

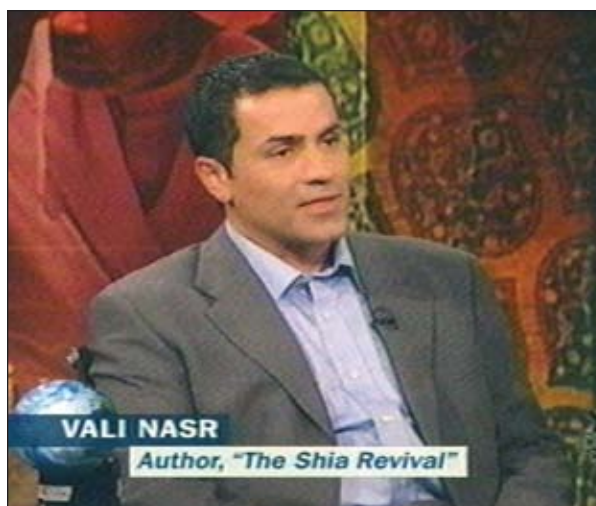
COMMUNICATIONS *and* MARKETING

Council mentions in the media reached an all-time high of more than twenty thousand news stories highlighting scholars, publications, and events. This number reflects not only the quality of the Council's people and products, but also the priority the Council puts on innovative communications and marketing efforts to maximize its reach to nontraditional news outlets.

Council fellows are frequent commentators in mainstream and new media outlets. Highlights include an hour-long CNN *Anderson Cooper 360°* special focused on Stephen E. Flynn's latest book, *The Edge of Disaster*; appearances by Vali R. Nasr on *The Daily Show with Jon Stewart* and *The Colbert Report* to promote his book, *The Shia Revival*; Michael J. Gerson's cover story on religion and foreign policy for *Newsweek*; a profile of Julia E. Sweig in *Cigar Aficionado*; and blogs by Michael A. Levi, Charles A. Kupchan, and others on TPM Café's *America Abroad*.

The Communications and Marketing department reaches new audiences using creative, cutting-edge campaigns. This year the Council distributed nine eNewsletters to 385,000 online subscribers each month and launched dozens of Google AdWord campaigns, seen by millions of Web users.

To be even more responsive to breaking news and international events, the Council doubled the



Adjunct Senior Fellow Vali R. Nasr discusses his new book, *The Shia Revival*, on *The Daily Show* with Jon Stewart.

number of press briefings and media conference calls with Council scholars and the authors of *Foreign Affairs* articles and Council Special Reports. Press coverage is fueled by weekly media guides pegged to current news, and in January 2007 the Council pioneered "rapid response" email blasts featuring analysis by Council fellows immediately after President George W. Bush's State of the Union and Iraq policy speeches.

The Council also promoted more content this year than ever before, including fourteen reports, two Independent Task Forces, nine books, nearly five hundred CFR.org briefs and interviews, six symposia reports, more than one hundred transcripts of Council meetings, and nineteen congressional testimonies by Council fellows. Regular columns by Michael J. Gerson (*Newsweek* and *Washington Post*), Peter Beinart (*New Republic*), Max Boot (*Los Angeles Times*), Sebastian Mallaby (*Washington Post*), and Amity Shlaes (Bloomberg) contributed to the more than three hundred op-eds, columns, and articles produced this year.



ABC News correspondent Cynthia McFadden and New York Times columnist Nicholas D. Kristof at a press briefing on the report of the Independent Task Force on U.S.-China Relations.