

Seoul IRC Monthly Report

JANUARY 2009

VOLUME II, ISSUE IV



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Minister-Counselor
for Public Affairs

IRC Seoul Celebrates Black History Month & Martin Luther King, Jr.'s Birthday.

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On January 16, Seoul IRC held its first **Holiday Series** in FY2009, Black History Month & Martin Luther King, Jr.'s Birthday. Approximately 150 Korean youth leaders from Seoul-area universities and organizations commemorate Martin Luther King Day and Black History Month at the IRC. Political Officer Dr. David Jeffrey delivered the keynote address, entitled "Why Martin Luther King Day and the Civil Rights Movement are Important to American Society and the World." After lunch, the Korean youth leaders divided into groups to write and present messages for President-elect Obama." [\[more photos\]](#)



[\[enlarge photo\]](#)



[\[enlarge photo\]](#)



[\[enlarge photo\]](#)

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.

IRC HIGHLIGHTS

IRC Seoul Assists Professor's Op-ed "Obama Doctrine and Korea"



IRC Seoul supported Professor Park Sang Seek of the Graduate Institute of Peace Studies, Kyunghee University's research for an op-ed piece for the Korea Herald, titled "**Obama Doctrine and Korea**" (The Korea Herald, January 29, 2009). The Korea Herald is the largest English-language newspaper in Korea. In the op-ed piece, Professor Park quoted Obama's inaugural address, which IRC Seoul sent via email outreach (E-infoUSA), and explained Obama's perception of and vision for international relations.



**You Ask?
We Answer!**

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

OTHER PROGRAMS AT THE IRC IN JANUARY

7th Embassy Youth Forum: Real People Talking on Obama - Korea's Hopes and Expectations



Date: January 21, 2009

Venue: PA/IRC

Moderator: Patrick J. Linehan, Minister-Counselor for Public Affairs, U.S. Embassy, Seoul

Special Guest: Kim, Seung Hwan
Senior associate with the Center for Strategic and International Studies' International Security Program and professor at Myongji University

[\[click here to see the website\]](#)

More than 80 Korean youth packed the Information Resource Center on January 21 to participate in a monthly roundtable discussion entitled “**Embassy Youth Forum: Real People Talking**.” For this special session, six Korean youth leaders and Dr. Kim, Seung Hwan, a senior associate with the Center for Strategic and International Studies' International Security Program and Professor at Myongji University, were invited to discuss “**what Koreans expect from President Obama and his Administration**”.

Date	Program Detail	Participants	Action Office
01/21/2009	Embassy Youth Forum: “Real People Talking” with Professor Kim Seung Hwan on Obama - Korea's Hopes and Expectations	85	IRC
01/17/2009	The 3rd Alumni-Youth Leadership Program (AYLP)	40	CAO
01/16/2009	IRC Holiday Series: Black History Month & Martin Luther King, Jr.'s Birthday	150	IRC
01/12/2009	The 3rd Alumni-Youth Leadership Program (AYLP)	40	CAO
01/08/2009	Mission Speaker Program with Dewey Moore, Consul Officer, with 40 Elementary School Teachers	40	IRC

Consular Officer Moore and Elementary Teachers Discuss U.S. Culture

Consular Officer Dewey Moore discussed “**American and Korean Culture**” with 40 elementary teachers participating in a multicultural education training program at Sookmyung Women’s University’s Center for Human Resource Development. Mr. Moore cited examples of American and Korean views of individualism and equality to explain key cultural differences.



[\[click here to see more photos\]](#)



Visit e-Window on America to see the publication by topics
[\[Click here to visit the website\]](#)

Publication Topics including...

Democracy & Human Rights/ Economics & Trade/ Environment & Communication / Foreign Policy & National Security/ Society and Values/ Outline Series/ e-Journal USA

THE U.S. EMBASSY SEOUL WEBSITE:

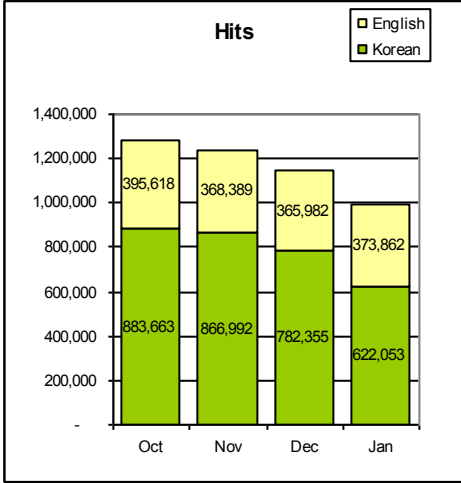
The U. S. Embassy Seoul Website: Analyzing the Hits

