

burness communications

Advancing Social Change for Nonprofits Worldwide

To: Laura Ivers, CGIAR Secretariat
From: Burness Communications
Date: March 16, 2009
Re: Media Impact of CGIAR Promotions from May 22, 2007 – February 6, 2009

The charts on the following pages detail the media impact of all CGIAR promotions from May 22, 2007 until February 6, 2009 (listed in order from most recent promotion to oldest). The total media impact figure derived from this analysis is 391,606,444.

This number is based upon an analysis of *all available* circulation numbers of daily and weekly newspapers and magazines in which stories appeared *in print* for all promotions. In addition, this number includes the daily audiences of *all available* broadcast outlets on which the story was covered for all promotions. Circulation numbers not available are indicated for each promotion.

For newspapers and magazines, all circulation numbers were obtained from Cision MediaSource, unless otherwise indicated. For broadcast outlets, all numbers were obtained from the outlet's website, unless otherwise noted.

It should also be mentioned that radio audiences are generally measured on a weekly basis, unlike newspaper circulations, which are measured on a daily basis (or weekly/monthly, depending on the outlet). Thus, for consistency's sake, the weekly radio audience figures were divided by seven to arrive at an estimated daily audience figure.

All circulation figures were obtained in November 2008, except where noted.

Worldfish Report on Climate Change and Fisheries

Release Date: February 6, 2009

Burness Communications' promotion of the WorldFish study on fisheries and climate change resulted in significant national, international, and trade media coverage. The most notable coverage highlights include stories by Agence France Presse, Bloomberg, BBC News (French, English, and Spanish), Reuters, *New Scientist*, *Nature Reports Climate Change*, Voice of America, and Radio France Internationale's *Quotidien de la Mer* program. In addition, a host of influential national newspapers published stories in the countries cited in the report.

Overall, coverage of the WorldFish report ran in an impressive 12 languages, including Chinese, Danish, Dutch, English, Finnish, French, Italian, Hungarian, Khmer (Cambodian), Spanish, Portuguese, and Vietnamese.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Canberra Times</i> (Australia)	39,521
<i>El Colombiano</i> (Colombia)	70,000
<i>Daily Monitor</i> (Uganda)	27,000
<i>Environmental Science & Technology</i>	27,000
<i>Hindustan Times</i> (India)	1,066,000
<i>New Scientist</i> (UK)	178,854
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 1,408,375
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
Radio France Internationale	1,142,857*†
	TOTAL BROADCAST AUDIENCE =1,142,857
TOTAL IMPACT = 2,551,232	

Circulation numbers not available for SABC (South Africa), *Público* (Portugal), Voice of America—Khmer language.

Launch of African Soil Information Service in Nairobi, Kenya

Release Date: January 13, 2009

Burness Communications' promotion of the launch of the African Soil Information Service (AfSIS) on behalf of the CGIAR Secretariat and the International Center for Tropical Agriculture's (CIAT) Tropical Soil Biology and Fertility Institute (TSBF) resulted in significant and substantive coverage in both African and international scientific press.

Most notably, BBC News, *Business Daily* (Kenya), *Time*, *Nature*, *Science*, and Reuters published original stories on the new project. In addition, BBC's English and French to Africa

services, South African Broadcasting Corporation's (SABC) Channel Africa, and Radio France International aired interviews that reached the ears of millions of listeners across the African continent. AfSIS spokespeople also conducted interviews with Radio Netherlands' Earthbeat, BBC Digital Planet, and SABC's SAFM Radio. Overall, coverage of the AfSIS launch ran in an impressive eight languages, including Chinese, Dutch, English, French, German, Hungarian, Italian, and Korean.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Business Daily</i> (Kenya)	16,000*
<i>Daily Nation</i> (Kenya)	170,000
<i>East African</i> (Kenya)	35,000
<i>Le Monde</i> (France)	350,039
<i>Trouw</i> (Netherlands)	108,435
<i>Vancouver Sun</i> (Canada)	203,390**
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 882,864
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
BBC World Service	26,142,857†
Radio France Internationale—English Service	1,142,857*‡
Voice of America	16,428,571
	TOTAL BROADCAST AUDIENCE =43,714,285
TOTAL IMPACT = 44,597,149	

Circulation numbers not available for *African Executive*, *Ghanaian Chronicle*, *El Pais* (Uruguay), *Praag* (South Africa), South African Broadcasting Corporation.

Annual General Meeting 2008 in Maputo, Mozambique

Release Date: December 1, 2008

Burness Communications successfully promoted multiple announcements and new research findings presented at the CGIAR Annual General Meeting 2008 (AGM08), including a press release on the “best bets” approaches for Africa, the forward from the new CGIAR book, *A Passion Beyond Normal*, as an op-ed, and the 2008 Science Awards. Burness' outreach to international media prior to AGM resulted in attendance by journalists representing the major news agencies Agence France Presse, Associated Press, and Bloomberg, among others.

