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# Communications & Digital Outreach **2021**

Reached audiences of **600 million worldwide** through media appearances by Truman staff and members in a six-month period alone.

- **Over 1000 media appearances** by Truman Project members in major news-outlets.
- Truman's President & CEO featured in **over 20 domestic and international publications**, including: The Hill, NPR, Vanity Fair, & Politico.

*Featured in  
some of the  
biggest  
media  
brands in  
the world,  
including*

VOGUE

BBC

The  
Guardian

CNN

POLITICO

The  
Atlantic

The New York Times

THE WALL STREET JOURNAL

ALJAZEERA

# High-profile speaker engagement

Truman's 2021 annual conference, **#TruCon2021** featured:  
Secretary of State Antony Blinken,  
Deputy Secretary of State Wendy Sherman, and Mayor Bowser of Washington D.C.

**Clean, modern, and engaging brand,** making national security digestible and clear to all.



Read Truman's "Transforming the State Department" report [here](#).



POLITICO

FOREIGN POLICY

## The State Department has a systemic diversity problem

Diplomats trained to keep their heads down are now starting to speak out.



SIGN IN

NPR SHOP

DONATE

NEWS

ARTS & LIFE

MUSIC

PODCASTS & SHOWS

SEARCH

WORLD



## State Department Should Be More Diverse And Engaged Across U.S., Report Says

March 3, 2021 - 5:03 AM ET

Heard on [Morning Edition](#)

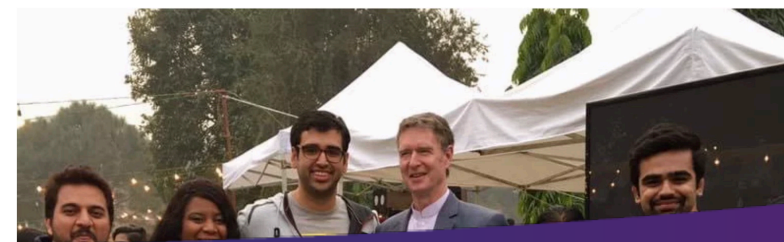


MICHELE KELEMEN



3-Minute Listen

+ PLAYLIST



World-class experts  
and reports that hit  
the headlines

We are leaders in: climate change;  
immigration; nuclear policy; city &  
state-level diplomacy; and diversity,  
equity, inclusion, & justice.



**Exceptional  
production quality.**  
We create captivating  
and informative  
content to highlight  
today's most pressing  
national security issues.



Find more videos on our [YouTube channel](#)



Over **75,000 followers** across social media platforms, a 105% increase from 2020

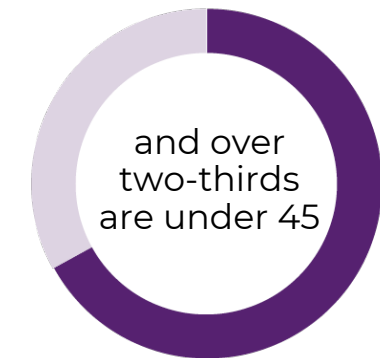
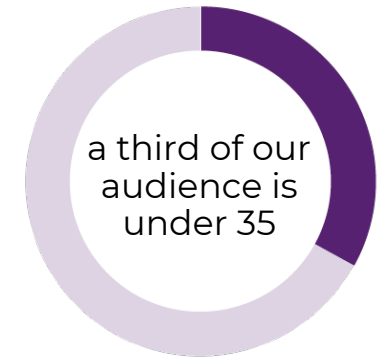


*We're growing fast, and reaching new and diverse audiences as we go.*

**9 social media channels,** including:

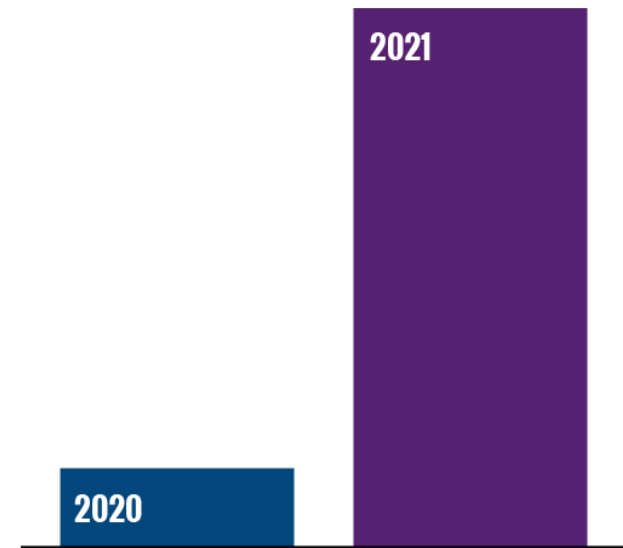


**We speak to the next generation of national security professionals**



**Nearly 3.5 million impressions** and **60,000 engagements** in a 6 month-period, demonstrating not only an increase in followers, but also a strong connection with our audiences.

**Views of our video products increased by 674.7% in 2021**, reaching nearly 20,000 people domestically and globally.



# We excel at reaching corporate, government, and private sector audiences too.

Our LinkedIn accounts gained nearly **3000** followers in approximately 6 months. We now reach **over 7000 people** directly through LinkedIn.

**Our content is regularly shared by major institutions and leaders in the national security space, including:**

- Deputy Secretary of State Wendy R. Sherman
- Los Angeles Deputy Mayor of International Affairs Nina Hachigian
- Texas Congressman Joaquin Castro
- The United States Department of State, The UK Foreign & Commonwealth Office
- Brady; Alliance for Securing Democracy
- Indiaspora
- and Sikh Coalition.