



# Engaging with the Media to Foster Cybersecurity Resilience

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Zivile Necejauskaite (NRD Cyber Security, LT)

# Latvia? Lithuania?

## Latvia



## Lithuania





# Meet your speakers



**Živilė Nečejauskaitė**

Marketing and  
Communications  
Director



In communication field for **14 years**, half of which in cybersecurity

Specialise in **impact, change and crisis communication**, Co-trainer of the ITU Academy course "National cyber crisis management"

Practitioner: **engagements with media**, initiating PR and coordinating communication are my day-to-day tasks

**6+ years at CERT.LV** preparing experts for media and handling both local and global media relations

**Co-organizer of CyberChess**, the premier cybersecurity event in the Baltics

Collaborated with national stakeholders to design and launch wide-reaching **cybersecurity awareness campaigns**



**Madara Krutova**

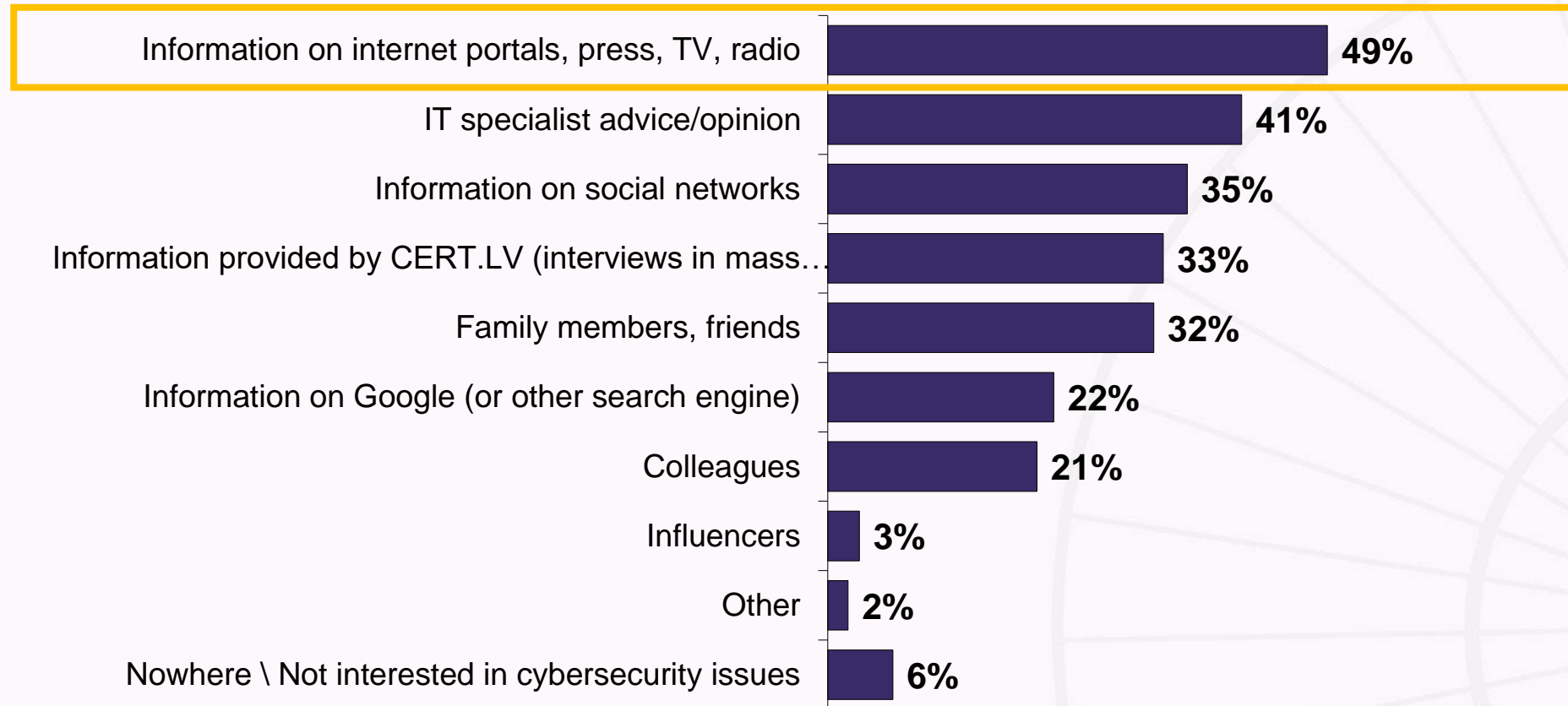
Senior Communications  
Specialist



# Why Media matters?

## Where do you get/search for information about cybersecurity?

(Base = all survey participants; N = 1003)



# Two paths — with budget vs without

Media Engagement: Two Realities







**When you have resources:**  
**sky is the limit**



# 1. Launch large-scale national awareness campaigns



# 36 000



## Baiba Kaškina: kiberdrošība ir sabiedrības kopējā atbildība

Kiberdrošības novērtēšanas institūcija CERT.LV vadītāja Baiba Kaškina uzskata, ka kiberdrošība ir kopīga atbildība, un mērķa ir veicināt tādu, kas ir atbildīga par kiberdrošību. Kā šīs vērtības, kāda ir kiberdrošības situācija Latvijā?

