

During the past year CFR.org contin-

ued evolving into the premier online resource on international affairs, experiencing double-digit growth in monthly traffic; adding new staff to expand its areas of coverage to include geoeconomics, energy, the environment, and global health; and launching new editorial initiatives involving multimedia production of CFR.org’s material.

While drawing on the work of the Council’s think tank and other programs, the Council is combing the Internet for the best material produced by research organizations, universities, and news media. The website also plays a central role in supporting the Council’s outreach initiatives, with two sections—“For Educators” and “For the Media”—

designed specifically to address the priorities of these important constituencies. In addition, CFR.org offers audio, video, and transcripts of on-the-record events and, for members, improved online registration for Council meetings. This year, members were also able to pay their dues and make contributions online and cast their votes electronically for the Board election.

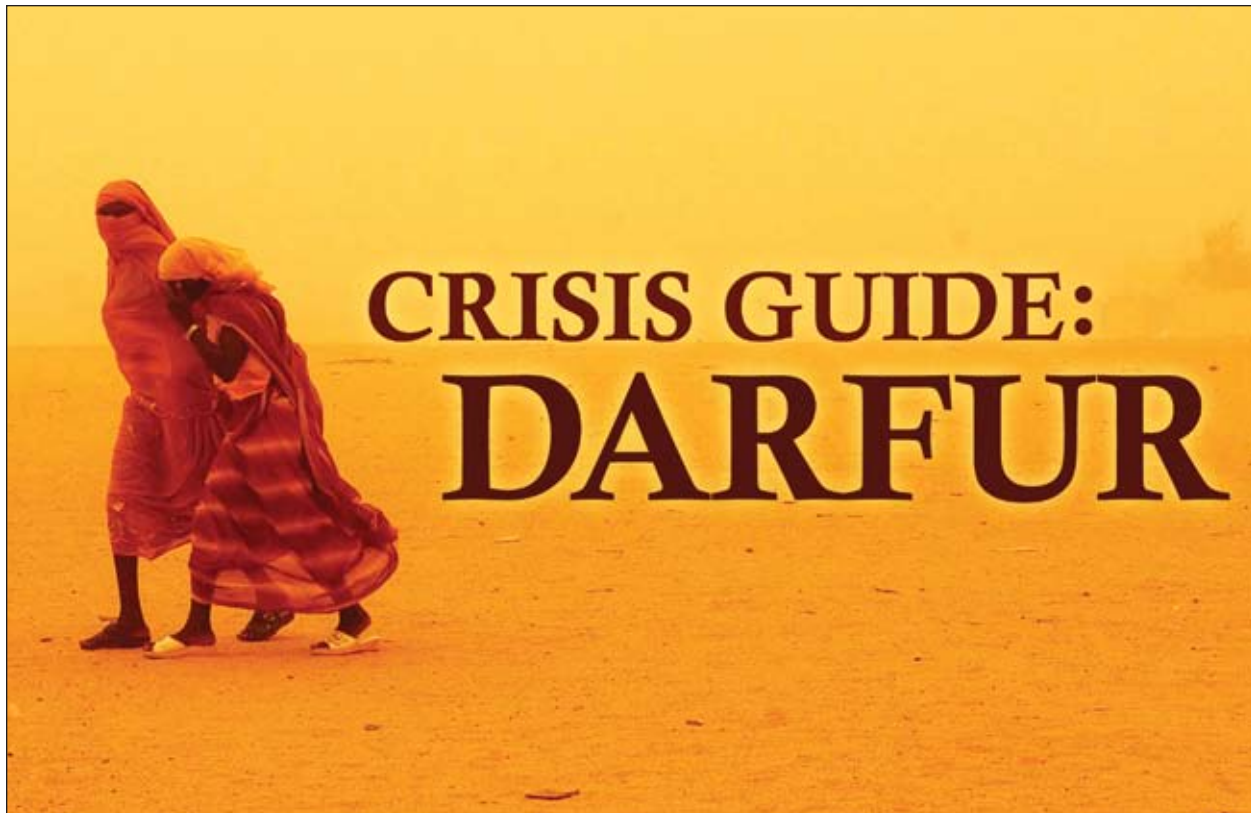
But it is CFR.org’s original editorial output, updated daily in text, audio, and multimedia formats, that helped draw 3.5 million visitors to the site last year—double the number that visited the year before. This year, CFR.org increased its output of many established editorial franchises: the popular Backgrounders, Expert Interviews, Daily Analysis briefs, News Briefings, and Online Debates. In addition, the site expanded its offerings to include audio interview podcasts on selected topics; the “Daily Brief,” an eNewsletter offering a roundup of world news before 9:00 a.m. every weekday; and Crisis Guides, information-rich multimedia productions on the world’s hotspots. Two Crisis Guides were launched in the spring of 2007: one on the Korean peninsula, the other on Darfur.

The data shows that CFR.org’s traffic has increased, and anecdotal evidence suggests the website’s influence has grown as well. CFR.org content appears near the top of common Google searches such as “Hamas” and “Hezbollah,” making the material readily accessible. Furthermore, journalists and members of gov-



CFR.org launched its Crisis Guides with this information-rich, interactive guide to the Korean conflict.

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*CFR.org's Darfur Crisis Guide blends Pulitzer-winning photography with expert analysis to provide a comprehensive primer on this humanitarian crisis.*

ernment alike have attested that they rely on CFR.org for information on international affairs: Charlie Rose, for example, host of his own well-regarded PBS interview program, has called CFR.org “an indispensable resource in a fast-changing world.”

This year a new section of the website showcases Council material pertaining to the 2008 presidential election. Among other features, CFR.org editors are following candidate positions on foreign policy, developing a full array of Issue Trackers continually updated to track the state of the debate in this election cycle. CFR.org plans to introduce edited ten- to fifteen-minute video highlight packages of on-the-record Council meetings, an offering that will make some of the Council's most valuable work, currently available only in full-length audio and video files, accessible to a wide audience.

*The Campaign 2008 site tracks the role of foreign policy in the presidential race and examines some of the international challenges the next president will face.*