

U.S. Department of Justice  
 Washington, DC 20530

**Exhibit A to Registration Statement**  
**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

**INSTRUCTIONS.** Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <http://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. 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. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. 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 in print and online at: <http://www.fara.gov>.

**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.

1. Name and Address of Registrant  Parter International, Inc. 286 Madison Avenue Suite 200, New York, NY 10017	2. Registration No.  <div style="font-size: 24px; text-align: center;">6142</div>
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3. Name of Foreign Principal Consulate General of Republic of Korea in New York	4. Principal Address of Foreign Principal 335 East 45th Street (4th Floor) New York, NY 10017
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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:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input type="checkbox"/> Other ( <i>specify</i> ) _____

Individual-State nationality \_\_\_\_\_

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

a) Branch or agency represented by the registrant  
 Consulate General of Republic of Korea in New York

b) Name and title of official with whom registrant deals  
 Dooyoung Lee, Consul

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

a) Principal address  
 N/A

b) Name and title of official with whom registrant deals N/A

c) Principal aim N/A

Formerly CRM-157

FORM NSD-3  
 Revised 03/11

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.

N/A

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal Yes  No

Owned by a foreign government, foreign political party, or other foreign principal Yes  No

Directed by a foreign government, foreign political party, or other foreign principal Yes  No

Controlled by a foreign government, foreign political party, or other foreign principal Yes  No

Financed by a foreign government, foreign political party, or other foreign principal Yes  No

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes  No

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

N/A

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.

N/A

**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
November 08, 2012	Alan S. Parter	/s/ Alan S. Parter <span style="float: right;">eSigned</span>

U.S. Department of Justice

Washington, DC 20530

**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. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. 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. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. 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 in print and online at: <http://www.fara.gov>.

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

Parter International, Inc.

2. Registration No.

6142

3. Name of Foreign Principal

Consulate General of Republic of Korea in New York

Check Appropriate Box:

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.

Raising awareness among the US audiences about issues relating to Korea through online and traditional media relations

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

Research Korea-related issues, provide strategic planning and communications advice on the issues, develop US online and traditional media lists, prepare media materials (press releases, letters, backgrounders), and provide those materials to the media lists

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.

Preparing and providing educational materials relating to Korea's diplomatic issues to US online and traditional media

**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
November 08, 2012	Alan S. Parter	/s/ Alan S. Parter
		eSigned

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.



**PARTER**  
International, Inc.

286 Madison Ave – Suite 200  
New York, NY 10017  
T 212.867.1717  
F 212.689.7010  
www.parterinternational.com

October 18, 2012

Dear Consul Lee,

I believe our meeting yesterday was very productive. As a result, we have a clearer idea of KCGNY's goals and objectives.

It was evident from our discussions that changes in our original proposal are necessary, and therefore I am attaching a new, revised agreement which reflects the scope of work the Parter Team will deliver. Please disregard our earlier proposal as the attached agreement is based on our discussions in yesterday's meeting and describes the work that we will perform.

If the attached agreement is acceptable to you, please sign it and return a fully executed copy to us. As soon as we receive the payment and the signed new contract, we will begin our work.

We will, in the meantime, respond to your e-mail of today so that you have our opinions and ideas in enough time to meet your timeline.

Please contact us if you have any questions. I look forward to receiving the contract and working with you.

Cordially,

A handwritten signature in black ink, appearing to read "Alan S. Parter".

Alan S. Parter  
President  
Parter International, Inc.

## **SCOPE OF WORK**

### **A. RESEARCH**

The Parter International Team (PARTER) will review all the background materials supplied to us by the Office of the Korean Consulate General in New York (KCGNY) on issues on which KCGNY wants our strategic planning and communications advice. This will allow us to familiarize ourselves with and develop precise understanding of the issues and the position of the Government of Republic of Korea on the issues.

In addition, PARTER will further conduct its own research to help prepare for the outreach service it provides to KCGNY. PARTER will monitor issues in the US media relating to Korea during the course of the assignment and its liaison with the KCGNY (Hyun Lee) will stay in close and continuing contact to learn of new information released by the Korean Government.

All the information collected throughout this research phase will be analyzed by our team, discussed with KCGNY, and used to help KCGNY craft messages.

### **B. LAUNCH / STRATEGY MEETING**

PARTER will meet together with the appropriate staff members of KCGNY at the outset of the assignment and on a regular basis thereafter. The purpose of the initial meeting is to discuss the findings from the research phase, clarify all aspects of the assignment, strategize the program, and ensure that there are open lines of communication.

