

# IRC Monthly Report

## DECEMBER 2008

VOLUME II, ISSUE III



**Patrick Joseph Linehan**

*Minister-Counselor  
for Public Affairs*

## *Sixth Embassy Youth Forum: Real People Talking*

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**December 19, 2008—Ambassador Stephens discusses US-Korea Relation with Patrick J. Linehan and Korean Youth at the 6th Embassy Youth Forum: Real People Talking at the IRC. [\[more photos\]](#)**



[\[enlarge photo\]](#)



[\[enlarge photo\]](#)



[\[enlarge photo\]](#)

**Date:** December 19, 2008, 16:00-18:00

**Venue:** PA/IRC

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

**Special Guest:** Kathleen Stephens  
U.S. Ambassador to the Republic of Korea

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

**Panel:** (from top left, clockwise)  
Kim, Ha Jung (Business Administration, Sungkyunkwan Univ.); **Kathleen Stephens**, U.S. Ambassador to the Republic of Korea; [Moderator] **Patrick J. Linehan** (Minister-Counselor for Public Affairs, U.S. Embassy Seoul); Ko, Hanna (International Studies, Ewha Womans Univ.); Kang, Min Jae (2008 Graduate, Sookmyung Women's Univ.); Kim, Ji Eun (International Studies, Ewha Womans Univ.); Bryan We (International Cooperation, Yonsei GSIS)

### **What is the Embassy Youth Forum?**

The Embassy Youth Forum strives to improve how Koreans and Americans understand one another's cultures, values, and politics by pairing some of Korea's brightest youth with Embassy Officers to discuss issues facing both nations. Each month the forum selects 4-5 young Koreans from among 25 regular participants to discuss how each nation handles democratic elections, environmental policy, and many other topics. The forums are conducted in English and organized by the students themselves working in tandem with the United States Embassy's Public Affairs Section.



**You Ask?  
We Answer!**

<http://seoul.usembassy.gov>  
[ircseoul@state.gov](mailto:ircseoul@state.gov)

## Other Events at the IRC in December



[top] December 18, 2009 - IRC Director Kim Su Nam visited the JFK Library in Korea to discuss the possibility of future cooperation between their two respective organizations. During the trip, the IRC donated IIP publications, Korean language versions of the “US Outline Series” and books on President Obama to the library.

[bottom] December 15, 2009 - Public Affairs Officer Patrick J. Linehan made a courtesy call to Seoul National University Library (SNUL) Dean Suh Kyung Ho and received a strong show of support toward U.S. Embassy activities and its Window On America (WOA) program. In addition to the Embassy’s update of its WOA materials at the university, thirty new titles, covering everything from accounting to finance, were donated to the library.



Date	Program Detail	Participants	Action Office
12/19/2008	Embassy Youth Forum: “Real People Talking” with <u>Kathleen Stephens</u> , U.S. Ambassador to the Republic of Korea	80	IRC
12/17/2008	U.S. Embassy Program with 50-60 University International Affairs Coordinators	50	CAO
12/12/2008	Mission Speaker Program with 21 Elementary school teachers from Incheon Educational Training Institute	21	IRC
12/08/2008	Exchange Alumni Meeting	30	CAO
12/04/2008	ASAK Thursday Lecture Series	50	CAO
12/02/2008	Study of the U.S. Institute for Korean Undergraduate Student Leaders Program	50	CAO/RPO

## Material Donations

Date	Program Detail	Topic	Donation Materials
11/29/2008	Donation of IIP & IRC materials	Donation to American Studies Institute, Seoul Nation University	330

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**

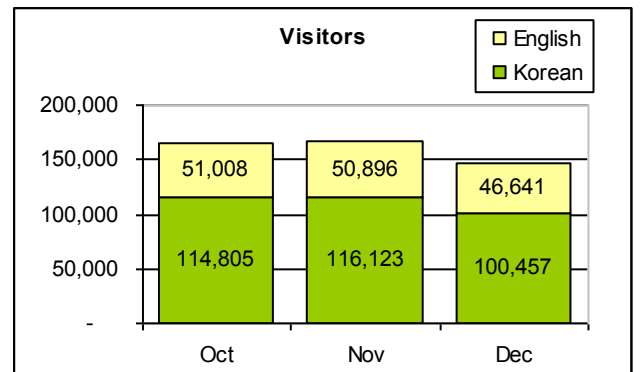


# The U.S. Embassy Seoul Website:

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



Visitors						
Month	Oct	Nov	Dec	Total	Average	
<b>Korean</b>	114,805	116,123	100,457	<b>331,385</b>	<b>27,615</b>	
	69.2%	69.5%	68.3%	<b>69.0%</b>	<b>74%</b>	
<b>English</b>	51,008	50,896	46,641	<b>148,545</b>	<b>12,378.75</b>	
	30.8%	30.5%	31.7%	<b>31.0%</b>	<b>26%</b>	
<b>Total</b>	<b>165,813</b>	<b>167,019</b>	<b>147,098</b>	<b>479,930</b>	<b>39,994</b>	



