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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant 30 Point Strategies, LLC 7315 Wisconsin Ave, Ste255E Bethesda, MD 20814	2. Registration No. 5884
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3. Name of foreign principal Embassy of the Republic of Serbia	4. Principal address of foreign principal 2134 Kalorama Rd, NW Washington, DC 20008
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5. Indicate whether your foreign principal is one of the following:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
 - Partnership
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - Other (specify): _____
- Individual-State nationality

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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant
Ministry of Foreign Affairs
- b) Name and title of official with whom registrant deals
Vladimir Petrovic, Charges d'Affaires

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Owned by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Directed by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Controlled by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Financed by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input type="checkbox"/>

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A	Name and Title	Signature
9/25/08	NORM NEWSWATER, PRINCIPAL	
9/25/08	ADAM LEVY, PRINCIPAL	

Exhibit B
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
30 Point Strategies, LLC

2. Registration No.

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3. Name of Foreign Principal
Embassy of the Republic of Serbia

Check Appropriate Boxes:

- 4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
- 5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.
Provide assistance with US-based media outreach efforts relating to the image of Serbia and international relations efforts including: economic issues, tourism, its interest in joining the EU, and its efforts to apprehend war criminals.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.
 Develop a strategic communications plan including media training and media placement assistance to the Embassy, establish relationships with US-based media, and draft editorials, press releases, and emails for distribution.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Provide assistance with US-based media outreach efforts relating to the image of Serbia and international relations efforts including: economic issues, tourism, its interest in joining the EU, and its efforts to apprehend war criminals.

Date of Exhibit B 9-25-08	Name and Title ADAM LEVY, PRINCIPAL	Signature 
9-25-08	NOAH NEUSNER, PRINCIPAL	

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



Agreement for Services

This Agreement is made this 4th day of April 2008 by and between the Ministry of Foreign Affairs for the Republic of Serbia. ("Client") and 30 Point Strategies, a Delaware corporation ("Contractor").

1. Contractor will provide consulting services, as set forth on Exhibit A and Exhibit B (the Services).
2. Client agrees to pay Contractor for the performance of the Services beginning April 15, 2008. Contractor fees for this project will be a monthly retainer of €42,000, including any expenses. Client will make payment at the beginning of each month by international wire transfer. For the month of April 2008, the monthly retainer will be one-half the standard retainer, or €21,000.
3. Contractor will submit monthly invoices. Properly invoiced amounts shall be paid by client within 10 days of invoice date. Any invoice disputes must be presented in writing within 5-days of invoice date or such dispute shall be deemed waived.
4. Either party may terminate the Agreement with 30 days' advance written notice. Notwithstanding anything herein to the contrary, all fees and expenses incurred during this 30-day period will be due and payable on the final day of the 30-day notice period.
5. This Agreement shall be governed by the laws of the State of Delaware and will be construed accordingly. This Agreement constitutes the entire understanding between Contractor and Client. All previous representations and undertakings, whether oral or written, have been merged herein. Time is of the essence of this Agreement.

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Noam Neusner, Principal
30 POINT STRATEGIES

Mirko Stefanovic, General Secretary
MINISTRY OF FOREIGN AFFAIRS
REPUBLIC OF SERBIA

By: _____

By: _____

Date: _____

Date: _____

EXHIBIT A SERVICES

- 1) 30 Point will provide media training and media placement assistance to Serbia's Ministry of Foreign Affairs – preparing designated representatives to speak to the media about Serbia, its diplomatic agenda, and any issues related to Serbia's relationships with its neighbors and allies.
- 2) 30 Point will pitch stories and establish contact with reporters at selected publications – all towards the goal of elevating Serbia's profile and status in the international community, particularly in the U.S.
- 3) 30 Point will draft editorial materials, including press releases, opinion pieces, e-mail alerts and other collateral material for distribution to opinion leaders and the media.

EXHIBIT B

**A Proposal to Provide Strategic Communications
Support for**

**MINISTRY OF FOREIGN AFFAIRS
SERBIA**

April 2008

**30
POINT
STRATEGIES**

Gentlemen,

It is our pleasure to provide this proposal to the Serbian Ministry of Foreign Affairs.

Our understanding is that you require an outside strategic communications firm to handle public relations, media relations, crisis communications, and editorial support in reference to the Foreign Minister's visits to the U.S. and interactions with U.S.-based media.

Our Understanding

Serbia continues to face significant criticism over the actions of prior governments, and remains subject to significant media criticism and presumption of wrongdoing. The coverage of Kosovo's recent breakaway suggests that U.S.-based media remain uninformed on the significant changes in Serbia's Western-oriented leadership and government policies.

Objectives and Goals

One of the most formidable obstacles to any nation facing international criticism is the establishment of targeted, cohesive, focused, and purposeful communication with the public at large and reporters in particular. 30Point strives to focus on the following objectives and goals:

- Ensuring that Serbia's leaders are presented effectively to national and Washington-based international media; targeting in particular television, national radio, and national newspaper reporters and editors.
- Presenting and thoroughly preparing Serbia's leaders for speaking opportunities with the foreign policy community, interviews with reporters, and answering challenging questions from decision makers and opinion leaders.
- Increasing the visibility of Serbia's leaders by helping to place relevant stories and op-eds in targeted national publications (both magazines and newspapers), as well as by soliciting key speaking opportunities for Serbia's leaders.

