

Strategic Comments

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Analysis
and insight
into a changing world



Foreign affairs coverage – a challenge for newspapers



The appetite of newspaper readerships for coverage of international affairs is large and growing. This reflects not only a rise in general curiosity about an eventful outside world that is now more accessible than ever before, but also the recognition that developments in one part of the world can have direct – and often not immediately obvious – repercussions at home. For newspapers, this trend poses a variety of arduous challenges:



- **Information or analysis?** While the availability of factual information on international developments has expanded enormously through the possibilities of new media such as the Internet, there has not been a commensurate rise in the availability of forward-looking and original insight and analysis demanded by readers
- **The 'sifting' challenge** In an era of information overload, the editorial process of distinguishing truly significant from merely interesting trends and events is increasingly time consuming and resource intensive
- **Costs of expertise** The costs of maintaining international networks of foreign correspondents can be prohibitively high. Even were newspapers to resort to *ad hoc* responses, such as inviting guest commentaries, difficulties often present themselves in trying to locate reliable, recognised experts

A Strategic Comments Syndication Agreement

allows a newspaper to respond effectively to each of these challenges.

The Strategic Comments solution

- **Authority** Launched in January 1995, Strategic Comments draws on the expertise and carries the full authority of the IISS, the world's most prestigious private, not-for-profit membership organisation dedicated to the impartial and objective analysis of foreign affairs, regional security, military strategy and conflict resolution. With offices in London, Washington and Singapore, the IISS is constantly strengthening its global network of expertise
- **Selectivity and responsiveness** The objective of Strategic Comments is to respond to breaking international developments and anticipate the questions that will loom large in the calculations of governments and business in the future. Strategic Comments is not subject to geographic or thematic restrictions in the issues it tackles. Coverage is determined through focused input by senior IISS research staff, all of whom are leading experts in their fields
- **Concision and clarity** Recognising that concision is at a premium, each edition of Strategic Comments contains five succinct, crisply-written and stylishly presented briefings of approximately 1,700 words. To add further clarity, all articles are complemented by graphics such as specially commissioned maps, charts, graphs, tables or appropriate photographic imagery
- **Cost-effectiveness and flexibility** The flexible Syndication Agreements offered by the IISS allow newspapers to republish premium-quality analysis at highly attractive rates. Newspapers choose how many of the 50 Strategic Comments articles produced each year they wish to republish, and the broad range of topics covered gives a newspaper editor the ability to respond to the specific priorities of their readership



Syndication options: tailored packages



Syndication clients are guaranteed electronic delivery of the 50 Strategic Comments articles produced in 10 volumes annually, immediately upon publication. Articles are transmitted in multiple formats to facilitate easy republication. All clients are assigned a direct contact among the senior editorial staff of Strategic Comments, with the aim of fostering interaction and maximising the utility of the Syndication Agreement.

Newspapers may choose from the following options:

- **Special Executive Corporate Membership – £10,000**

The newspaper becomes a Special Executive Corporate Member of the IISS. This gives it the exclusive national copyright and translation rights to reprint Strategic Comments as well as the right to reprint agreed extracts of other IISS publications (*The Military Balance*, *Strategic Survey*, *Survival*, and the *Adelphi Papers* series). Such newspapers should inform the IISS of what they wish to print, but do not have to pay an extra fee.

- **'Presidential' Option – US\$7,000**

Newspapers may republish all 50 Strategic Comments. Such newspapers will also have privileged access to the [online Strategic Comments database](#), which holds all coverage since 1998 (over 200 articles). The database may be used by the newspaper staff for research purposes. Extracts from articles contained on the database may be republished, subject to consultation with the Strategic Comments editorial staff.

- **'Ambassadorial' Option – US\$3,000**

Newspapers will receive all Strategic Comments and may republish up to 25 articles a year.

- **'Diplomat' Option – US\$2,000**

Newspapers will receive all Strategic Comments and may republish up to 12 articles a year.

In all cases, the newspaper must acknowledge the source as the IISS by reprinting the IISS logo and, when appropriate, the Strategic Comments logo above the piece. In special cases, abridgement of articles may be allowed, following consultation with the IISS.



