



## Assessing Russia's Influence in its Periphery Is Russia Really Winning the Information War?

February 4, 2016

### Agenda

#### Introductions & Welcome

Chris Stewart,  
*Partner, Gallup*

#### A Snapshot of Russia

Brigadier General (ret) Kevin  
Ryan,  
*Director, Defense and  
Intelligence Projects, Harvard  
Kennedy School's Belfer Center  
for Science and International  
Affairs*

#### Findings From the World Poll

Neli Esipova,  
*Director of Research, Global  
Migration and Regional Director,  
Gallup*

#### U.S. International Media's Approach

Jeff Trimble,  
*Deputy Director, International  
Broadcasting Bureau*

#### Role of Russian Media in the Baltics and Moldova

Paul Tibbitts,  
*Director, Market Insight and  
Evaluation,  
Radio Free Europe/Radio  
Liberty*

A question and answer period will  
follow.

#### CONTACT

For any questions or further information  
on this data, please contact the  
Broadcasting Board of Governors at  
[publicaffairs@bbg.gov](mailto:publicaffairs@bbg.gov) or  
202-203-4400.

With events in Ukraine looming large, and a flood of information coming in from media funded by the Russian Federation, residents in the Baltics and Moldova face a challenge regarding decisions about where to get their news. Both the elites and the general public can hear very different stories by tuning in to Moscow-backed or Western media.

The prevalence of Russian-language media in these countries is not surprising given the large number of Russian speakers there. But who is using which media sources in Russian? And more important, how does it affect the way they perceive the world?

The Broadcasting Board of Governors and Gallup present the latest media consumption and attitudinal findings from Estonia, Latvia, Lithuania and Moldova. Information on the use of Russian media in these countries, the perceived credibility, importance and trustworthiness of this media, and what connection there is between the use of Russian media and support for Russia and its policies will be presented. Gallup 2014 World Poll data from 12 Former Soviet Union countries will also be presented and will look at the attitude toward the conflict between Ukraine and the Russian Federation and the role media likely played in forming people's opinions.

The **Broadcasting Board of Governors (BBG)** is the independent federal agency that oversees all government-supported U.S. civilian international media, whose mission is to inform, engage and connect people around the world in support of freedom and democracy. BBG programming reaches an audience of 226 million in more than 100 countries and in 61 languages. Networks within the BBG include the Voice of America, Radio Free Europe/Radio Liberty, the Middle East Broadcasting Networks (Alhurra TV and Radio Sawa), Radio Free Asia, and the Office of Cuba Broadcasting (Radio and TV Marti). @BBGgov

**Gallup** has studied human nature and behavior for more than 75 years. Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide. Gallup consultants help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in more than 40 offices around the world. @Gallup

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## Speakers

### CHRIS STEWART

Christopher Stewart is a partner at The Gallup Organization. Mr. Stewart provides strategic counsel in the area of marketing communications, advanced analysis and modeling, and population-based assessments. Additionally, he plays a senior leadership role as a strategic advisor for Gallup's 165 country public opinion tracking program – The Gallup World Poll.

Mr. Stewart previously served for 10 years as Regional Managing Partner of the Asia Pacific Division where he had responsibility for managing Gallup's seventeen offices in the Asia Pacific region. He remains a Director of Gallup in Singapore, Thailand, Australia, Malaysia, Hong Kong, and India, and as the General Director of Gallup Institute LLC, a Russian subsidiary of Gallup, Inc.

### BG (RET) KEVIN RYAN

Brigadier General Kevin Ryan (U.S. Army retired) is Director, Defense and Intelligence Projects at Harvard Kennedy School's Belfer Center for Science and International Affairs. A career military officer, he served in air and missile defense, intelligence, and political-military policy areas. From 1995 to 1996, he was head of the Moscow office of the POW/MIA Commission, searching for missing Americans in the former Soviet states. From 1998 to 2000, he served as Senior Regional Director for Slavic States in the Office of Secretary of Defense and, from 2001 to 2003, as Defense Attaché to Russia. He also served as Chief of Staff for the Army's Space and Missile Defense Command, an organization with diverse missions that include deployment of missile defenses, cyber assets, satellite management and research in areas like directed energy. He has commanded at every level from platoon to brigade and served in Europe, Korea, and Iraq. In his last duty assignment he was responsible for Army Strategic War Plans, Policy, and International Affairs and coordinated Army policy in the domestic interagency and with foreign allies.

