



# enough

The project to end genocide and crimes against humanity

## Communications 2011 Annual Report





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## Enough Project Communications 2011 Annual Report

[www.EnoughProject.org](http://www.EnoughProject.org)



Women working in a field in eastern Congo, taken during August 2011 trip (Enough Project).

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# Key Leading Indicators



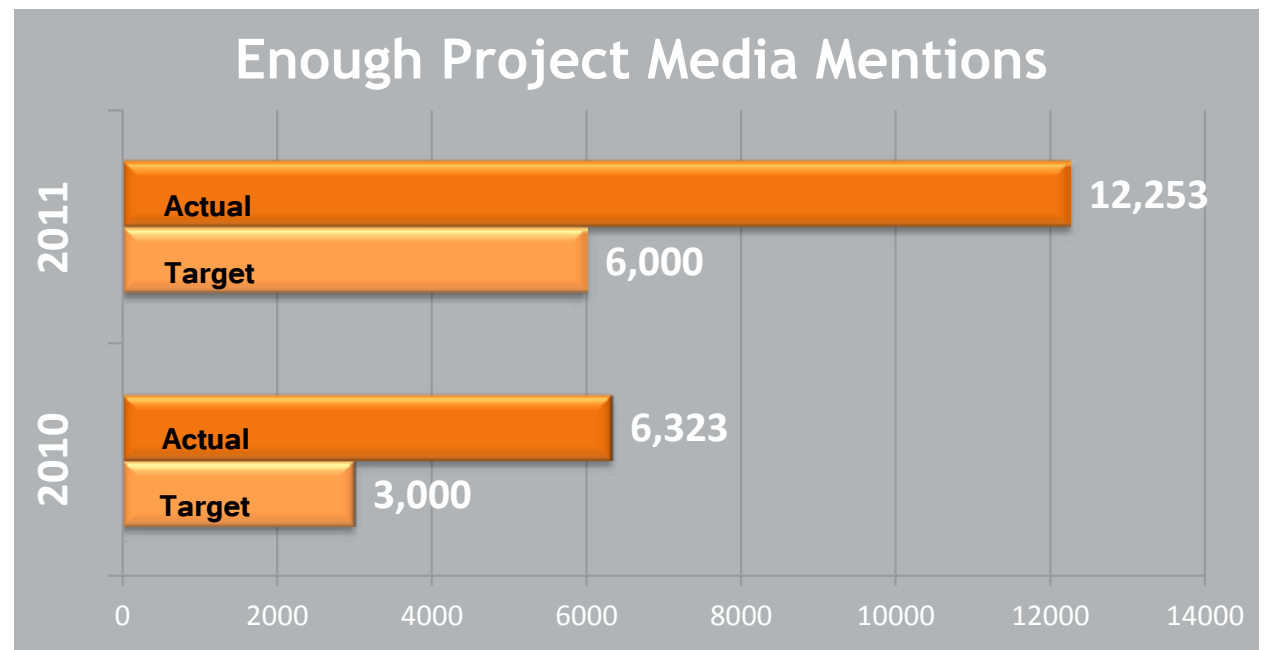
# 2011

was a remarkable year for the Enough Project and its various campaigns—Raise Hope for Congo, Darfur Dream Team, and Satellite Sentinel Project—as well as its initiatives on Sudan, South Sudan, Somalia, and the Lord's Resistance Army. From appearances this past year on PBS *Newshour*, CNN's *The Situation Room*, and *The Colbert Report*, to making headlines in *TIME Magazine*, *The New York Times*, and *O! Magazine*, the Enough Project has nearly doubled its media coverage from the previous year.

In 2010, the Enough Project aspired to earn 3,000 media mentions throughout the year, which we surpassed by 100 percent with a total of **6,323 media mentions**. Using this as a baseline, in 2011 we set the print media mentions annual goal at 6,000. Again, we surpassed this goal by more than 100 percent, **receiving a total of 12,253 print media mentions in 2011**.

## Benchmarks

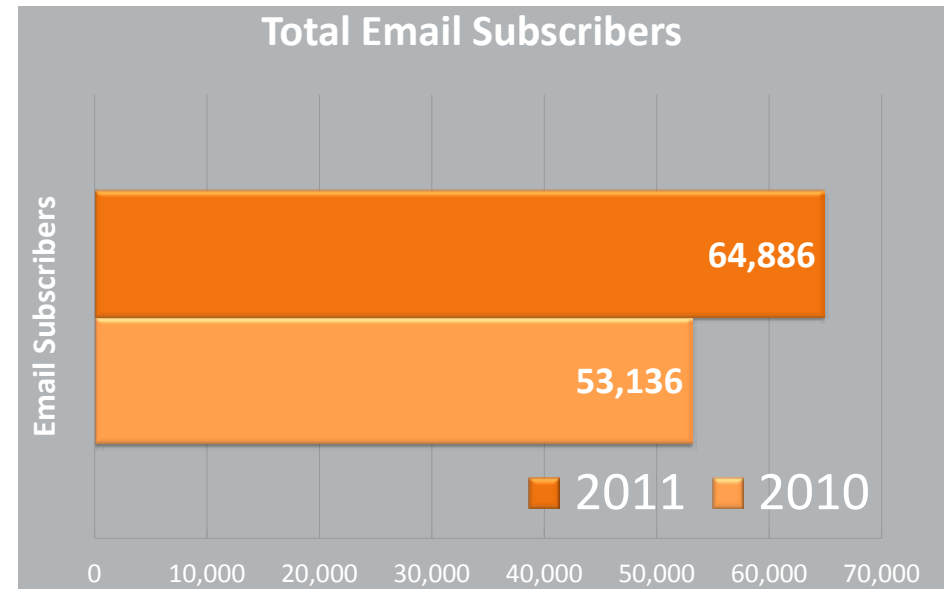
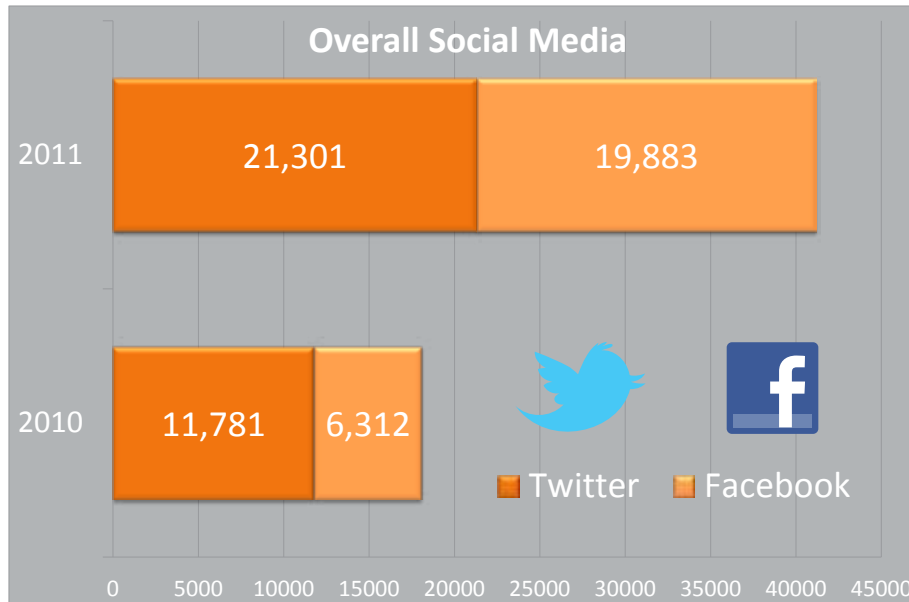
- 94 percent growth in media mentions
- 127 percent growth in social media audience
- 22 percent growth in email subscribers