By the conclusion of the meeting, the following will have been achieved:

- The research phase will be discussed;
- The Scope of Work will be finalized so that the client's expectations and PARTER's understanding of its responsibilities and activities match;
- The organization (presumably KCGNY) whose name will be attached to the materials that PARTER releases to the audiences will be determined;
- A spokesperson will be determined and procedures for accessing his/her availability will be agreed upon;
- A method for approvals of proposed communications materials will be devised (It is important that this process works as smoothly and efficiently as possible so that we can react quickly);
- Messages will be clarified;
- Milestones will be identified;
- Issue management efforts and procedure will be discussed;
- How the success of PARTER performance is measured will be determined.

**C. DEVELOP TARGETED LIST**

**1) ONLINE INFLUENCER LIST**

Our database will consist of contacts that manage various digital marketing channels such as blogs, social networks, e-newsletters, and web forums and have strong influence within their communities. Contacts will be identified in various audience segments of interest to the KCGNY such as academics, businesses and international affairs.

Once we identify appropriate influencers, we will compile contact information for each that goes beyond what is widely visible and easily found to create a database that will be unique to this assignment. The key to our research and success is the quality information that is collected for each database entry. Rather than accepting generic e-mail addresses (i.e. info@xyz.org), we make certain that we capture personalized information for relationship building and make certain that contact information is current. We visit and vet each database entry and review traffic, content, readership and reputation.

The database will be "campaign-ready," meaning that it can be used for outreach along with appropriate messaging. We will deliver a tailored contact database in an Excel format for a total of 200 contacts in five marketing channels in five industry segments. Each entry will include name of communication vehicle, sector, marketing channel, and contact name.

**The five marketing channels are:**

- a. Bloggers
- b. Social Networks
- c. Online Newsletters
- d. Online Communities
- e. Web Forums

**The five industry segments are:**

- a. Academic / Education
- b. Business
- c. International Affairs – emphasis on Asian issues, incl. history and politics
- d. Political
- e. Media/Publishers

**2) TRADITIONAL MEDIA LIST**

KCGNY will provide PARTER with its media list setting forth those media contacts which it believes are relevant to the assignment. PARTER will then develop a list of additional traditional media outlets – newspapers, magazines, broadcast, political journals, etc. who are potentially interested in this issue and reach the target audiences we have determined. PARTER will then use its own

media contacts and research to determine the most appropriate individuals within the media outlets to approach.

The media advisories and press releases will be distributed via a third-party distribution service to ensure the most efficient and timely delivery to a large number of media channels concerned. These will include standard and reputable news organizations: Newspapers; TV Networks; TV Cable; Radio - all news stations; Business Magazines reaching New York audiences; International Business writers; Economic columnists; Foreign correspondents; Foreign Affairs Columnists. This will also go to wire services, like Bloomberg and Reuters.

### **3) OPINION LEADER LIST**

In addition to the targeted traditional media list, we will identify a limited number of (15-25) individuals, organizations, and groups that are opinion leaders within their communities. These include academic scholars and business executives, etc.

### **D. CRAFTING THE MESSAGE**

PARTER together with KCGNY will determine which messages are most likely to attract media attention. PARTER's responsibility will be to develop intriguing story lines that effectively communicate the messages KCGNY want to convey and that can attract the attention of the online and traditional media and other select audiences at whom KCGNY wants to pursue. These will be done with the background materials provided by KCGNY, additional research, and most importantly in conjunction with events, stories, etc. that can be used as a "hook" (a timely item that relates to our proposed storyline).

Once the storylines are developed with cooperation with KCGNY, PARTER will determine what materials, documents, etc. we will need to share with our target audiences and what we can place into press releases, pitch letters/calls to the media, draft editorials, letters, etc. that will interest the audiences in running our point of view.

We will prepare the first drafts of those materials and then work together with KCGNY to make appropriate modifications. For online media, compelling communications will be crafted using a more "soft sell" approach that educates the target audiences.

Because the messages are expected to relate to issues in the news, it is extremely important that there be a rapid approval process.

We will also, when appropriate, make recommendations for modifications on client's website with the objective of making the website more media and user friendly. Since the website is an important source of reference for both online and traditional audiences and a crucial element of our outreach efforts, it is critical that it be attractive and easily readable.

