

## Track world leader actions and public perception

Analysts across U.S. national security and foreign policy agencies rely on a clear understanding of world leaders' actions, statements, and public reception to anticipate geopolitical shifts and assess global risk. But manually tracking these signals across local news, official channels, and global social media is slow and often incomplete. Primer Command applies AI to extract, cluster, and contextualize leader quotes and behaviors across diverse sources—while monitoring sentiment in foreign media and social channels to surface how those leaders are perceived across regions.

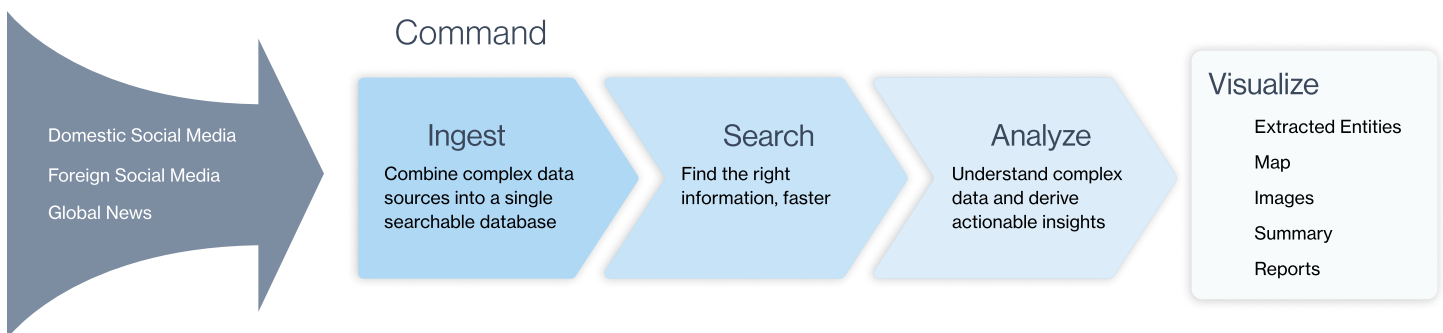
The screenshot displays a news article titled "Alternative Summaries" dated Jan 04, 2025. The article discusses President Vladimir V. Putin's response to the strikes on Ukraine. Below the article, there are sections for "Key Insights", "Documents", "Quotes", and "Numbers". To the right, a "How We Got Here" timeline shows a sequence of events from May 28, 2025, to Jan 10, 2025, including "Trump rebuffs Moscow's offer to broker Israel-Iran deal", "Trump Says Putin Plans to Retaliate for Ukraine Attack on Bombers", and "Russia will respond to Ukraine attack - Donald Trump, Putin talk over phone, Iran's nuclear deal also discussed".

## Your advantage in monitoring global leadership dynamics

Primer Command equips analysts and decision-makers with the tools to track leader-related discourse and perception as it unfolds across global news and social platforms. By surfacing direct quotes, clustering emerging narratives, analyzing sentiment, and identifying amplification networks, the platform helps users cut through noise and focus on what matters most. Whether supporting real-time monitoring or long-term geopolitical assessment, Primer Command delivers timely insight into how world leaders are acting and how they're being perceived by the public.

## Features summary:

- Monitor narratives across mainstream & fringe platforms:** Primer Command captures global discourse related to foreign heads of state across a wide range of social platforms—including X, Telegram, Reddit, 4chan, and regional or lesser-known channels—ensuring your team doesn't miss early signals from unexpected sources.
- Monitor sentiment around individual leaders:** Track how media and public tone toward specific leaders shifts over time, both globally and within key regions, to help contextualize rising support, criticism, or coordinated messaging.
- Extract emerging narratives:** Primer identifies new narratives about world leaders as they emerge in social media, while continuously analyzing how themes evolve and gain prominence across international news coverage.
- Monitor by leader, region, or context:** Use keywords, hashtags, phrases, or usernames to surface content relevant to specific individuals or regions. Apply geofence filters to isolate content posted near a physical location.
- Visualize affiliations & amplification:** Primer Command maps the accounts, outlets, and online groups driving discourse related to world leaders—highlighting connections between actors and revealing who's amplifying which narratives.
- Generate briefings & SITREPs:** Create structured summaries and trend snapshots based on the latest narrative activity—making it easy to brief leadership and maintain shared situational awareness.