# Key Leading Indicators

## Furthermore,

the Enough Project's online communications has made significant progress and experienced incredible growth throughout 2011. The total number of unique email subscribers for the Enough Project and our campaigns **grew by 22 percent in 2011**.



The overall social media audience across our campaigns on **Twitter and Facebook grew by 127 percent in 2011** with a total of 21,301 Twitter followers and 19,883 Facebook fans.

Note that these numbers do not take into account the 12,000 additional Facebook supporters in a Raise Hope for Congo legacy group that was removed in 2011 due to Facebook changes, or the 13,149 Sudan Now Facebook fans and Twitter followers.



# Media Mentions Overview

The New York Times

The Economist

TIME

Google news

Newsweek

The Washington Post

This year the Enough Project received a total of **12,253 media mentions** in print and online media outlets around the world. This total **doubled our 2011 goal** of 6,000 print media mentions, and represented a **94 percent increase** from the previous year's total of 6,323 mentions.

## 2011 Media

Press - 12,253

Op-eds - 70

Radio - 40

TV - 41

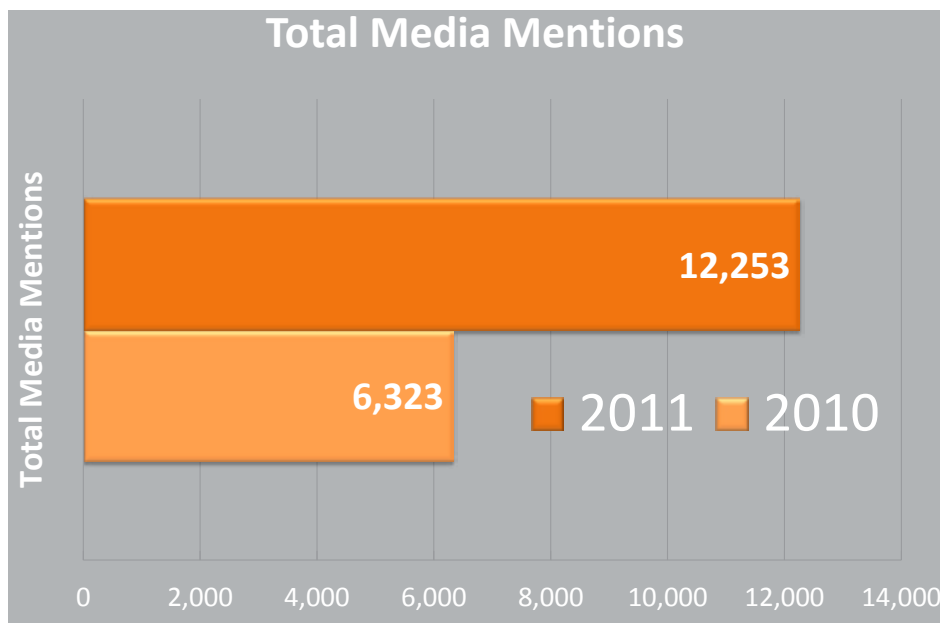
## Opinion Editorials

The Enough Project was mentioned in a total of **70 opinion pieces in 2011**, an improvement from 61 opinion pieces in 2010.

### 2011 Op-Eds in Elite Media:

- New York Times - 6
- CNN.com - 4
- Wall Street Journal - 3
- TIME.com - 2
- Project Syndicate\* - 2
- Washington Post - 1

