

Communications and Marketing

The past year has been one of impressive growth for Communications and Marketing. Continued vigorous media outreach led to Council media mentions reaching an all-time high of more than 25,000. This achievement is attributable not only to the quality of Council content, but also to increased direct outreach to journalists, editors, and producers. Events included seven select press briefings and twelve conference calls. The Council's weekly eNewsletter, *The World This Week*, now reaches an ever-increasing audience of more than 28,000.

Media highlights included a joint press briefing with the *New York Times Magazine* for Noah Feldman's new book, *The Rise and Fall of the Islamic State*; appearances on *Charlie Rose* by Vali Nasr, Ray Takeyh, and Leslie H. Gelb; Richard N.

Haass's editorial briefings on his *Foreign Affairs* article "The Age of Nonpolarity" with senior producers and correspondents at the major networks; Michael J. Gerson's cover story in *Newsweek*; and Julia E. Sweig's *Talk of the Nation* interview broadcast before a live audience at the Newseum in Washington, DC. In response to Benazir Bhutto's assassination in December 2007, Communications immediately distributed a comprehensive package of Council resources and analysis, including a conference call with Senior Fellow Daniel Markey that attracted nearly 120 national and international reporters.

Eleven Council scholars now write regular columns in major publications around the world. More than 350 op-eds and articles written by Council fellows and staff have

appeared this year in leading newspapers and magazines in the United States and abroad, from the *Wall Street Journal* to the *International Herald Tribune* and from the *Atlantic Monthly* to *Newsweek International*.

Increased promotion efforts for *Foreign Affairs* brought an estimated 50 percent rise in media mentions for the fourth consecutive year. Among the new initiatives were a robust conference call series with *Foreign Affairs* authors, prereleasing pieces pegged to news and major world events, media partnerships with various websites and news programs, and op-eds tied to *Foreign Affairs* articles in major newspapers and blogs across the globe.

Communications also actively promoted CFR.org material. These efforts included flagging the Campaign 2008 section of the site leading





up to Super Tuesday, which contributed to CFR.org's second highest number of unique visitors in a single day—71,500. In addition, Communications worked closely with members of the website team to organize and publicize a series of four meetings on foreign policy and Campaign 2008 cosponsored by CFR.org, *The Economist*, and New York University's Stern School of Business.

The Council received a grant from the Knight Foundation to hold eight press briefings to help engage regional news outlets on international issues. Three were held this year—including one with foreign policy advisers to Hillary Rodham Clinton, John McCain, and Barack Obama—and more were planned for the political party conventions and in advance of the candidates' foreign policy debate in October 2008.

In an effort to give the entire Council a more distinct and consistent visual identity, the Communications and Marketing department spearheaded a branding initiative this year. An external creative team, Landor Associates, incorporated the organization's rich culture, history, and mission into a new modern look that would at the same time reflect its eighty-seven-year heritage.

To facilitate media outreach, the Council began construction onsite of state-of-the-art television studios in New York and Washington, DC. The studios are designed to make Council scholars accessible for analysis of breaking news on television and radio outlets around the world.

Opposite: Aziz Haniffa (*India Abroad*), Michele Keleman (NPR), Sonni Efron (*Los Angeles Times*), and Betsy Fischer (*Meet the Press*, NBC News) at a press briefing with Council President Richard N. Haass on his *Foreign Affairs* article "The Age of Nonpolarity."

Above: Chris Isham of CBS News at a press briefing with Thomas Fingar, chairman of the National Intelligence Council.

Right: Terence P. Moran, anchor of ABC News's *Nightline* with Council Vice President for Communications and Marketing Lisa Shields at the rollout of the Independent Task Force report on Climate Change.