Tactics

30Point will include the following tactics to achieve success and meet the objectives and goals:

STRATEGIC COMMUNICATIONS COUNSEL:

Developing a strategic communications plan, based on sound research, is an essential first step in ensuring the effectiveness of communications activities. 30Point will work with Serbia's leaders at the onset to identify target audiences, establish measurable goals and objectives, and develop strategies and tactics that effectively and efficiently meet those goals. The overarching goals of a multi-step process are to provide excellence and consistency in messaging. Step one focuses on message development – using a journalistic approach to defining the messages that will educate key audiences and elevate Serbia's preferred narrative.

COMMUNICATIONS SUPPORT:

30 Point will help produce a variety of editorial products and collateral material ensuring consistency, relevancy and timeliness. Such products may include:

- Speeches
- PowerPoint Presentations
- Newsletter and Quarterly Publications
- Letters to the Editor
- Scripts for Webcasts and/or Podcasts
- Guest Editorials
- Brochures
- Fact Sheets/Myths vs. Facts
- Questions and Answers
- White Papers
- E-Alerts

MESSAGE AND PRESENTATION TRAINING:

30 Point provides message and presentation training. In addition to day-long training, 30 Point also frequently provides briefing materials to clients in preparation for key interviews and presentations. This may include suggested talking points, background information on the reporter leading the interview or the organization sponsoring the conference or speaking engagement, and overviews of recent news related to the topics being addressed.

MEDIA RELATIONS:

In former professional careers we were on the receiving end of tens of thousands of pitches – so we know what works and what doesn't. As a result, we can articulate the right message to the right people across many mediums. 30 Point professionals have an extensive network of regional and national media contacts that has resulted in news and/or feature article placements in publications that include *The New York Times*, *Fortune*, *The Wall Street Journal*, *Chicago Tribune*, *Atlanta Journal-Constitution* and network TV news shows including the "Charlie Rose Show".

CRISIS COMMUNICATIONS:

Crises invariably happen, and when they do, we help by establishing a coherent, consistent and credible response. Crisis communication requires far more than simply issuing a news release; it requires a time-sensitive review of options, potential results, and more than anything else, an acute awareness of how reporters and editors think. We can deliver that awareness.

Certainly, the best first line of defense in handling a crisis is to have a detailed, workable crisis communications plan. 30 Point staff members have experience in developing plans that outline when to respond, who will respond and how to manage responses. These plans include how to identify a crisis, how to establish a "war room" and tactics for communicating both internally and externally.

We help assess the damage, drill down into the key messages, and position the event in the best possible light for the company. Then we execute: carefully writing media releases, internal communications to employees, and an external letter to customers.

Costs and Results

30Point proposes a monthly retainer fee of 42,000 euros, including expenses. We are prepared to base our monthly retainer on a set of expectations and goals; we will work with Serbia's leaders to be sure that they can see in clear and measurable ways progress being achieved because of 30Point's efforts.

We are prepared to begin the engagement April 15, 2008.

Our Company

30 Point is a communications strategy firm forged by and focused on a single ideal – to help our clients tell their story. We work with you to devise the right plan, the right message, the right speech, or the right position paper so people pay attention to you and your leadership.

Our principals and associates have decades of experience and a proven track record of generating sustainable and measurable results for our clients, which include privately held companies, nonprofits, Fortune 500 corporations, government agencies, elected officials, and investors.

No two clients are alike. Consequently, 30 Point doesn't employ templates or repetitive methodologies. Instead, we provide tailored solutions that address a variety of audiences including investors, industry, media, customers, regulators, and employees. And we don't tell our clients what to do. We work with them to achieve their goals.

Our proposed project team will include Noam Neusner and Adam Levy.

Noam Neusner

Noam Neusner is an experienced communications strategist, speechwriter, journalist, and author. As co-managing partner of 30Point and as the founding principal of Neusner Communications LLC, he has focused on strategic communications, speechwriting, and policy-specific writing.

Prior to starting his own firm, Neusner was President George W. Bush's primary speechwriter on domestic policy matters, including tax relief, Medicare reform, energy, and the environment. He also served as Joshua Bolten's Director of Communications and Strategic Planning at the Office of Management and Budget, a cabinet-level agency in charge of producing the \$2.6 trillion federal budget. He oversaw the agency's external and internal communications, including press relations, message development, speeches, and the writing, editing, and production of the 400-page federal budget.

At the White House, Neusner also has served as liaison to the Jewish community, and used that position to energize the President's ongoing relationship with the community, helping to generate a one-third increase in support in the 2004 election.

Adam Levy

Adam Levy brings decades of experience to 30Point, as a nationally-recognized, award-winning financial journalist and former Wall Street research analyst. Adam has helped Fortune 1000 companies handle crises and redesign their investor and corporate communications efforts. He has written guest editorials and speeches and set up national media tours for clients including CEOs, a leading state governor, and the head of a state economic development agency. Adam has designed investor relations presentations for public and privately held companies and has helped design economic development strategies for local, regional and state agencies.

Adam was Atlanta Bureau Chief for Bloomberg News for 13 years. He was also a Senior Writer for *Markets*, Bloomberg's magazine and wrote 11 magazine cover stories. In 1998, Adam co-wrote the book "*The People vs. Big Tobacco*." Adam won numerous journalism awards including the 2002 Gerald Loeb Award, business journalism's highest honor.

Before embarking on a journalism career, Adam was a securities analyst at Donaldson, Lufkin & Jenrette in New York, analyzing media, hotel, and restaurant companies. He helped pioneer Wall Street's coverage of the cellular telephone industry.