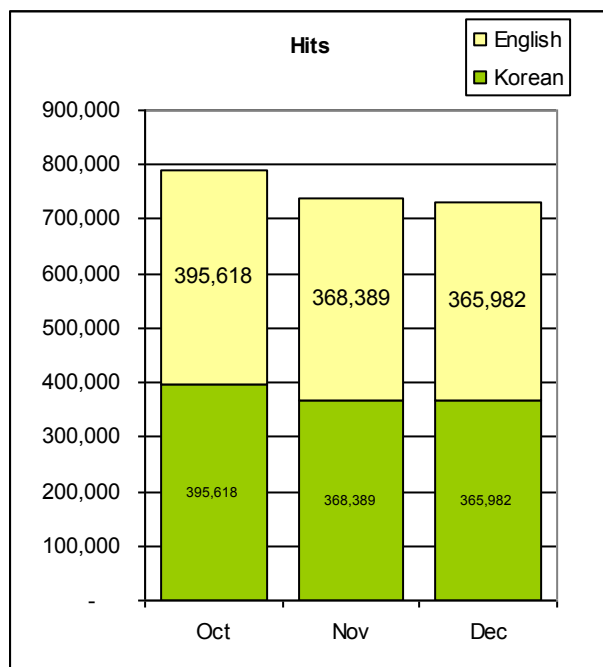
- 68% of the visits were to the Korean website.
- 32% of the visits were to the English website.
- About 33% of visitors to the Korean website were referred from NAVER, and about 30% of the visitors accessed the site directly.

**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/>

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



Hits						
Month	Oct	Nov	Dec	Total	Average	
<b>Korean</b>	883,663	866,992	782,355	<b>2,533,010</b>	<b>211,084</b>	
	69.1%	70.2%	68.1%	<b>69.2%</b>	<b>69%</b>	
<b>English</b>	395,618	368,389	365,982	<b>1,129,989</b>	<b>94,165.75</b>	
	30.9%	29.8%	31.9%	<b>30.8%</b>	<b>31%</b>	
<b>Total</b>	<b>1,279,281</b>	<b>1,235,381</b>	<b>1,148,337</b>	<b>3,662,999</b>	<b>305,250</b>	

- 70% of the page views were hits on the Korean website.
- 30% of the page views were hits on the English website.
- About 22% of the visitors accessed the site directly, and about 20% were referred from usembassy.gov to the English website. The remaining 19.7% were referred from Google.

Korean Site	English Site
70%	30%

# The U.S. Embassy Seoul Website:

## 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. <b>Home - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/">http://seoul.usembassy.gov/</a>	16,902	47,408	12.95%
2. <b>Job Openings - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/job_openings.html">http://seoul.usembassy.gov/job_openings.html</a>	7,937	20,178	5.51%
3. <b>greetings - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/importance_notices.html">http://seoul.usembassy.gov/importance_notices.html</a>	5,054	14,324	3.91%
4. <b>Non-Immigrant Visas - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/non-immigrant_visas.html">http://seoul.usembassy.gov/non-immigrant_visas.html</a>	3,775	12,460	3.40%
5. <b>U.S. Citizen Services - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/service.html">http://seoul.usembassy.gov/service.html</a>	4,216	11,624	3.18%
6. <b>Downloadable Forms - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/downloadable_forms2.html">http://seoul.usembassy.gov/downloadable_forms2.html</a>	2,520	6,924	1.89%
7. <a href="http://seoul.usembassy.gov/uploads/images/zSHRDkNJTQHxLvNnOmTGnA/ds157.pdf">http://seoul.usembassy.gov/uploads/images/zSHRDkNJTQHxLvNnOmTGnA/ds157.pdf</a>	861	6,626	1.81%
8. <b>What is the IRC? - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/501.html">http://seoul.usembassy.gov/501.html</a>	2,012	4,986	1.36%
9. <b>About the Ambassador - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/biography.html">http://seoul.usembassy.gov/biography.html</a>	1,811	4,700	1.28%
10. <b>Petition-based(H/L/O/P/Q) - U.S. Embassy Seoul, Korea</b> <a href="http://seoul.usembassy.gov/petition-basedch/lo/p/q.html">http://seoul.usembassy.gov/petition-basedch/lo/p/q.html</a>	1,096	4,148	1.13%

