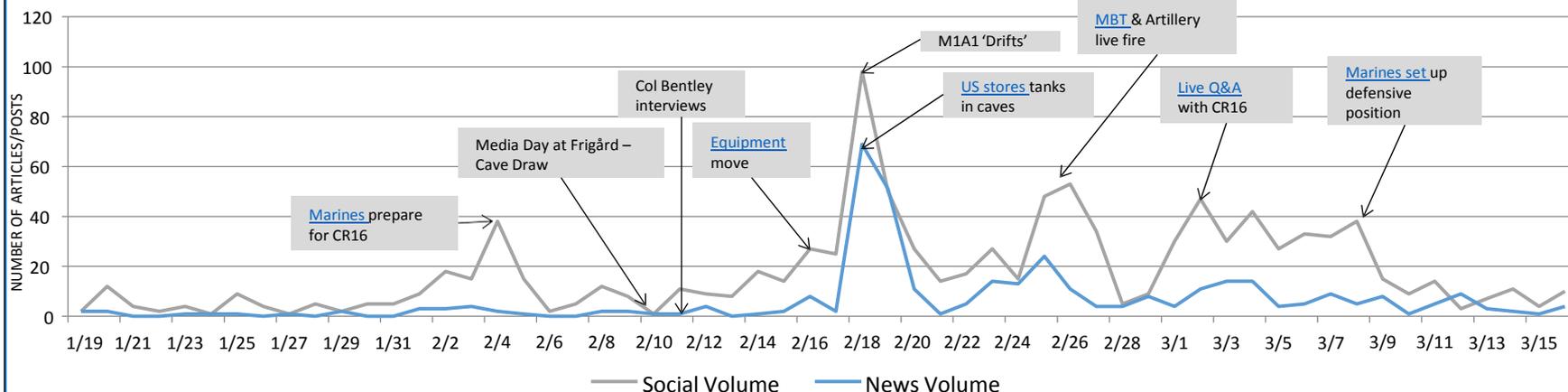


COLD RESPONSE 2016: ANALYTICS REPORT

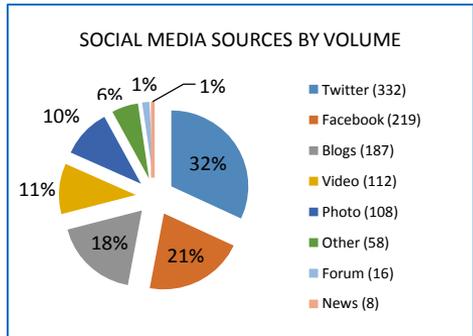
BLUF: Cold Response traditional news coverage from US outlets peaked on 2/18, then generally leveled off for the remainder of the coverage period.



KEY TAKE AWAYS

ONLINE US NEWS: A total of 360 clips were collected. The most prominent outlets included [The Washington Post](#) and [CNN](#). The most prominent stakeholder identified was Col William Bentley with 78 mentions, mostly correlating with the spikes on Feb 18 and 19. The other stakeholders were mentioned in the widely republished [CNN](#) article that provided a background to MCPP-N and geopolitical context of the exercise; this article also drove mentions of other search terms. Traditional news mentions were relatively light for the remainder of the reporting period.

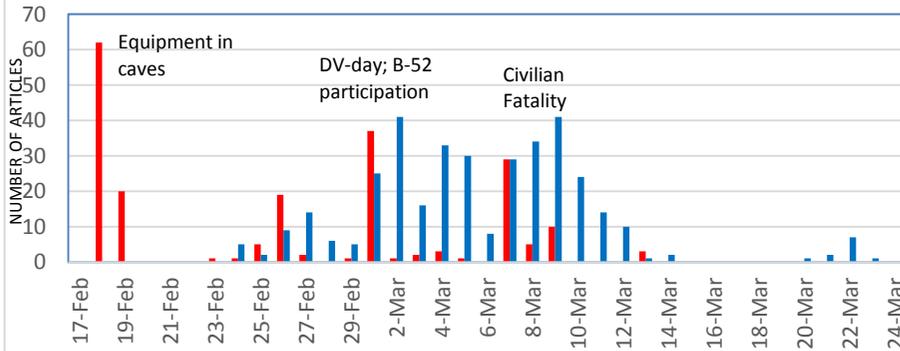
SOCIAL MEDIA: 1,040 posts across a variety of channels were identified. Twitter was the dominant platform used, followed by Facebook and blogs. Twitter posts were dominated by retweets of a video of an M1A1 Abrams ‘drifting’ in icy conditions and caused a significant increase in COLD RESPONSE 2016 mentions on Feb 18. Early March saw some peaks with posts about the Royal Marines’ involvement, the USS Fort McHenry participation and images of the Northern Lights being shared on Facebook, before overall coverage eventually leveled off as the exercise came to a close.



