

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public.

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, Criminal 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 Qorvis Communications, LLC 8484 Westpark Drive, Suite 800 McLean, VA 22102		1201 Connecticut Avenue, NW, Suite 300 Washington, DC 20036	2. Registration No. 5483
3. Name of foreign principal British Embassy, Washington, DC		4. Principal address of foreign principal 3100 Massachusetts Avenue, NW Washington, DC 20008	

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.  
Public Affairs Team, British Embassy, Washington, DC
- b) Name and title of official with whom registrant deals.  
Martha Wilson, Manager

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.)*

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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.

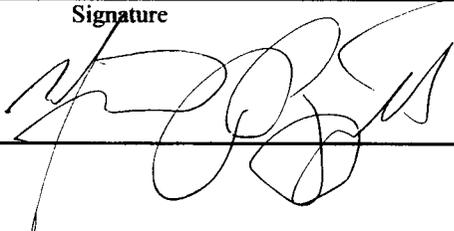
Date of Exhibit A	Name and Title	Signature
November 1, 2005	Michael Petruzzello, Managing Partner	

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, Criminal 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 Qorvis Communications, LLC	2. Registration No. 5483
3. Name of Foreign Principal British Embassy, Washington, DC	

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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.

Registrant will develop and conduct an on-line survey, will report the results of that survey, and will make recommendations going forward, in order to assist the foreign principal in its efforts to promote UK expertise in the science and technology sector.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please refer to Item 7

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.

Please refer to Item 7

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Date of Exhibit B November 1, 2005	Name and Title Michael Petruzzello, Managing Partner	Signature 
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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.

**UK Science & Technology**

UK S&amp;T\_OPINION LEADERS SURVEY\_051021.DOC

October, 05

*CONTACT: Bill Cullo & Elena Caudle***iQ RESEARCH & CONSULTING**

(A Qorvis Company)

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Suite 300

Washington, DC 20036

(202) 448-9298

McLean, VA | Washington, DC

**STATEMENT OF WORK**

**TO:** Martha Wilson & Taylor Samuelson  
British Embassy

**FROM:** Bill Cullo & Elena Caudle  
iQ Research & Consulting, a Qorvis Company

**CC:** Don Goldberg

**SUBJECT:** Survey of Beltway Elites and Academics

**DATE:** October 24, 2005

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It was a pleasure speaking with you about your research goals regarding the UK Science & Technology Campaign. After hearing more about what you would like to accomplish, we are confident that we can conduct an online survey that will meet all of your needs.

The survey would be designed to accomplish the following goals:

- To determine the most effective channels through which to influence two target audiences: academics/researchers and policy advisors/decision-makers.
- To gauge and, when appropriate, change the attitudes and opinions among these groups, specifically regarding UK expertise in two "mini campaign" areas: regenerative medicine (i.e. stem cell research and cloning) and science and technology for security (i.e. CCT, bomb sensing equipment, etc).
- To determine how and where our target audiences gather information on both.

As we discussed during our call, our recommendation is that conducting a quantitative research project will better serve the S&T campaign's objectives as opposed to conducting qualitative research or focus groups. Conducting a survey will enable the team to make a reasoned judgment on the best message delivery channel based on findings that are representative of the target audience. More specifically, administering the survey online allows us to research topics such as media consumption and public perception, as well as to test collateral materials.

In addition, because we will be conducting this project among particularly high-level respondents, using an online survey will allow them to complete the survey at their convenience, either at home or at the office. We have found that this dramatically increases response rates and improves the quality of data that we are able to collect.

This statement of work will detail our suggested approach to this project, including survey methodology, timeline, costs, and deliverables. We can begin execution of the project once we receive a signed copy of this statement of work, as well as a down payment equal to half of the cost of the survey.

## ***Methodology and Scope***

Based on your research objectives, we recommend conducting a survey of roughly 30-35 questions, which should take respondents approximately 5-8 minutes to complete. This survey length will enable us to develop a clear picture of where the UK's reputation stands among this key audience, as well as where these "influentials" get their information and how they perceive your current materials.

After speaking with several of our trusted vendors, we are confident that we can obtain a sample of 300-400 respondents. The survey will include two types of respondents:

- "Beltway Elites": Defined as individuals within the Washington, DC media market who are highly-educated, read the newspaper regularly, have a high income, and work in government or politics. Our Beltway Elites surveys typically include Capitol Hill staff, Administration officials, government employees, lobbyists, political consultants, embassy officials, and trade association representatives.
- Academia/Scientific Community: Because of your specific interest in measuring perception among the academic community, we will also include high-level individuals in the science and technology in our survey sample. Depending on your specific needs, we can either limit this to the Baltimore-Washington corridor, or we can include members of the scientific community nationwide.

## ***Online Surveys***

iQ Research & Consulting has developed relationships with several online panel providers which allows us to custom-target a survey to individuals who fit known opinion-leader characteristics, including income level, education, geography, and job title.

Once these individuals are identified, they are invited to participate in the survey, most likely with a small monetary incentive. This incentive is paid by the panel company, and is included in the prices discussed in this document. Once they follow the survey link, individuals who volunteer to participate in the survey are then re-screened to ensure that they meet the designated requirements.

### iQ Research & Consulting will:

- Develop a 5-8 minute questionnaire that is no more than 35 questions in length, and with no more than two open ended questions.
- Program the survey into a web-based link and incorporate relevant collateral materials.
- Distribute the survey via email to a panel of respondents who are "Beltway Elites" or a part of the science and technology community
- Collect 300-400 qualified responses.

### ***Deliverables***

A keen understanding of how the target audience processes information as well as a specific reading of what messages and message vehicles resonate relative to those that demonstrate less promise. Thus a more discriminate view in allocating the S&T campaign's resources designed to maximize the campaign's return on investment. In addition, the research will benchmark the target audience's understanding of S&T's primary issues that can be trended as the campaign progresses.

iQ Research & Consulting will analyze the data and provide:

- Master questionnaire with top line statistics.
- Cross-tabs broken out by all key variables.
- Final PowerPoint presentation, including findings, insights, messages, strategies, tactics, and next steps.
- Written summary of the results.
- In person presentation of the findings
- Recommendations and next steps.

### ***Costs***

We understand that your budget for this project is \$20,000, and we are prepared to execute the project within that figure.

## Timing

iQ Research & Consulting is ready to begin this project as soon as the client is ready. We require half of the total cost of the project, as well as a signed copy of this agreement, prior to going into the field to collect data. As we discussed over the phone last week, we are confident the project can be completed by the end of November.

<b>Service Provider: IQ Research &amp; Consulting</b>		<b>Client: British Embassy</b>
<b>Name: Bill Cullo</b>		<b>Name:</b>
<b>Title: Managing Director</b>		<b>Title:</b>
<b>Approval Signature:</b>		<b>Approval Signature:</b>
<b>Date: October 24, 2005</b>		<b>Date:</b>

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Service Provider: IQ Research & Consulting	Client: British Embassy
Name: Bill Cullo	Name: <i>CAROL ROUSSEL</i>
Title: Managing Director	Title: <i>FIRST SECRETARY PUBLIC AFFAIRS</i>
Approval Signature: <i>William Cullo</i>	Approval Signature: <i>Carol Roussel</i>
Date: October 24, 2005	Date: <i>27-10-05</i>

FAX 1-866-349-0520