### Quotes

- On Friday, Putin said: "Where the foot of a Russian soldier steps, that is ours," suggesting his government has no intention of returning occupied territories to Ukraine, if and when, the current fighting concludes.
- "We have no objection to talks [sure], but in principle I do not rule it out... They pose a constant threat to us, constantly shelling the border areas," Putin said Russia's thought to convene forum in Saint Petersburg.
- "Why reward them by giving them a break from the combat, which will be used to pump the regime with Western arms, to coordinate their forced mobilisation and to prepare different terrorist acts," Putin said in a televised government meeting.

**Impact: High**

This narrative is expected to have high impact because engagement is generally inauthentic, volume is atypically high, and the state actor faction Chinese State Amplifiers is participating.

**Trajectory: Down**

Recent: 2686 posts / day  
Previous: 5615 posts / day

**Inauthenticity: Medium**

Current 19%; Typical 16%

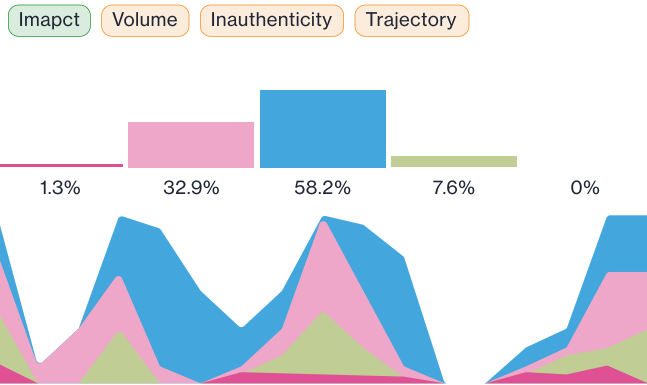
## Track leader activity across the open-source landscape

Primer Command continuously monitors global news, official statements, and social media to automatically surface quotes, events, and actions tied to world leaders. Analysts can quickly identify what a given leader said or did—without manually piecing together fragmented updates from scattered sources.

## Surface narrative trends and related events early

The platform extracts emerging narratives tied to leadership actions as they appear in open-source channels, while tracking how related themes evolve across time and geography in news coverage. This gives teams the ability to monitor how leader-driven developments are being framed and discussed over time.

### Putin's Critique of NATO, Economic Projections, and Military Developments: A Comprehensive Look



### Russia's Putin says 'the whole of Ukraine is ours' in theory, says take city of Sumy

The Witness, The New Zealand Herald, and more

President Vladimir Putin said on June 21st that Russians and Ukrainians are "one people," and that he did not rule the whole of Ukraine in spirit and that he did not rule out continued assaults. He said Russian troops had taken the northeastern Ukrainian city of Sumy — a claim Ukrainian officials have not confirmed. Speaking during a televised meeting in Moscow, Mr. Putin said Russian troops were advancing "according to plan" and that the army had "no intention" of withdrawing from occupied territories.

**123 40,000+ killed:** "According to President Vladimir Putin, the Ukrainian conflict has reached a 'hot zone' in the same area, currently 40K+ civilians may be dead."

"Russia has launched massive troop seizures in Sumy region, says Zelensky; Russia must be held accountable," said Ukrainian President Zelensky.

A key quote was from Vladimir Vladimirovich Putin, Russian President: "In my opinion... it belongs to us in spirit."

## Monitor how world leaders are perceived globally

Primer Command analyzes sentiment in local and international media, as well as public commentary on domestic and foreign social platforms, to help analysts assess how a leader's actions are being received. This view enables early detection of shifts in public tone, political pressure, or regional volatility.

## Generate intelligence-ready updates for decision-makers

Teams can easily produce daily SITREPs, leadership-focused profile summaries, and narrative snapshots to keep senior leaders informed. Primer's structured outputs help streamline internal updates and reduce the burden of manual reporting.