



EMBASSY OF THE UNITED STATES  
**American Center Korea**

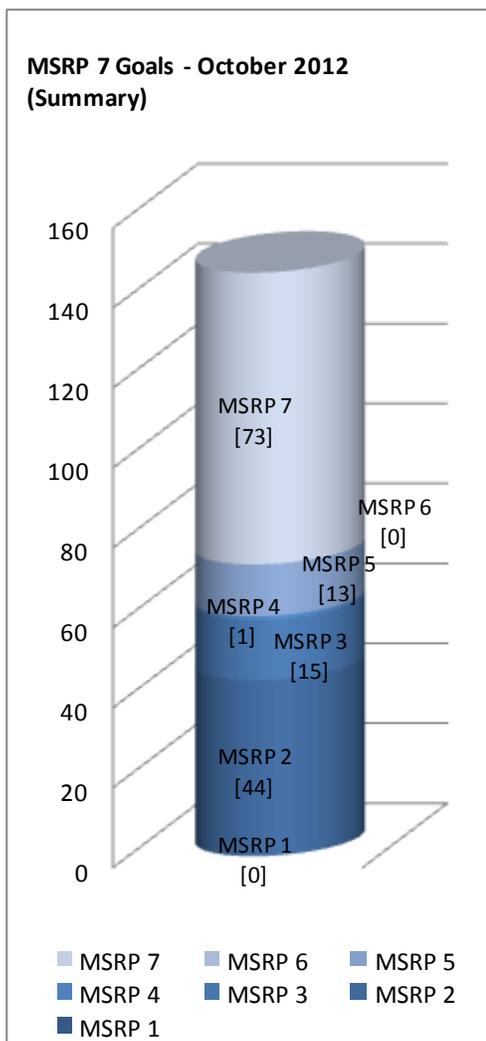
**FY2013 ACK Monthly Report—October 2012**

**[October Highlights]**

- ACK organized EYF with AUSTR Wendy Cutler
- Information Resources Officer engages National Library of Korea
- ACK American Cinema Evening program Helps Korean Youth Understand Drama of U.S. Presidential Elections

**ACK At a Glance (October 2012)**

<b>Total Number of Visitors</b>	<b>472</b>
<b>Total Number of Programs</b>	<b>9</b>
<b>Total Number of Program Attendees</b>	<b>385</b>
<b>4 Programs were organized by the ACK</b>	<b>335</b>
<b>5 Programs Organized by Other Sections</b>	<b>350</b>



**Websites**

<b>Number of Visits to Korean Website</b>	53%	<b>138,404</b>
<b>Number of Visits to English Website</b>	47%	
<b>Number of Hits to Korean Website</b>	54%	<b>572,075</b>
<b>Number of Hits to English Website</b>	46%	

**Electronic Outreach**

<b>E-infoUSA</b>	Recipients	<b>44,898</b> (10 Items)
<b>Article Alert</b>	Recipients	<b>6,682</b> (21 Items)