OF NOTE: The majority of traditional media reporting incorporated Marine Corps articles, photos and videos into their stories.

PRODUCTS DRIVING COVERAGE: The two most prominent media outlets did not contact the Marine Corps directly, but rather pulled elements from Marine Corps products to include quotes from Col Bentley’s interviews, information about MCPP-N and the video of the tanks ‘drifting’ during the ice driving course in Rena.

Foreign Media Reporting



Russian reporting was primarily negative and focused on “secret” equipment stored in Norwegian caves, B-52 participation in the exercise, and the collision between a civilian vehicle and a tank.

The majority of stories suggested that the European Reassurance Initiative (ERI) funding increase, increased frequency of exercises in Northern region, and the deployment of the B-52 bomber were all examples of aggressive behavior from NATO and the US toward Russia.

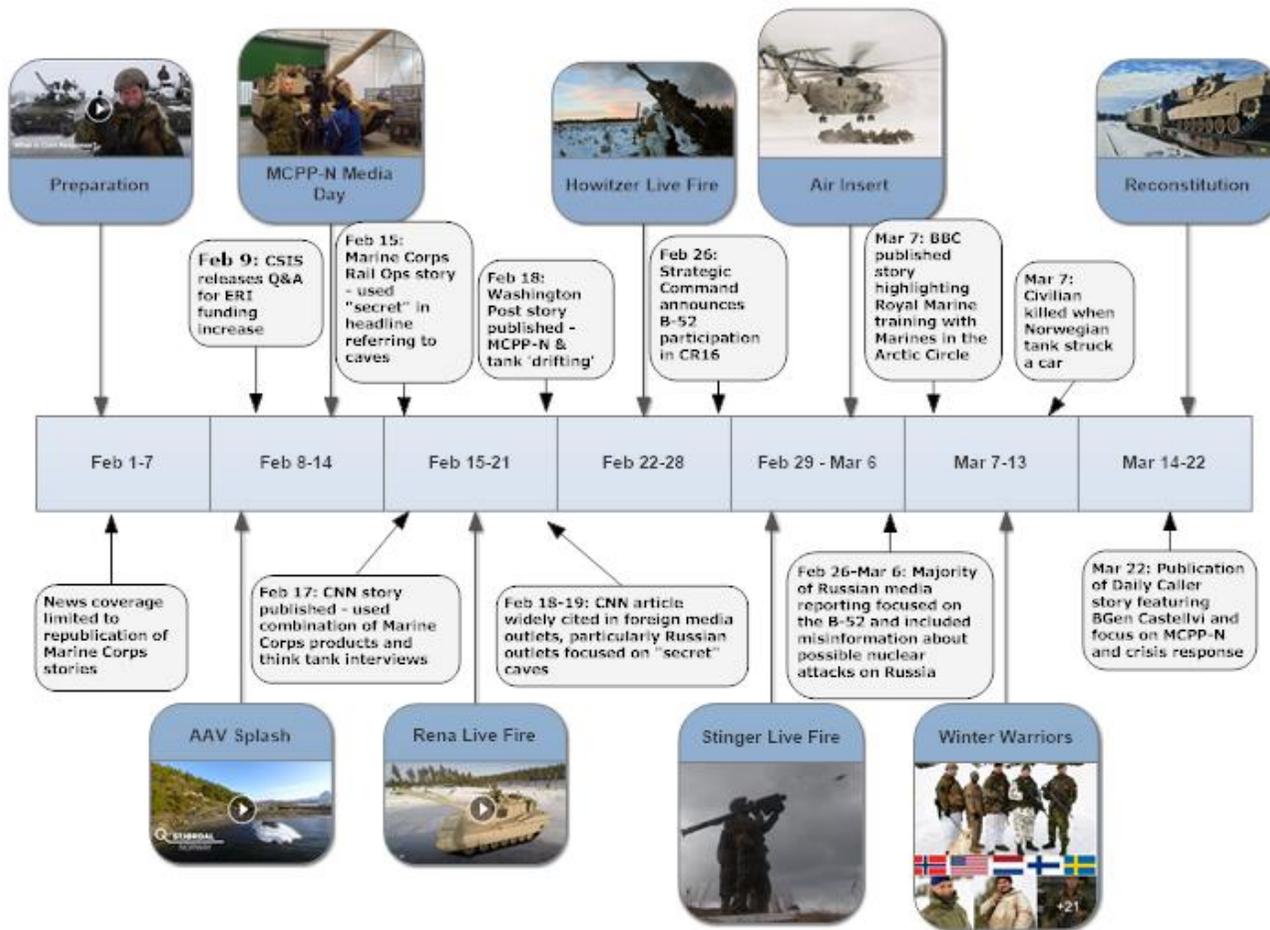
Several articles accused the US of launching a “Russophobic propaganda campaign” against Russia to divert attention from “aggressive” actions of the US.