Hits							
Month	Oct	Nov	Dec	Jan	Total	Average	
Korean	883,663	866,992	782,355	622,053	3,155,063	788,766	
	69.1%	70.2%	68.1%	62.5%	67.7%	68%	
English	395,618	368,389	365,982	373,862	1,503,851	375,962.75	
	30.9%	29.8%	31.9%	37.5%	32.3%	32%	
Total	1,279,281	1,235,381	1,148,337	995,915	4,658,914	1,164,729	

- 70% of the page views were hits on the Korean website.
- 30% of the page views were hits on the English website.
- About 17.5% of the visitors accessed the site directly, and about 10% were referred from Google to the English website.

995,915 total hits
(32,126 per day)

KOREAN SITE	ENGLISH SITE
62.5%	37.5%

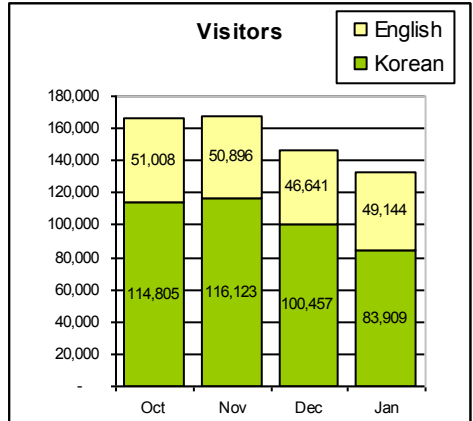


Visit our website!!
The U.S. Embassy Seoul Website:
<http://seoul.usembassy.gov/>

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

Visitors							
Month	Oct	Nov	Dec	Jan	Total	Average	
Korean	114,805	116,123	100,457	83,909	415,294	103,824	
	69.2%	69.5%	68.3%	63.1%	67.7%	74%	
English	51,008	50,896	46,641	49,144	197,689	49,422.25	
	30.8%	30.5%	31.7%	36.9%	32.3%	26%	
Total	165,813	167,019	147,098	133,053	612,983	153,246	

- 68% of the visits were to the Korean website.
- 32% of the visits were to the English website.
- About 30% of visitors to the Korean website were referred from NAVER, and about 22% of the visitors accessed the site directly.



THE US EMBASSY SEOUL: TOP TEN PAGES

- English Website**
1. Home—US Embassy Seoul, Korea
 2. Job Openings
 3. Greetings
 4. Non-Immigrant Visas
 5. US Citizen Services
 6. Downloadable Forms
 7. ds157.pdf
 8. What is IRC?
 9. About the Ambassador
 10. Petition-based (H/L/O/P/Q)

- Korean Website**
1. Home
 2. Greetings
 3. Non-Immigrant Visas
 4. Downloadable Forms
 5. Electronic Non-Immigrant Visas Forms
 6. Visa Waiver Program
 7. Ds157.pdf
 8. Study/Exchange
 9. Student (F/M)
 10. Visitor/Transit

Photo of the Month

In Obama We Trust
A student group presented its message to new U.S. President Barack Obama at the IRC Holiday Series, Black History Month & Martin Luther King, Jr.'s Birthday.

IRC OUTREACH PRODUCTS

IRC sent 16 E-infoUSA and Article Alert to 104,998 recipients during January 2009

Article Alert

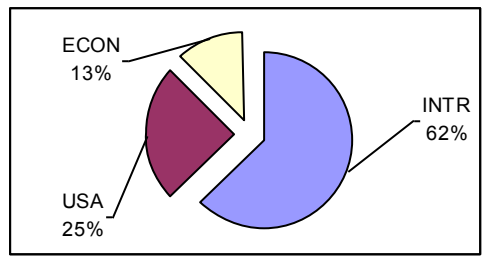
Recipients	Responses	
	Page Hits	Print Request
5,814	1,130	2

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.
[Click here to see the Article Alert]

Inauguration 2009

Seoul IRC posts and distributes Special Feature on Inauguration 2009 on the website.
[Click here to see the web page]

