

# COMMUNICATIONS

Promoting informed reporting and providing information and expert analysis to the media is central to the Council's mission. In keeping with this goal, a majority of the Council's general meetings this year were on the record and open to the press, and transcripts of most were posted on the Council's website for public consumption. Those transcripts drew significant attention, particularly those of appearances at the Council by President George W. Bush and other members of his administration, including Secretary of Defense Donald H. Rumsfeld, Deputy Secretary of State Robert B. Zoellick, Attorney General Alberto R. Gonzales, Secretary of Homeland Security Michael Chertoff, and Undersecretary of State for Public Diplomacy and Public Affairs Karen P. Hughes.

The Council embarked on a new marketing mission this year to broaden the audiences that receive Council content and the avenues by which they receive it. This organization-wide initiative reaches beyond traditional media outlets to Congress, the executive branch, the business and diplomatic communities, educators, government and religious leaders, nongovernmental organizations, and other constituencies, including the burgeoning world of Internet blogs.



*Council President Emeritus Leslie H. Gelb talks about the situation in Iraq on the Charlie Rose Show.*



*Council fellows brief members of the Washington press corps in advance of the G8 summit in St. Petersburg, Russia.*

The Council uses a full complement of tools to reach these audiences, including the revamped website, email campaigns, eNewsletters, webcasts, podcasts, RSS feeds, conference calls, and briefings. The Council has also launched Google AdWords campaigns and used online advertising to promote the full range of its thought-provoking activity. Traditional media outreach has continued apace, with over 16,000 mentions of Council scholars, events, and publications in the media this year—the highest ever.

The Communications Department, which now has a robust Washington operation, held more than a dozen high-level press briefings this year pegged to important international events and the release of Council Task Force reports and other products. The department's weekly email bulletin, "The World This Week," which highlights the work of Council scholars, *Foreign Affairs* authors, and CFR.org's editorial team, reaches more than 23,500 individuals each week. The redesigned *Chronicle* continues to inform members of the Council's activities, and the newly relaunched CFR.org provides rich and valuable information and commentary on international issues.