Strategic Comments' international community



Strategic Comments' core qualities have enabled it to hold Syndication Agreements with such varied and distinguished international publications as *The South China Morning Post* (Hong Kong); *Neue Zürcher Zeitung* (Switzerland); *El País* (Spain); *Hellenic Diplomacy and Defence* (Greece); *Público* (Portugal); *Milliyet* (Turkey); *The National Post* (Canada); *Reuters Business Briefing* (United Kingdom); *China Times* and *Taipei Times* (Taiwan); *La Stampa* (Italy); *Asharq Al-Awsat* (Saudi Arabia); *Straits Times* (Singapore); *The Hindu* (India); *Yomiuri Shimbun* (Japan); *Dong Ah Ilbo* (South Korea); and *La Nacion* (Argentina).

Global perspectives: sample Strategic Comments coverage

The war on Iraq and its aftermath

Iraq's political reconstruction
Top-down or bottom-up?

Lessons from the Iraq war
Strategy and planning

US forces in the Persian Gulf
Options for the post-Saddam era

Invading Iraq
US battle plans take shape

Al-Qaeda in northern Iraq
The elusive Ansar al-Islam

Winning a war in Iraq
The application of technology

Iraq after Saddam
The quagmire of political reconstruction

Military options towards Iraq
Which tactics and what force?

The campaign against international terrorism

America's Afghan imbroglio
Descending into the quagmire?

Al-Qaeda: one year on
Down, but not out

Transatlantic threat perceptions
Prospects for convergence

Indonesia's terrorism links
Jakarta's lacklustre response

US homeland security
Striking balances

Defining terrorism
Focusing on the targets

The language and law of war
Distinguishing terrorists from combatants



Weapons of Mass Destruction

Iran's nuclear ambitions
Full steam ahead?

North Korean nuclear tensions
Limited options for a solution

Pakistan and North Korea
Dangerous counter-trades

The Bush National Security Strategy
What does 'pre-emption' mean?

Dealing with the 'axis of evil'
The US and the 'perilous crossroads'

The Nuclear Posture Review
What role for nuclear weapons?

The Middle East – change and continuity

US policy and the Israeli–Palestinian dispute
Re-engagement after Iraq?

US policy towards the Middle East
'Utopianism and realism'

Algeria and terrorism
A complex web

Iran's fractious factions
Impact on policy



The Americas

US domestic intelligence initiatives
Information access and bureaucratic efficiency

Deploying US missile defences
Technical problems, policy questions

Funding US access to space
Satellite reconnaissance in difficulty

US national security decision-making
Clarity or confusion under Bush?

Latin America's tottering economies
A spreading problem

The Department of Homeland Security
Help or hindrance?

Africa's conflicts and crises

The Ivory Coast
A peace deal falters

Peace in the Democratic Republic of Congo?
Unpromising prospects

Zimbabwe's pivotal election
Mugabe clings to power

Asia

Southeast Asia's fragile states
A festering problem

China's new leadership
A qualified power transition

Aceh's ceasefire agreement
Will it hold?

Prospects for peace in Sri Lanka
Another false dawn?

China's space ambitions
Pride and practicalities

Malaysia after Mahathir
The end of an era

US–China relations
Back and forth

European flashpoints

France, America and Iraq
On the brink

Turkey and the United States
Drifting apart?

NATO after the Prague Summit
What kind of future?

Serbia and Montenegro
A marriage of convenience



Strategic Comments

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Praise for Strategic Comments

Strategic Comments fills an important niche in the pantheon of publications of the IISS. Foreign affairs experts and business executives who rely on timely and accurate analyses of breaking international developments will find it invaluable

Dr. Henry Kissinger

Strategic Comments fills a major gap in coverage of strategic issues through up-to-date and authoritative commentaries

Zbigniew Brzezinski

Strategic Comments offers the rarest but most valuable of qualities in our overloaded age – brevity and cogency

Jim Hoagland, *The Washington Post*

Crisp, relevant and informative

Richard Haass, Director, Policy Planning Staff,
US Department of State

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Invaluable to an understanding of what is happening in the world

Mortimer Zuckerman, Chairman and Editor-in-Chief,
US News and World Report

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