Situācija Latvijā kiberdrošības jomā ir pozitīva, jo mēs esam pārejuši no tā, ka kiberdrošība bija tikai informatīva, uz to ir pievērsta uzmanība. Mēs esam pārejuši no tā, ka kiberdrošība bija tikai informatīva, uz to ir pievērsta uzmanība. Mēs esam pārejuši no tā, ka kiberdrošība bija tikai informatīva, uz to ir pievērsta uzmanība.

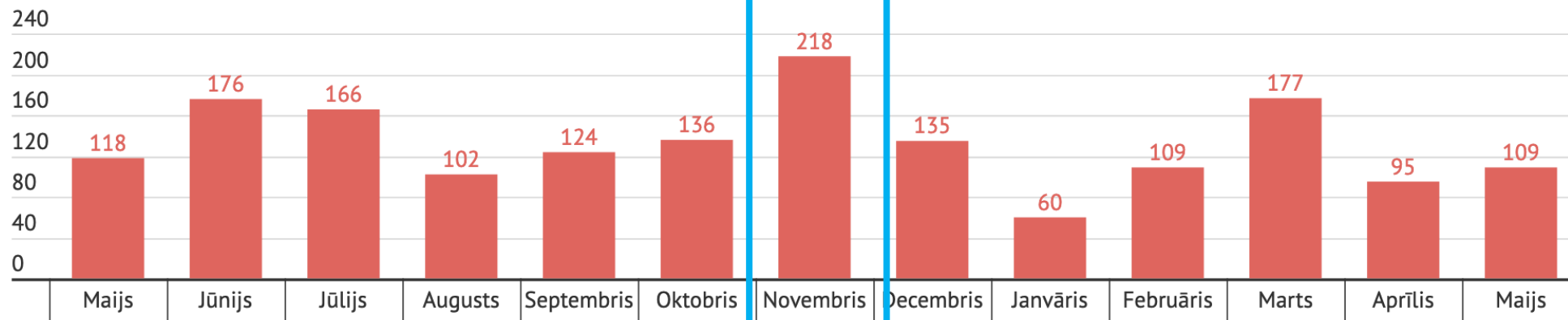
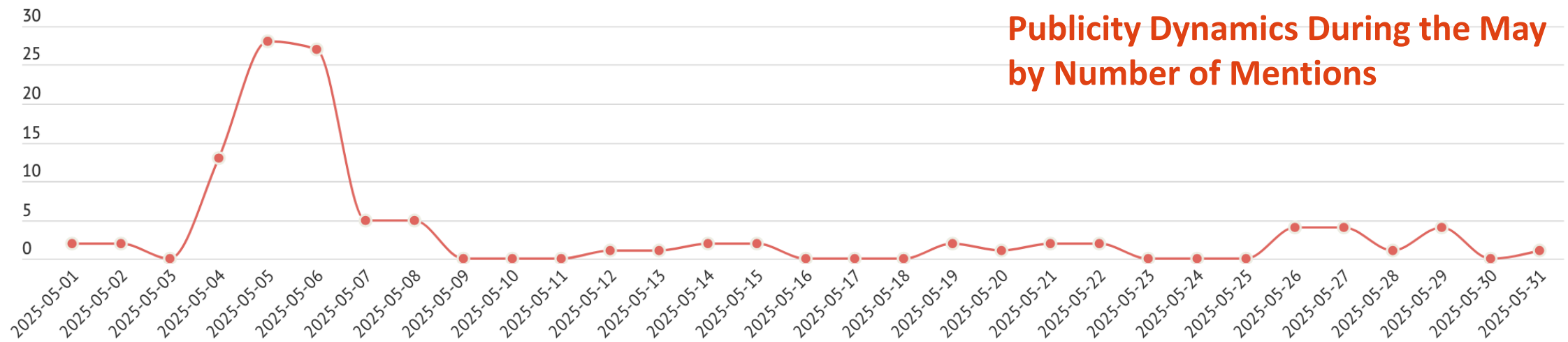