**E. OUTREACH**

**1) ONLINE INFLUENCERS**

**a. Telling the Story**

We send customized story lines to the identified online media contacts. We provide them with digital marketing support they need to share the information we are pitching with their readers and/or members.

**b. Building the Relationship**

PARTER relationship building efforts begin with those influencers with whom we have existing relationships. We target those individuals who have the credibility or following to influence others.

Our research identifies hard-to-reach stakeholders who will be interested in supporting KCGNY's campaign. We work to increase support by finding the right people to receive your message, as well as creating the likelihood of developing new and existing meaningful, long-term relationships between the KCGNY and online media contacts.

People no longer wish to receive broadcasted, one-way messages; today's savvy organizations engage supporters while building relationships. We will locate and motivate contacts to pass your message along through their online media channels and networks. We humanize the entire campaign process, from research to one-to-one communications from PARTER.

We will execute an online media outreach and engagement campaign that disseminates your message to those in the contact database, developing relationships with individuals who respond to our marketing efforts that will continue long after the campaign has ended.

**b. TRADITIONAL MEDIA & OPINION LEADERS**

Vehicles to conduct traditional media relations will be by press release, pitch letters and/or telephone calls. Concerning budget limitations for this assignment, we will craft and distribute a maximum of two press releases and two pitch letters.

PARTER will check on editorial calendars to see if there are any publications issues appearing that might be focused on suitable topics for which our discussions are relevant.

Many journalists who have bylines in top-tier traditional media run their own blogs. In these cases, precedence will be given to them as they can choose to write about the topic in both outlets. If the story appears in the publication it often has greater credibility because it has been vetted by professional editors. The journalist can elect to place it also on his/her blog.

Outreach to opinion leaders will be conducted primarily by e-mail and follow-up similar to the media will be performed.

**F. STRATEGY DEVELOPMENT, MONITORING & ISSUES MANAGEMENT**

Issues regarding Korea are constantly evolving. Therefore, it is critical that PARTER and KCGNY work together to react strategically, intelligently, effectively, and rapidly as these situations arise.

**G. SUGGESTED MEASUREMENTS**

**1) FOR ONLINE MEDIA RELATIONS**

We will use the following quantitative metrics to measure the success of our campaign as they relate to determined objectives.

**Quantitative metrics**

- Outreach response rates (actions taken as a result of campaign, such as responding to an e-mail message or posting online).
- Online coverage/trackable mentions that create awareness, such as blog posts, tweets, newsletters and e-mail list posts.
- Online reach of message through social media and traditional media postings, such as subscribers, followers, members and friends.
- Clicks on links within e-mails.

**2) FOR TRADITIONAL MEDIA RELATIONS**

Depending upon the scope of the campaign, the following objectives can be determined and then measured:

- Publication of press release
- Articles written about the topic
- Phone calls asking for expert commentary
- Media Interviews
- Mentions in articles about broader topics
- Testimonials
- Quotations

**H. FINAL REPORT**

We will prepare a final report which sets forth:

- Activities – materials prepared and outreach conducted
- Accomplishments – summary of placements and relationships developed
- Coverage – examples of key placements
- Recommendation for follow-up

**TIMELINE**

The project will take between four to six months.

**BUDGET**

Our budget is based on the anticipated time invested by our team members to complete the tasks described in this Scope of Work. KCGNY can be assured that PARTER will devote the staff and time to react quickly and efficiently to the various issues as they arise. The total amount for fees and expenses is \$34,750.

**PAYMENT**

Payment will be due as follows:

- \$11,584 – upon signing the contract,
- \$11,583 60 – days after the launch meeting, and
- \$11,583 – upon completion of the assignment.

Thereafter, if KCGNY continues to desire the media relations and communications services of PARTER, the monthly amount will be calculated depending upon the tasks PARTER will be performing for the continuing phase of this assignment.

ACCEPTED AND AGREED TO:



Consulate General of  
the Republic of Korea in New York

Dated: *October 23, 2012*



Alan S. Parter, President of  
Parter International, Inc.

Dated: October 18, 2012

## **CREDENTIALS**

### **A. THE TEAM**

The team devoted to KCGNY Media Relations campaign will be: Mitch Arnowitz (online specialist), Elizabeth Glomb (online specialist), Elaine Mancini (lead publicist), Alan Parter (senior consultant) and Hyun Lee (project coordinator).

