

TOPIC: NORTH KOREA DECLARED STATE SPONSOR OF TERROR
DATE: November 21, 2017

EXECUTIVE INSIGHTS

- In the President's [speech](#), he used strong language to denounce North Korea. Below is the numeric message pull through of powerful phrases/themes found in the speech:

Rank	Topic	% of Total Conversation
1	Call for additional sanctions	9%
2	"Should have happened a long time ago"	6%
3	Mention of assassinations perpetrated by NK	3%
4	"Murderous regime"	2%
5	Otto Warmbier	2%

- The promise of additional sanctions as part of a “maximum pressure campaign” was the highest mentioned topic in the dataset.
 - The sanctions represent the first concrete action taken against North Korea in conjunction with the designation, which triggered a larger volume of discussion.
- 8% of the conversation discussed Rex Tillerson’s comments in the press conference following the President’s announcement.
 - There was some criticism about the Secretary of State’s hope for diplomacy with North Korea, questioning how the designation would improve dialogue between the USA and North Korea. Specifically, half of the conversation about the Secretary of State was driven by this Negative [tweet](#) authored by Andrea Mitchell (anchor at NBC). The tweet alleges that Mitchell questioned the Secretary of State about how the designation would allow further negotiations between the two nations, and was the second most retweeted tweet during the reporting period.
- Press Secretary Sarah Sanders’ [tweet](#) announcing the new designation was the most retweeted tweet. It made up 7% of the overall conversation volume.
 - One explanation for the tweet’s success was that the media and consumers were surprised by the President’s announcement, and used the Press Secretary’s tweet to confirm the news to their followers.
- 4% of the tracked mention volume noted that both Japan and South Korea supported the President’s designation of North Korea as a State Sponsor of Terror. Both countries believe the designation will pressure North Korea to denuclearize.
 - Reuters was the only major media outlet to earn substantive virality on their [article](#) about the support of Japan and South Korea.
- Red State Watcher – an outlet that traditionally posts content in line with the President’s positions – published an [article](#) about the declaring North Korea a State Sponsor of Terror. Although the article indirectly quoted the President, its title was inflammatory and not in line with the designation. The title, "Breaking! President Trump has officially made North Korea a target!" is designed to draw clicks into the article using dramatic language, as opposed to the informative tone of other articles published on the topic.

PERSPECTIVE

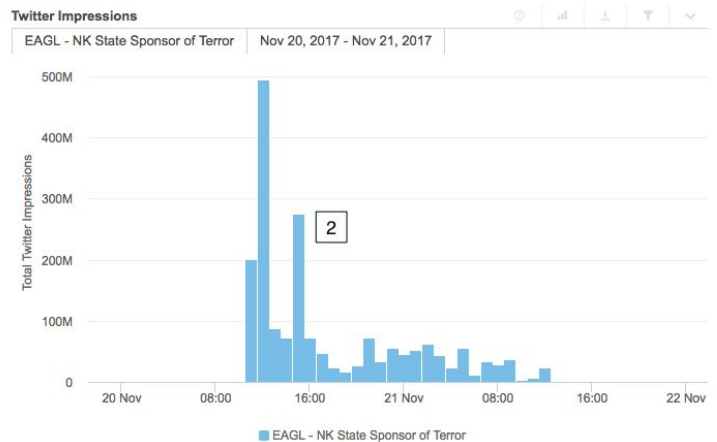
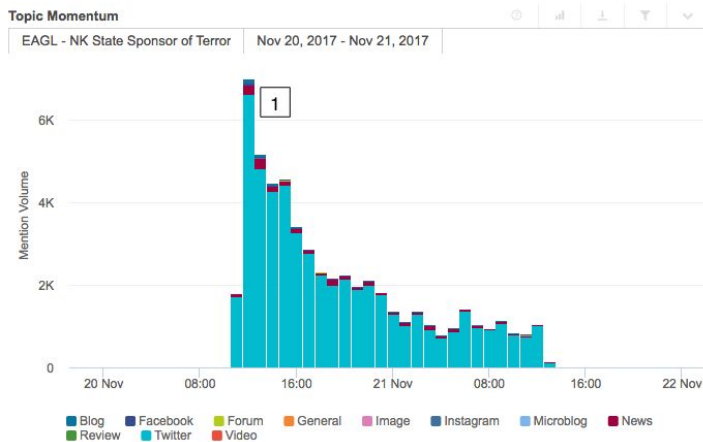
- Overall, the topic has played well for the President even though he did not publish any tweets about the designation.
 - Only 2 Democrats have posted about the announcement, one of whom supported the President's action.
 - In comparison to the Opioid Public Health Crisis announcement, the North Korea designation earned 5% more Positive sentiment with 9,000 fewer mentions. The President published a tweet about the Opioid announcement, but did not about the State Sponsor of Terror designation.
 - Unlike the Opioid announcement, the North Korean designation did not present multiple courses of action (i.e. National Emergency vs. Public Health Crisis). Feasibly, that clear path led to fewer disagreements with the President's selected course of action.