Highlights of the media coverage of the overall efforts included wire stories from Agence France Presse, Agencia Lusa (Portugal), Xinhua (China), UN IRIN, United Press International, and the regional news agencies African Press Agency and Africa Science News Service, and print

stories in several leading African papers, including *Business Day* (Nigeria), *Daily Nation* (Kenya), and *Ghanaian Chronicle*, among others. Coverage of AGM and the science awards also ran in papers in Europe and Latin America, including *New Scientist*, *El País* (Uruguay), *El País* (Spain), and *Valor Econômico* (Brazil). In addition, BBC World Service (Portuguese for Africa), Radio France Internationale, and South African Broadcasting Corporation's (SABC) Channel Africa aired stories that reached millions of radio listeners across Europe and Africa.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Africa Report</i>	65,000
<i>Business Day</i> (South Africa)	35,000
<i>Business Mirror</i> (Philippines)	61,205
<i>Daily Nation</i> (Kenya)	170,000
<i>Daily Trust</i> (Nigeria)	220,000
<i>The Guardian</i> (Nigeria)	50,000
<i>Engineering News</i> (South Africa)	24,148
<i>Financial Express</i> (India)	150,000
<i>New Scientist</i> (UK)	178,854
<i>El Pais</i> (Spain)	597,407
<i>Valor Econômico</i> (Brazil)	55,000
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 1,606,614
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
Radio France Internationale-English to Africa Service	1,142,857*‡
	TOTAL BROADCAST AUDIENCE = 1,142,857
TOTAL IMPACT = 2,749,471	

Circulation numbers not available for *Business Day* (Nigeria), SABC (South Africa), BBC World Service—Portuguese for Africa.

Pan-African Banana Conference in Mombasa, Kenya

Release Date: October 3, 2008

Promotion of the first ever Pan-African Banana Conference in Mombasa, Kenya resulted in widespread coverage across Africa. A pre-conference release and end-of-conference release were picked-up by the media across Africa, most notably in Kenya, Uganda, and Nigeria. Several wire services ran stories in multiple languages, including international wires such as Inter Press Service and Xinhua, and regional wires such as African Science News Service, Afrol News, and Pan African News Agency.

Notably, the *New Times* (Rwanda) editorial on banana fabric technology commended the Mombasa banana conference, noting “the fresh interest that the world is taking in banana growing.” In addition, Kenya Broadcasting Corporation, Radio Chikuni (Zambia), Radio Sapientia (Uganda), SABC Channel Africa (South Africa), Voice of America, Voice of America French to Africa, Radio France International French to Africa service, Zodiak Broadcasting Station (Malawi), and BBC’s World and French Service aired radio interviews with conference spokespersons.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Business Daily</i> (Kenya)	16,000 *
<i>Daily Monitor</i> (Uganda)	27,000
<i>Daily Nation</i> (Kenya)	220,000
<i>East African</i> (Kenya)	35,000
<i>Ghanaian Times</i>	50,000
<i>Guardian</i> (Nigeria)	50,000
<i>The New Times</i> (Rwanda)	3,000
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 401,000
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
BBC World Service	26,142,857†
Radio France international—English Service	1,142,857*‡
Voice of America	16,428,571†
	TOTAL BROADCAST AUDIENCE = 43,714,285
TOTAL IMPACT = 44,115,285	

Circulation numbers not available for SABC (South Africa), *Business Day* (Nigeria), *Citizen* (Tanzania), *East African Business Week* (Uganda), *Punch* (Nigeria).

CIP Potato Week

Release “Date”: October 26, 2008

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>International Herald Tribune</i>	242,182
<i>New York Times</i>	1,077,256
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 1,319,438
TOTAL IMPACT = 1,319,438	

CIFOR Bushmeat Report

Release Date: September 16, 2008

Promotion of CIFOR's report on the bushmeat crisis in Central Africa resulted in significant media coverage across the US, Europe and Africa, including wire stories by Deutsche Presse Agentur (Germany), Reuters, and United Press International. Most notably, *New Scientist* published an accompanying editorial highlighting and supporting some of the CIFOR report's key messages.

In addition, BBC News, *Daily Telegraph* (UK), *Discover Magazine*, Mongabay.com, *El Mundo* (Spain), *National Geographic*, *Nature*, *Plenty Magazine*, SciDev.net, *Scientific American*, and Science Blogs ran original stories on their websites. The report was mainly covered by European and Central African media, but in total, stories were published in many languages, including Czech, Dutch, English, French, German, Italian, and Spanish. Radio interviews with BBC World Service, Radio France International—English Service, and South African Broadcasting Corporation's Channel Africa radio aired stories that reached millions of radio listeners across Europe and Africa.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>East African Standard</i> (Kenya)	60,000
<i>Le Monde</i> (France)	350,039
<i>New Scientist</i>	173,820
<i>The Post</i> (Cameroon)	5,000
<i>The Star</i> (South Africa)	1,000
<i>Süddeutsche Zeitung</i> (Germany)	700,450
<i>Pretoria News</i> (South Africa)	28,104
<i>Times Colonist</i> (Canada)	71,117
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 1,389,530
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
BBC World Service	26,142,857†
Radio France international—English Service	1,142,857*‡
	TOTAL BROADCAST AUDIENCE = 27,285,714
TOTAL IMPACT = 28,675,244	

Circulation numbers not available for SABC (South Africa), *Algemeen Dagblad* (Netherlands), *Le Jour* (Cameroon).

