

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement

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

For Six Month Period Ending March 31, 2013

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.

Ruder Finn Inc

1481

(c) Business Address(es) of Registrant

301 E. 57th Street
New York, NY 10022

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- (1) Residence address(es) Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
Amanda Mills	929 27th Ave, NY, NY	USA	Jr Associate	1/1/2013
EricaCohen	6 Lori Court, Woodbury, NY	USA	Manag Associate	1/1/2013
Jayzel Garin	7 Tamarack Rd, Somerset, NJ	USA	Jr Associate	1/1/2013
Lori Traczyk	299 Main St, westport, CT	USA	Partner	1/1/2013
Meredith Klinger	200 E. 72nd St, New York, NY	USA	Senior Assoc	1/1/2013 more

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Foreign Principal

Swiss Private Bankers Association

Maldives

Date of Termination

December 2012

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

Via Rail, Via Rail Canada Inc #300-1150

1/1/2013

Singapore Tourism Board, 1156 Ave of the Americas, NY, NY

1/1/2013

Turkish Culture and Tourist Office, 821 United Nations Pl, NY, NY

1/1/2013

Oficina de Visitantes Y Convenciones de la Riviera Nayarit, Avenida Paseo

1/1/2013

d los Cocoteros, 85 Sur Local 18

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Jamaica Tourist Board

Embassy of the Republic of Korea

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

See attached

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ The term "political activity" means any activity that 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 political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
10/1/12-3/31/13	Jamaica Tourist Board	Fees	\$342,609.10
10/1/12-3/31/13	Maldives	Fees	\$130,000.00
10/1/12-3/31/13	Swiss Bankers Assoc	Fees	\$22,500.00
1/1/13-3/31/13	Turkish Cultural	Fees	\$64,500.00
1/1/13-3/31/13	Via Rail	Fees	\$30,000.00
1/1/13-3/31/13	Singapore Tourism	Fees	\$40,000.00
1/1/13-3/31/13	Riviera Nayarit	Fees	\$18,198.93
10/1/12-3/31/13	Embassy of Korea	Fees	\$174,217.00
			<u>\$822,025.03</u>
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).
 8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.
 9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

- (1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No
- (2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
10/1/12-3/31/13	Embassy of Republic of Korea	expenses	\$77,448.96
10/1/12-3/31/13	Jamaica Tourist Board	expenses	\$249,686.79
10/1/12-3/31/13	Swiss Private Bankers	expenses	\$2684.85
10/1/12-3/31/13	Via Rail Canada	expenses	\$1406.07
10/1/12-3/31/13	Singapore Tourism	expenses	\$43,831.51
10/1/12-3/31/13	Riviera Nayarit	expenses	\$5927.12

\$380,985.30

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Jamaica Tourist Board, Embassy of the Republic of Korea, Via Rail
 Singapore Tourism Board
 Turkish Culture & Tourism Board
 Oficina de Visitantes y Convenciones de Vallarta Nayarit

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) _____

Electronic Communications

- Email
- Website URL(s): _____
- Social media websites URL(s): _____
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in the informational materials:

- English
- Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes No

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

April 25, 2013

/s/ Peter Finn

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

5B New registrants:

NAME	ADDRESS	CITIZENSHIP	POSITION	DATE ASSUMED
Philip Novoa	651 E. 14 th St, NY, NY	USA	Jr. Associate	1/1/2013
VIRGINIA SHERIDAN	5 Sutton Pl, NY, NY	USA	Manag Partner	1/1/2013
AIK WYE NG	349 E. 49 th St, NY, NY	Malaysian	Assoc Partner	1/1/2013
Delfina Guemes	244 E. 27 th St, NY, NY	USA	Associate	1/1/2013
Haldun Dincetin	20-53 36 th St, LI City, NY	USA	Manag Associate	1/1/2013
Linda Ayares	2 Tudor City Pl, NY, NY	USA	Sr Partner	1/1/1/2013
Maria Castro	240 E. 47 th St, NY, NY	USA	Manag Associate	1/1/2013
Morris Silver	45 Sutton Pl, NY, NY	USA	Manag Partner	1/1/2013
Sarah Straub	212 Avenue B, NY, NY	USA	Jr Associate	1/1/2013

RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of Jamaica Tourist Board

For six month period ending March 31, 2013

Description of Publications	By Whom Written, Edited or Prepared	By Whom Printed, Produced, Published	By Whom Distributed
Jamaica Tourist Board Endorses Volkswagon's Super Bowl 2013 "Get Happy" Commercial	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Ignites the Spirit of Romance with Value-Added Packages	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica's Capital Set to Host Inaugural Kingston City Run	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Product Exchange (JAPEX) Scheduled For April 2013	Ruder Finn	Ruder Finn	Ruder Finn
Join Jamaica's First Ever Twitter Chat For A Chance To Win An Island Getaway	Ruder Finn	Ruder Finn	Ruder Finn
The Jamaica Tourist Board Launches One Love Rewards Store To Travel Agents For Their Commitment To Jamaica	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Jamaica Tourist Board**:

