

COMMUNICATIONS

- Provides the main avenue for members and the public to connect with the Council's staff and activities.
 - Encompasses websites, newsletters, brochures, annual reports, photography, media relations, and more.
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The Council communicates with its members and the public through websites, newsletters, brochures, annual reports, and press conferences. The combination of Council-sponsored research, Fellows' public speaking and writing, and meetings across the country puts the Council in the news throughout the year.

Several websites offer access to Council activities and publications. The general site, www.cfr.org, attracts visitors from Virginia to Vietnam who:

- download Council publications;
- browse transcripts of on-the-record meetings;
- access Council experts' résumés;
- register for conferences;
- take virtual tours of the Council's special events space;
- learn about career opportunities;
- join the media list; and
- contact Council staff.

In addition to its home page, the Council also maintains several other targeted websites:

- Campaign 2000 (www.foreignpolicy2000.org), the only public website dealing exclusively with foreign policy and the 2000 presidential election;
- *Foreign Affairs* magazine (www.foreignaffairs.org);
- corporate and members' websites;
- online roundtable discussions on U.S. foreign policy;
- conference sites; and
- member trip sites.

The *Calendar & Chronicle* is the organization's main vehicle for communicating with its members and keeping them informed of all that is going on at the Council. The monthly newsletter is published on paper and online.

The Communications Department also disseminates guides filled with information about Council policy experts and their areas of study. These guides are available on paper or online.

Supplementing the traditional not-for-attribution major speaker meetings held throughout the year, the Council also hosts many on-the-record meetings. In 1999–2000, the Council held dozens of such meetings, press conferences, and public presentations that were carried on television, radio, and the Internet and covered in major newspapers and other publications. These meetings featured senior administration officials, U.S. legislators, business leaders, and foreign dignitaries interacting with Council members. Press conferences were also convened to publicize the findings of Council-sponsored research. And although the Council takes no institutional position, its Fellows vigorously promote their policy arguments and research findings in their public speaking and writing as well as in congressional hearings.

The Council's published work continues to reach a significant audience. By publishing online, the Council is able to bring specialized texts to important new audiences, especially overseas. Council books, reports, papers, journals, and studies are widely read by and discussed among world leaders, international busi-

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ness executives, and journalists. Council Fellows regularly contribute opinion and commentary pieces to newspapers such as the *New York Times*, *Wall Street Journal*, *Washington Post*, *Los Angeles Times*, *Dallas Morning News*, *Christian Science Monitor*, and *Chicago Tribune*. Fellows are also quoted frequently in international news features. In addition, several Fellows have regular writing assignments in leading publications: Walter Russell Mead in *Worth* and the *Los Angeles Times*, Kenneth Maxwell in *Foreign Affairs*, Roger

Kubarych in *Die Zeit* and *Nikkei*, and Bruce Stokes in the *National Journal*. Benn Steil edits the journal *International Finance*.

The Communications Department helps the Council to connect with its members and the public to examine U.S. interests and improve Americans' understanding of foreign policy.

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