IWMI Wastewater Report at World Water Week

Release Date: August 18, 2008

Promotion of IWMI's report on wastewater use in urban agriculture received significant media coverage at World Water Week 2008 in Stockholm, including stories by over 20 global and regional news agencies. IWMI's key messages were highlighted in most of the news coverage, perhaps most notably by *The Economist*, which managed to touch on the report's more nuanced messages and findings. In total, news stories appeared in more than 11 languages (Chinese, Dutch, English, French, German, Greek, Malay, Polish, Portuguese, Spanish, and Vietnamese) in almost every region of the world.

In addition, BBC News, *Economist.com*, *National Geographic Online*, *Newsweek Online*, and *SciDev.net* ran original stories on their websites. An op-ed on the food crisis by Colin Chartres was published on the BBC's *Green Room*, which hosts opinion articles on environmental topics on the BBC News website.

Radio interviews with Colin Chartres, David Molden, Liqa Rashchid-Sally, and Pay Dreschel of IWMI appeared on evening broadcasts of BBC World Service, Deutsche Welle Spectrum, Radio France International and SABC's Channel Africa, thus broadening the reach of the story to millions of radio listeners around the world.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Agrarisch Dagblad</i> (Netherlands)	10,638
<i>Business Daily</i> (Kenya)	16,000 *
<i>Calgary Sun</i> (Canada)	54,947
<i>East African</i> (Kenya)	35,000
<i>Le Figaro</i> (France)	338,618
<i>Fiji Times</i> (Australia)	10,000
<i>Gazeta Mercantil</i> (Brazil)	135,000
<i>Hindustan Times</i> (India)	1,066,000
<i>Miami Herald</i>	240,223
<i>Il Manifesto</i> (Italy)	84,000
<i>Le Monde</i> (France)	350,039
<i>The Nation</i> (Thailand)	58,000
<i>The National</i> (UAE)	90,000
<i>New Scientist</i>	173,820
<i>Oman Daily Observer</i>	33,000
<i>Le Potentiel</i> (Democratic Republic of Congo)	3,000
<i>Stuttgarter Zeitung</i> (Germany)	248,882
<i>Süddeutsche Zeitung</i> (Germany)	700,450
<i>The Times</i> (Malta)	21,000
<i>Times of India</i>	800,000
<i>West Australian</i>	220,307
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 4,688,924
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
BBC World Service	26,142,857†

Deutsche Welle-Spectrum	14,285,714**
Radio France internationale	1,142,857*‡
	TOTAL BROADCAST AUDIENCE =
	41,571,428
TOTAL IMPACT = 46,260,352	

Circulation numbers not available for SABC (South Africa), *Eleftheros Tipos* (Greece), *Morning Star* (Malaysia), *Rheinische Post Duesseldorf* (Germany), *Terra Viva UN Journal*, *Times of Suriname*.

TICAD WARDA***

Release Date: May 22, 2008

Burness Communications' promotion of the Africa Rice Center around the Fourth Tokyo International Conference for African Development (TICAD IV) resulted in substantive news coverage of the impact of NERICA on African rice production and likely greater awareness of the role of agricultural research in solving the food crisis.

Some highlights of the coverage include news stories by Agence France Presse (AFP), Deutsche Press Agentur (DPA), and Reuters; print stories in *Business Report* (South Africa), *New Scientist*, and *New Vision (Uganda)*; and radio interviews with WARDA spokespersons by BBC Network Africa, Radio France International, and SABC Channel Africa. In addition, a host of web sites carried the story to online readers, most notably ABC News, *La Croix* (France), *Le Point Online* (France), *Scientific American Online*, and *Tribune de Geneve Online* (Switzerland).

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Accra Mail</i> (Ghana)	3,000
<i>Business Report</i> (South Africa)	162,703
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 165,703
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
Radio France internationale	1,142,857*‡
	TOTAL BROADCAST AUDIENCE = 1,142,857
TOTAL IMPACT = 1,308,560	

Circulation numbers not available for SABC (South Africa).

CGIAR Audio Press Briefing on Africa's Food Crisis***

Date: May 8, 2008

On May 8, 2008, Burness Communications promoted a second successful audio conference press briefing organized on behalf of the Consultative Group on International Research (CGIAR). The briefing on Africa's food crisis situation included statements from two Director Generals and one scientist representing three CGIAR centers: Dr. Dennis Garrity, Director General of the World Agroforestry Center; Dr. Papa Abdoulaye Seck, Director General of the Africa Rice Center; and Dr. Marianne Banziger, Director of the Global Maize Program at the International Maize and Wheat Improvement Center; and ended with a Q & A session.

A total of 16 reporters from around Africa participated in the call-in briefing, including reporters from top outlets such as Associated Press, *Business Day* (South Africa), Inter Press Service, *Le Monde* (France), L'Essor (Mali), *Newsweek*, *New York Times*, Radio France International, Reuters, and Uganda Broadcasting Corporation (UBC). Highlights of the coverage included wire stories from Inter Press Service, Reuters, United Press International; print stories in the *East African* (Kenya) and *Le Monde* (France); and an original online story by Africa Science News Service.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>East African</i> (Kenya)	35,000
<i>Le Monde</i> (France)	350,039
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 385,039
TOTAL IMPACT = 385,039	

Circulation numbers not available for SABC (South Africa).

