

# CFR.org

CFR.org has evolved into a comprehensive and innovative source of information and analysis on U.S. foreign policy and international relations, with dozens of new features, including award-winning, interactive Crisis Guides and a daily summary of global opinion. Site traffic has continued to increase and now averages nearly 340,000 unique visitors each month.

This past year, the Online News Association named CFR.org the Best Specialty Journalism Small Site, and its design won a W<sup>3</sup> Silver Award from the International Academy of Visual Arts. Most gratifying was the first prize awarded to CFR.org's multimedia Crisis Guides in the

2007 Knight Batten Awards for Innovations in Journalism, a competition that included entries from the *New York Times*, *Washington Post*, MSNBC.com, and other major Internet information outlets. "This is an institution stepping up and honoring the best of journalism. It's filling an absolutely articulated need," the judges said.

The site achieved a number of other milestones during the year, including

- a new subsite, Campaign 2008, and associated features designed to track international issues in the presidential campaign;

- expanded portals for the Council's outreach initiatives, as well as for the Center for Geoeconomic Studies, the Center for Preventive Action, and the Center for Universal Education;
- a CFR presence on such Web 2.0 sites as YouTube, MySpace, and Newsvine;
- a new Crisis Guide on the Israeli-Palestinian conflict; and
- a new weekly audio feature, *The World Next Week*, coproduced with *The Economist*, which ranked from the outset as that magazine's most downloaded podcast.



"Crisis Guide: The Israeli-Palestinian Conflict" is the third in CFR.org's award-winning series of interactive multimedia features.

## CFR.org Features

### TEXT

- *Backgrounders* explain complex international issues—for instance, “The China-Taiwan Relationship” or “Intelligence Gaps on Iran’s Nuclear Program”—and are designed to be as useful as possible to a broad audience.
- *Daily Analysis Briefs (DABs)* seek to frame the debate on important topics in the news, providing “best-of” links to media, CFR, and other think tank or government sources.
- *Consulting editor and former New York Times editor Bernard Gwertzman and other staff* conduct interviews with analysts and former officials. *Gwertzman Asks the Experts* is a favorite feature of the Council’s three most prominent distribution partners (Newsweek, Washington Post, and New York Times).
- *Online Debates* are held biweekly between experts on international issues and are regularly picked up and quoted by other sites.
- *Essential Documents* are important primary source documents relating to a wide range of foreign policy issues.
- *Must Reads* are seminal readings on foreign policy and national security, nominated by CFR fellows, staff, and outside experts.

### AUDIO

- *Podcast Interviews with CFR fellows and outside experts* are produced two or three times each week.
- *The World Next Week*, a weekly unscripted podcast, is produced in collaboration with The Economist.

### VIDEO

- *CFR Meeting Videos and Video Highlights* are full-length coverage of on-the-record CFR events and edited excerpts.

### MULTIMEDIA AND INTERACTIVES

- *Crisis Guides* are award-winning, multimedia, interactive guides to the world’s most serious issues. Three have been published so far—on the Korean Peninsula, genocide in Darfur, and the Israeli-Palestinian conflict—that combine text, audio, video, and still photography.
- *Interactive Maps and Timelines* are clickable maps and historical timelines in photographic slideshow format.



The Campaign 2008 subsite focuses on foreign policy in the presidential race.

### eNEWSLETTERS

- *Daily News Brief* is an email sent each weekday at 9 a.m. (free subscription) offering news headlines from around the world. Content is available online or in full form by email (all text or HTML) for access on BlackBerry and other portable readers.
- *Daily Opinion Roundup* covers U.S. and international columns, op-eds, and commentaries on international affairs.

### CAMPAIGN 2008: FOREIGN POLICY IN THE PRESIDENTIAL ELECTION

- *Launched in fall 2007*, this subsite offers several features on the foreign policy and international economic issues in the campaign: *Candidate Position Trackers*, *Issue Trackers*, *Campaign blog: The Candidates and the World*, *Election Analysis*, *Election Backgrounders*, *Debates and Speeches (transcripts)*, *Campaign Must Reads*, and profiles of the Obama and McCain foreign policy advisers.