KEY TAKE AWAYS

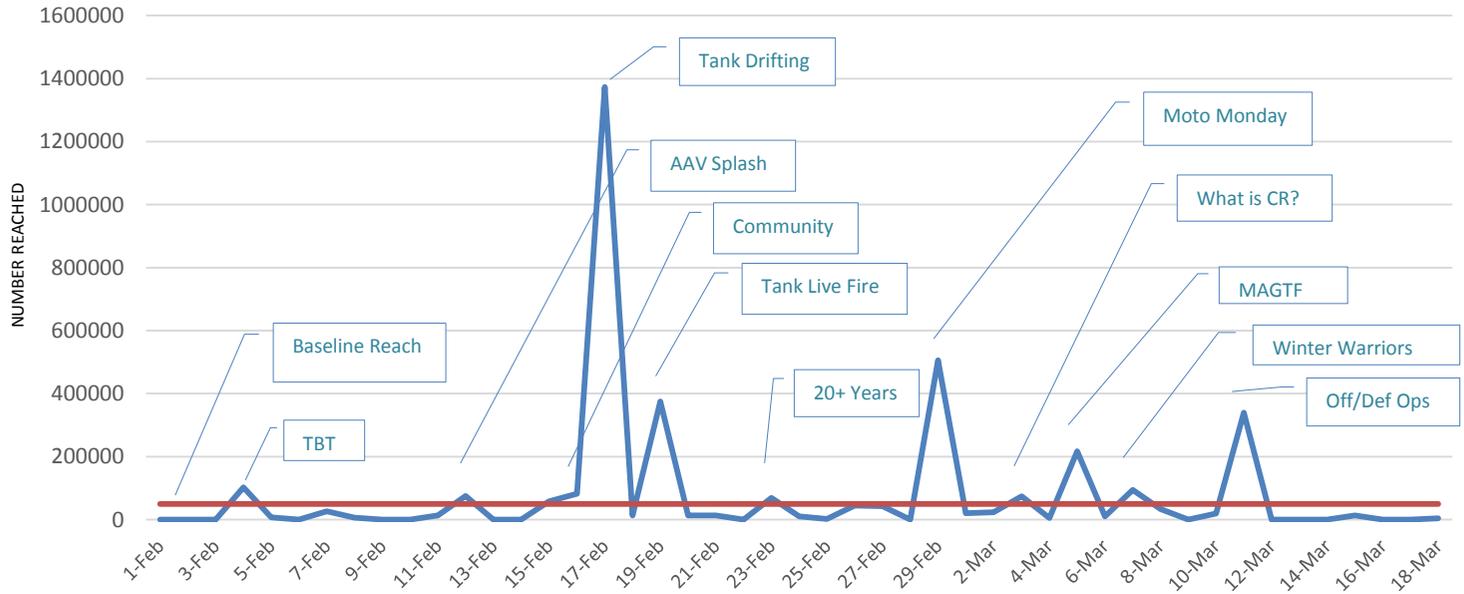
This analysis consisted of a sample of **295** foreign media news clips and included reports from primarily Norwegian and Russian media outlets.

Three perceptible peaks in foreign reporting occurred Feb 18 after the release of the CNN article, Mar 1 following the announcement of the start of the exercise and B-52 participation in the exercise, and Mar 7 following a collision of a civilian vehicle and a tank that resulted in a fatality.