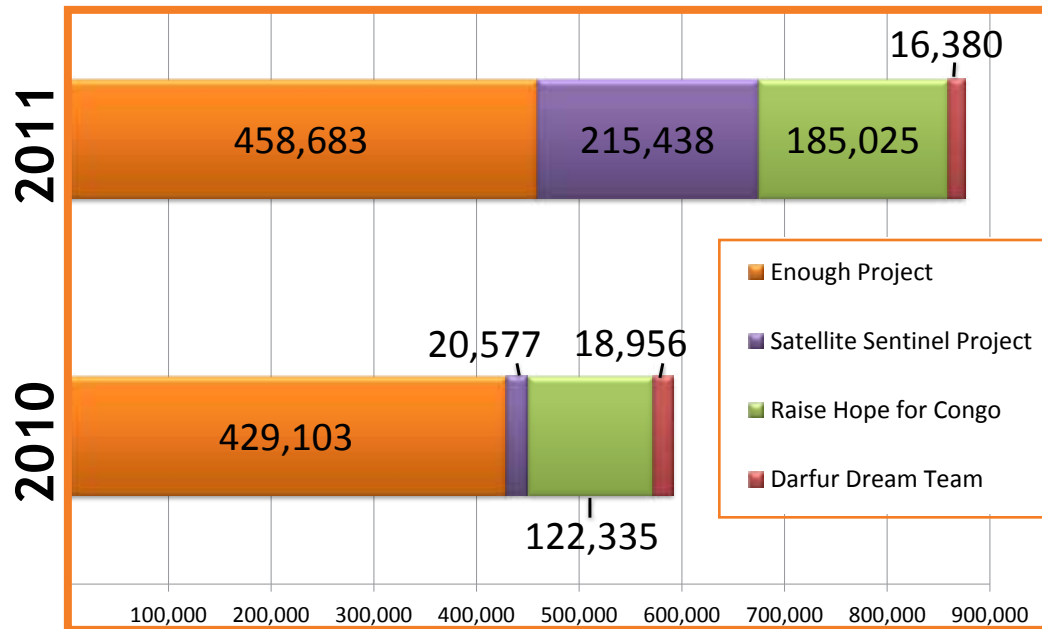
*\* Project Syndicate opinion editorials are distributed to 477 leading newspapers in 151 countries.*



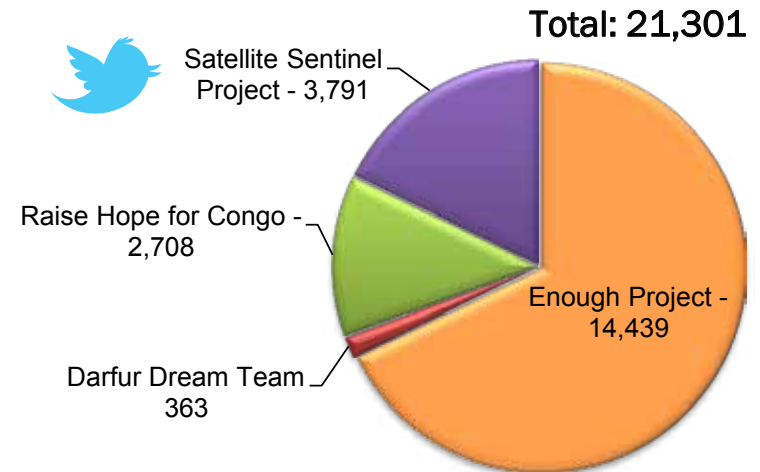
# Online Communications Overview

The Enough Project's online communications initiatives made significant progress and experienced incredible growth throughout 2011. The total number of unique email subscribers for the Enough Project and our campaigns grew by **22 percent**, and the overall social media audience across our campaigns on **Twitter and Facebook grew by 127 percent**. Additionally, the total amount of website traffic to the Enough Project and its campaign websites increased by **48 percent**.