## Liec mūri pret krāpnieka dūri!



dnsmuris.lv

## 2. Use paid media monitoring tools



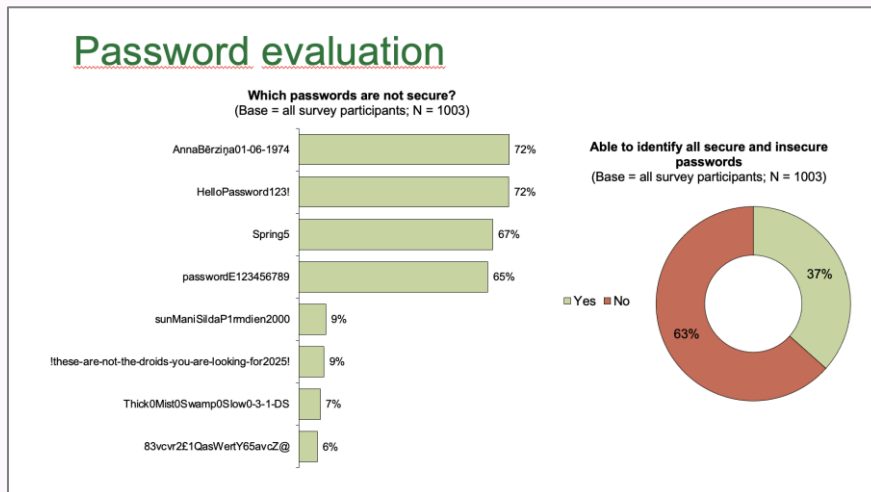


### 3. Commission surveys or reports



False sense of security?  
**46% don't think** hackers are after them

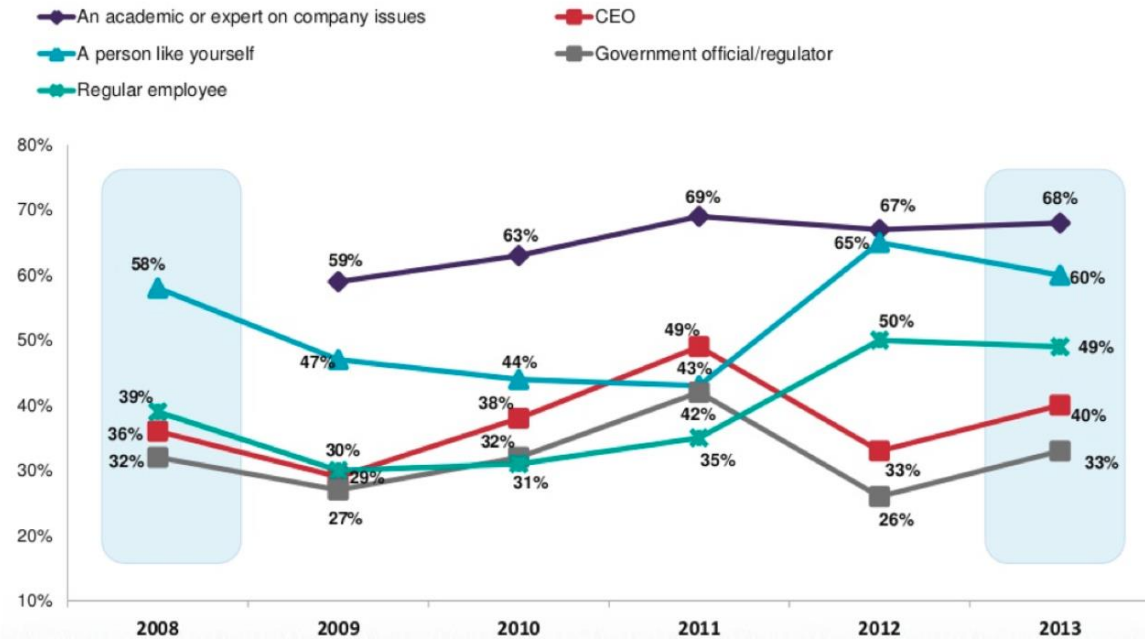
With 2FA, **12% go all in.**  
The rest go halfway - or not at all