Norwegian reporting was predominantly positive and focused on partnership, collective defense, and the financial benefits of the exercise for the local economy. The only negative articles involved the collision between the civilian vehicle and the tank, the cost associated with fixing the roadways due to heavy military vehicle traffic, and noise pollution impacts to local livestock.



MFEA Facebook Reach

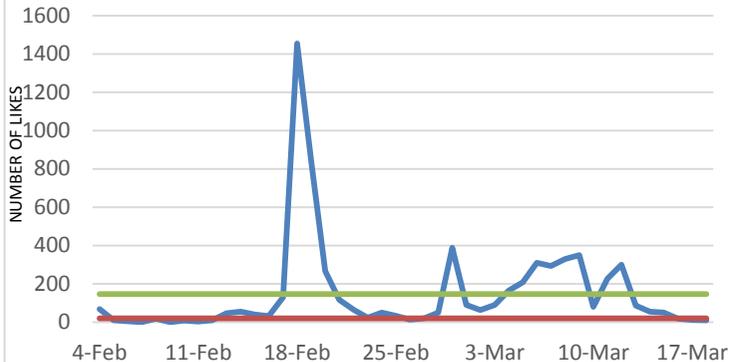


Baseline: The baseline for reach was set at 50k based on activity on MFEA's Facebook page prior to the start of Cold Response. 'Viral' reach was defined as content that reached 50k or more users and extended beyond MFEA's previously established relationships (i.e., reaching users beyond current social networks). Of the content posted throughout the exercise, 11 communication products met or surpassed the baseline, the most successful being the tank drifting video that had an organic reach of approximately 1.4M.

Of Note: HQMC Public Affairs shared several posts from MFEA's page which, taken collectively, extended the reach of Cold Response products by approximately 4.3M.

Content Trend Analysis: The majority (60%) of the most popular content included short dynamic videos and on average reached more users than collages, albums or photos alone. Content that was organically posted (i.e., not shared from another page) performed significantly better than shared content.

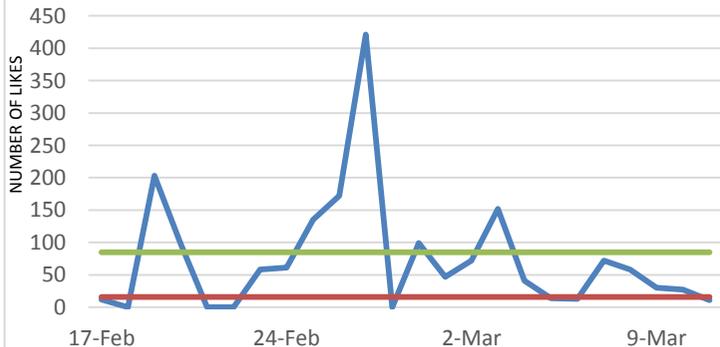
MFEA Facebook Page Likes



The number of likes to MFEA's Facebook page increased by approximately **20%** from the first official post on Feb 4, with the average likes per day rising from 21 to 147 during this period.

Peaks in likes roughly corresponded with peaks in the reach for content, the most popular being short dynamic videos.