1. Media Relations
2. Promotions
3. Special Events
4. Press Trips
5. Crisis Communications
6. General Counsel

JAMAICA

Contact:

Natalia Lopez / Lyndon Taylor

Finn Partners

(212) 715-1600

Natalia@FinnPartners.com / Lyndon@FinnPartners.com

FOR IMMEDIATE RELEASE

JOIN JAMAICA'S FIRST EVER TWITTER CHAT FOR A CHANCE TO WIN AN ISLAND GETAWAY

NEW YORK, NY – March 29, 2013 – Do you know which are the best Jamaican beaches? Or do you know the best off-the-beaten-path Jamaican adventures? Consumers can get all their Jamaica travel questions answered in time to book their summer getaway. On April 2, 2013, from 3:00 – 4:00 p.m. (EST) Jamaica experts will be providing tips, tricks and must-sees in Jamaica and answering questions live and in 140 characters or less. In order to participate, Twitter users should use the hashtag **#JamaicaMiHappy** and tag **@VisitJamaicaNow**.

One lucky participant will also have a chance to win an all-inclusive stay at the Jewel Runaway Bay Beach & Golf Resort. This Jamaican resort offers something for every traveler, from pristine beaches, lush foliage and first-class culinary offerings to a private 18-hole golf course and premium accommodations.

Jamaica, easily accessible via non-stop flights from many major gateway cities, is a year-round vacation destination with accommodations ranging from luxury resorts to charming cottages and inns, all focusing on top-notch service. Some of the island's diverse activities include championship golf, award-winning festivals, zip lining, horseback riding, cliff diving, rainforest bobsledding, deep sea fishing, bicycle tours, dolphin and shark encounters and more. Jamaica also boasts numerous restaurants to fit any taste and price point.

To learn more about Jamaica or to book a vacation, go to www.visitjamaica.com or contact your local travel specialist.

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) from 2006 to 2012. Also in 2012, Jamaica earned the WTA's vote for the World's Leading Cruise Destination, Caribbean's Leading Destination and Caribbean's Leading Cruise Destination for the sixth consecutive year. Additionally, the Historic Falmouth Cruise Port was recognized as the World's Leading Tourism Development Project for the second year, while Ocho Rios was named the Caribbean's Leading Cruise Port, Sangster International Airport was voted the Caribbean's Leading Airport and Montego Bay Convention Centre named Caribbean's Leading Meetings & Conference Centre. The destination also received recognition as the World's Most Romantic Destination and Caribbean's Leading Sports Tourism Destination.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site at www.visitjamaica.com, or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on Facebook at www.facebook.com/visitjamaica, on Twitter at www.twitter.com/visitjamaicanow or on YouTube at www.youtube.com/myjamaicajtb.

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JAMAICA

Contact:

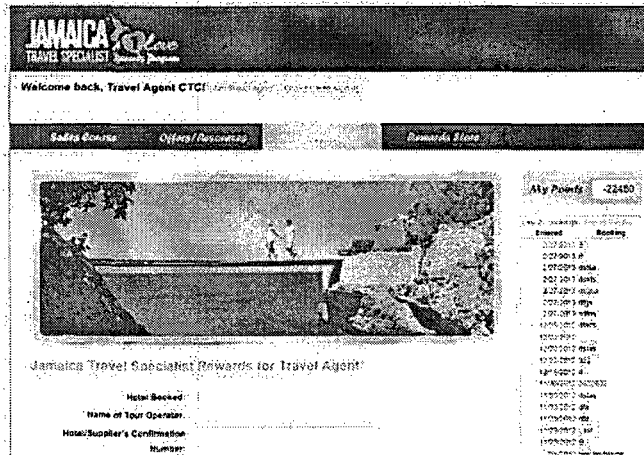
Michelle Horn / Jordanne Hunter

Finn Partners

(212) 715-1600

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FOR IMMEDIATE RELEASE



THE JAMAICA TOURIST BOARD LAUNCHES ONE LOVE REWARDS STORE TO TRAVEL AGENTS FOR THEIR COMMITMENT TO JAMAICA

Travel agents gain points on bookings to use in the new Jamaica Travel Agent Specialist Store

KINGSTON, JAMAICA – March 19, 2013 – The Jamaica Tourist Board (JTB) today launched its new travel agent specialist store, A One Love Rewards Program, giving agents an extra incentive to book Jamaica vacations. *The Program* serves as a dedicated training platform for the travel agent community to become experts on the destination. With the rewards store, graduates of the program can shop for a range of items such as accommodations and Jamaica-branded merchandise using points earned based on hotel rooms booked. The **One Love Rewards** store currently includes merchandise such as photo frames, iPad cases and duffel bags from Round Hill Resort & Spa, Half Moon, A RockResort, Jewel Dunn's River Beach Resort and Spa, Sandy Haven Resort, Rondel Village, The Spa Retreat, Doctor's Cave Beach, Instant Luxury Jamaica, Grace Foods and more.

