

U.S. Department of Justice

Washington, DC 20530

Short Form Registration Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Each partner, officer, director, associate, employee, and agent of a registrant is required to file a short form registration statement unless he engages in no activities in furtherance of the interests of the registrant's foreign principal or unless the services he renders to the registrant are in a secretarial, clerical, or in a related or similar capacity. Compliance is accomplished by filing an electronic short form registration statement 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 and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .429 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 Katelyn M. Moga	2. Registration No.
3. Residence Address(es) 115 North Street, Apt. 208 Harrisburg, PA 17101	4. Business Address(es) 300 N. 2nd Street, Suite 702 Harrisburg, PA 17101
5. Year of Birth 1989 Nationality American Present Citizenship USA	6. If present citizenship was not acquired by birth, indicate when, and how acquired.
7. Occupation Public Relations	

RECEIVED
 NSD/CES/REGISTRATION UNIT
 2015 MAY 18 AM 11:10

8. What is the name and address of the primary registrant?

Name Ceisler Media & Issue Advocacy, LLC

Address 1525 Locust Street, 6th Floor
Philadelphia, PA 19102

9. Indicate your connection with the primary registrant:

- | | | | |
|--|---|-----------------------------------|--|
| <input type="checkbox"/> partner | <input type="checkbox"/> director | <input type="checkbox"/> employee | <input type="checkbox"/> consultant |
| <input type="checkbox"/> officer | <input checked="" type="checkbox"/> associate | <input type="checkbox"/> agent | <input type="checkbox"/> subcontractor |
| <input type="checkbox"/> other (specify) _____ | | | |

10. List every foreign principal to whom you will render services in support of the primary registrant.

Consulate General of Israel to the Mid-Atlantic Region

11. Describe separately and in detail all services which you will render to the foreign principal(s) listed in Item 10 either directly, or through the primary registrant listed in Item 8, and the date(s) of such services. (If space is insufficient, a full insert page must be used.)

We will develop a Comprehensive Communications Strategic plan as outlined in our Agreement and submitted with our registration. (see attached plan)

12. Do any of the above described services include political activity as defined in Section 1(o) of the Act and in the footnote below?

Yes No

If yes, describe separately and in detail such political activity.
See attached plan.

13. The services described in Items 11 and 12 are to be rendered on a

full time basis part time basis special basis

14. What compensation or thing of value have you received to date or will you receive for the above services?

Salary: Amount \$ _____ per _____ Commission at _____ % of _____
 Salary: Not based solely on services rendered to the foreign principal(s).
 Fee: Amount \$ _____ Other thing of value _____

15. During the period beginning 60 days prior to the date of your obligation to register to the time of filing this statement, did you make any contributions of money or other things of value from your own funds or possessions and on your own behalf in connection with any election to political office or in connection with any primary election, convention, or caucus held to select candidates for any political office? Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

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 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.

May 08, 2015

(Date of signature)

/s/ Katelyn M. Moga

(Signature) 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.

Ceisler

Media & Issue Advocacy

Plan

Our primary goal is to develop a proactive strategy that enables the Israeli Consulate to define itself via the media and before the general public. We will help you maintain a positive image that authentically reflects Israel's aspirations and desire to serve the Mid-Atlantic community.

The first phase of CMIA's involvement will be to conduct an internal audit with Consulate staff to formalize a thorough, final-stage communications plan. The following is an initial framework.

Communications Objectives

Objectives:

- Identify and educate key stakeholders about Israel and the Consul General in the Mid-Atlantic region.
- Develop and execute a grassroots outreach and coalition-building strategy to include business and community leaders.
- Develop and execute a campaign to increase awareness around Israel's economic, operational and philanthropic footprint in the Mid-Atlantic Region.

Target Audiences:

- Political leaders and public officials
- Business leaders and opinion-shapers
- Regional LGBT organizations
- Cultural leaders
- Hispanic Chambers of Commerce and community organizations
- Jewish agencies/synagogues/community groups
- Pro-Immigration organizations
- Regional Environmental groups
- Religious organizations

Communications Strategies

RECEIVED
NSD/CES/REGISTRATION UNIT
2015 MAY 18 AM 11:10

Ceisler Media will focus on a three-pronged scope for strategies: Business, Cultural and Political. Below are examples of possible strategies.