QUANTITATIVE TOPIC METRICS

- **Content Volume: 56,182 filtered mentions across all channels** over the last 2 days related to the President designating North Korea a State Sponsor of Terror.
- **Contribution Channels:** 53,074 Tweets, 2,073 Digital News mentions, 559 Forum and Blog posts, 229 Facebook posts.
- **Sentiment by Mention Volume:** 71% Positive, 15% Neutral, 14% Negative.
- **Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 11K Tweets earning 176.31M Impressions. @pressec was mentioned in 4.3K Tweets earning 51.89M Impressions.
- **Community Demographics from Twitter:** 44% Female, 56% Male participation from gender identifiable Twitter handles.
- **Impressions & Authors Contribution from Twitter:** 1.91B Total Impressions from 35,657 unique Twitter profiles.

TOPIC MOMENTUM

Hourly topic momentum for the last 2 days. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



1. Cabinet meeting where initial statement issued.
2. Press conference where Secretary of State echoed President's statement.

WHITE HOUSE CONTRIBUTION

Top Content from the White House.

- **Sarah Sanders @PressSec** [20th Nov](#) .@POTUS announced that the U.S. is again designating North Korea a state sponsor of terror *Retweets: 4.4K Replies: 1.1K Impressions: 37.33M*
- **Dan Scavino Jr. @Scavino45** [20th Nov](#) President Donald J. Trump, meeting with members of his Cabinet, Monday, Nov. 20, 2017, in the Cabinet Room at the White House in Washington, D.C., announced the Administration is designating North Korea as a state sponsor of terrorism. pic.twitter.com/XEZKPT4xBb *Retweets: 419 Replies: 15 Impressions: 2.71M*
- **Dan Scavino Jr. @Scavino45** [21st Nov](#) THE WALL STREET JOURNAL EDITORIAL BOARD: "NORTH KOREA, TERROR SPONSOR" "President Trump has pledged to avoid the mistakes of his predecessors and stop North Korea from amassing a

nuclear arsenal.” <https://www.wsj.com/articles/re-listing-north-korea-1511214435...> Retweets: 41 Replies: 1 Impressions: 416K

POLITICIAN CONTRIBUTION

Selected content from Republicans and Democrats.