USPTO Enola Bean Patent Rejection***

Release Date: May 2, 2008

Burness Communications' promotion of the USPTO rejection of the Enola bean patent on behalf of the Consultative Group on International Agricultural Research (CGIAR) resulted in significant coverage in Latin America, as well as key science and IP publications and Web sites. The highlights of the coverage included stories by the wire services Agencia EFE, Agencia Reforma (Mexico), Colprensa (Colombia), and United Press International and print stories in several major Spanish-language newspapers, most notably, Spain's *El Pais*, and *El Colombiano*, *El Herald*, *El Pais*, *La República*, and *El Tiempo* in Colombia.

In addition, BBC Mundo, Nature, SciDev.net, and various agriculture-focused and IP-related blogs and Web sites featured the announcement online.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>El Colombiano</i> (Colombia)	70,000
<i>El Herald</i> (Colombia)	20,000
<i>El Pais</i> (Spain)	597,407
<i>La Republica</i> (Colombia)	125,000
<i>El Tiempo</i> (Colombia)	208,192
<i>El Universal</i> (Mexico)	150,855
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 1,171,454
TOTAL IMPACT = 1,171,454	

Circulation numbers not available for *El Pais* (Colombia) and Once Noticias (Mexico).

CIAT Journal Article, “Towards More Effective Seed Aid”****

Release Date: May 1, 2008

Burness Communications’ promotion of the *Journal of Development Studies* article “Towards More Effective Seed Aid” by Louise Sperling of CIAT resulted in substantive coverage in key media outlets, including Asian News International (ANI), Reuters, *Nature*, *Hindustan Times* (India), and *New Vision* (Uganda), one of Uganda’s leading daily newspapers. In addition, BBC Network Africa and South African Broadcasting Corporation’s Channel Africa carried radio interviews with Louise Sperling to listeners across Africa.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Hindustan Times</i>	1,066,000
<i>New Vision</i> (Uganda)	35,186
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 1,101,186
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
BBC World Service – Network Africa	26,142,857†
	TOTAL BROADCAST AUDIENCE = 26,142,857
TOTAL IMPACT = 27,244,043	

Circulation numbers not available for SABC Channel Africa (South Africa).

CGIAR Audio Press Briefing on World Food Crisis***

Date: April 29, 2008

On April 29, 2008, 21 reporters from top US and UK media outlets attended an audio conference press briefing organized by Burness Communications on behalf of the Consultative Group on International Research (CGIAR). The briefing on the world food crisis situation began with statements from Director Generals of three CGIAR centers: Joachim von Braun of the International Food Policy Research Institute, Carlos Seré of the International Livestock Research Institute, and Robert Zeigler of the International Rice Research Institute, and ended with a Q & A session. The briefing helped to establish the CGIAR as a trusted source for journalists on the food crisis issue, specifically on its relationship with biofuels and global agriculture.

Highlights of the coverage included wire stories from Agence France-Presse, Associated Press, Reuters, and United Press International; original print coverage in *Christian Science Monitor* and the *East African*; an editorial in the *Chicago Tribune*; and a CGIAR statement published verbatim in *New Vision*, a major daily newspaper in Uganda. The Associated Press story resulted in wide-spread print pick-up, including *Bangkok Post*, *Houston Chronicle*, *San Francisco Chronicle*, *Seattle Times*, *Seattle Post-Intelligencer*, and online pick-up on major news sites such as ABC News Online, WashingtonPost.com and *TIME Magazine* Online.

In addition, stories were broadcast on Radio Australia, Voice of America, and PRI's The World, which included sound bites of both von Braun and Seré from the briefing.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Bangkok Post</i>	65,000
<i>Buffalo News</i>	181,805
<i>Capital Times & Wisconsin State Journal</i>	87,708
<i>Chicago Tribune</i>	541,663
<i>Christian Science Monitor</i>	56,083
<i>East African</i> (Kenya)	35,000
<i>East Valley/Scottsdale Tribune</i>	15,000
<i>Economic Times</i> (India)	200,000
<i>Grand Rapid Press</i>	127,848
<i>Houston Chronicle</i>	494,131
<i>New Vision</i> (Uganda)	35,186
<i>New Zealand Herald</i>	196,182
<i>Rocky Mountain News</i>	225,065
<i>San Francisco Chronicle</i>	365,234
<i>Seattle Times</i>	215,311
<i>Seattle Post-Intelligencer</i>	127,584
<i>Straits Times</i> (Singapore)	381,000
<i>Telegraph-Journal</i>	34,037
<i>Virginian-Pilot</i>	175,005
TOTAL PRINT NEWSPAPER OR	

	MAGAZINE CIRCULATION = 3,558,842
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
Voice of America	16,428,571†
	TOTAL BROADCAST AUDIENCE = 16,428,571
TOTAL IMPACT = 19,987,413	

Circulation numbers not available for SABC (South Africa), *Montreal Gazette*, *New Zealand Energy & Environment Business Week*, PRI's *The World*, and Radio Australia.

CGIAR Seed Shipments to Svalbard***

Release Date: January 23, 2008

Media promotion of CGIAR seed shipments to the Svalbard Global Seed Vault resulted in substantial coverage by influential media outlets around the world, most notably in Latin America. A host of wire agencies and news websites published original stories on the seed shipments, including Agence France-Presse, Agencia EFE (Spain), Inter Press Service, Reuters, and United Press International, among others.