When 8 in 10 think **"Spring5"** is secure,  
we have a problem

# 4. Offer media training for internal experts

## TRUSTED SPOKESPEOPLE SOLIDIFYING RANK ORDER CREDIBILITY OF SPOKESPEOPLE – INFORMED PUBLICS AGES 35-64

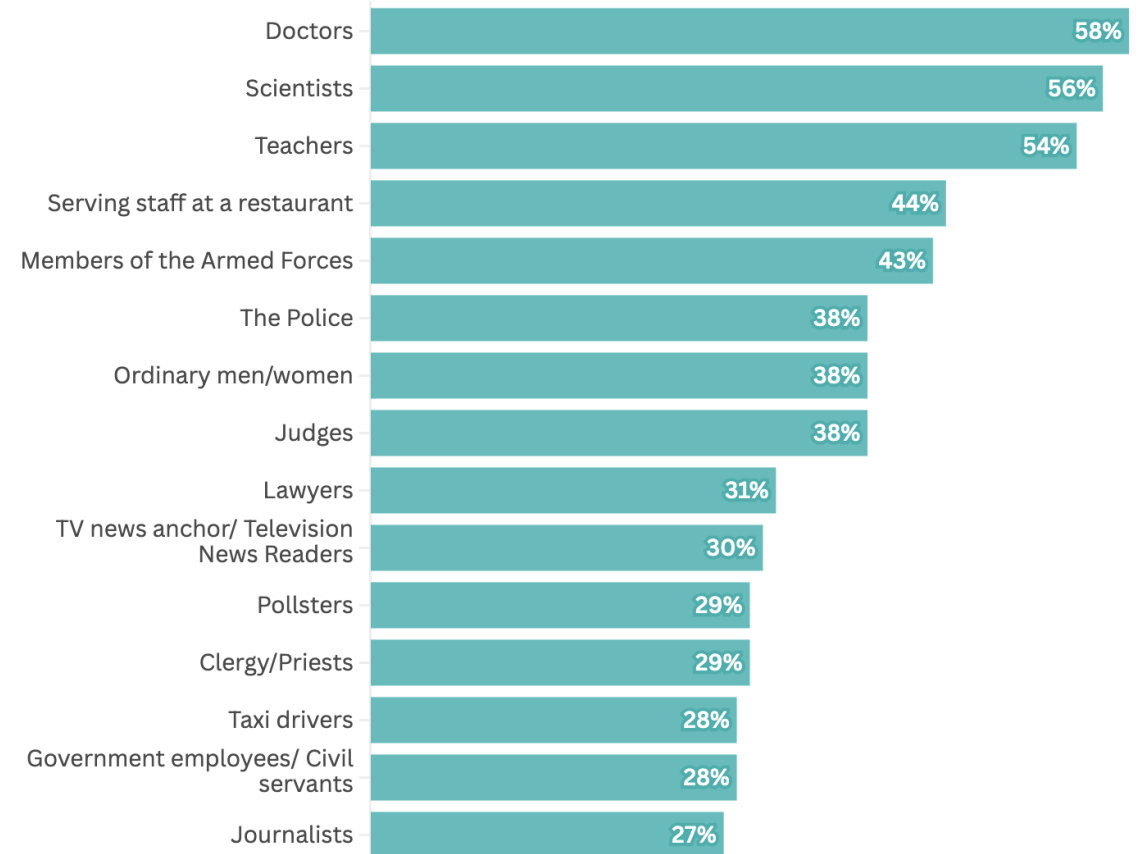


Q130-143. [TRACKING] Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) Informed publics ages 35-64 in 18 country global total

SOURCE: Global Deck: 2013 Edelman Trust Barometer from Edelman Insights – <http://www.edelman.com/insights/intellectual-property/trust-2013/>