Ryan holds a Bachelor of Science degree from the U.S. Military Academy, a Masters degree in Russian Language and Literature from Syracuse University and, a Masters degree in National Security Strategy from the National War College. Ryan has been a fellow at Harvard Kennedy School's Shorenstein Center on Press, Politics and Public Policy and was Vice President for Business Development at iRobot Corporation. He is a member of the Board of the American Councils for International Education (ACTR/ACCELS) and a member of the Belfer Center Board of Directors. He is a member of the Kennedy School's MPA Admissions Committee. Ryan was the founding director of the center's U.S.-Russia Initiative to Prevent Nuclear Terrorism, where he continues to facilitate U.S.-Russian cooperation and lead the "Elbe Group." He was previously Executive Director for Research of the Belfer Center from 2010 to 2013. He is the author of over 20 articles and book chapters on various leadership and security topics.

### NELI ESIPOVA

Neli Esipova is the Director of Research for Global Migration and Regional Director for Gallup's World Poll for former Soviet Union countries. She has led Gallup's groundbreaking research on global migration patterns while also managing more than 100 studies on various topics in former Soviet Union countries. Ms. Esipova frequently presents insights from her research to international audiences. She presented at numerous migration, wellbeing, positive psychology, and leadership conferences.

Ms. Esipova has provided consulting to the World Economic Forum on survey implementation. Her present and past clients include World Bank, IOM, OECD, WEF, BBG, Office of International & Refugee Health, Belgian Contact Point to the European Migration Network, and IRS. Ms. Esipova is the coauthor of more than 70 published articles. She has had several articles related to CIS region published in the Harvard International Review, including "Conflict in the Caucasus," "Russian Muslims," "Questions of Freedom," "The Decisive Factor: Post-Soviet States' Attitudes Toward NATO," and "Inside Turkmenistan: A Glimpse at the Central Asian Country." As a director of global migration research, Ms. Esipova also has published in IOM migration research series, Migration Letters, and she led the team that wrote the main chapter of OM 2013 annual World Migration Report.

### JEFF TRIMBLE

As IBB Deputy Director, Jeffrey Trimble works with the Global Strategy team focusing on special projects that advance collaboration and coordination across the BBG. He provides strategic editorial guidance to enhance BBG content in an environment of increasing global competition.

Trimble joined the BBG in 2007 as Director of Programming and later served as Executive Director, managing the Board staff and providing strategic guidance and program oversight. He became IBB Deputy Director in 2012. Trimble also worked for 10 years at RFE/RL, where his positions included Acting President, Counselor to the President for Programs and Policy, Director of Policy and Strategic Planning, and Director of Broadcasting.

Previously Trimble worked at U.S. News & World Report magazine for 15 years, in positions including Assistant Managing Editor, Foreign Editor, Moscow Bureau Chief, and diplomatic correspondent.

He holds a master's degree and a bachelor's degree from Ohio State University and is a fluent Russian-speaker.

### PAUL TIBBITTS

Paul T. Tibbitts is the Director of Market Insight and Evaluation at Radio Free Europe/Radio Liberty, where he oversees research into current and new RFE/RL projects on multiple media platforms including radio, television and on-line. He works closely with RFE/RL broadcast services on all aspects of audience research work and implementation of the results. As Deputy Director of Audience Research and Program Evaluation from 2002-2006, Tibbitts traveled to much of the broadcast region and worked closely with RFE/RL's strategic research partners. His extensive knowledge of our priorities, platforms, and the media environments in which RFE/RL operates serve the organization well as it seeks to retain and expand audiences for its varied offerings.

Prior to joining RFE/RL in 2002, he was the Project Manager, CIS, Caucasus, and Baltics at the InterMedia Survey Institute in Washington, DC. While at InterMedia, Mr. Tibbitts managed a variety of quantitative and qualitative research projects in the Baltic States and the CIS on behalf of international broadcasters. From 1997-2001, Mr. Tibbitts was an economist at PlanEcon, Inc., a Washington, D.C.-based research and consulting firm that focused on Eastern Europe and the former Soviet Union. He managed the East European Automotive Service in conjunction with Standard and Poor's DRI and was the editor of the quarterly East European Automotive Monitor. Mr. Tibbitts studied in the Center for Eurasian, Russian, and East European Studies at Georgetown University in Washington, D.C. He received his M.A. in 1998. He received his B.A. in Russian and Russian Studies from St. Olaf College in Northfield, MN in 1995.