II MEF Facebook Page Likes

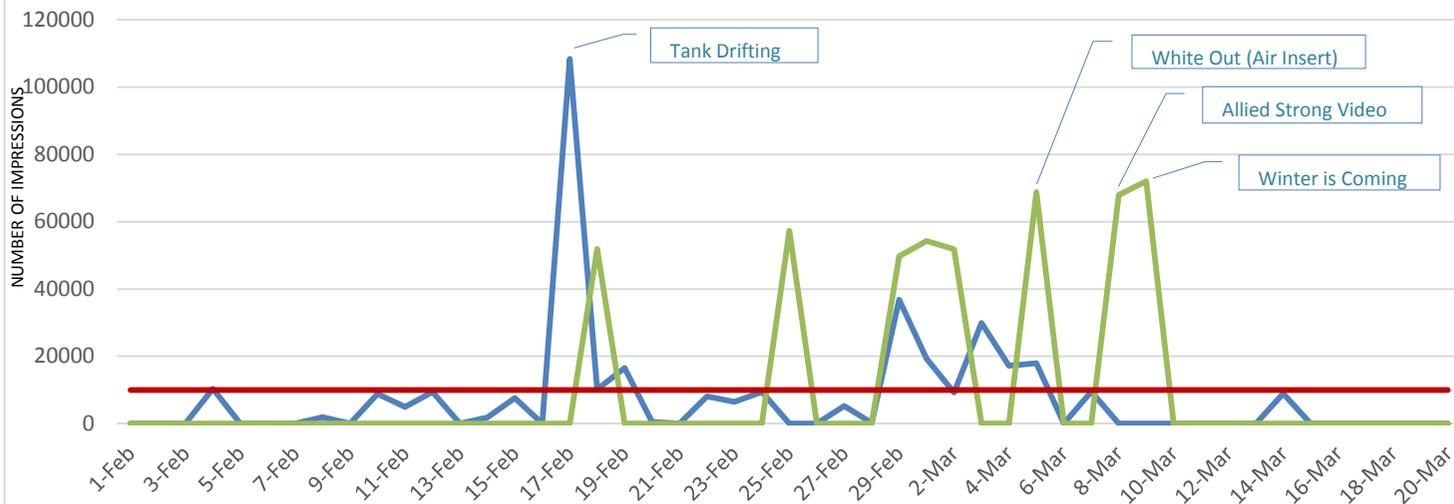


The number of likes to II MEF's Facebook page increased by approximately **80%** from the first official post on Feb 17, with the average likes per day increasing from 16 to 85 throughout the exercise.

Although the bulk of the content was posted to MFEA's Facebook page, new content or different cuts of released content were posted organically to II MEF's page.

Posting alternate content on II MEF's page effectively broadened the audience for II MEF while preventing over-saturation on MFEA's page.

MFEA Twitter Impressions



Baseline: The baseline number of Twitter impressions was based on the average performance of previous tweets from MFEA's Twitter handle and was set at 10k. An impression is defined as the number of times a Twitter user sees a particular tweet.

MFEA (blue line): The majority of tweets with the greatest number of impressions were photos, the exception being the tank drifting video that performed approximately three times as well as the other top-performing twitter videos.

HQMC (green line): Eight tweets were released using HQMC's handle during the preparatory and execution phases of the exercise in effort to maximize impressions for Cold Response content. Partnering with the flagship social media accounts not only increased impressions, but also increased exposure to the MFEA handle and led to an expansion of networks.



COLD RESPONSE PAO TEAM

Team Composition & Assessment

MO: 2

ME: 8

Supplemental support: Combat Camera (3 ME) and BSRF (1 MO; 1 ME)

Size and composition of team was appropriate for the size and scope of the exercise.

Location & Team Placement Assessment

Improve

- Location of NJHQ Media Center in Finsas was too remote; negative effects on Wi-Fi connectivity and ease of movement to training locations
- Media Center collocated with Exercise Operations Center; proximity to umpires was helpful, but was outweighed by connectivity and mobility issues.

Sustain/Enhance

- Team integration with Norwegians; mix teams at the correspondent level
- Three teams of two (1 video/1 still); leave one team in CJTF location while other two teams remain mobile

Top Three Sustain

- LNO and forward PAO team should be collocated with Joint Information Center and integrated at earliest opportunity
- LNO should have phone rosters for umpires and POCs at all USMC units
- Reporting process – in the event of accidents/incidents, PAO must be the first call from SWO

Top Three Improve

- PAO “syndicate” should be formed at FPC to ensure proper coordination and integration
- Teams should either embed with units or into joint coverage teams; proper cold weather issue is essential
- Communication between PA element at CJTF HQ and NJHQ; PA rep in the COC

Technical Requirements

- Landline phone at the PAO workstation capable of sending/receiving local & international calls
- Hotspots, burner phones & ICE.NET routers are required to effectively perform duties
- Rental or contracted vehicles are essential
- Facebook Messenger as a preferred method of communication
- Satellite dish KU band (90 days in advance)
- Authorization for quad copters (increased production value)

Information Flow & Planning Requirements

- Reporting process (SWO to PAO)
- Scenario should not prevent unit from providing movement information to PAO upon request
- PA access to umpire update meetings
- 10-15 min PA brief at FPC to garner planner support
- Detailed coverage plan and pre-coordination with units
- Balance of field time and production time
- 1 person dedicated to creating micro-content

Report written by Maj Kendra Motz with contributions from the Office of US Marine Corps Communication, Marine Corps Information Operations Command and Norwegian Public Affairs

Apr 1, 2016