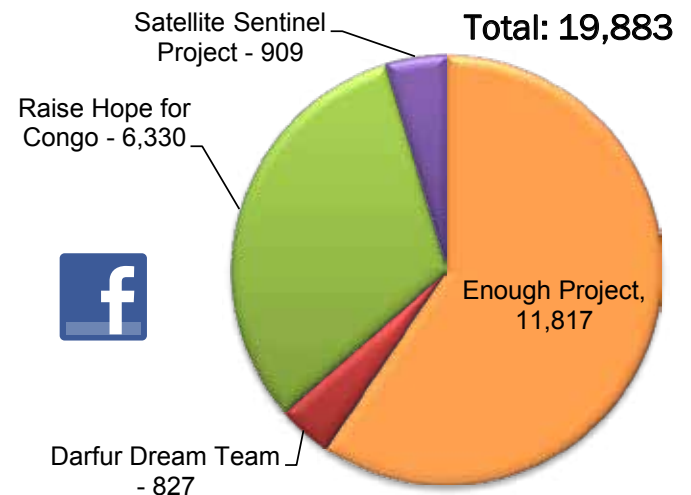
## All Website Visits



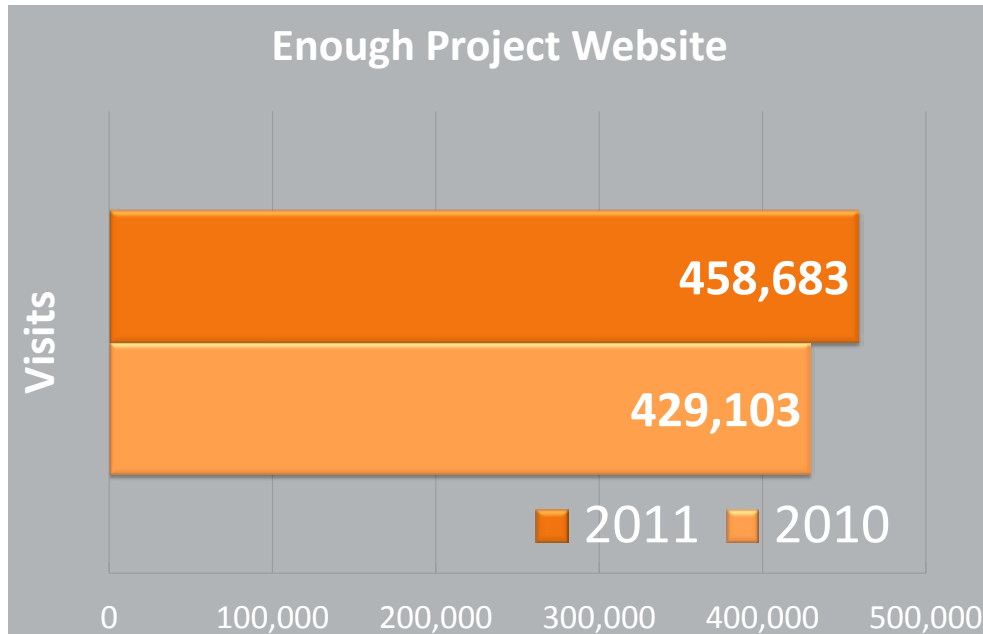
## Enough Project Twitter Followers



## Enough Project Facebook Likes



# Enough Project: Online Communications



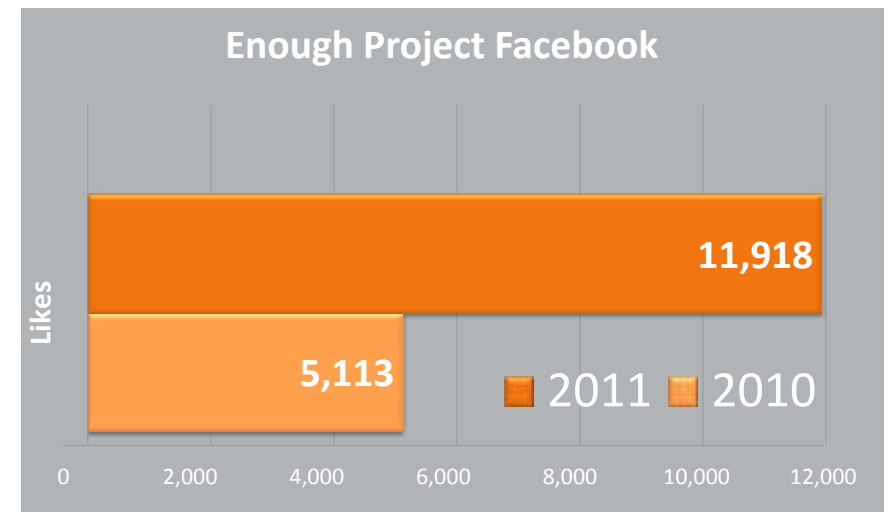
In 2011, the Enough Project website received a total of **458,683 visits**, a seven percent increase from 2010. Traffic to the Enough Said blog also **increased by 21 percent** compared with 2010. The Enough Project social media audience on both Facebook and Twitter experienced growth, with a **34 percent increase** in Twitter Followers and a **133 percent increase** in Facebook Likes.



In 2011, the Enough Project Facebook page surpassed 10,000 likes.

## Blog Retagging for SEO

We retagged the content in the Enough Said blog to make it easier for readers to find content on a particular subject. This also allows people researching a specific topic to find our content through search engines.



# Sudan and South Sudan: Media Mentions



Enough Project Co-founder John Prendergast talks about the independence of South Sudan with Steven Colbert on Comedy Central's "The Colbert Report" (Photo: Comedy Central).

Media attention to the Enough Project's work in Sudan exploded in 2011, with a total of **10,232 print media mentions**. This total includes both Sudan and Satellite Sentinel mentions, and represents a **139 percent increase in Sudan coverage** compared with 2010. Excluding any SSP coverage, Enough's Sudan work garnered a total of **3,225 media mentions** in 2011.

## Media Highlights

- CNN.com
- GlobalPost
- Voice of America
- Reuters
- CNN International
- Voice of America
- Al-Jazeera English
- BBC
- Radio France International
- *The Tavis Smiley Show*
- *The Colbert Report*
- NPR

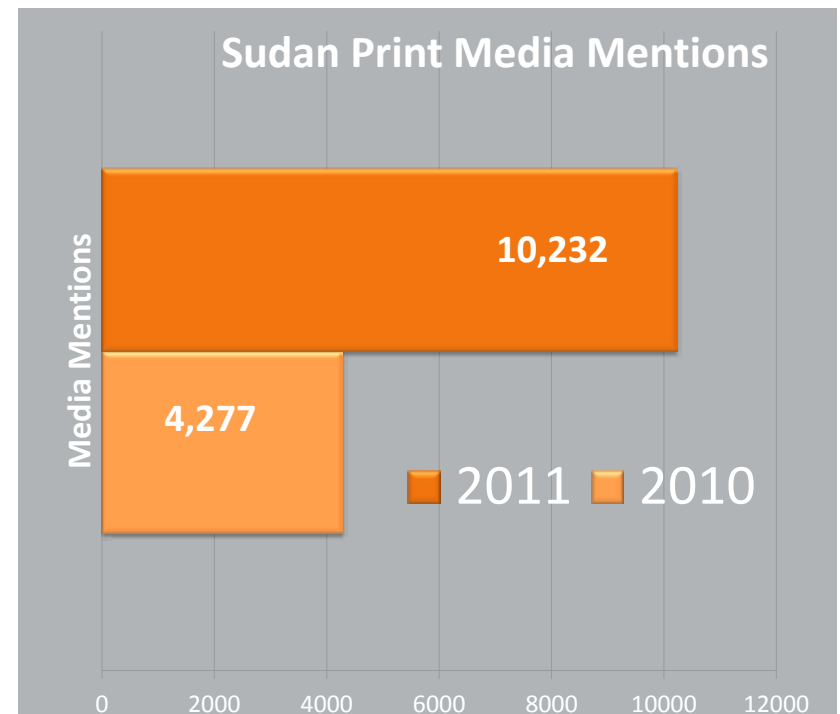
### 2011 Media

Press - 3,225

Op-eds - 23

Radio - 6

TV - 6





# Congo: Media Mentions

## 2011 Media

Press - 1,935

Op-eds - 28

Radio - 7

TV - 8

The Enough Project's Congo work has remained strong throughout 2011 with a total of **1,935 print media mentions**, a three percent increase compared with 2010. Additionally, the Enough Project's Congo work was mentioned in a total of **28 op-eds** featured in influential media outlets including *TIME.com*, CNN.com, *The Wall Street Journal*, *GlobalPost*, *Change.org*, *The New York Times*, *The Guardian*, and *Forbes*.