#### **MITCH ARNOWITZ**

Mitch Arnowitz, managing director for Tuvel Communications, brings experience, creativity and proven results to harnessing alternative media. A 20-year veteran of traditional and interactive marketing, Arnowitz is an expert in creating and leveraging relationships to drive loyalty and effectively market an issue, business, government, or brand. Before founding Tuvel Communications and launching its website, [www.tuvel.com](http://www.tuvel.com), Arnowitz was business development director of the Morino Institute Netpreneur Program, where he helped emerging technology companies solve problems, make connections and grow their businesses.

#### **ELIZABETH GLOMB**

Elizabeth Glomb is a social media strategist, blogger, and online communicator. Elizabeth serves on the events committee for the Social Media Club of Washington, DC (@SMCDC) and is helping to implement and execute a social media presence for the American Marketing Association DC Chapter (@AMADC). Elizabeth also has extensive experience writing content for blogs and managing other organizations websites and blogs including that of the Northern Virginia Technology Council Social Media Committee's blog (@NVTCSMC) and the National COPILAS.

#### **ELAINE MANCINI**

A seasoned public relations professional, Elaine Mancini has been working with Parter International since 1997. She has extensive experience in issue management, marketing, image campaigns, and publicity programs for businesses, countries, associations, and foundations. During her career, she has conducted economic development PR programs, designed and implemented communication campaigns, organized events of all kinds, and managed full-fledged publicity campaigns ranging from animal rescue organizations to women's health NGOs to art exhibitions to statue unveilings and product launches.

Previously, she was the director of the Economic Development Division at Makovsky & Company, a private PR agency in New York. From 1986 to 1992, she was a Senior Vice President at GCI Group, an international public relations company that is a division of Grey Advertising. In that position, she directed a group that worked with domestic and international clients, including the International Olympic Committee, Fiorucci Foods, a consortium of Greek shoe manufacturers, and Canon Europe.

Dr. Mancini has handled issues management programs for non-profits, corporations and governments. Topics include toxic shock syndrome, toy safety, infant formula, elections, government information and crisis communications for natural disasters.

Dr. Mancini has assisted governments, including Hong Kong, the People's Republic of China, Indonesia, Malaysia, Taiwan, Jamaica, Greece, the Canton of Berne in Switzerland, and Turkey. For CETRA, she developed and executed a public relations campaign to improve the image of products made in Taiwan. She was a key member of the communications team for Beijing's Olympic bid and generated more than 5,000 articles. She also orchestrated press conferences and provided public relations strategies to the bid officials.

Dr. Mancini who was a Fulbright scholar earned her Ph.D. from New York University in 1981 and received the Key, Pin and Scroll Award as Outstanding Female Graduate in the Graduate School of Arts and Sciences. For her public relations work, Dr. Mancini has won several awards, including Mercury Awards for her work on Jamaica, the International Public Relations Association Award of Excellence for her work with the Quincentennial Foundation of Istanbul, and the Big W Gold Award for her publicity efforts on the Abraham Lincoln in Richmond event.

#### **ALAN PARTER**

Alan Parter is the President of Parter International, a firm that specializes in economic development consulting. As an attorney, high-ranking government official, and senior public relations executive, he has helped governments and companies succeed in the international arena. He has worked with local and federal governments encouraging trade, tourism, and investment, and with international companies investing in the US and abroad.

Among his projects are: trade and investment promotion and representation for Hong Kong, Shenzhen Province, South Korea, Greece, Italy, Switzerland, Nova Scotia, Tuscany, California, Pennsylvania and New York; the UK Department of Trade and Industry; the International Business Incubator in New York City; the World Trade Centers of Buenos Aires and New York, and the World Trade Centers Association.

Prior to forming his own company, he was Executive Vice President of the GCI Group, an international public relations firm with offices in 26 cities around the world. In that capacity, he acted as consultant to major international companies and numerous governments and associations.

Mr. Parter served as Deputy Commissioner of Commerce for New York State, heading its International Division, which is responsible for attracting foreign investment and promoting exports. He has testified before Congress, written extensively, and taught seminars around the world on export promotion and investment attraction.

In 1993 The Economist Intelligence Unit published Mr. Parter's book Going Local: How Global Companies Become Market Insiders. He has written numerous magazine articles on export. Mr. Parter wrote a regular column for Kaigai Chuzai magazine which targets Japanese investors in the U.S., an article "Global Reach, Local Touch" for International Business Magazine, and a chapter on "Market Research in the U.S." in the book Trading with the USA, published by the UK's Department of Trade and Industry.