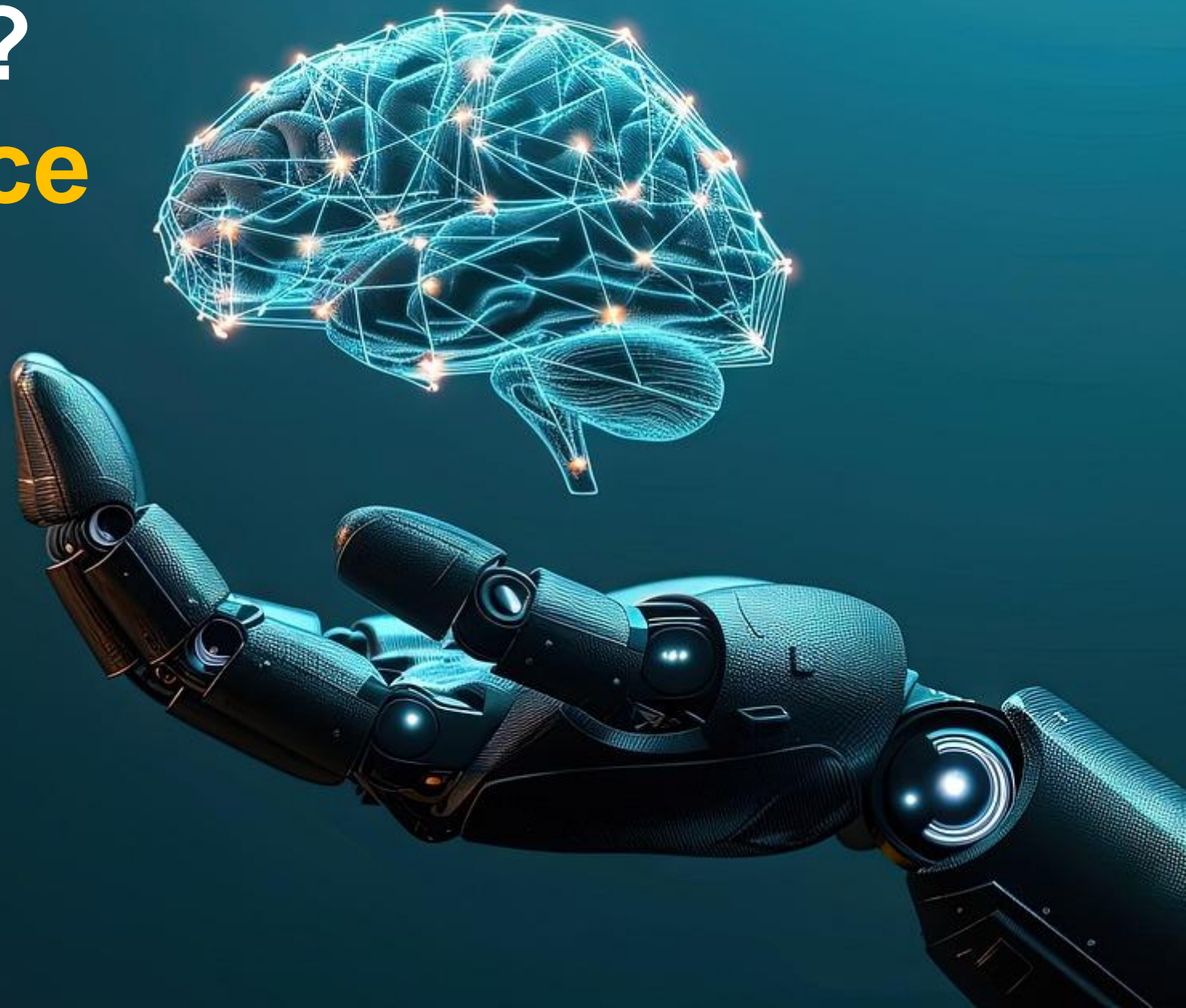
## Ipsos Global Trustworthiness Ranking 2024

Q: Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?