## Media Highlights

- BBC
- *Christian Science Monitor*
- MTV-Act
- *Mother Jones*
- *The Boston Globe*
- *The Economist*
- *Huffington Post*
- *Wall Street Journal*
- *The Atlantic*
- *Voice of America*
- *Foreign Policy*
- *Forbes*
- ABC News Online
- Al-Jazeera English's *The Stream*
- *The Late Late Show with Craig Ferguson*
- CNN Out Front
- *British Wired Magazine*
- *Jimmey Kimmel Live*
- NPR's *Worldview*
- *Fox and Friends*

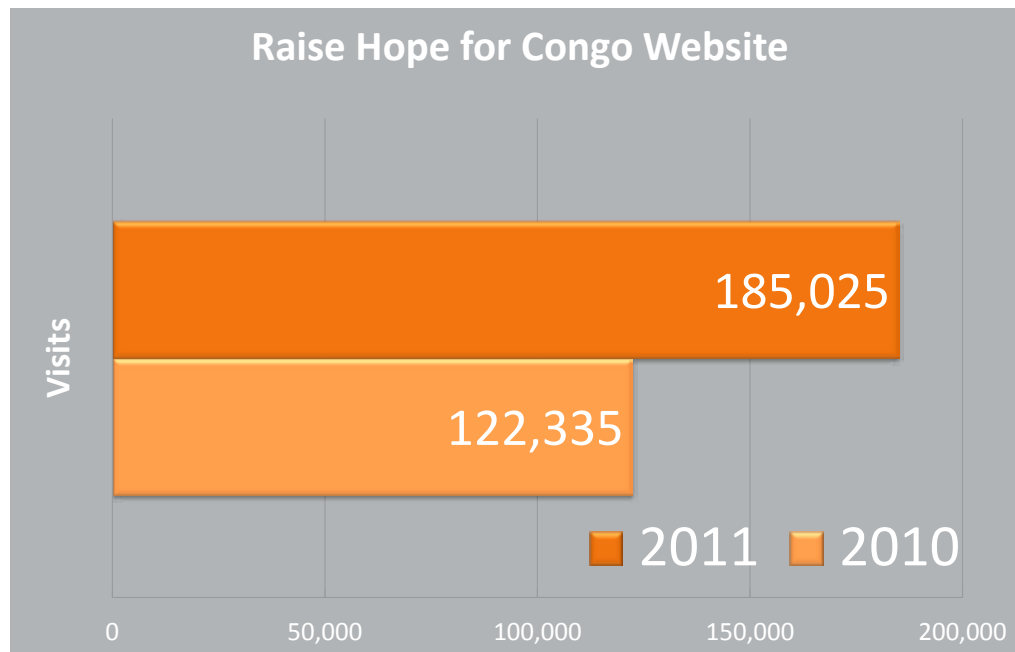


In 2011, the Raise Hope for Congo campaign partnered with actress Robin Wright. In August, she traveled with Enough staff to eastern Congo, and has been committed to spreading the word about conflict minerals and rape in the Congo ever since. She appeared on Al Jazeera English's *The Stream* with Enough field researcher Fidel Bafilemba to talk about her trip and the issue of conflict minerals in Congo.

The video shown above is Robin Wright's Congo trip diary, also featuring Enough Project field researcher Fidel Bafilemba, which was embedded in op-eds authored by Robin on **CNN.com** and **TIME.com**. The video is also featured on the Enough Project YouTube Channel and received more than 5,000 views.

# Raise Hope for Congo: Online Communications

2011 was a year of growth for the Raise Hope for Congo's online communications. Traffic to the RHFC homepage **grew by 51 percent** compared with 2010. *The Huffington Post* was a large contributor to this increase, referring a total of 4,665 visits to the RHFC site. Additionally, the number of people who liked the RHFC Facebook page **grew by 434 percent** compared with 2010, and RHFC Twitter followers **grew by 191 percent**.



## Step Up for 1502

In October 2011, Raise Hope for Congo launched a Facebook campaign, "Step Up for 1502," that encouraged online activists to pressure the U.S. Chamber of Commerce, and its member companies, to back down from a legal challenge against the Securities and Exchange Commission over Dodd-Frank section 1502, which regulates conflict minerals. The week of action was a tremendous success with over two thousand likes and a reach of over 1.5 million people.

## Conflict-Free Campus Initiative



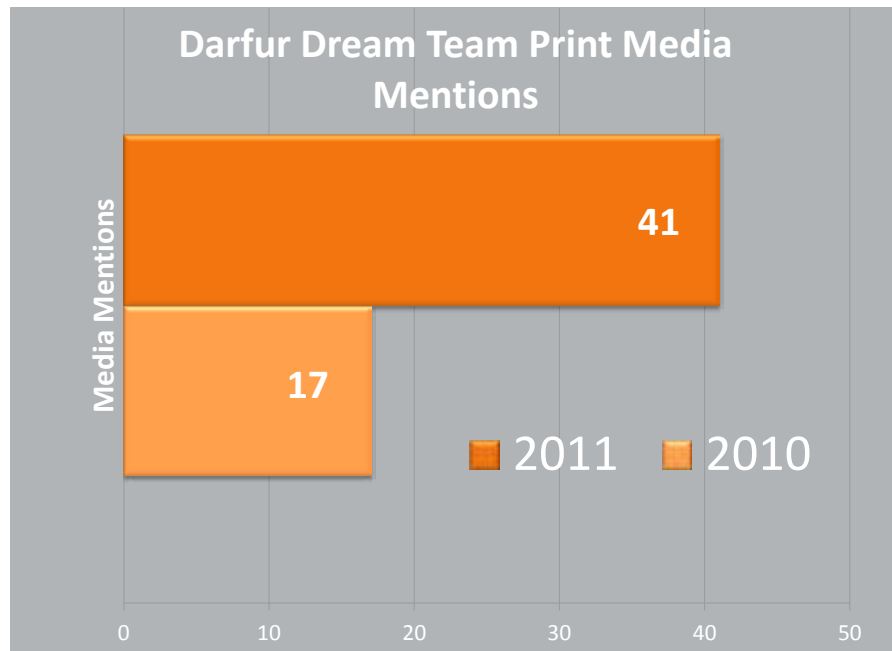
In 2011, the Raise Hope for Congo campaign celebrated the exciting launch of the Conflict-Free Campus Initiative, or CFCI. Geared up with a new logo, campaign video and an interactive map of partner schools, student activists in 70 campuses around the nation challenged their universities to pass conflict-free resolutions and commit to purchasing conflict-free products.

