Objectives of the Task Force

Effective communication and promotion of EU policies towards the Eastern Neighbourhood

Strengthening of the overall media environment in the Eastern Neighbourhood and in EU Member States

Improved EU capacity to forecast, address and respond to disinformation activities by external actors
EU speaks Russian…
Some examples of outputs...
...Raising awareness with analysis

East StratCom Weekly Digest

Highlights

- Putin’s reaction to the plane crash in Sinai
- Ukrainians connected to Daesh/ISIL
- New Russian TV station expected in the Balkans

Russian Lebensraum

On Instagram, Sputnik has published a map of Russia taken from Yanko Tsvetkov’s “Atlas of Prejudices”. Together with self-deprecating names for Russian regions, we find that Crimea and the Dombas area are called New Russia while former Soviet Republics live in “Russian Lebensraum” - echoing terminology used by the Nazis. Belarussians have been classified as “delusional non-Russians” while Ukraine and the Baltics are termed “slightly anxious non-Russians”. The map comes complete with the indication of failed revolutions: the rose, orange and tulip revolutions.
**Media literacy in our Eastern neighbours…**

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Trust Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public TV Channels</td>
<td>36%</td>
</tr>
<tr>
<td>Private TV Channels</td>
<td>16%</td>
</tr>
<tr>
<td>Public printed press</td>
<td>3%</td>
</tr>
<tr>
<td>Private printed press</td>
<td>1%</td>
</tr>
<tr>
<td>Public Radio Stations</td>
<td>1%</td>
</tr>
<tr>
<td>Private Radio Stations</td>
<td>1%</td>
</tr>
<tr>
<td>Internet (Blogs, websites)</td>
<td>17%</td>
</tr>
<tr>
<td>Social Media (facebook, Twitter,…)</td>
<td>5%</td>
</tr>
<tr>
<td>Don't know (SPONTANEOUS)</td>
<td>20%</td>
</tr>
</tbody>
</table>
BA8. Do you think that [NATIONALITY] ... (is) are independent that is to say that they resist to pressures from political parties and power when presenting news about political issues?

- **Television**
  - Yes, they are independent: 15%
  - No, they are not independent: 56%
  - It depends: 19%
  - Don't know: 10%

- **Radio**
  - Yes, they are independent: 14%
  - No, they are not independent: 50%
  - It depends: 17%
  - Don’t know: 20%

- **Printed press**
  - Yes, they are independent: 9%
  - No, they are not independent: 54%
  - It depends: 19%
  - Don’t know: 18%

- **Websites**
  - Yes, they are independent: 23%
  - No, they are not independent: 27%
  - It depends: 12%
  - Don’t know: 38%
Media literacy in our Eastern neighbours...