Mr. Parter practiced corporate law in New York City and served as Deputy Commissioner and Legal Counsel for the New York City Commission for the United Nations and Consular Corps, where his responsibilities included negotiation between the diplomatic community and U.S. Government agencies.

He is a graduate of Johns Hopkins University and the New York University School of Law.

## **HYUN LEE**

Hyun, who completed her Bachelor's Degree in Hotel and Tourism Management at New York University, was born and educated throughout high school in South Korea. It has developed her strong understanding and sensitivity to the issues relating to Korea, such as the East Sea dispute.

Hyun has extensive experience in destination marketing, including direct marketing, writing and design of promotional publications, event planning & promotion, website development and maintenance, and market research. She previously worked at the official tourism marketing agencies of Seoul and New York State (I Love NY). While working for the Seoul Tourism Organization, Hyun was involved in the marketing and promotional campaigns for a number of city-wide events. For the State of New York, she managed its websites and marketing publications.

Hyun has strong international experience acquired from living and traveling throughout Asia, Europe, and North America. She spent her youth in South Korea and also a semester studying in Paris. She is fluent in Korean and English and conversational in French.

Hyun's understanding of the Korean market along with her language and research capabilities played a significant role in the recent assignments: PR campaign for the Consulate General of Republic of Korea in New York and US market study for KOTRA. Hyun served as the project manager as well as the primary point of contact for the clients.

Hyun's research, writing, marketing, and organizational capabilities and her cultural sensitivity have proven valuable to and appreciated by our clients.

## **B. EXPERIENCE IN PUBLIC RELATIONS AND PUBLICITY**

### **Working with private or government agencies in public relations:**

#### **➤ Consulate General of Republic of Korea in New York**

Parter was retained by KCGNY to develop and carry forward a program relating to the planning, development, and execution of an online media campaign, coordinated with a mainstream media effort, centered on disseminating KCGNY messages to US media and multipliers relating to the East Sea naming dispute.

Parter developed a strategy based on the story's attractiveness to an American audience, which focused on "What's in a Name" and how what something is called makes a

difference. The campaign received positive responses, reached over 670,000 new potential advocates, and developed over 50 relationships with key influencers.

➤ **New York State Department of Commerce**

While Alan Parter served as Deputy Commissioner of Commerce in charge of the International Division he was responsible for investment attraction and trade promotion. He was responsible for all overseas offices, led more than 20 trade missions, directed the state's participation in more than 60 trade shows (two of them to South Korea), and initiated and developed a wide range of publications, and video and marketing presentations.

➤ **Beijing Olympic Bid Committee (BOBICO)**

Elaine served as communication counsel to Beijing's Olympic bid committee. She helped define its messages, assess its infrastructure, communicate its growth and construction plans, and promote its accommodations for visitors. Elaine advised the bid officials on talking points and press procedures, constructed a week-long action plan for the 200-person delegation to the city where the vote took place, designed a 30-minute presentation to the IOC, wrote promotional materials, and handled press relations.

➤ **Quincentennial Foundation of Istanbul**

For the Quincentennial Foundation of Istanbul, which was created to celebrate 500 years of peaceful living by Spanish Jews in Turkish lands and provide first-hand experience of Turkey as a modern and democratic country with a humanitarian history, Elaine and Alan developed and managed a full public relations/public affairs program in the US. Publicity in the quincentennial year reached 38,900,000 readers. A video news release reached a potential viewing audience of nearly 5,000,000. Total television coverage amounted to 86,900,000 viewers.

**Working with economic development agencies in public relations:**

➤ **HKTDC**

For the Hong Kong: America's Bridge to Asian Growth Event at the Mandarin Oriental Hotel, Parter International was responsible for developing and executing a public relations program to help HKTDC publicize its assistance to the US Commerce Department (USDOC) relating to a cooperative memo of understanding to support the USDOC's Pacific Bridge Initiative and to promote Hong Kong as a center for finance in Asia. We designed the online media strategy, developed a tailored contact database of 230 online media publishers (bloggers, social networking groups, newsletters, etc.), and obtained placements at a large number of those new media outlets. In addition, we conducted a traditional PR campaign targeted to mainstream media. We developed storylines, pitch letters, press releases, and media advisories; conducted media outreach to disseminate HKTDC messages to US business media and multipliers; and obtained interviews at important publications and media outlets, including the Wall Street Journal,

Bloomberg, New York Post, American Banker and others for Hong Kong's high ranking officials.