Business:

- Follow-up and maintain relationships with business groups that the Consul has met with in the past.
 - Follow-up to Cincinnati USA Regional Chamber trip to Israel
 - Mid-Atlantic District Export Council- renew discussions of defense related exports
- Connect and engage with specific members of business organizations that have a connection to international business development/Jewish advocacy.
- Target state-by-state industries to promote Israeli ties
 - West Virginia chemical industry
 - South Jersey medical industry
 - Western PA high-tech corridor
 - Ohio clean energy businesses

Cultural:

- LGBT
 - Follow-up to August's Gay Games in Ohio
 - Draft op-eds and press releases in Akron/Cleveland newspapers to discuss Israel's involvement
 - Connect with LGBT groups and sporting organizations to detail the event and discuss possible new programs at their centers.
 - Promote Israel's tolerance of LGBT rights and create co-existing events in local communities.
 - Connect with youth agencies to demonstrate the success of LGBT youth in Israel. Organizations such as the Attic Youth Center (Philadelphia), Triad House (New Jersey) and the Trevor Project (national) are likely to be receptive.
- Hispanic/Latinos
 - Connect with local stakeholders to strengthen Hispanic-Israeli connections
 - Congreso de Latinos Unidos (Philadelphia)- CEO Cynthia F. Figueroa
 - AJC's Latino-Jewish Coalition- Gabriel Seidner- planning networking events titled "Salsa and Kugel"
 - Latin American Community Center- President Maria Matos
 - Create events with pro-immigration groups and organizations to discuss how their policies compare to Israel's.
- African-American Groups
 - Promote Ethiopian immigration policies
 - Promote Israel's Operation Protective Edge
 - Attend and promote rallies in underserved communities that support peace and the value of human life.
- The Arts
 - Israeli Jazz Festival
 - Connect with local musicians
 - Promote Israeli jazz music at additional festival across the region.

- Manchester Bidwell center opening this fall in Akko
 - Celebrate the opening in Pittsburgh and promote expansion plans worldwide
- Continue to promote and establish Israeli film festivals, book releases and other cultural achievements.
 - Connect with specific members of cultural boards to increase these activities.

Political:

- Connect with recent politicians who participated in pro-Israel events this summer to assist in other goals.
 - DE Sen. Chris Coons- recently spoke at Pro-Israel rally
 - Connect with staff to encourage the Senator to draft an op-ed/memorandum
 - Show support for Sen. Coon's legislative initiatives- such as hosting a discussion for his clean energy business bill.
 - Kentucky Gov. Steve Beshear's expressed interest in visiting Israel: educational and commercial partnerships.
 - Connect with officials from Kentucky's Cabinet For Economic Development
 - Promote the University of Kentucky's new grant from the Jewish Heritage Fund for Excellence for new Jewish Studies program scholarships.
- Identify members of congress serving in leadership and on key committees to target their districts for targeted outreach. Two examples (which can be replicated across the region):
 - Speaker John Boehner's District- Ohio 8th
 - Connect with Synagogues in Springfield, Middletown. Jewish Federation of Dayton.
 - Visit Chambers of Commerce in Fairfield, Greenville and Troy.
 - WV Senator Joe Manchin (D)- visited Israel in May 2014
 - Follow-up with Rabbi Victor Urecki of B'nai Jacob Synagogue in Charleston, West Virginia, who accompanied him on the excursion
- Build a database of people that sit on the boards of cultural organizations who also are involved in/connected to politics.
- Connect with pro-environment/clean energy action groups and politicians to promote Israel's wind, solar and natural gas industries.
- Develop new roundtables/panels/events around hot-button Israeli issues such as Nuclear Iran and the program "What if Gaza was Near Your City?"

Deliverables

Media Relations

- Work with the Consulate and its allies to cultivate local feature story angles to be pitched to targeted publications. Ceisler Media would work with Consulate leadership, employees and member organizations to hone these stories and determine appropriate spokespersons.
- Assist in establishing effective communication strategies for key stakeholders, including Jewish and non-Jewish groups, elected officials and the media.
- Support the Consulate in efforts to effectively communicate information about Israel's economic and cultural impact.
- Draft and provide template press materials for local distribution to media, community and government stakeholders, including:
 - Background documents
 - Op-eds, Letters to the editor
 - Fact sheets / Myth vs. Fact documents
- Draft and provide template materials used for communication with third-party validators, including:
 - Newsletters
 - Direct Mail
 - Social Media
- Work with the Consulate to review their social media (Facebook, Twitter, etc.) footprints and determine any improvements that should be made to maximize those efforts.
- Collaborate with the Consulate to effectively and efficiently deal with communications crises as they arise.