REPUBLICANS

- **Ted Cruz** @tedcruz [20th Nov](#) Today’s decision to re-list North Korea as a state sponsor of terrorism is a major milestone, and I applaud @POTUS for taking decisive action. <pic.twitter.com/CsCmSHsrsU> Retweets: 959 Replies: 171 Impressions: 5.74M
 - **Senator Ted Cruz** @SenTedCruz [20th Nov](#) Today’s decision to re-list North Korea as a state sponsor of terrorism is a major milestone, and I applaud @POTUS for taking decisive action, in accord with my legislation, to protect the American people and our allies. -> <bit.ly/2zZFNSy> Retweets: 148 Replies: 45 Impressions: 1.20M
- **Mike Lee** @SenMikeLee [20th Nov](#) I support the US designating North Korea, as a state sponsor of terrorism. Despite all efforts, North Korea continues to antagonize the entire world with its missile testing and malign activities. <https://www.lee.senate.gov/public/index.cfm/speeches...> Retweets: 56 Replies: 8 Impressions: 505K
- **Ted Poe** @JudgeTedPoe [20th Nov](#) Today @realDonaldTrump took necessary action, declaring North Korea as a State Sponsor of Terrorism as recommended by my legislation the North Korea State Sponsor of Terrorism Designation Act of 2017. #StateSponsoredTerrorism Retweets: 14 Replies: 1 Impressions: 313K
- **Marsha Blackburn** @MarshaBlackburn [20th Nov](#) Finally, we have a leader who is not afraid to stand up to our enemies. I fully support @POTUS’ decision to again designate North Korea as a state sponsor of terrorism. Retweets: 127 Replies: 68 Impressions: 262K
- **Tom Cotton** @SenTomCotton [20th Nov](#) I strongly support the president’s decision to designate North Korea as a sponsor of terror: https://www.cotton.senate.gov/?p=press_release... Retweets: 106 Replies: 25 Impressions: 254K
- **Rob Portman** @senrobportman [20th Nov](#) Pleased that @POTUS @realDonaldTrump will relist #NorthKorea as a state sponsor of terror. This dangerous regime must be held accountable. <bit.ly/2zTBBpH> Retweets: 25 Replies: 59 Impressions: 172K
- **Senator Rubio Press** @SenRubioPress [20th Nov](#) I commend the Administration for relisting North Korea as a State Sponsor of Terrorism. Nuclear-armed #NorthKorea has cooperated on missiles with #Iran’s terror-sponsoring regime, is an egregious human rights violator, and responsible for American #OttoWarmbier’s death. Retweets: 63 Replies: 9 Impressions: 154K

DEMOCRATS

- **Senator Joe Donnelly** @SenDonnelly [20th Nov](#) Today, Joe welcomed President Trump’s announcement that he intends to re-designate North Korea as a state sponsor of terrorism. Read more about Joe’s efforts to counter North Korea here: <bit.ly/2z8EZcE> <pic.twitter.com/HJNKsXz44P> Retweets: 6 Replies: 0 Impressions: 134K
- **Rep. Brad Sherman** @BradSherman [20th Nov](#) It was a mistake to take North Korea off the terror list. In 2008, I introduced legislation to prevent it, and I have been urging that NK be put back on the list. This is a long overdue decision. Now we need real economic pressure and a willingness to talk to Kim about a freeze. Retweets: 17 Replies: 0 Impressions: 68K

MEDIA CONTRIBUTION

Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).

POSITIVE

- **Trump names North Korea a state sponsor of terrorism - CNN - 11/20/17**
 - **Outbound Virality:** Facebook: 7.5K Interactions; Twitter: 1.1K Tweets; LinkedIn: 131 Shares
 - President Donald Trump, in the latest demonstration of increased tensions on the Korean Peninsula, placed North Korea back on the list of state sponsors of terrorism. Trump announced the move Monday during a public meeting with his Cabinet at the White House and said the Treasury Department will announce new sanctions against North Korea on Tuesday.
 - *Related:* [Trump designates North Korea as state sponsor of terror](#) - Fox; [Trump puts North Korea back on state sponsors of terrorism list to escalate pressure over nuclear weapons](#) - Washington Post
- **Trump: ‘The United States Is Designating North Korea as a State Sponsor of Terrorism’ - Breitbart - 11/20/17**
 - **Outbound Virality:** Facebook: 3.6K Interactions; Twitter: 5 Tweets; LinkedIn: 0 Shares