In addition, major media outlets in Colombia, Mexico, Nigeria, India, and Peru covered the shipments from the CGIAR centers hosted in their respective countries. Interviews conducted by key broadcast outlets in Latin America secured widespread placement of each centers' contributions. In Mexico, Burness coordinated site visits for TV crews from Canal 11, APTN, and Reuters TV in order to tape the shipment at the CIMMYT facility. The photos from the site visit appeared in newspapers around the world, including *Newsday* in the United States. In addition, ACIR Radio, a popular broadcast outlet with more than 160 stations across Mexico, interviewed Dr. Rodomiro Ortiz. Their interview with Dr. Ortiz aired the following week. Interviews with CIAT spokespeople were broadcast by the most important radio stations throughout Colombia and other parts of Latin America.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Accra Mail</i> (Ghana)	3,000
<i>Business Day</i> (South Africa)	35,000
<i>Cambio de Michoacan</i> (Mexico)	8,891
<i>El Colombiano</i> (Colombia)	70,000
<i>El Comercio</i> (Peru)	185,000
<i>La Cronica de Hoy</i> (Mexico)	48,915
<i>Diario Monitor</i> (Mexico)	58,700
<i>East African</i> (Kenya)	35,000
<i>Gestion</i> (Peru)	25,000
<i>Guardian</i> (Nigeria)	50,000
<i>Hindustan Times</i>	1,066,000

<i>La Hora</i> (Ecuador)	12,000
<i>Izvestia</i> (Russia)	240,000
<i>Jerusalem Post</i> (Israel)	35,000
<i>La Jornada</i> (Mexico)	108,593
<i>Milenio</i> (Mexico)	82,382
<i>Newsday</i>	379,613
<i>La Prensa</i> (Nicaragua)	42,600
<i>Prensa Libre</i> (Guatemala)	160,000
<i>Reforma</i> (Mexico)	150,569
<i>La Republica</i> (Peru)	125,000
<i>El Tiempo</i> (Colombia)	208,192
<i>El Universal</i> (Mexico)	150,855
<i>Vanguard</i> (Nigeria)	120,000
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 3,400,310
TOTAL IMPACT = 3,400,310	

Circulation numbers not available for *Financiero* (Guatemala), *El Nuevo Dia* (Colombia), *El Pais* (Colombia), *Peru 21*, *Portafolio* (Colombia), ACIR Radio (Mexico), America Television (Peru), BBC Mundo, Cadena Telesur (Peru), Noti5 (Colombia), Once Noticias (Mexico), Telepacifico (Colombia), Television Nacional del Peru, Radio Corrientes (Argentina), RCN (Colombia), and Univision (Peru).

CIFOR's *Do Trees Grow on Money?* Report ***

Release Date: December 7, 2007

Promotion of the Center for International Forestry Research's report, *Do Trees Grow on Money?* and Frances Seymour's availability as a source to international media attending COP-13 in Bali resulted in substantive news coverage by top outlets around the world. In addition, findings from the REDD report were referenced in more than thirty news articles by influential publications such as *El Pais* (Spain), *Financial Times* (UK), *International Herald Tribune*, *Le Figaro* (France), and *Tagesspiegel* (Germany).

Stories by several leading international news agencies, including Associated Press, Agence France Press, and Reuters, carried CIFOR's key messages to audiences around the world.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Biotech Law Weekly</i>	40,000
<i>Canberra Times</i> (Australia)	39,521
<i>Christian Science Monitor</i>	56,083
<i>Le Figaro</i> (France)	338,618
<i>Financial Times</i> (UK)	448,241
<i>Frankfurter Rundschau</i> (Germany)	236,856
<i>Health & Medicine Week</i>	40,000

<i>Hindustan Times</i>	1,066,000
<i>International Herald Tribune</i>	242,182
<i>Irish Times</i>	119,051
<i>Jakarta Post</i> (Indonesia)	40,000
<i>Law & Health Weekly</i>	40,000
<i>Life Science Weekly</i>	40,000
<i>Obesity, Fitness & Wellness Week</i>	40,000
<i>El Pais</i> (Spain)	597,407
<i>Pharma Business Week</i>	40,000
<i>Pharma Investments, Ventures & Law Weekly</i>	40,000
<i>Pharma Law Weekly</i>	40,000
<i>Science Letter</i>	40,000
<i>Straits Times</i> (Singapore)	381,000
<i>Daily Telegraph</i> (UK)	871,598
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 4,796,557
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
Voice of America	16,428,571†
	TOTAL BROADCAST AUDIENCE = 16,428,571
TOTAL IMPACT = 21,225,128	

Circulation numbers not available for *Tagesspiegel* (Germany).

ASB Report on Deforestation ***

Release Date: December 4, 2007

Burness Communications' promotion of the Partnership for Tropical Forest Margins' deforestation study released at COP-13 resulted in significant regional coverage in Southeast Asia and around the world.