Grassroots Outreach

- Work with the Consulate to target, educate and build relationships with key elected officials and their staffers, as well as other opinion-shapers and opinion elites. These efforts may include:
 - Providing draft correspondence, fact-sheets, and informational documents for public officials and prospective supporters.
 - Assisting in the development of testimony for public hearings/meetings.
- Collaborate with the Consulate to identify other third party allies with a potential stake in Israel business and cultural opportunities and aim to build coalitions and alliances.
- Assist, as necessary, with event planning and execution (including press conferences, rallies, community meetings, and hearings).
- Manage, as deemed appropriate any strategic, grassroots advocacy campaigns including a letters-to-the editor/op-ed writing effort, coalition development and literature distribution.

Social Media

- Ceisler Media will provide support for the Israeli Consulate's social media presence. Services and tactics will include:
 - Perform audit of current online/digital presence and PR efforts.
 - Develop and implement a comprehensive social media strategy that will focus on effective content and methods of engagement.
 - Build out a network on Facebook and Twitter that includes, but is not limited to, community leaders, public officials, and organizations with similar aims.
 - Create schedules for Facebook posts and tweets – lay out day- by- day what the posts should be, who should be tagged in them, and what type of complementary media (photos, video, etc.) should be considered.
 - Expand the Israeli Consulate's social media presence by working with agency staff to market social media via website and traditional communications practices.
 - Research and propose targeted ad campaigns to grow the Israeli Consulate's social network.
 - Draft language for use in Facebook posts – create and suggest hashtags, advise on the best times of the day/week to post, and how to engage supporters, and organizations with similar aims.
 - Manage strategy and content generation.
 - Communicate with agency staff daily to facilitate and inform messaging regarding programs and other updates.
 - Work with Israeli Consulate to establish pre-post content review process for risk management purposes.
 - Employ web analytics to inform relevant, timely messaging.
 - Propose opportunities for social presence on other platforms.
 - Provide Israeli Consulate with monthly monitoring report.
 - Provide measurement snapshot for successful campaigns/events.
- Train staff on social tools on macro/micro levels, to include:
 - Workshop(s) on functionality of social platforms.
 - Hands-on training with social platforms (includes, but is not limited to, scheduling posts, tagging relevant parties, formatting/uploading types of media, creating theme-based campaigns, researching hashtags, and engaging followers).

Project Team

Larry Ceisler, Principal

Larry Ceisler has over 20 years of experience executing strategic public affairs and grassroots and issue management programs on behalf of corporate and nonprofit clients as well as political coalitions. As a principal in Ceisler Media, he has worked with clients such as Comcast Corporation, Chesapeake Energy, Independence Blue Cross and The Barnes Foundation.

From 1999-2005, Ceisler served as political analyst for FOX29, Philadelphia's Fox television affiliate. In addition, Ceisler appears regularly as a political commentator on CBS3 and has served as the political analyst for the nationally syndicated Michael Smerconish Program. He is frequently quoted on political issues in publications throughout Pennsylvania and the U.S. Ceisler serves as a Board Member of MANNA (Metropolitan Area Neighborhood Nutrition Alliance) and fulfills the same role at the Field Center for Children's Policy, Practice and Research at the University of Pennsylvania. Mr. Ceisler also currently serves on the Board of Public Radio Station WXPN.

Ceisler began his professional communications career as a television news producer for KDKA-TV in Pittsburgh. In 1983, he was transferred to KYW-TV in Philadelphia where he worked until 1985. In 1986, he was recruited to join the re-election campaign of Mayor W. Wilson Goode as Deputy Campaign Manager. After the completion of a successful campaign, he served the Administration as Special Assistant for Governmental Relations and later joined the City Commerce Department as Special Counsel.

LinkedIn: <http://ow.ly/qZtl3>

Kurt Knaus, Managing Director

Kurt Knaus joined Ceisler Media in January 2007, spearheading the firm's expansion westward. With two decades of experience in journalism, media relations and government communications, Knaus serves as managing director, handling new business development and overseeing daily operations from offices in Harrisburg, Pa.