## 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. <b>Home - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/">http://korean.seoul.usembassy.gov/</a> (Home US Embassy Seoul, Korea)	58,474	84,916	10.85%
2. <b>greetings - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/importance_notices.html">http://korean.seoul.usembassy.gov/importance_notices.html</a> (Greeting- US Embassy Seoul, Korea)	44,814	70,940	9.07%
3. <b>비이민 비자 - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/non-immigrant_visas.html">http://korean.seoul.usembassy.gov/non-immigrant_visas.html</a> (Non-Immigrant Visas - US Embassy Seoul, Korea)	34,325	57,129	7.30%
4. <b>Downloadable Forms - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/downloadable_forms2.html">http://korean.seoul.usembassy.gov/downloadable_forms2.html</a> (Downloadable Forms - US Embassy Seoul, Korea)	30,502	53,725	6.87%
5. <b>전자 비이민신청서 - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/e_form.html">http://korean.seoul.usembassy.gov/e_form.html</a> (Electronic Non-Immigrant Visas Forms - US Embassy Seoul)	19,233	35,692	4.56%
6. <a href="http://korean.seoul.usembassy.gov/uploads/images/EwlmYe4Gg2vsgnBrA9V3FA/ds157.pdf">http://korean.seoul.usembassy.gov/uploads/images/EwlmYe4Gg2vsgnBrA9V3FA/ds157.pdf</a>	7,743	32,385	4.14%
7. <b>비자면제 프로그램 - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/visa_waiver_program.html">http://korean.seoul.usembassy.gov/visa_waiver_program.html</a> (Visa Wavier Program - US Embassy Seoul, Korea)	15,516	27,870	3.56%
8. <b>Student(F/M) - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/student.html">http://korean.seoul.usembassy.gov/student.html</a> (Student (F/M) - US Embassy Seoul, Korea)	10,979	21,026	2.69%
9. <b>유학_문화교류 - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/study/exchange.html">http://korean.seoul.usembassy.gov/study/exchange.html</a> (Study/Exchange - US Embassy Seoul, Korea)	12,093	20,414	2.61%
10. <b>유학_구비서류 - 주한미국대사관</b> <a href="http://korean.seoul.usembassy.gov/f_documents_k.html">http://korean.seoul.usembassy.gov/f_documents_k.html</a> (Student Visa - US Embassy Seoul, Korea)	8,546	17,696	2.26%

# 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.



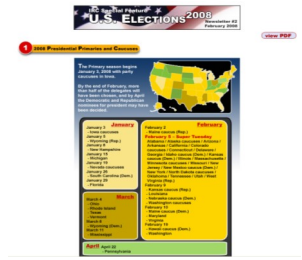
Date	Recipients	Responses	
		Page Visits	Page Hits
December 2008	5774	921	1604

## E-info USA

Date	Title	Recipients
12/31/2008	E-infoUSA: [Transition] Barack Obama's Cabinet Selections Complete	6199
12/29/2008	[Announcement] Café USA Web chat with IO Aaron Tarver	6199
12/15/2008	Remarks by Christopher R. Hill on Six-Party Talks	2100
12/15/2008	Remarks by Christopher R. Hill, Evening Walkthrough in China,	2100
12/15/2008	Remarks by Christopher R. Hill, Upon Arrival at Incheon Airport	2100
12/15/2008	Remarks by Christopher R. Hill, Evening Walkthrough, St. Regis Hotel	2100
12/15/2008	Remarks by Christopher R. Hill, Evening Walkthrough,	2100
12/15/2008	E-infoUSA Seoul: Choosing a Career - eJournal USA (직업 선택)	6199
12/15/2008	Remarks by Christopher R. Hill	2100
12/15/2008	Remarks by Christopher R. Hill on Six Party Talks	2100
12/15/2008	Six-Party Talks Stalemate	2100
12/15/2008	Departure Walkthrough From the Six-Party Talks Excerpt	2100
12/15/2008	Remarks by Christopher R. Hill, Morning Walkthrough, St. Regis Hotel	2100
12/12/2008	Webchat with Vice Consul	6199
12/10/2008	Universal Declaration of Human Rights	6199
12/10/2008	Human Rights Day	6199
12/10/2008	Presidential Proclamation on Human Rights Day	6199
12/10/2008	Media Awards Put Spotlight on Human Rights,	6199
12/10/2008	Secretary Rice Remarks At the 2008 International Human Rights Day Awards Ceremony	6199
12/10/2008	Fact Sheet: The Universal Declaration of Human Rights	6199
12/08/2008	E-infoUSA: In Search of Clean Coal Technologies	1498
12/08/2008	E-infoUSA: Exchanges Connect Online Video Contest	6199
12/02/2008	[Transition] Obama Names Six Cabinet, National Security Members	6199
12/01/2008	Fact Sheet: World AIDS Day 2008,	6199
12/01/2008	Presidential Proclamation on World AIDS Day 2008,	6199
12/01/2008	World AIDS Day	6199

