

IRC Monthly Report

OCTOBER 2008

VOLUME II, ISSUE I



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for Public Affairs

INSIDE THIS ISSUE:

- Programs at the IRC 2
- More IRC Programs 3
- The Seoul Web Report 4
- The Top Ten Page Views 5
- IRC Outreach Products 6
- Ref. Services & Next month on IRC 7



**You Ask?
We Answer!**

<http://seoul.usembassy.gov>
ircseoul@state.gov

Holiday Series: Halloween Day



October 31, 2008—Patrick J. Linehan, Minister-Counselor for Public Affairs delivers a speech “The Halloween Tradition in American Life” at the IRC Holiday Series, Halloween Day.



October 31, 2008—Tyler Carson, the U.S. Embassy Officer, shows the pumpkin carving to the guests at the IRC.

What is the IRC Holiday Series?

The Information Resource Center (IRC) of the U.S. Embassy in Seoul schedules Holiday Series events and invites college, high school, and other youth groups to celebrate American holidays and other special events.



October 31, 2008—Bona and The Chigae 5, the U.S. Embassy Diplomats group, performs to celebrate the Halloween Day at the IRC.



October 31, 2008—Robert Ogburn, Deputy-Minister Counselor for Public Affairs, introduces Patrick J. Linehan, Minister-Counselor for Public Affairs at the IRC Holiday Series, Halloween Day.



October 31, 2008—Korean youth group participates in the Costume Contest at the IRC Holiday Series, Halloween Day.

Other Events at the IRC in October



U.S. Embassy-Seoul held Kyle Dillingham's Heartland Acoustic Music Program at the Information Resource Center.



October 17, 2008—Kyle Dillingham, violinist, plays the Heartland Acoustic music at the IRC.

View Video [\[High\]](#) [\[Low\]](#)

Date	Program Detail	Participants	Action Office
10/31/08	IRC Holiday Series - Halloween Day	170	IRC
10/30/08	ASAK Thursday Lecture Series	50	CAO
10/17/08	Kyle Dillingham's Heartland Acoustic Music Performance	70	IRC
10/17/08	Mission Speaker Program: Michael Rudder, Regional English Language Officer, with 43 Secondary English Teachers	43	IRC
10/10/08	ELLAK American Literature Lecture Series	50	CAO
10/02/08	Lecture and Reception with Dr. Marsha Linehan	50	CAO



October 17, 2008—Michael Rudder, Regional English Language Officer, with 43 Secondary English Teachers.



October 17, 2008—Michael Rudder, Regional English Language Officer, delivers a lecture at the IRC.

More IRC Programs in October

- Ambassador's Bookshelf to Yesan Middle School -



October 8, 2008— Ambassador Stephens speaks to Yesan Middle School students at the “Ambassador’s Bookshelf” donation ceremony.

October 8, 2008—Ambassador Stephens and Principal Park Jong-wan cut the ribbon for the “Ambassador’s Bookshelf” donation ceremony at Yesan Middle School.



Date	Program Detail
10/15/08	Mission Speaker Program: Robert Ogburn, Deputy Minister-Counselor for Public Affairs, Speech at National Children's Library
10/08/08	IRC Regional Training Optimizing Reference & Research Strategies
10/08/08	Ambassador's Bookshelf to Yesan Middle School



October 8, 2008— Robert Ogburn, Deputy Minister-Counselor for Public Affairs, delivers a speech at National Children's Library



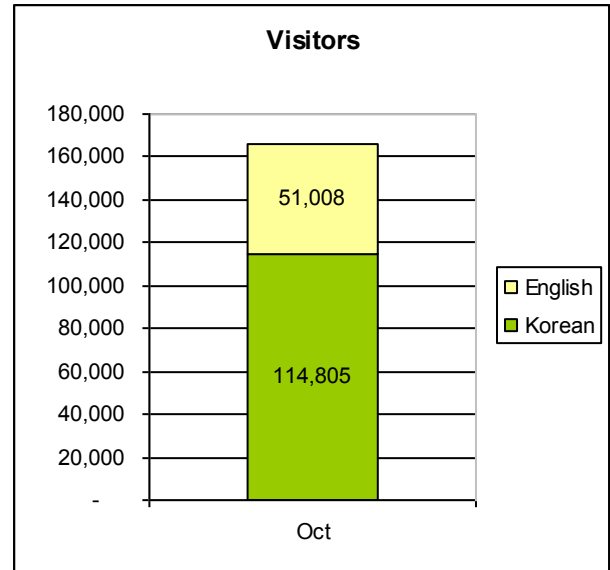
October 15, 2008—Robert Ogburn, Deputy Minister-Counselor for Public Affairs, delivers a speech at National Children's Library

