Your Reach and Influence

Welcome to the second issue of Press Tips! In this issue, we will share information about growing the reach and impact of your works published research—including what is being read, who is reading your publications, and how your products are making a real-world impact.

We Are Approaching a Download Milestone

We project total downloads will hit one half million by the end of June 2022—just two years after the launch of the new website on Digital Commons! That means your works are reaching a broader audience than ever before. Check out the chart below to see the different types of organizations downloading your products.

Who Were the Top 5 Downloads for March and April 2022?

Monographs and Other Studies

1. Leonard Wong and Stephen J. Gerras, *Lying to Ourselves: Dishonestly in the Army Profession* (2020) | 1,448 downloads
Parameters


Curious about the topics and issues on our readers’ minds? Check out the top downloads of 2021 on the Press homepage.

Who Are Your Top Readers?

<table>
<thead>
<tr>
<th>Higher Education</th>
<th>Research and Think Tanks</th>
<th>Commercial</th>
<th>Other Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. California State University</td>
<td>1. RAND Corporation</td>
<td>1. DIS Research Ltd.</td>
<td>1. NATO</td>
</tr>
<tr>
<td>2. King’s College London</td>
<td>2. Raytheon</td>
<td>2. AMC Theaters</td>
<td>2. United Nations</td>
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AMC Theaters? It turns out you give sound investment advice. A diverse range of companies consult your expertise when considering future financial moves.

Which of Your Podcasts Topped the Charts?

Podcast syndication on Apple and other platforms began in August 2021, and since then, your podcast audience has quadrupled. Author interviews have become valuable companion pieces to journal articles and longer studies. Check out the most-listened-to podcast episodes below, or find *Decisive Point* and *Conversations on Strategy* on any podcasting platform. Be sure to subscribe so you never miss a new release!

**DECISIVE POINT**

1. Tor Bukkvoll, “Russian Special Operations Forces in Crimea and Donbas” | 163 downloads
3. Gustavo Ferreira and Jamie Critelli, “China’s Global Monopoly on Rare-Earth Elements” | 103 downloads
4. C. Anthony Pfaff, “Chinese and Western Ways of War and Their Ethics” | 82 downloads

**CONVERSATIONS on STRATEGY**

1. Bettina Renz, “Russia and Ukraine” | 73 downloads
2. Jared M. McKinney, Peter Harris, and Eric Chan, “China and Taiwan (Part 1)” | 33 downloads
4. Roger Cliff, “China and Taiwan (Part 2)” | 13 downloads
USAWC Press Publications are Making an Impact

For over 50 years, *Parameters* has provided practical strategies and policies to individuals and organizations with the power to make a difference. A recent example of this impact is “Broken Nest: Deterring China from Invading Taiwan,” and a Review and Reply commentary to the article featured in the Spring 2022 issue of *Parameters*. Both pieces have drawn international attention—including from Taiwan itself—and the Conversations on Strategy companion podcast has been one of our most-listened-to podcasts.

“Broken Nest” has been downloaded 19,863 times with over 10 percent of downloads from organizations and individuals in Taiwan (see map below). Eric Chan’s reply to “Broken Nest,” currently has 3,946 downloads with 83 percent of downloads from organizations or individuals in Taiwan.

The CCP has issued a written statement condemning the ideas presented in “Broken Nest,” and the Taiwan News has featured an op-ed written by Harris and McKinney defending their strategy.

Upcoming USAWC Publications: Who’s on Deck?

   Heather S. Gregg
   Carol V. Evans et al.
3. *Enabling a More Externally Focused and Operational PLA* – 2020 PLA Conference Papers
   Roger Cliff and Roy D. Kamphausen, Editors
   C. Anthony Pfaff
5. *The Future of the Joint Warfighting Headquarters* – Monograph
   Thomas Bruscino and Louis G. Yuengert et al.
Looking to Publish with the Press?

If you are interested in publishing with the Press and achieving an impact like the one described above, e-mail your four-point, 200-word abstract and CV to the Parameters mailbox (usarmy.carlisle.awc.mbx.parameters@army.mil). Your abstract should include:

1. What is the thesis/main argument of the piece in one sentence?
2. How does this piece differ from what has already been published on the topic?
3. What methodology and sources are/will be used?
4. Why will this piece be of interest or useful to policy and military practitioners?

For more Press news and updates, visit us on Facebook, LinkedIn, Twitter, and our website.