In a previous assignment, Alan Parter also succeeded in having the prestigious US Department of Commerce "E" Award presented to HKTDC. As a result of the political and trade climate in the late 1980's, HKTDC was looking for recognition for work it had done in helping US companies export. Alan researched various awards and identified the US Commerce Department award as particularly prestigious and high profile. He then proceeded to conduct the necessary research, collect supporting documentation, prepare the extensive application, and convince key opinion leaders to provide testimonials on HKTDC's behalf. Once the application was finished and the appropriate references were lined up, Alan worked with his government contacts to convince them of the wisdom of choosing HKTDC as the award recipient. Alan then planned an award ceremony held in Washington DC in which Commerce Secretary William Verity personally presented the award to HKTDC's CEO Lydia Dunn. He also developed numerous press materials and arranged for considerable media coverage.

➤ **Creative Hong Kong in New York**

Parter International was hired to provide public relations support to obtain publicity coverage on and spur attendance to a show of Hong Kong design that took place at Sotheby's in New York. Press who attended the press briefing included the managing editor of Chronos as well as Watch & Jewelry Review, the CEO & President of Housewares Magazine, the Senior Editor of Home World Business, correspondents from Sing Tao, Oriental Press Group, Epoch Times and World Journal, the retail editor of the Rapaport Diamond Report, and reporters from Architectural Digest and The Art Newspaper. Mention of the exhibit appeared in diverse media in the region, including Greenwich Citizen, e-Oculus, the American Institute of Architect NY Chapter's bi-weekly e-zine, Event Me, Design Addict (international design web site out of Belgium), New York Social Diary, Zvents, Black Tie International Magazine, City Guide, NYMETROPARENTS.COM, Going.com, NYC Tourist, and The Record Online Edition (NJ).

➤ **Shenzhen World Trade Center**

Elaine and Alan managed all facets of organizing a one-day seminar in New York City on behalf of Shenzhen World Trade Center and the Futian District. Responsible for securing space (with very short notice), translators, audio-visual services and catering; making and sending invitations; handling RSVPs; rehearsing presentations and delegation relations; providing on-site support; inviting media and arranging interviews; and conducting follow-up with attendees. Despite the fact that a different organization from Shenzhen had held a seminar in NYC only one week earlier, nearly 100 multipliers and company representatives attended the WTC seminar as well as a dozen media representatives.

➤ **Republic of China on Taiwan External Trade Relations Agency (CETRA)**

Elaine created a video news release to kick-off of a public relations program in the United States designed to enhance the image of products made in Taiwan. The VNR ran on over

100 stations, 60 of which were in the top 100 TV markets, and reached a viewing audience of 5,600,000.

**Issues Management:**

➤ **Parents for an Accurate Asian History Education**

This non-profit organization was formed to foster a true understanding of Asian history in the 20<sup>th</sup> century and to encourage critical reading of historical fiction and non-fiction. Work include the creation of a companion document to the source book used in conjunction with the book *So Far From the Bamboo Grove*, a novel commonly assigned to American elementary school students that contains misrepresentations of Korea. The study guide was designed as a stand-alone document, independent of the need to rely on personal presentation. Also created editorial and strategic content for the organization's web site.

➤ **Republic of China on Taiwan External Trade Relations Agency (CETRA)**

To address the issue of Taiwan's negative image of producing low-quality goods, a comprehensive program was planned comprising quality control reviews, a government-issued quality mark, showcases of excellence, international exchanges through seminars, and an extensive promotion of OEM operations for world-renowned brands.

➤ **People's Republic of China**

Assessed this country's image as reflected in five American media outlets by applying measurable criteria used over a three-month period in order to create a baseline analysis. Identified issues of concern, areas of weakness, common misperceptions, recurrent themes and wrote position papers. After six months of outreach activity, an analysis was conducted, which revealed a 5% increase in positive coverage in the five media outlets being examined.

➤ **Jamaica Information Service**

Supervised a program to build coalition partners in the US, UK and Canada, which promoted privatization projects such as hotels, issued press releases on a daily basis, wrote white papers and other briefing documents, arranged editorial board meetings and interviews for government officials, and arranged special events such as the 25th Anniversary of Independence. Also conducted award-winning crisis communcations programs for floods and hurricane damage. In addition, conducted weeklong training sessions on public relations for middle-level officers with the JIS. The sessions covered written materials, broadcast techniques, issues identification and message building, briefing of spokespersons and government officials, and running regional programs.