The U.S. Embassy Seoul Website: Analyzing the Visitors



Visitors

Month	Oct	Total	Average
Korean	114,805	114,805	9,567
	69.2%		74%
English	51,008	51,008	4,250.67
	30.8%		26%
Total	165,813	165,813	13,818



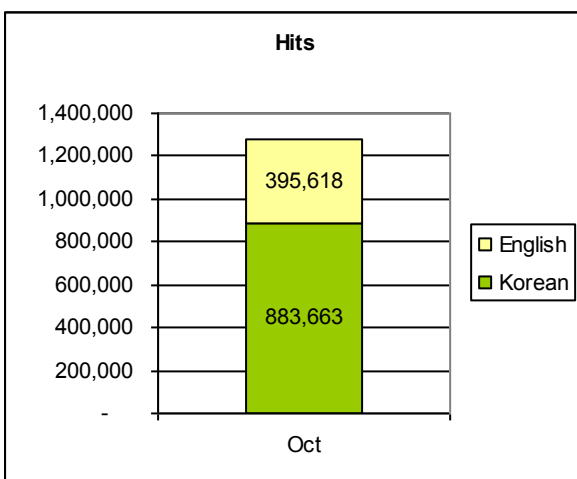
- 74% of the visits were to the Korean website.
- 26% of the visits were to the English website.
- Compare to last month, visitors to the English website have **INCREASED** by more than 2,374 (0.5%).
- About 32.4% of the visitors were referred from NAVER and about 32.3% of the visitors used accessed the site directly to visit Korean website.

The U.S. Embassy Seoul Website: Analyzing the Hits

Visit our website!!

The U.S. Embassy Seoul Website:
<http://seoul.usembassy.gov/>

The U.S. Embassy Seoul Website (Korean Version):
<http://korean.seoul.usembassy.gov/>



Hits

Month	Oct	Total	Average
Korean	883,663	883,663	73,639
	69.1%		69%
English	395,618	395,618	32,968.17
	30.9%		31%
Total	1,279,281	1,279,281	106,607

- 69% of the page views were hits on the Korean website.
- 31% of the page views were hits on the English website.
- About 32 of the visitors used accessed the site directly and about 23% were referred from usembassy.gov to the English website. The remaining 20% were referred from Google.

Korean Site	English Site
69%	31%

The US Embassy Seoul (English): Top Ten Pages

The U.S. Embassy Website: [\[Click here to visit our website: http://seoul.usembassy.gov/\]](http://seoul.usembassy.gov/)

Pages	Visits	Views	
1. Home - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/	17,984	66,694	15.19%
2. Job Openings - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/job_openings.html	8,124	23,968	5.46%
3. greetings - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/importance_notices.html	5,632	15,628	3.56%
4. U.S. Citizen Services - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/service.html	4,916	14,054	3.20%
5. Hon-Immigrant Visas - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/hon-immigrant_visas.html	4,317	13,440	3.06%
6. http://seoul.usembassy.gov/uploads/images/zSHRDkNJTQHxLvNnOmTGnA/ds157.pdf	857	7,240	1.65%
7. Downloadable Forms - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/downloadable_forms2.html	2,618	6,994	1.59%
8. About the Ambassador - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/biography.html	2,133	5,580	1.27%
9. What is the IRC? - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/501.html	2,248	5,552	1.26%
10. 134_091008 - U.S. Embassy Seoul, Korea http://seoul.usembassy.gov/134_091008.html	2,050	4,756	1.08%

The US Embassy Seoul (Korean): Top Ten Pages

The U.S. Embassy Website (KOR): [\[Click here to visit our website: http://korean.seoul.usembassy.gov/\]](http://korean.seoul.usembassy.gov/)