E-infoUSA



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

Date	Title	Recipients
01/29/2009	Interview Of the President by Hisham Melhem, Al-Arabiya	6,199
01/29/2009	Obama and Clinton spoke at U.S. Department of State	6,199
01/29/2009	[Korean version] Interview Of the President by Hisham Melhem, Al-Arabiya	6,199
01/29/2009	President Obama's First 100 Days	6,199
01/21/2009	Barack Obama Sworn In as United States President	6,199
01/20/2009	Inauguration 2009	6,199
01/16/2009	Hillary Clinton Seeks to Renew U.S. Leadership Through Diplomacy	6,199
01/16/2009	Senator Clinton's Opening Statement at Senate Confirmation Hearing,	6,199
01/15/2009	Webchat on Martin Luther King's Day	6,199
01/15/2009	E-journal: U.S. Presidential Transitions,	6,199
01/14/2009	Press Conference by the President	6,199
01/08/2009	Educational Exchange with South Korea for 2007/08	6,199
01/08/2009	2009 IRC Holiday Series - Black History Month & Martin Luther King Jr.'s Birthday	6,199
01/08/2009	[Announcement] 기축년 (己丑年) 새해 복 많이 받으십시오	6,199
01/07/2009	Membership of the 111th Congress: A Profile (제 111대 미의회 개요)	6,199
01/07/2009	Bookings Fellowship	6,199

Recipients of E-infoUSA
991,847

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

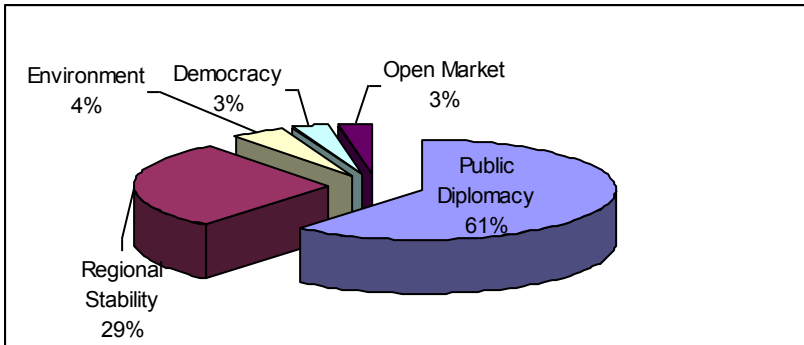
Virtual American Corner :
<http://www.americancorners.or.kr/>

Other Websites

	Busan APP (English)	Busan APP (Korean)	Info-Pedia USA	Kids Web-site	Virtual American Corner	IRC Blog
Total Visits	1,095	1,145	626	269	173	1,653
Total Hits	5,260	5,812	6,033	2,399	300	N/A

REFERENCE SERVICE

Research Service



DRS	Non-DRS	Mission	Quick Reference
35	25	40	212

Notable Inquiries:

- From a Professor at Myongji University on: President Obama's Policy on US-Korea Relations, Afghanistan and Israel
- From the National Unification Advisory Council on: The CFR Report on Preparing for Sudden Change in North Korea
- From Professors on: The Inaugural Events Schedule, Speeches
- From Consular section (NIV) on: Dissertation Paper Titled "The U.S. Ministers to Korea, 1883-1905"
- From Cultural Affairs Office on: Information on the New U.S. President Obama and his Policy on Climate Change
- From Cultural Affairs Office on: Information on Global Aging Issues
- From the Ministry of Foreign Affairs and Trade on: Information on the Latest Trade Status between the U.S. and Korea
- From the Korea Rail Network Authority on: Information on U.S. Railroad's FY09 Budget plans
- From a Professor at Korea National Defense University on: President Obama's Inaugural Speech (Korean and English text)
- From a Professor from Department of American Culture at Sogang University on: Korean Translation of the Declaration of Independence



What's on at the IRC Next Month.....February

Su	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 CAO: DVC program with American Corner	4	5	6	7
8	9	10 HR: eTraveler Training: Daegu American Corner Consultation Visit	11	12 Busan American Corner Consultation Visit & Magic English Bus Book Donation	13 eTravel Traveler Session Busan American Corner Consultation Visit & Magic English Bus Book Donation	14
15	16	17	18	19	20	21
22	23	24 IRC: Holiday Series - Presidents' Day Commemorating Abraham Lincoln's 200th	25	26	27	28