### What is E-Info USA?

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



Page Visits	Page Hits
529	1386

### Visit our Websites...

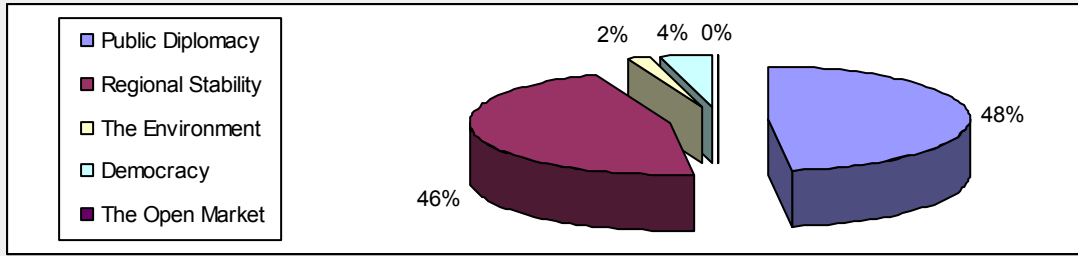
- Busan APP Website:**  
<http://busan.usconsulate.gov/>
- Kids Website:**  
<http://kids.americancorners.or.kr/>
- Info-Pedia USA:**  
[http://info-pedia.americancorners.or.kr/ENG/index\\_eng.html](http://info-pedia.americancorners.or.kr/ENG/index_eng.html)
- Virtual American Corner :**  
<http://www.americancorners.or.kr/>

## Other Websites

	Busan APP (English)	Busan APP (Korean)	Info-Pedia USA	Kids Website	Virtual American Corner	IRC Blog
<b>Total Visits</b>	991	865	626	410	153	1766
<b>Total Hits</b>	4421	4336	5119	1287	394	—

Reference Service

# Research Service



**Notable Inquiries:**

- From Korea Rail Network Authority on: FY2009 budget for DOT/Federal Railroad Administration
- From e Korea Institute for Defense Analyses on: Republican and Democratic View on Climate Change
- From Korea Social Pathology Institute on: CRS Report on the U.S. Financial Crisis
- From a Professor at Myongji University on: US Foreign Policy and National Security Challenges in Presidential Transitions
- From a Graduate Student at Keimyung University on: UN Reform & Peace Keeping
- From the US Ambassador's Office on: The Number of Female Ambassadors & Total number of US Mission
- From a Professor at Kyonggi University on: The Younger Americans Act
- From a Professor at Seoul National University on: American Power (Hegemony) and Barack Obama

Reference Services (All)			
DRS	Non-DRS	Mission	Quick Reference
35%	30%	35%	179



## What's on at the IRC Next Month.....January

Su	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8 IRC: Mission Speaker Program with 40 Elementary School Teachers	9	10
11	12 CAO: The 3rd Alumni Youth Leadership Program 2009	13	14 IRC: Embassy Youth Forum: Real People Talking (Pre-meeting)	15	16 IRC: Holiday Series -Martin Luther King's Birthday	17 CAO: The 3rd Alumni Youth Leadership Program
18	19	20	21 IRC: Embassy Youth Forum: Real People Talking with Professor Kim, Seung Hwan	22 IRC Offsite at Chosun Hotel	23 IRC Offsite at Chosun Hotel	24
25	26	27	28	29	30	31