**Reference Services**

Reference (in depth)	DRS	Mission	Non-DRS
<b>Total: 451</b>	8%	77%	15%

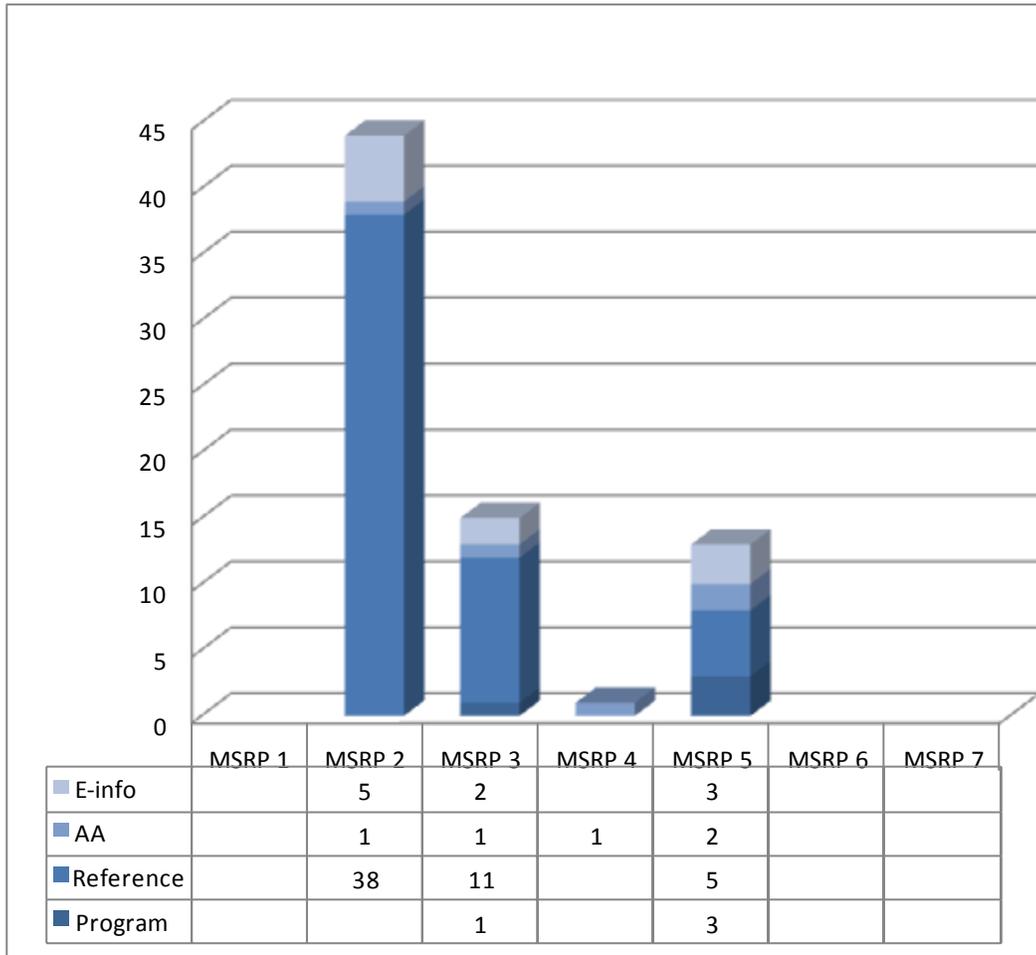
**Book Donation**

	Organization (5)	Publications (192)
<b>Mission</b>	1	42
<b>Target Institutions</b>	4	150

**ACK Circulation & Foot Traffic Counter Report**

Total Members Enrolled	<b>377</b>
Total Walk-in Patron	<b>87</b>
ACK Foot Traffic Counter Numbers	IN: 4762 / OUT: 4646

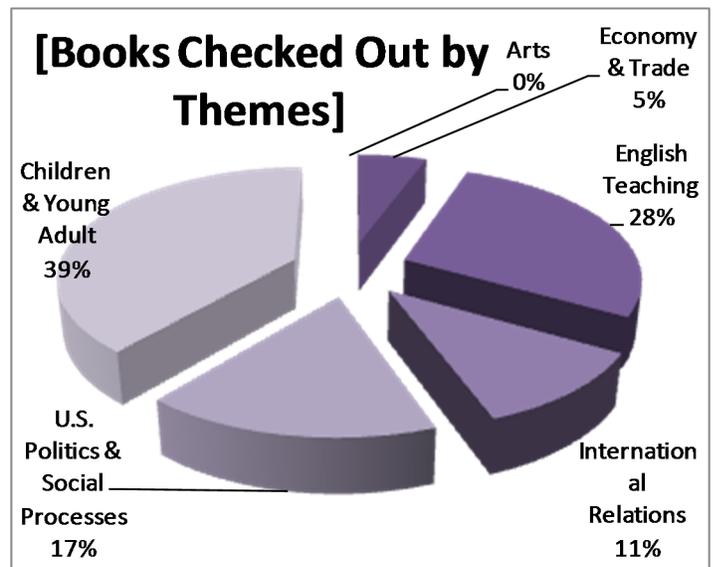
## Mission Strategic and Resource Plan (MSRP 7 Goals) - October 2012



- MSRP Goals -**
- Goal #1:** A Broader, More Mature and Balanced Security Alliance
  - Goal #2:** Realizing Denuclearization and a Permanent Peace on the Korean Peninsula
  - Goal #3:** A Stronger Economic Partnership
  - Goal #4:** Cooperation in Clean Energy and Climate Change
  - Goal #5:** Increased Korean Public Support for USG Interests, Policies and Global Priorities
  - Goal #6:** Protection of U.S. Homeland, U.S. Citizens, and Our Friends and Allies
  - Goal #7:** The New Embassy Compound and Operational Efficiency

## Mission Strategic and Resource Plan (MSRP 7 Goals) - October 2012

<b>Membership</b>	Total Members Enrolled	377
	New Members Enrolled by Month	9
	Patron Visit Numbers by Month	87
	Days Open	20
<b>Collection Status</b>	Circulating Books	6,476
	Circulating DVDs	893
	Circulating World Net DVDs	863
	Circulating Periodicals/Newspapers	100
	Circulating Audio Books	17
<b>Materials Checked Out</b>	Books	18
	DVDs	10
	Periodicals/Newspapers	0
<b>Patron's Resource Usage</b>	Patron Desk Internet	10
	eStation Desk Internet	13
	Government Publications	19



## Information Resources Officer engages National Library of Korea



Seoul, September 19 – Information Resources Officer Sheila Weir, American Center Director Kim Su Nam, and American Center staff visited the National Library of Korea to discuss ways to further strengthen the Window on America (WOA) partnership. The National Library and National Digital Library of Korea are taking leading roles as a “hybrid library,” providing services to all users to access high-quality print materials and digital information.