**No resources?**  
**Be the resource**



# When you don't have budget

## 1. Collaborate with other ecosystem players



**“Your online vigilance helps us protect you better”**



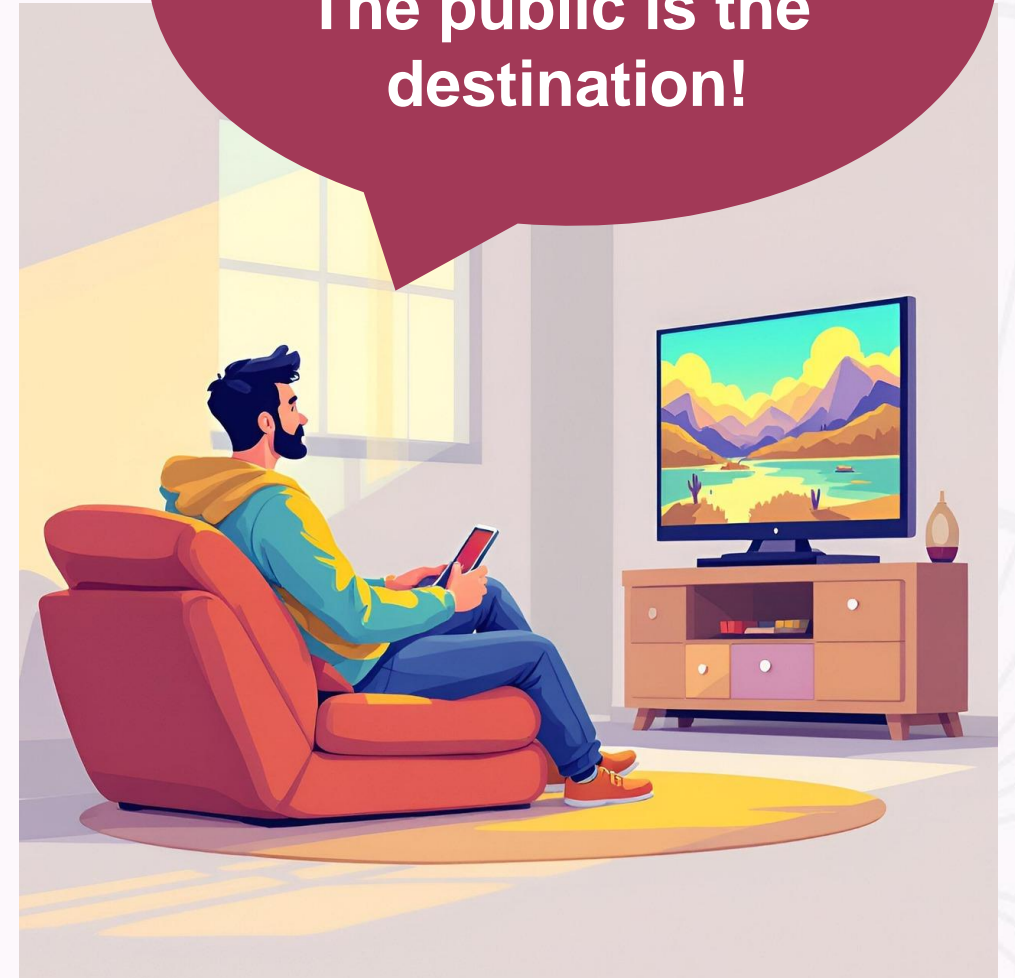
# When you don't have budget

## 2. What media appreciate

- Be accessible
- Use in-house experts
- Support stories with visuals
- Create ready-to-use content
- Use your research, statistics and data
- Be a helpful connector

Remember:

**Media is the bridge.  
The public is the destination!**



# Examples



## Expert version

"The breach occurred due to outdated software lacking the latest security updates."

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"Man-in-the-middle attacks are common on unsecured networks where traffic is unencrypted."



## Media - friendly version

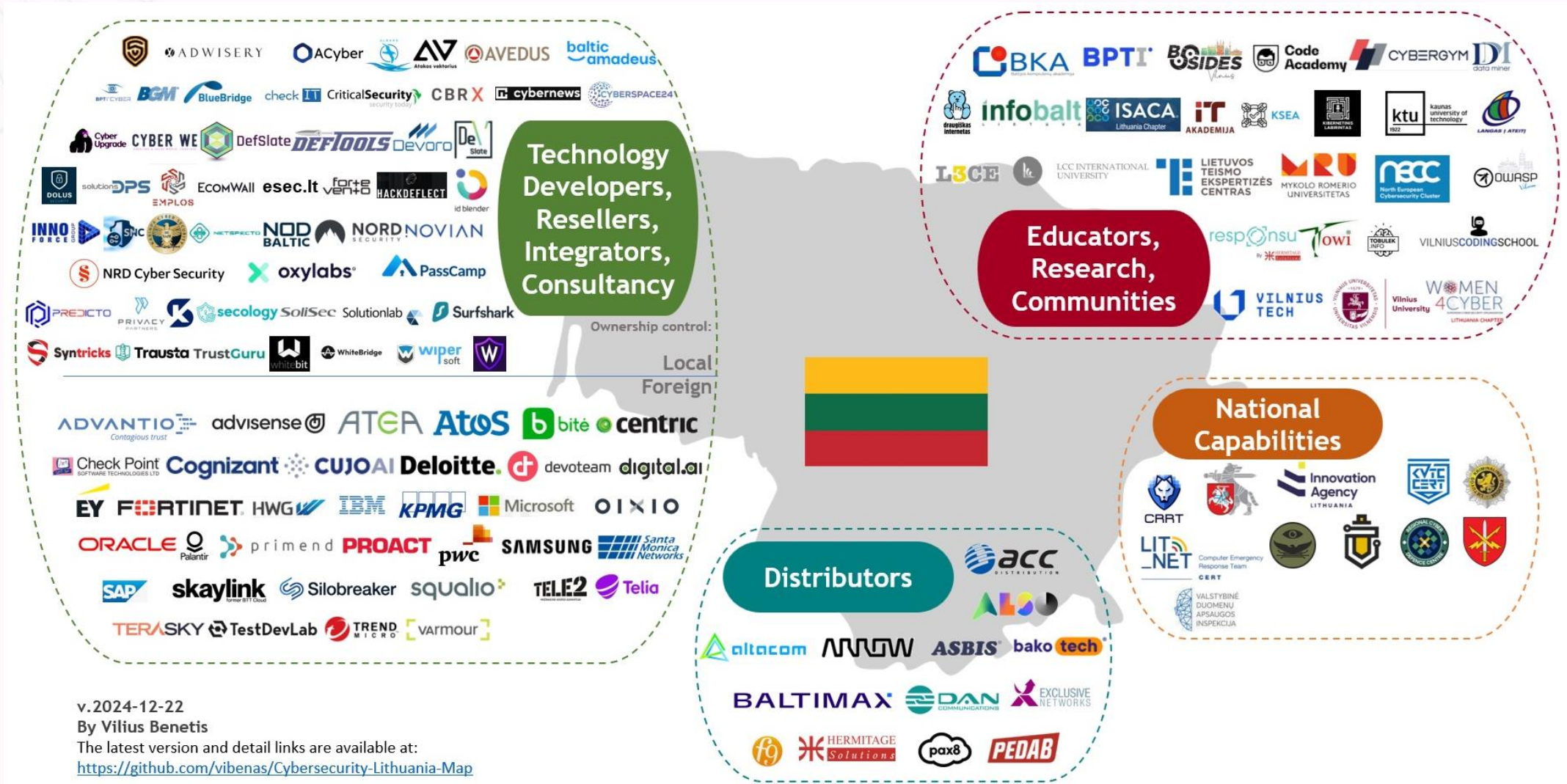
→ "The system hadn't been updated, and that left a door open for attackers."