Highlights of the media coverage included stories by Asian News International (India) *Australian Financial Review*, *ClimateArk.com*, *ForestNewsWatch*, *Hindustan Times* (India), *Daily Telegraph* Online (UK) and *Wired Magazine's* blog

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Australian Financial Review</i>	88,162
<i>Biotech Law Weekly</i>	40,000
<i>Biotech Week</i>	40,000
<i>Health & Medicine Week</i>	40,000
<i>Hindustan Times</i>	1,066,000
<i>Law & Health Weekly</i>	40,000
<i>Life Science Weekly</i>	40,000

<i>Obesity, Fitness & Wellness Week</i>	40,000
<i>Pharma Business Week</i>	40,000
<i>Pharma Investments, Ventures & Law Weekly</i>	40,000
<i>Pharma Law Weekly</i>	40,000
<i>Science Letter</i>	40,000
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 1,554,162
TOTAL IMPACT = 1,554,162	

CGIAR's Annual General Meeting 2007 (AGM07)***

Release Date: December 2007

Includes coverage from three promotions:

- IFPRI's report on the world food situation
- Gender & Diversity grant announcement
- CGIAR 2007 Science Awards

Overall, the media outreach effort helped to increase the CGIAR's profile amongst media in Beijing. Correspondents from more than 15 top international media outlets registered to attend AGM07, which resulted in substantive news articles and press mentions in many top publications around the world, including Australian Associated Press, *Business Daily* (Kenya), Cordis News (Belgium), Deutsch Press Agentur, *East African Business Week*, *The Guardian* (UK), Indo-Asian News Service (India), *New Vision* (Uganda), *People's Daily* (China), Reuters, *Sydney Morning Herald* (Australia), *Süddeutsche Zeitung* (Germany), and *Xinhua* (China).

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Agrarisch Dagblad</i> (Netherlands)	11,320
<i>Basler Zeitung</i> (Switzerland)	185,409
<i>Berliner Morgenpost</i> (Germany)	240,800
<i>Biotech Week</i>	40,000
<i>Biotech Law Weekly</i>	40,000
<i>Borsen</i> (Denmark)	70,503
<i>Business Daily</i> (Kenya)	16,000*†
<i>China Daily</i>	300,000
<i>Christian Science Monitor</i>	56,083
<i>The Monitor</i> (Uganda)	27,000
<i>Die Welt</i> (Germany)	360,012
<i>East African</i> (Kenya)	35,000
<i>East African Business Week</i> (Kenya)	50,000*
<i>Economist</i>	181,374
<i>Le Figaro Economie</i> (France)	338,618
<i>Financial Express</i> (India)	150,000
<i>Financial Mail</i> (South Africa)	26,612
<i>Frankfurter Allgemeine Zeitung</i>	527,252

<i>The Guardian</i> (UK)	351,031
<i>The Herald</i> (Zimbabwe)	80,000*†
<i>Herald Sun</i> (Australia)	530,500
<i>Irish Times</i>	119,051
<i>Jackson Citizen Patriot</i>	31,579
<i>La Jornada</i> (Mexico)	108,593
<i>Lidove Noviny</i> (Czech Republic)	105,716
<i>Il Manifesto</i> (Italy)	84,000
<i>Le Monde</i> (France)	350,039
<i>New Vision</i> (Uganda)	35,186
<i>Pravo</i> (Czech Republic)	197,549
<i>The Scotsman</i>	52,015
<i>South China Morning Post</i>	96,389
<i>La Stampa</i> (Italy)	470,000
<i>The Standard</i> (Kenya)	60,000
<i>Star Malaysia</i>	309,181
<i>Straits Times</i> (Singapore)	381,000
<i>Sydney Morning Herald</i>	211,700
<i>Suddeutsche Zeitung</i> (Germany)	687,616
<i>Tages Anzeiger</i>	234,518
<i>Wall Street Journal Europe</i>	81,140
<i>Washington Post</i>	673,180
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 7,905,966
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
ABC Radio (Australia)	142,857†
BBC World Service - Network Africa, Amka na	26,142,857†
	TOTAL BROADCAST AUDIENCE = 26,285,714
TOTAL IMPACT = 34,191,680	

Circulation numbers not available for *Daily Independent* (Nigeria), *Financial Gazette* (Zimbabwe), *Marianas Variety* (Micronesia), *Palabra* (Mexico), *People's Daily* (China), *Portafolio* (Colombia), *Rheinische Post Duesseldorf* (Germany), *Rural Press papers* (China), *This Day* (Nigeria), Capital FM Radio, Ramogi FM (Kenya), Citizen TV Ecospect (South Africa), Citizen TV Power Breakfast Show (South Africa), SABC Channel Africa News (South Africa) and SABC Radio (South Africa) .

IWMI - "Biofuels and Implications for Agricultural Water Use"***

Release Date: October 11, 2007

The CGIAR media unit's promotion of the International Water Management Institute's (IWMI) study on biofuels and their implications for agricultural water use resulted in substantive coverage by media outlets around the world, most notably Agence France Presse (AFP),

Associated Press (AP), Reuters, *The Australian*, *De Volkskrant* (Netherlands), *Daily Telegraph*, *New Scientist*, and SciDev.net.