## AUSTR Wendy Cutler Engages Korean Students

Seoul, October 16 - Wendy Cutler, Assistant U.S. Trade Representative for Japan, Korea and APEC Affairs, shared her KORUS FTA negotiation experiences and views at the 33rd Embassy Youth Forum: Real People Talking. PAO Brent Byers moderated the forum which featured AUSTR Wendy Cutler with five Korean student panelists. The lively discussion kept the 80 student audience members engaged throughout the forum and Q&A period. The program was streamed live on the internet. Students asked about benefits and challenges of the Free Trade Agreement, important principles in international negotiations, and how to overcome obstacles as a female government official and international negotiator.



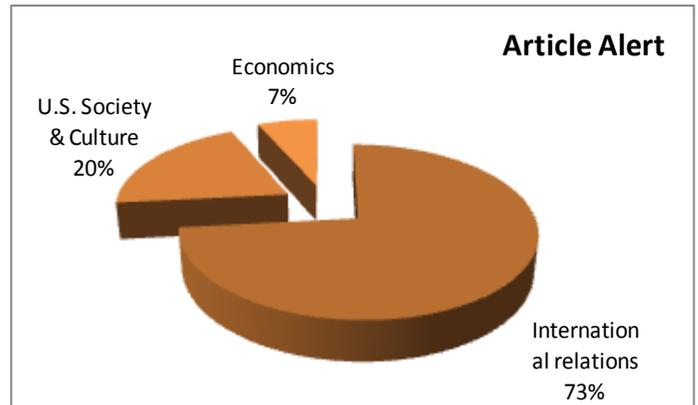
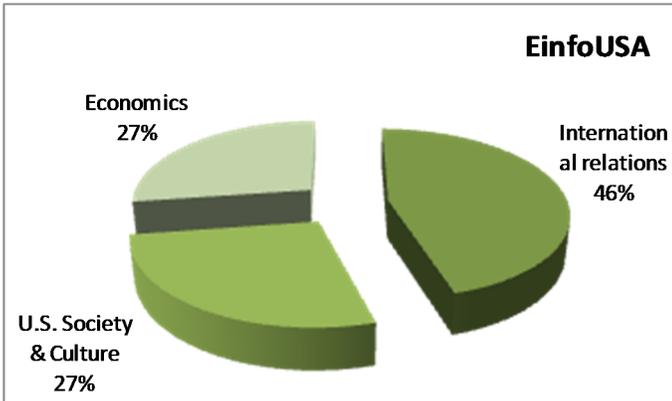
## Film Program Helps Korean Youth Understand Drama of U.S. Presidential Elections



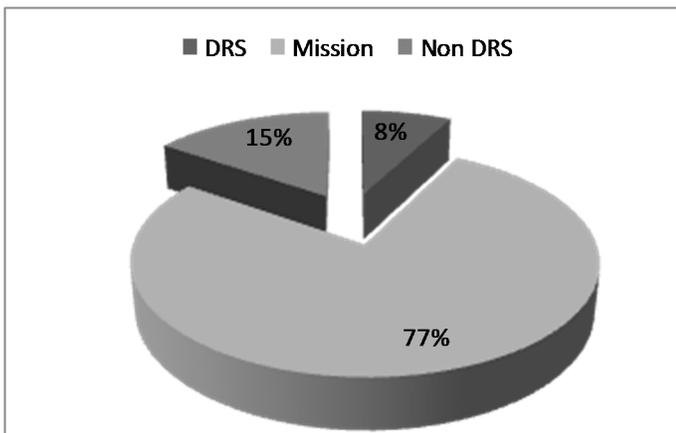
Seoul, October 19 – Fifty students from 22 different universities participated in our American Cinema Evenings monthly film screening and discussion. The theme for this month’s ACE program was the U.S. presidential debates. U.S. Embassy Political Officer Kevin Smith introduced, screened, and led a discussion on two episodes from the *The West Wing* TV series, both featuring a fictional presidential debate. Political Officer Kevin Smith received an enthusiastic response from Korean youth interested in U.S. politics.

## Article Alert & E-infoUSA

ACK Sent Article Alerts to 6,682 Recipients in October and Received 1,195 Responses & ACK Sent 10 E-infoUSA Emails to 44,898 Recipients in October.



## Research & Reference Services



### [Notable Inquires]

- From the Mission on : Analysis of 2012 Chicago Council Survey on American Public Opinion and U.S. Foreign Policy
- From the Women's Human Rights Commission of Korea on: Trafficking in Persons Report 2012

**Total Number Reference: 451**

Reference (In-Depth): 53  
Quick Reference: 398

## Outreach Websites & ACK SNS

<b>Outreach Websites:</b>	<b>Busan APP (English)</b>	<b>Busan APP (Korean)</b>	<b>Info-Pedia USA</b>	<b>Kids Website</b>	<b>American Corner</b>
<b>Total Hits</b>	<b>4,270</b>	<b>2,446</b>	<b>11,883</b>	<b>933</b>	<b>25</b>
<b>ACK SNS Statistics</b>	<b>Facebook Fans</b>	<b>Twitter Followers</b>	<b>Youtube Videos</b>	<b>ACK Blog Hits</b>	
	<b>1,143</b>	<b>165</b>	<b>54</b>	<b>5,214</b>	

**[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) American Corner Korea : <http://www.americancorners.or.kr/>