# Darfur Dream Team: Media Mentions

**2011 Media  
Press - 41**



The Darfur Dream Team Sister Schools Program increased its media mentions in 2011 by **141 percent** compared with 2010. DDT garnered a total of **41 print media mentions** in 2011, compared with 17 mentions in 2010.



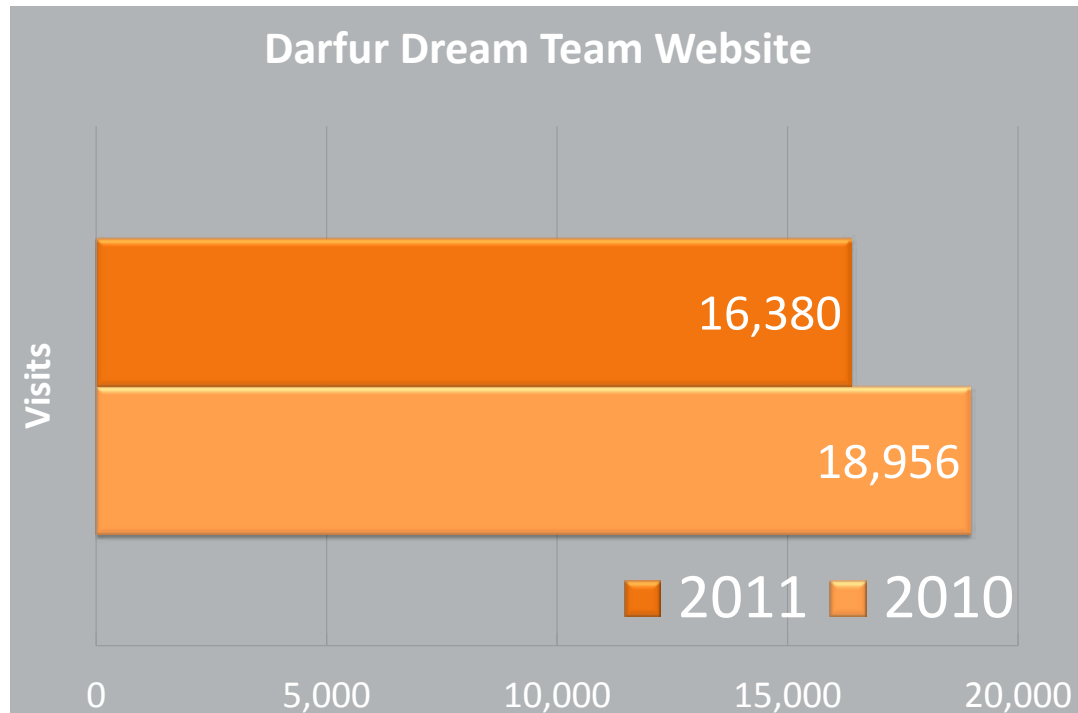
This video was featured on MTV-Act with a blog post by Meghan Higginbotham, Darfur Dream Team Sister Schools Program Assistant, about her trip to eastern Chad to visit students and teachers in the refugee sister schools.

## Media Highlights

- MTV-Act
- *Chicago Tribune Online*
- Reliefweb.com
- Talk Radio News
- *Florida Times Union - Online*
- Examiner.com
- TakePart



# Darfur Dream Team: Online Communications



## Meghan's Visit to Chad

Over the Thanksgiving holiday, DDT program assistant Meghan Higginbotham traveled to eastern Chad to visit sister schools in Darfuri refugee camps. Throughout her trip, supporters were able to follow her journey through status updates, photo albums and videos posted to the DDT Facebook page.

Toward the end of 2010, Darfur Dream Team established its social media presence on both Twitter and Facebook. The DDT social media audience continued to grow in 2011 with a total of **363 Twitter followers** and **827 Facebook Likes**. In addition, in 2011 the virtual Summer Service Challenge engaged 125 people across the United States to get involved in their refugee communities.





# Satellite Sentinel Project: Media Mentions

The Enough Project drove the successful communications and media relations strategy for the Satellite Sentinel Project, or SSP. In the year since its launch on December 28, 2010, SSP garnered a total of **8,211 media mentions**. From *Encyclopaedia Britannica* to *The New York Times*, SSP has caught the world's attention in 2011, and here are some of this year's biggest media highlights...

## Print Highlights

- *Boston Magazine*
- Front page of *Huffington Post* and NPR.com
- AP story picked up by over 735 media outlets including *New York Times*, *Boston Globe*, CBS News, FOX News, Google News, Yahoo! News, and *The Washington Post*
- Eight mentions in *TIME Magazine* and *TIME.com*
- *The Atlantic*
- CNN World's front page
- Top story in *New York Times iPhone App*

## Broadcast Highlights

- CNN's *The Situation Room with Wolf Blitzer*
- CNN's *Fareed Zakaria Global Public Square*
- Comedy Central's *Daily Show with Jon Stewart*
- Al Jazeera English's *The Stream*
- MSNBC's *Today News*
- MSNBC's *Morning Joe*
- NPR's *On the Media*
- PBS *Newshour*
- ABC's *This Week*

**2011 Media**  
**Press - 7,303**  
**Op-eds - 9**  
**Radio - 15**  
**TV - 18**



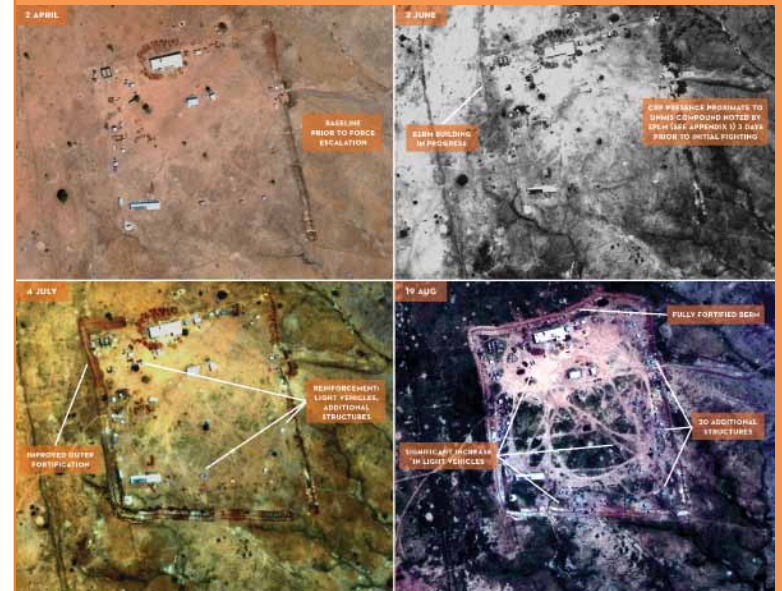
In 2011, SSP co-founder George Clooney graced the cover of multiple magazines, and received **4,398 print and online media mentions** about his work with SSP.