Pages	Visits	Views	
1. Home - 주한미국대사관 http://korean.seoul.usembassy.gov/	71,341	103,003	11.34%
2. greetings - 주한미국대사관 http://korean.seoul.usembassy.gov/importance_notices.html	59,918	92,046	10.13%
3. 비이민 비자 - 주한미국대사관 http://korean.seoul.usembassy.gov/hon-immigrant_visas.html	45,026	73,285	8.07%
4. Downloadable Forms - 주한미국대사관 http://korean.seoul.usembassy.gov/downloadable_forms2.html	43,294	70,943	7.81%
5. 전자 비이민신청서 - 주한미국대사관 http://korean.seoul.usembassy.gov/e_form.html	36,097	62,864	6.92%
6. http://korean.seoul.usembassy.gov/uploads/images/EwlmYe4Qg2yqgnBrA9V3FA/ds157.pdf	13,396	56,936	6.27%
7. Visitor/Transit - 주한미국대사관 http://korean.seoul.usembassy.gov/visitor/transit.html	20,697	35,397	3.90%
8. 처음 신청자 - 주한미국대사관 http://korean.seoul.usembassy.gov/1b_how_to_apply.html	15,574	23,643	2.60%
9. http://korean.seoul.usembassy.gov/uploads/images/ht5Lw2MvNkpJZHAMFS8rOw/wwwfds157.pdf	11,995	17,601	1.94%
10. 비자 종류 - 주한미국대사관 http://korean.seoul.usembassy.gov/types_of_visas.html	12,623	17,201	1.89%

IRC Outreach Products

Article Alert

What is an Article Alert?

This is an IRC monthly e-mail service that highlights significant issues in four major areas: international relations; economics and trade; U.S. social and political processes; and arts and humanities. Subscribers can access the full texts from their computer.

Date	Recipients	Page Visits	Page Hits
October 2008	5700	984	2069

E-info USA

Date	Title	Recipients
10/31/08	[Announcement] Cafe USA web chat with DCM Stanton	6199
10/24/08	[Invitation] Invitation for 'Election Watch Open House' at the IRC	6199
10/23/08	E-info USA: U.S. Elections 2008 - Newsletter #4	6199
10/23/08	Global Financial Rescue Cooperation	1447
10/22/08	[Announcement] CafeUSA web chat with A/CG Mark Strege (October 24, 10:00 am)	6199
10/15/08	[Invitation] Oklahoma's Heartland Acoustic Music with Kyle Dillingham	6199
10/14/08	[Announcement] Café USA web chat with RELO Michael Rudder (October 17, 14:00 pm)	6199
10/11/08	Existing Sanctions and Reporting Provisions Related to North Korea	2782
10/11/08	On-The-Record Briefing	2782
10/11/08	U.S. - North Korea Understandings on Verification,	2782
10/11/08	U.S. - DPRK Agreement on Denuclearization Verification Measures,	2782
10/08/08	Global Financial Crisis	1447

What is E-Info USA?

This IRC daily e-mail service offers the official texts of transcripts and articles from the U.S. Government and various think-tanks.



Page Visits	Page Hits
735	1834

Material Donations

Date	Program Detail	Topic	Venue	Donation Materials
10/27/2008	Donation of IIP & IRC materials	Gunsan English Learning Center Fair Donation	Gunsan	150

Other Websites

	Busan APP (English)	Busan APP (Korean)	Info-Pedia USA	Kids Website	Virtual American Corner	IRC Blog
Total Visits	1067	1070	1198	838	184	2335
Total Hits	5116	5216	9973	2071	573	—

Visit our Websites...

- Busan APP Website:**
<http://busan.usconsulate.gov/>
- Kids Website:**
<http://kids.americancorners.or.kr/>
- Info-Pedia USA:**
http://info-pedia.americancorners.or.kr/ENG/index_eng.html
- Virtual American Corner :**
<http://www.americancorners.or.kr/>

Research Service

• **IRC Reference services offer quick research on...**

- Public Diplomacy
- Regional Stability
- The Environment
- Democracy
- The Open Market

Reference Services (All)			
DRS	Non-DRS	Mission	Quick Reference
49%	44%	7%	134

• **Notable Inquiries:**

- From Professor of Sungshin W. University on: President Bush's foreign policy
- From Ambassador from MOFAT on: President Bush's remarks at U.N. General Assembly
- From Korea DB Center on: Korean-American Treaty of Amity and Commerce
- From Gunsan City on: Information package of the national bird of the United States



What's on IRC Next Month.....November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4 - IO: Café USA WebChat with William A. Stanton, Deputy Chief of Mission	5 - U.S. Election Day Open House Program	6	7 - CAO: ELLAK American Literature Lecture Series	8
9	10	11 Veterans Day	12 - PA Town Hall Meeting with Mr. Karl E. Stoltz - The Monthly DVC meeting with ACS	13	14	15
16	17	18 - Embassy Youth Forum Pre-meeting	19 - Embassy Youth Forum: Real People Talking with Julia R. Stanley, Consul General	20	21 - IRC Holiday Series: Thanksgiving Day	22
23	24 - RPO: Mission Speaker Program: with Anyang University	25	26	27 Thanksgiving Day	28	29
30						