- During a statement on Monday, President Trump announced that the US is designating North Korea as a state sponsor of terrorism and slapping an additional, “very large” sanction on the country. Trump said, “Today, the United States is designating North Korea as a state sponsor of terrorism. Should have happened a long time ago. Should have happened years ago.”
- *Related: [Video: Trump Just Slammed North Korea By Relisting Them As A Sponsor Of Terrorism](#) - I Love My Freedom*
- **[‘Should have happened years ago’: Trump blacklists ‘murderous regime’ North Korea with state sponsor of terrorism designation - invoking Otto Warmbier](#) - Daily Mail - 11/20/17**
 - **Outbound Virality:** Facebook: 2.3K Interactions; Twitter: 29 Tweets; LinkedIn: 0 Shares
 - In a Cabinet meeting, Trump called the designation 'a very critical step' that he said will 'start right now.' 'Should have happened a long time ago. Should have happened years ago,' Trump said. The president said new sanctions are on the way for the 'murderous regime,' invoking Otto Warmbier, an American college student who died days after his return to the U.S. from North Korea earlier this year.
 - **User 1 Comment:** Disgraceful and shocking way that poor young man Warmbier was murdered. Trump is right.
 - **User 2 Comment:** Trump is right, the fact that NK has been openly developing a nuclear program even if their people are starving, with the specific goal of reaching the west is enough to keep them on the list.
- **[South Korea, Japan welcome U.S. relisting North Korea as sponsor of terrorism](#) - Reuters - 11/20/17**
 - **Outbound Virality:** Facebook: 448 Interactions; Twitter: 414 Tweets; LinkedIn: 19 Shares
 - “I welcome and support (the designation) as it raises the pressure on North Korea,” Japanese Prime Minister Shinzo Abe told reporters. South Korea said it expected the listing to contribute to peaceful denuclearisation, the foreign ministry said in a text message. North Korea has vowed never to give up its nuclear weapons program, which it defends as a necessary defense against U.S. plans to invade. The United States, which has 28,500 troops in South Korea, a legacy of the 1950-53 Korean war, denies any such plans.

NEUTRAL

- **[Trump Returns North Korea to List of State Sponsors of Terrorism](#) - New York Times - 11/20/17**
 - **Outbound Virality:** Facebook: 3.0K Interactions; Twitter: 886 Tweets; LinkedIn: 52 Shares
 - North Korea has not conducted any missile tests since Sept. 15, raising cautious optimism for a possible de-escalation in the region. Mr. Trump’s decision to blacklist North Korea again, which reflects his policy of applying “maximum pressure” on the country, will likely invite angry reaction from Mr. Kim’s regime and dim chances for easing tensions on the Korean Peninsula. The North Korean leader has a history of resorting to extreme measures against his enemies.
 - **User 1 Comment:** Taking them off the list in 2008 only encouraged their bad behavior. When a government engineers the blowup of a commercial airplane, kidnaps Japanese civilians, assassinates people in public, it can only be defined as terror. A country that enslaves and starves its people, is not worthy of membership in the UN either.
 - **Highlighted Comment User 2 Comment:** As a card-carrying Trump hater, I will admit when I agree with him. The tougher we are with North Korea the better. I also believe there is value in Trump talking crazy and being unpredictable when dealing with the issue. Now if only the Chinese and Russians would stop supplying them with materials, we'd be alright.
 - **User 3 Comment:** Given the tensions between the US and the DPRK right now, this was just plain dumb. At a time when the US should be seeking ways to damp down the talk of war and to find ways for the two sides to talk, this move will only inflame matters.
- **[Breaking! President Trump has officially made North Korea a target!](#) - Red State Watcher - 11/20/17**
 - **Outbound Virality:** Facebook: 295 Interactions; Twitter: 0 Tweets; LinkedIn: 0 Shares
 - President Trump has officially declared North Korea as a state sponsor of terrorism. OANN reported: President Trump designated North Korea as a state sponsor of terrorism after the country’s repeated support of terror and continued nuclearized threats.
 - **User 1 Comment:** Should have happened decades ago before they developed nuclear weapons.
- **[U.S. To Impose More Sanctions On North Korea, But How Effective Will They Be?](#) - NPR - 11/20/17**
 - **Outbound Virality:** Facebook: 251 Interactions; Twitter: 136 Tweets; LinkedIn: 17 Shares
 - When President Trump announced Monday that the U.S. intends to designate North Korea as a state sponsor of terrorism, he said the U.S. will also announce the imposition of additional sanctions on Pyongyang. The Trump

administration is increasingly using economic sanctions to try to influence behavior, but experts warn the strategy doesn't always work — and can backfire.