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→ "Hackers can eavesdrop on what you do if you're on public Wi-Fi without protection."

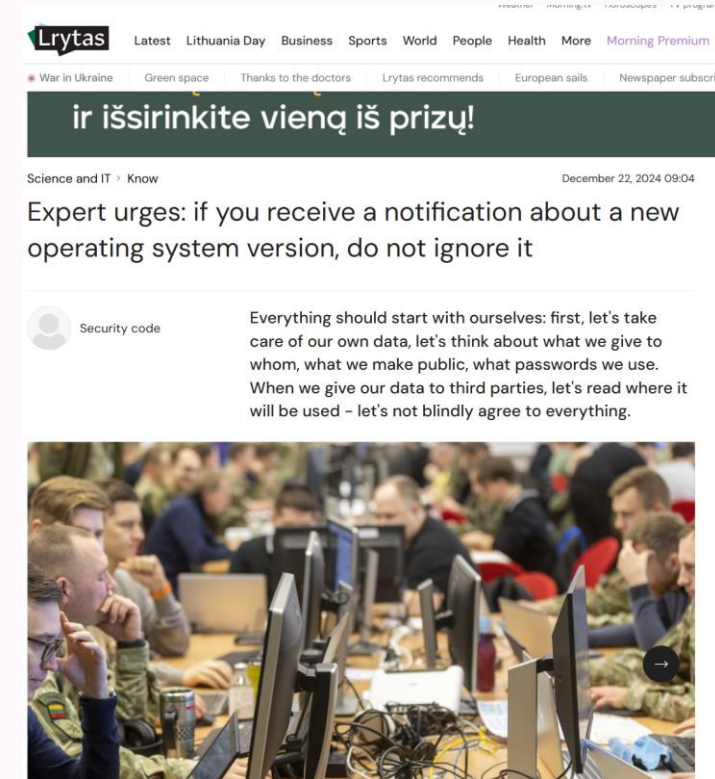
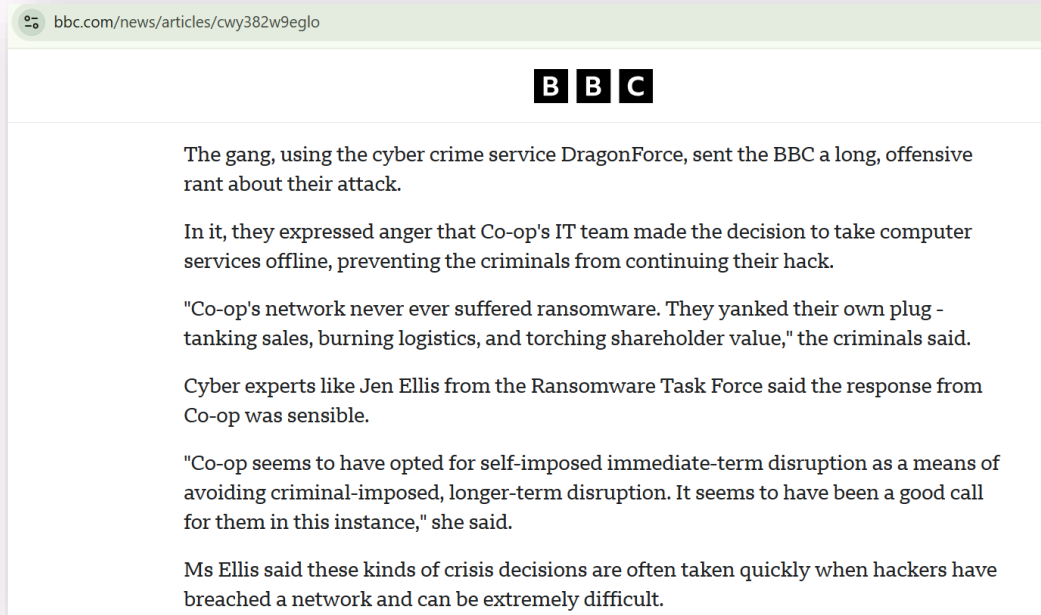


