

SURFOR MEDIA ASSESSMENT

TASK ■ FORCE ■ LCS ■

DECEMBER 15TH – MARCH 15TH



TASK FORCE LCS – MEDIA ANALYSIS

Commander, Naval Surface Force, U.S. Pacific Fleet Public Affairs assessed online news coverage from **Dec. 15, 2021 – March 15, 2022.**

EXTERNAL MEDIA

Objective 1:

Seventy-five percent (**75%**) neutral to positive media coverage in trade press that highlights LCS deployments, operations, and exercise participation.

To obtain key themes and sentiment for LCS deployments, operations, and exercises, **26 external media articles** were sampled between December 15 and March 15, 2022.

Trade press represented eighty-four percent (**84%**) of the stories.

Ninety-six percent (**96%**) of the articles sampled were neutral to positive in sentiment.

Coverage focused primarily on:

- o MQ-8C Fire Scout
- o 4th Fleet Counternarcotic Operations
- o LCS presence in 7th Fleet

DEC

MAR

136 articles were published within the timeframe, and two groups of articles were sampled for **Task Force LCS's** objectives one and two to determine the sentiment for articles related to LCS deployments, operations, and exercises, as well as the amount of **Navy messaging** present in articles about the platform's design and material readiness.

LCS Operations Sentiment (26 articles, by percent of total coverage)

- Positive
- Neutral
- Negative

46%

50%

4%

EXTERNAL MEDIA

Objective 2:

One Navy key message in ninety percent **(90%)** of trade press articles about LCS design or material readiness by Q4FY22 (Sept. 30, 2022).

To obtain Navy key messages for LCS design and material readiness, 29 external media articles were sampled between December 15 and March 15, 2022.

- Trade press represented eighty-four **(84%)** of the stories.
- Seventy-nine percent **(79%)** of the articles contained at least one Navy key message.
- Coverage focused primarily on:
 - o GAO Report
 - o Delayed mission packages
 - o Freedom decommissionings



Top Quoted Senior Leaders (Counted by article)

Hon. Carlos Del Toro – 2
Vice Adm. Roy Kitchener – 3
Capt. Andy Gold – 3
Capt. David Miller – 2
Capt. Eric Soderbeg – 4
Capt. Godfrey “Gus” Weekes – 4



SOCIAL MEDIA ANALYSIS

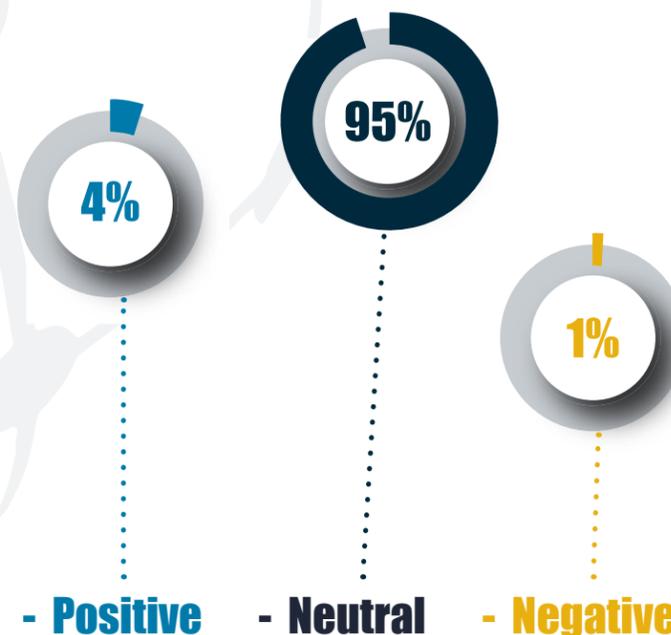
Objective 5:

Sixty percent **(60%)** neutral to positive interactions on **Navy generated social media posts** that feature the LCS platform as a topic by Q4FY22 (Sept. 30, 2022).

To obtain overall social media sentiment, **42 internal social media posts were evaluated and analyzed** between December 15, 2021 and March 15, 2022.

- Neutral to positive: **99%** (95% neutral, 4% positive)
- Opposing: **1%** (the 1% opposition is primarily held by four individuals who post negative comments on LCS-related posts only.)

(10,855 likes, 195 comments, 826 shares total)
(40 negative likes, 71 negative comments)



WAY FORWARD

Operations:

Operational aspects of LCS resulted in more favorable sentiment than stories and narratives about reliability and sustainability. PA should take more opportunities to capture operational milestones and deployments, including videos, imagery, and articles via DVIDS and Navy web properties. Select content should be sent to industry media in an official release.



Material Readiness:

PA should continue to highlight how LCS is increasing reliability and sustainability through the work of Maintenance Execution Teams (METs), the work of LCS crews, and tangible examples of operational success.



Social Media:

Increase engagement with Surface Force social media audiences about LCS lethality, sustainability, and reliability through relevant imagery and two-way communication–dialogue. Social media messaging should emphasize the incremental steps and progress made to achieve Task Force LCS objectives that delivers more, ready LCS to the fleet.



LCS RELIABILITY

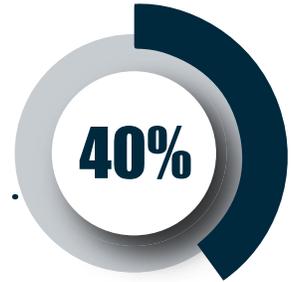
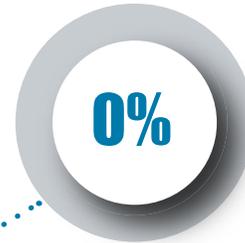
To obtain sentiment for LCS reliability, **10** articles from Dec. 15, 2021 to March 15, 2022 were **randomly selected and sampled** for articles related to **LCS design** or **material readiness**.



- **Positive**

- **Neutral**

- **Negative**



SENTIMENT ANALYSIS GRADING CRITERIA

Sentiment analysis is the identification and interpretation of emotions by analyzing text feedback. We counted the number of positive, neutral, and negative statements and/or interpreted biases to determine the overall sentiment.

To calculate findings, we coded each positive statement or bias as +1 and each negative statement or bias as -1. A neutral sentiment is the lack of sentiment or bias, and we calculate this by analyzing the lack of emotion in the text. After adding the total number of positive, neutral, and negative statements in an article, we assign a sentiment to the entire article based on the final number (an overall positive total correlates with a positive article and vice versa).