A lifetime resident of Pennsylvania, Knaus previously was a news reporter and bureau chief for Venango Publishing Co. in northwestern Pennsylvania, and the science editor of Penn State's The Daily Collegian. He also has several freelance credits as a news reporter, photographer and radio broadcaster.

Knaus graduated in 1993 from Penn State University's School of Communications with a bachelor's degree in journalism, a minor in history and an emphasis on general sciences. He also received a Professional Certificate in Environmental Management in 1999 from Duquesne University's Bayer School of Natural and Environmental Sciences.

Previously, he served as press secretary from 2003 to 2006 for the Pennsylvania Department of Environmental Protection (DEP), where he managed a staff of 10 community relations coordinators in six regional offices across the commonwealth and a group of five writers and press aides at DEP's

headquarters. Knaus was the primary contact for media relations at the 3,100-person state agency, conducting on-camera and on-air interviews and answering dozens of press calls and public information requests each week as spokesman on energy and environmental issues for DEP Secretary Kathleen A. McGinty and Governor Edward G. Rendell.

From 1995 to 2000, Knaus worked for the House of Representatives in the Democratic Legislative Information Office, where he served as assistant manager and senior editor before moving into the office of then-Minority Whip Mike Veon, who held the second-ranking leadership post in the House Democratic Caucus. Knaus was Rep. Veon's press secretary and director of communications for nearly three years prior to heading to DEP.

Laura Frank, Associate

Laura Frank joined the Ceisler Media team in July 2012. Frank uses her background in politics and grassroots campaign strategy to assist and execute local and statewide campaigns for Ceisler Media clients. Other work includes producing and executing strategic media plans, organizing and promoting press events and providing general support on special initiatives or a communications crisis.

Prior to joining Ceisler Media, Frank served as the Director of Government Relations for the Pennsylvania Commission for Community Colleges in Harrisburg. In this position she targeted and tracked all major higher education policy, developed and maintained relationships with state legislators and reported on relevant issues to the state's 14 community colleges. Frank has previously worked as a government relations associate in Washington, DC and has served on a variety of city and state-wide political and issue-based campaigns.

Frank's initial introduction into Philadelphia politics came when she interned on the Michael Nutter for Mayor Campaign in 2007. During this internship she began to build a significant interest in volunteer management, political strategy and grassroots advocacy. Frank followed his successful campaign with work in the Mayor's Action Center and the Department of Recreation. She also completed Israel advocacy fellowships with the Zionist Organization of America and Hasbara Fellowships in Jerusalem and Tel Aviv.

Frank graduated from Temple University with a degree in Political Science and a minor in Jewish Studies. While at Temple she served on the executive board of the Hillel Center for Jewish Life and was awarded the 2009 Herman Menzel award for her senior honors thesis on globalization.

Keegan Gibson, Special Projects Manager – Western PA

Keegan Gibson is a member of Ceisler Media's Pittsburgh team. He has managed and written wrote for PoliticsPA, Pennsylvania's top political news website, from 2010 to 2014.

Prior to journalism Gibson worked in politics. He served as Director of New Media for Sen. Arlen Specter before and after his famous party switch, managing his campaign website and social media presence. Following the 2010 primary, Gibson managed a campaign for state House in western Pa.

He graduated from American University in Washington, DC in December of 2007 with a degree in International Relations and a certificate in Arab Studies.

After college, Gibson spent a year performing national service projects with AmeriCorps NCCC. He lived and worked in Colorado, Illinois, Louisiana and assisted in the disaster relief efforts of the American Red Cross in Texas in the immediate aftermath of Hurricane Ike.

Dennis Feldman, Associate – Social Media Manager

Dennis Feldman joined Ceisler Media in May 2013. Dennis uses his diverse background in communications to develop, implement, and sustain various social media strategies for clients. His work with social media platforms and digital media tools is aimed at increasing collaboration and dialogue between clients, clients' stakeholders, organizations with similar aims, and other influencers. In addition, he helps clients integrate new media concepts within traditional external and internal communications practices. Dennis's client work includes corporate positioning, grassroots coalition building, event coordinating, fund-raising, and strategic messaging for non-profit organizations and public agencies.