# Satellite Sentinel Project: Online Communications

The Satellite Sentinel Project website garnered **215,438 visits in 2011**. On July 14, SSP released its sixteenth report titled, “Crime Scene: Evidence of Mass Graves in Kadugli” driving traffic to the website with a **daily record of 23,528 visits**. Mark Benjamin’s TIME.com piece linking to the SSP website was the main source of the July 14th traffic, amassing 63.21% of the visits.

## Top Tweets about SSP

- **Richard Branson (@richardbranson - 1,623,219 Twitter Followers)**, owner of Virgin Records, tweeted @satsentinel to say bravo to George Clooney for his work with SSP.
- **Nick Kristof (@NickKristof - 1,212,637 Twitter Followers)**, columnist for *The New York Times*, tweeted @satsentinel to warn the Sudan militias that they are now being held accountable with satellites.
- **Ann Curry (@Ann Curry - 1,154,792 Twitter Followers)**, NBC journalist, tweeted about evidence of deliberately burned Abyei villages documented by SSP.



DigitalGlobe satellite imagery analyzed for SSP by the Harvard Humanitarian Initiative, along with the Enough Project field reports, documented evidence of human rights crimes committed in Sudan's border regions.

## 2011 Social Media



**Facebook: 909 Likes**



**Twitter: 3,791 Followers**



# Lord's Resistance Army: Media Mentions

## 2011 Media

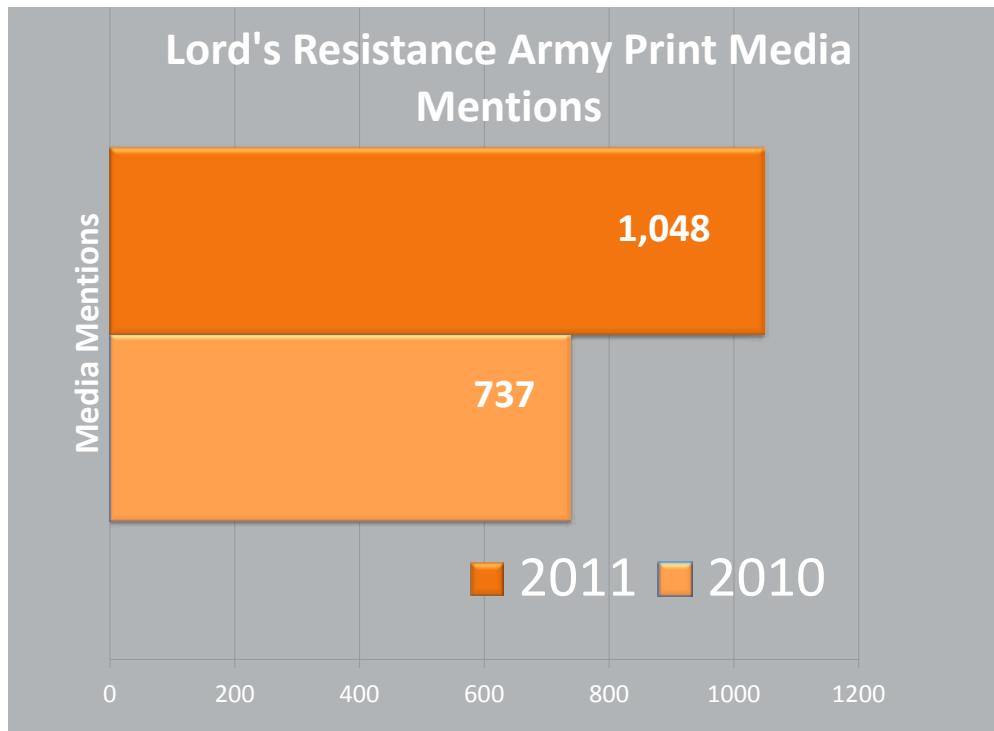
Press - 1,048

Op-eds - 3

Radio - 9

TV - 2

The Enough Project's work on the LRA was prominently featured in the media throughout 2011 with a total of **1,048 print media mentions**, a **42 percent increase** compared with 2010. The deployment of 100 U.S. military advisors to central Africa sparked media interest in the LRA situation, and Enough Project Co-founder John Prendergast spoke about this issue on CNN's *The Situation Room with Wolf Blitzer*.