NEGATIVE

- [Analysis: US terror list more symbolism than substance](#) - Fox News [Associated Press Repost] - 11/21/17
 - **Outbound Virality:** Facebook: 4 Interactions; Twitter: 9 Tweets; LinkedIn: 1 Share
 - As North Korea marches toward nuclear mastery, President Donald Trump slaps the country back on an American blacklist of state sponsors of terrorism. But is it anything more than bluster? [...] The listing will raise animosity and speed up North Korea's nuclear development, said Hong Min, an analyst at Seoul's Korea Institute for National Unification.

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- **Mark Knoller** @markknoller [20th Nov](#) Pres Trump says North Korea supports acts of international terrorism - including assassinations on foreign soil. He recalls the brutal treatment given Otto Warmbier, a 22-year old American held 17-months by North Korea who died shortly after his release in June.
 - **Mark Knoller** @markknoller [20th Nov](#) Tillerson acknowledges that North Korea had previously been designated a State Sponsor of Terrorism in 1998, but that was lifted in 2008 as as part of effort to negotiate an end to its nuclear program. "That obviously failed," he conceded." pic.twitter.com/BMR5Uk9ZvN
- **Peter Baker** @peterbakernyt [20th Nov](#) "We still hope for diplomacy," Tillerson says after Trump returns North Korea to list of statesponsors of terror. This is part of pressure, he says.
- **margaret brennan** @margbrennan [20th Nov](#) .@POTUS says he'll designate North Korea a state sponsor of terrorism; cites overseas assassinations by "murderous regime" of Kim Jong Un; says more sanctions to come.
- **Andrew Malcolm** @AHMalcolm [20th Nov](#) How was it ever not? Pres Trump puts North Korea back on state sponsors ofterrorism list wapo.st/2j8RXRc?tid=ss...
- **Eamon Javers** @EamonJavers [20th Nov](#) Tillerson says the designation of North Korea as a state sponsor of terrorism is symbolically important, but downplays the practical impact. pic.twitter.com/LnB352LGw7

NEGATIVE

- **Highlighted Author Andrea Mitchell** @mitchellreports [20th Nov](#) Photo op folly: my question to Rex Tillerson today: "Mr Secretary do you think that designating North Korea (as a sponsor of terror) will help get them to negotiate?" He turned and walked out. *Retweets: 2.2K Replies: 130 Impressions: 6.71M*
- **Christina Wilkie** @christinawilkie [20th Nov](#) Trump: "The United States is designating North Korea as a state sponsor of terrorism. Should have happened a long time ago. Should've happened years ago." It did.
- **Dena Takruri** @Dena [20th Nov](#) The Trump administration is putting North Korea back on the list of state sponsors of terrorism. Prelude to the war he'll wage to save his failing presidency?

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- [FOX](#) - 11/20/17
 - The clip begins with the President's complete statement about the new designation of North Korea. The analyst called the President's announcement a "show of strength," noting the support of his cabinet. The segment then moved to interview a former Green Beret about how sanctions could impact China, and whether or not China would cooperate with the new designation and sanctions.
- [CCTV America](#) - 11/20/17
 - An explanation of the new designation for North Korea, and a short note about President Bush's decision to remove North Korea from the list. Multiple soundbites from Rex Tillerson are included, as well as some conversation about sanctions, and a final thought about the timing of the designation execution.

INFLUENCER CONTRIBUTION

Selected content from industry experts, analysts, and influential personalities.