Highlights of the media coverage included a broadcast interview with David Molden by BBC World Service's *Science in Action* show and print articles in *The Australian*, *Bangkok Post*, *China Daily*, *Economic Times* (India), *Hindustan Times* (India), *Gulf News* (UAE), *Junge Welt* (Germany), and *Straits Times* (Singapore).

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>The Australian</i>	137,000
<i>Bangkok Post</i>	65,000
<i>China Daily</i>	300,000
<i>De Volkskrant</i> (Netherlands)	284,801
<i>Economic Times</i> (India)	200,000
<i>Gulf News</i> (UAE)	118,677
<i>Hindustan Times</i>	1,066,000
<i>Junge Welt</i> (Germany)	18,500
<i>New Scientist</i>	174,029
<i>Straits Times</i> (Singapore)	381,000
<i>Virginian-Pilot</i>	175,005
<i>Queensland Grains Outlook</i> (Australia)	19,000
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 2,939,012
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
BBC World Service	26,142,857†
	TOTAL BROADCAST AUDIENCE = 26,142,857
TOTAL IMPACT = 29,081,869	

ILRI Interlaken†

Release Date: September 3, 2007

(All circulation numbers obtained in September 2007)

The CGIAR media unit's promotion of International Livestock Research Institute's (ILRI) research at the First International Technical Conference on Animal Genetic Resources in Interlaken, Switzerland resulted in massive international coverage by influential media outlets, including *The Australian*, *Financial Times*, *Frankfurter Allgemeine Zeitung* (Germany), *Le Monde* (France), *Le Figaro* (France), *New Scientist*, *The Times of India*, *The Nation* (Thailand), *East African Standard* (Kenya), Australian Broadcast Corporation (ABC), and BBC World Service Radio.

In addition, a host of wire agencies and news websites published original stories on the report, including Associated Press, Agence France Presse, Agencia EFE (Spain), ANSA (Italy), Inter Press Service (IPS), Reuters, and Xinhua News Agency (China). These wire stories were picked-up by many online news sites, including *International Herald Tribune* Online (France), *Washington Post* Online, and Yahoo! News. Several popular online news outlets also ran news stories on the announcement, most notably, BBC News Online, *Le Nouvel Observateur* Online (France), *SciencesetAvenir.com* (France), *NewScientist.com*, *Scientific American* Online, *SciDev.net* and *VOA News* Online.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>The Australian</i>	133,000
<i>Australian Farm Journal</i>	5,162
<i>Berliner Zeitung</i> (Germany)	261,693
<i>Business Daily</i> (Kenya)	16,000 *
<i>China Post</i>	300,000
<i>Courier Mail</i> (Australia)	221,049 **
<i>Die Presse</i> (Austria)	120,503
<i>East African</i> (Kenya)	35,000
<i>East African Standard</i> (Kenya)	60,000
<i>Le Figaro</i> (France)	332,818
<i>Financial Times</i> (UK)	426,830
<i>Frankfurter Allgemeine Zeitung</i> (Germany)	527,252
<i>The Guardian</i> (Tanzania)	25,000
<i>The Herald</i> (Zimbabwe)	80,000 *
<i>Hindustan Times</i> (India)	1,066,000
<i>The Mercury</i> (Australia)	49,586
<i>Le Monde</i> (France)	350,039
<i>The Monitor</i> (Uganda)	27,000
<i>Nature</i>	67,437
<i>The Nation</i> (Thailand)	58,000
<i>Nederlands Dagblad</i> (Netherlands)	33,200
<i>New Scientist</i>	178,854
<i>New Vision</i> (Uganda)	35,186
<i>Estado de Sao Paulo</i> (Brazil)	345,000
<i>Sueddeutsche Zeitung</i> (Germany)	703,575
<i>Tages Anzeiger</i> (Switzerland)	234,518
<i>The Tide</i> (Nigeria)	5,000 *
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 5,697,702
BROADCAST OUTLET	DAILY AUDIENCE <i>(obtained via outlet website unless otherwise noted)</i>
ABC Radio (Australia)	142,857
BBC World Service	26,142,857
Radio France Internationale—English to Africa	1,142,857 * ‡
Voice of America Radio	16,428,571
	TOTAL BROADCAST AUDIENCE =

	43,857,142
TOTAL IMPACT = 49,554,844	

Circulation numbers not available for Citizen TV (Kenya), Heart FM (Canada), Iran Broadcasting, Kenya Broadcasting Corporation (KBC), Kenya Television Network (KTN), Nation TV (Kenya), and SABC Channel Africa Radio (South Africa).

Dr. Ren Wang's Appointment as CGIAR Director***

Release Date: August 22, 2007

The media promotion announcing Dr. Ren Wang's appointment as the director of the CGIAR was successful in garnering coverage in international news media as well as targeted trade outlets. *The Washington Post*, *Wall Street Journal*, *Wall Street Journal Asia* and *Science Times* (China) ran print notices of the announcement. Lengthier stories and Q&As were published by PANA Press's (Senegal) wire service, in print by *Nature* and *Science*, and online by SciDev.Net (UK). Reuters and the *East African Standard* (Kenya) included the announcement as part of broader stories on agricultural issues and the CGIAR. The story also ran in many other online outlets, including *Wall Street Journal* Online's "Who's News" Blog, allAfrica.com and O Globo Online (Brazil).