## Media Highlights

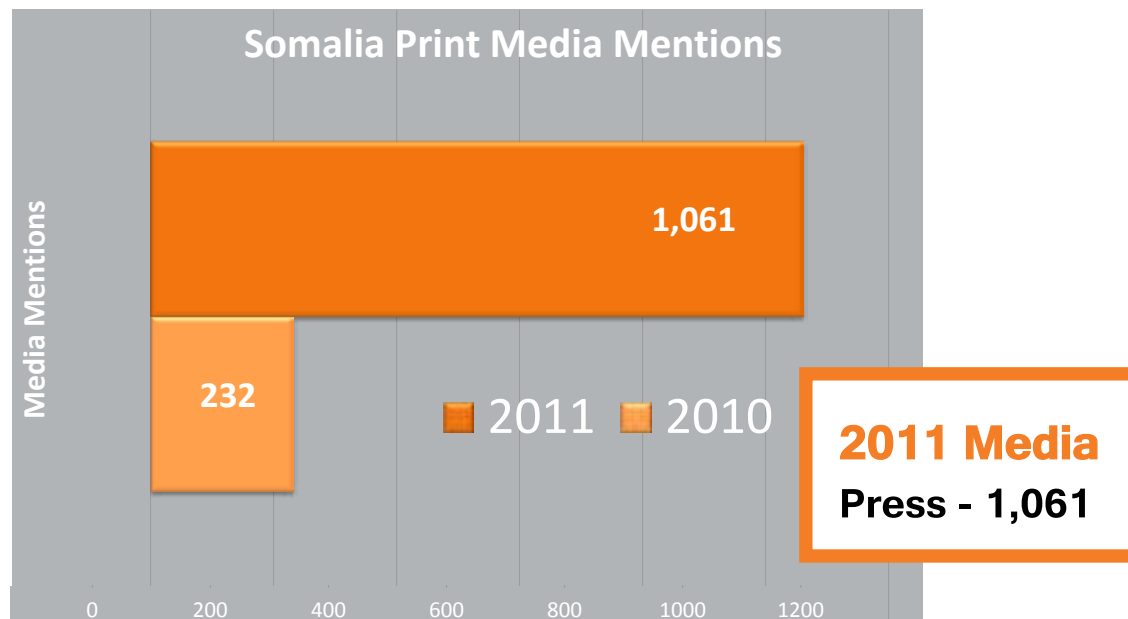
- Voice of America
- ABCNews.com
- Associated Press
- *Christian Science Monitor*
- BBC
- *The Boston Globe*
- Voice of America
- *Media Matters*
- CNN



# Somalia: Media Mentions

In 2011, the Enough Project focused on the issue of famine as a weapon of war in Somalia. Several reports issued by the Enough Project garnered elite and international media attention with a total of **1,061 print media mentions** in 2011, a **357 percent increase** from 2010.

Enough Project consultant Dr. Ken Menkhaus's op-ed entitled "**A Thousand Fatwas for Somalia**," originally featured on *Project Syndicate*, was picked up by media outlets around the world including: *Daily News Egypt* (Cairo--affiliated with the *International Herald Tribune*), *China Daily* (Beijing and Hong Kong), *Die Welt* (Berlin), *Globe and Mail* (Toronto), and *Gazeta Wyborcza* (Warsaw).



In 2011, the Enough Project welcomed Somalia experts **Ken Menkhaus** and **Matt Bryden** as Enough Project fellows. They have been essential in expanding our work on Somalia during such an urgent crisis.

**Dr. Ken Menkhaus** is professor of Political Science at Davidson College and former special advisor to the U.N. operation in Somalia. His academic research and policy work has taken him throughout the Horn of Africa. He specializes primarily on development, conflict analysis, peace operations, state failure, state-building, and political Islam.

**Matt Bryden** currently serves as coordinator of the United Nations Somalia and Eritrea Monitoring Group. He is a regular consultant on Somalia and serves as an analyst for various non-governmental organizations. He has worked on Somali affairs for more than 20 years, serving as the Special Advisor to the Canadian Ambassador on Somali Affairs and as the Horn of Africa Director for the International Crisis Group.



# Enough Project Video Highlights

**In 2011,** the Enough Project YouTube Channel received a total of **568,544 views** throughout the year, and Enough Project produced a total of **31 new videos**. Here are some of this year's highlights...

## Destroyed Villages in Abyei

This breaking news video obtained by Enough shows the aftermath of fighting in two Abyei villages—Maker Abior and Todach. It was tweeted by *New York Times* columnist Nick Kristof, and featured by Ann Curry on NBC's *Today Show*.



## George Clooney: Endgame in Sudan

This video documenting George Clooney's trip to the border area of Sudan and South Sudan, was the top video in 2011 with a total of 345,733 views throughout the year.



## Luol Deng - Hoops in the World's Newest Nation

NBA star and South Sudan native Luol Deng hosted a basketball clinic in the newly independent state of South Sudan. The video debuted on Yahoo! Sports and was promoted on the front page of Yahoo!



## Javier Bardem: Peace for Congo's Mothers

This Mother's Day tribute video featured actor Javier Bardem and Enough Co-founder John Prendergast discussing the atrocities committed against women in the Congo. The video was translated into Spanish, and is the first Enough multimedia to be available in two languages.

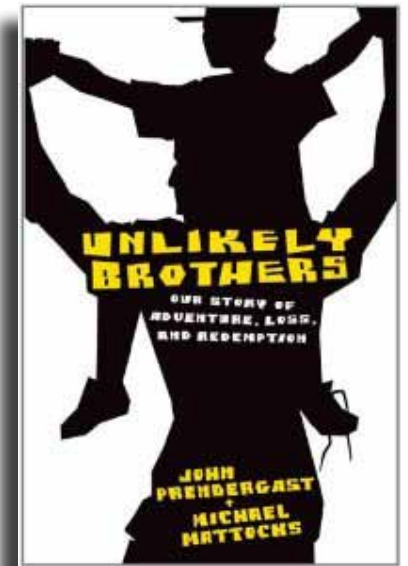


# Unlikely Brothers: Media Mentions

**In 2011**, Enough Project Co-founder John Prendergast co-authored the book “Unlikely Brothers” with his little brother from the Big Brothers Big Sisters program, Michael Mattocks. The book received elite media attention in both print and broadcast outlets, and was included in reading lists by *The Washington Post* and PBS.

## Print and Online Highlights

- *Martha Stewart Whole Living*
- *O! Magazine*
- *The Washington Post*
- *Philadelphia Inquirer*
- *Philadelphia City Paper*
- TakePart
- *Los Angeles Times*
- Reuters
- PBS: Gwen Ifill’s “Washington Week Summer Reading List”



Co-authors John Prendergast and Michael Mattocks during an interview for PBS.

## Broadcast Highlights

- NPR’s *The Diane Rehm Show*
- MSNBC’s *Andrea Mitchell Reports*
- Sirius XM Radio’s *Bob Edwards Show*
- C-SPAN’s *BookTV*
- PBS *Newshour with Gwen Ifill*
- Washington, D.C. News Channel 8
- NPR’s *Brian Lehrer Show*
- PBS’s *Tavis Smiley Show*