POSITIVE

- **Nick Short** 🇺🇸 @PoliticalShort [20th Nov](#) "Today the U.S. is designating North Korea as a state sponsor of terrorism. In addition to threatening the world by nuclear devastation, North Korea has repeatedly supported acts of international terrorism including assassinations on foreign soil." -POTUS pic.twitter.com/b3KakXxBje *Retweets: 202 Replies: 5 Impressions: 505K*
- **Donald Miller** @donaldmiller [20th Nov](#) | 100% agree with North Korea being returned to the list of state sponsored terrorist. It's cyber-terrorism, but still destructive. Russia should be included as well for interfering with our elections. *Retweets: 3 Replies: 1 Impressions: 247K*

NEUTRAL

- **Will Ripley** @willripleyCNN [20th Nov](#) Not surprising to see President Trump add North Korea back to the state sponsor of terror list. One more move, mainly symbolic, to isolate and put pressure on Kim Jong Un. World also shouldn't be surprised when Kim defies pressure and orders 7th nuke test and more missile tests. *Retweets: 208 Replies: 12 Impressions: 2.18M*

NEGATIVE

- **Tulsi Gabbard** @TulsiGabbard [20th Nov](#) While the US now lists North Korea as a state sponsor of terrorism, we have supported Saudi Arabia's brutal war in Yemen, which has killed untold civilians, sparked a cholera outbreak, and a famine. We must [#StopArmingTerrorists](#) and stop the hypocrisy in our foreign policy. *Retweets: 1.6K Replies: 67 Impressions: 2.29M*

CONSTITUENT CONTRIBUTION

Constituent mentions on social media channels, including Twitter and Facebook.

POSITIVE

- **Gary Miles** @Golfinggary52 [20th Nov](#) NO BRAINER! @POTUS Designates North Korea as a state sponsor of terrorism. THANK YOU Mr. President! Should never have been rescinded by Obama. Clearly, North Korea is a terrorist country. [#RocketMan #MAGA #AmericaFirst #Winning https://twitter.com/politico/status/932653491235024906 ...](#)
- **Bruce Klingner** @BruceKlingner [20th Nov](#) North Korea being put back on state sponsor of terrorism list is welcome and long overdue development consistent with US laws as I advocated earlier this year [http://www.heritage.org/terrorism/report/north-korea-should-be-put-back-the-terrorist-list ...](http://www.heritage.org/terrorism/report/north-korea-should-be-put-back-the-terrorist-list...)

NEGATIVE

- **PROUD RESISTER** 🇺🇸 @ProudResister [20th Nov](#) Donald Trump in last 24 hours... 1. Attacks UCLA basketball players on twitter. 2. Attacks Marshawn Lynch on twitter. 3. Declares North Korea as a state sponsor of terror. #1 and #2 are not presidential and why people question his competency to handle #3.
- **Red T Raccoon** @RedTRaccoon [20th Nov](#) I can't believe Trump has the nerve to use Otto Warmbier as one reason to designate North Korea as a terrorist state only one day after saying he should have left the UCLA basketball players in a Chinese jail. The hypocrisy is so thick, I'm choking on it. pic.twitter.com/BxXgbvVNDJ
- **Steve Rogers 2018** 🇺🇸 @CapRogers2018 [20th Nov](#) Ill-advised move that will just increase tensions and America's chances of suffering war. [#VoteBlue](#) -Trump names North Korea a state sponsor of terrorism [http://www.cnn.com/2017/11/20/politics/president-donald-trump-north-korea-terrorism/index.html ...](http://www.cnn.com/2017/11/20/politics/president-donald-trump-north-korea-terrorism/index.html...)

DISCLOSURE

©2017 America First Policies and its Licensors. All Rights Reserved. Mentions included in this report may be subject to copyright by their respective owners. Reports are produced through data extracted from various licensed and open source databases, services, and Application Programming Interfaces (APIs). Software-based filters are applied to raw data sets to reduce spam and irrelevant mentions within a topic. Due to filtering, reports do not include the entire base of mentions available. Metrics, including mention volume, impressions, and sentiment, and mentions themselves, are derived from the filtered (Net) total, not the Gross. Although care has been taken to ensure the accuracy, completeness and reliability of the information provided, America First Policies and its Licensors assumes no responsibility and shall not be liable for damages in connection with the use or application of data contained within this report. The user agrees that the information contained within this report is subject to change without notice.