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>East African Standard</i> (Kenya)	60,000
<i>Gulf News</i> (UAE)	118,677
<i>Nature</i>	67,437
<i>Science</i>	130,233
<i>Science Times</i> (China)	200,000
<i>Wall Street Journal</i>	2,069,463
<i>Wall Street Journal Asia</i>	85,460
<i>Washington Post</i>	673,180
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION =3,404,450
TOTAL IMPACT = 3,404,450	

Circulation numbers not available for *Food Chemical News*.

WorldFish Center's Fish Farming in Malawi***

Release Date: August 20, 2007

The CGIAR media unit's promotion of the WorldFish Center's report on the impact of fish farming among HIV/AIDS-affected families in Malawi resulted in substantive coverage by media

outlets around the world, including *The Economist*, Reuters, *The Nation* (Kenya), *The Nation* (Malawi), SABC Channel Africa Radio (South Africa), SciDev.net, and *Scientific American*.

Highlights of the media coverage included stories by *The Economist*, which credited The WorldFish Center with helping “1,200 families who have lost breadwinners to AIDS,” and a headline in one of Kenya’s largest dailies, *The Nation*, stating that “Fish Farming Brings Hope to Malawians Ravaged by AIDS.”

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Daily Nation</i> (Kenya)	170,000
<i>Daily Times</i> (Malawi)	21,000
<i>Economist</i>	181,374
<i>Pretoria News</i> (South Africa)	28,104
<i>The Star</i> (South Africa)	1,000
<i>The Nation</i> (Malawi)	30,000
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 431,478
TOTAL IMPACT = 431, 478	

Circulation numbers not available for Capital Radio (Malawi), FM 101 (Malawi), Malawi Broadcasting Corporation, Radio Maria (Malawi), SABC Channel Africa Radio (South Africa), Transworld Radio (Malawi), TV Malawi, and Zodiac Radio (Malawi).

ICRISAT’s New Low-cost Aflatoxin Testing Kit***

Release Date: July 26, 2007

The CGIAR media unit’s promotion of ICRISAT’s new low-cost aflatoxin testing kit to media based in Africa resulted in substantive coverage, including stories by Reuters, Xinhua News Service, BBC’s *Focus on Africa*, *Daily Times* (Malawi), SABC Channel Africa Radio, CNBC Africa TV (South Africa), Citizen TV (Kenya), Nation TV (Kenya), and SciDev.net.

In addition, several major news outlets picked-up the Reuters story on their websites. These included AllAfrica.com, *Mail & Guardian* Online (South Africa), and Yahoo! News.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>Daily Monitor</i> (Uganda)	27,000
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 27,000
BROADCAST OUTLET	DAILY AUDIENCE

	<i>(obtained via outlet website unless otherwise noted)</i>
BBC World Service - Focus on Africa	26,142,857†
	TOTAL BROADCAST AUDIENCE = 26,142,857
TOTAL IMPACT = 26,169,857	

Circulation numbers not available for *Kenya Times*, *Leader Newspaper* (Kenya), CNBC African Radio, Citizen TV (Kenya), ITV (Tanzania), Market Place Radio (South Africa), and Nation TV (Kenya)

CIAT/Bioversity Crop Wild Relatives***

Release date: May 22, 2007

Promotion of the CIAT/Bioversity study examining the effect of climate change on crop wild relatives resulted in international media coverage, with original stories published in *Die Welt* (Germany), *Financial Times*, *Folha de S. Paulo* (Brazil), and *Scientific American*.

Articles by ten wire services were picked-up widely by print media outlets in Africa, Asia, Europe, the United States, and Latin America most notably *Business Daily* (Kenya), *The Nation* (Kenya), *Hindustan Times*, *Prensa Libre* (Guatemala). In addition, wire stories by Reuters and Associated Press resulted in massive pick-up on the Web with over 100 online stories on sites such as *International Herald Tribune*, *The Independent* (South Africa), *New Zealand Herald*, *USA Today*, and Yahoo! News.

PRINT NEWSPAPER OR MAGAZINE	CIRCULATION <i>(obtained via Cisions Media Source unless otherwise noted)</i>
<i>The Advertiser</i> (Australia)	188,936
<i>El Colombiano</i>	70,000
<i>Economic Times (Mumbai Edition)</i>	170,000
<i>Folha de S. Paulo</i> (Brazil)	413,300
<i>Hindustan Times</i>	1,066,000
<i>La Opinion</i> (Spain)	120,750**
<i>Liberio Magazine</i> (Italy)	39,000
<i>Prensa Libre</i> (Guatemala)	160,000
	TOTAL PRINT NEWSPAPER OR MAGAZINE CIRCULATION = 2,227,986
TOTAL IMPACT = 2,227,986	

**TOTAL MEDIA IMPACT FOR ALL PROMOTIONS 2007-2009 =
391,606,444**

* Figure obtained from phone call or email with outlet.

** Figure obtained from outlet website.

*** Figure(s) obtained in June 2008.

† Figure(s) obtained in September 2007.

‡ Original figure provided by RFI of 8 million represents "regular listeners who listen 2-3 times/week," rather than the "weekly audience" figure typically provided by radio stations. This number was divided by seven to obtain an estimated daily audience size. Unfortunately, this was the only number available through RFI.