# Lithuania's cybersecurity ecosystem



# Engaging with media: private sector perspective

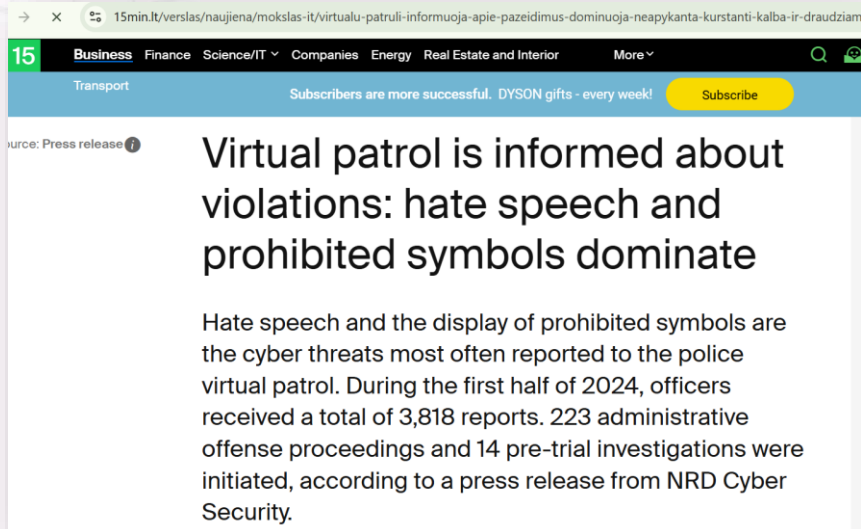
## 1. Commenting





# Engaging with media: private sector perspective

## 2. Initiating PR, articles, etc.



# Engaging with media: private sector perspective

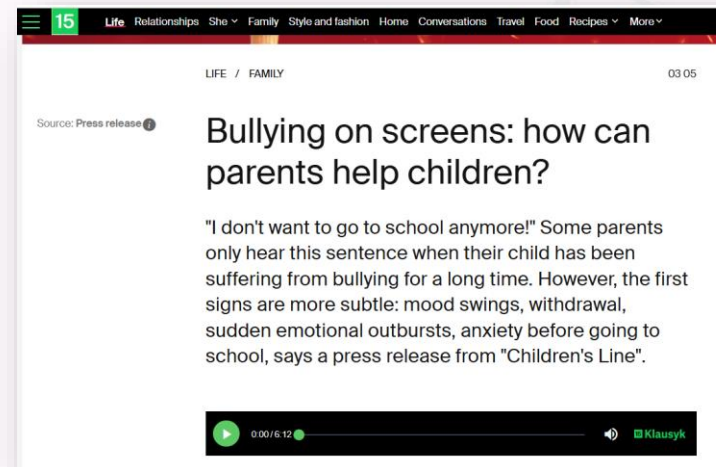
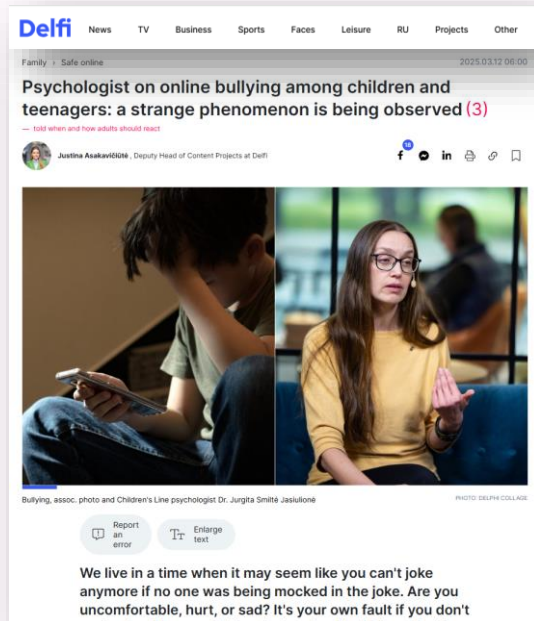
## 3. *Off the record* for journalists





# Engaging with media: academia's and NGO perspective

1. Research
2. Commenting



# Engaging with media: media's perspective

- Under pressure to produce content
- Will try to get an all rounded perspective
- Need comments urgently
- Have a shortlist of speakers







# Tips and tricks for building bridges with media

1. Help the media to tell the story
2. Awareness raising for media works too
3. Always keep your audience in mind
4. Give your experts a voice the public understands
5. Avoid cybersecurity jargon



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Zivile Necejauskaite