"With our new travel agent specialist store, the JTB will be able to recognize highly motivated agents and reward them for their commitment to selling Jamaica vacations to their clients," said Donnie Dawson, Jamaica's Deputy Director of Tourism, Sales. "We continue to value retail destination agents as we plan to continue to encourage and support those passionate about Jamaica."

The Jamaica Tourist Board has partnered with The Spa Retreat located in Negril to offer a "One Love" spa reward of a five night stay (airfare not included) for the first travel specialist to book three Spa Retreat trips of five nights or longer. Agents can book online at www.thespajamaica.com using the online promotion code VISITJ13. They can also provide a business contact and agent number to receive a 10 percent commission from The SPA Retreat on these bookings.

Additionally, the JTB will continue to offer a range of benefits to graduates, including a monthly award of \$300 to the top-booking Jamaica agent of 10 or more bookings, a downloadable graduate diploma from Travel Agent University, an on-island VIP service for *A One Love Rewards Program* members, a preferred agent listing on the official VisitJamaica.com website, exclusive consultations with JTB Business Development Managers, VIP familiarization tours and the opportunity to be included in the "All White Affair" weekend honoring 100 of the top booking travel agent specialists.; agents will also receive Jamaica's monthly e-newsletter, which lists deals from across the island for clients to consider.

Over 7,521 travel agents have graduated from Jamaica's A One Love Rewards program since its inception in February 2012. The program guides agents through vibrant, photogenic online pages that provide insider knowledge about the island. It takes the travel agent community into the heart of the destination showcasing the island's rich history and lovable people.

Jamaica, easily accessible via non-stop flights from many major gateway cities, is 146 miles long with mountainous peaks soaring to 7,402 feet (2,256 meters). The island features over 120 rivers, stunning waterfalls and white sand beaches. Its accommodations range from luxury resorts to charming cottages and inns, all focusing on top-notch service. Jamaica also includes restaurants to fit any taste and price point. A year-round vacation destination, some of the island's diverse activities include hiking the Blue Mountains, bird-watching, championship golf, award-winning festivals, caving in the Cockpit Country, zip-lining, horseback riding, cliff diving, rainforest bobsledding, deep sea fishing, bicycle tours, dog-sledding, dolphin and shark encounters and more.

To register for Jamaica's *A One Love Rewards Program*, visit www.oneloverewards.com.

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in

the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) from 2006 to 2012. Also in 2012, Jamaica earned the WTA's vote for the World's Leading Cruise Destination, Caribbean's Leading Destination and Caribbean's Leading Cruise Destination for the sixth consecutive year. Additionally, the Historic Falmouth Cruise Port was recognized as the World's Leading Tourism Development Project for the second year, while Ocho Rios was named the Caribbean's Leading Cruise Port, Sangster International Airport was voted the Caribbean's Leading Airport and Montego Bay Convention Centre named Caribbean's Leading Meetings & Conference Centre. The destination also received recognition as the World's Most Romantic Destination and Caribbean's Leading Sports Tourism Destination.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

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RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of
Embassy of the Republic of Korea
For six month period ending March 31, 2013

<u>Description of Publications</u>	<u>By Whom Written, Edited, or Prepared</u>	<u>By whom Printed Produced, Published</u>	<u>By Whom Distributed</u>
<i>Trade Works</i> *	Ruder Finn/Finn Partners	Linemark Printing	Embassy Ruder Finn/ Finn Partners

* *Trade Works* is a 68 page soft-bound printed booklet containing 64 1-page success stories profiling American businesses trading under the U.S.-Korea Free Trade Agreement.

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal:

During the six months, Ruder Finn was engaged in the following activities on behalf of the Embassy of the Republic of Korea:

1. Business Outreach

- Researched and developed case studies featuring SME businesses trading with Korea under the U.S.-Korea Free Trade Agreement (KORUS FTA)
- Developed state-specific trade data fact sheets
- Worked with SME businesses using the KORUS FTA to place opinion pieces in local business outlets
- Provided assistance with business contacts for Embassy travel
- Developed fact sheets containing trade data, case studies and other information

2. Newsletter

- Developed and distributed monthly U.S. Korea Connect newsletter
- Managed newsletter database
- Tracked newsletter analytics

3. Trade Works Case Study Book

- Drafted and edited *Trade Works* book text
- Developed graphic design and layout for book
- Managed book production and distribution

4. Website

- Updated U.S. Korea Connect website with new content on a regular basis
- Monitored and reported metrics for website performance

5. Social Media

- Provided content recommendations for daily social media posts
- Monitored and reported metrics for social media performance
- Conducted ongoing outreach and support for securing new blog posts

6. Monitoring

- Provided daily media monitoring on pertinent issues

7. Account Management

- Prepared for and participated in client meetings and partners meetings
- Conducted ongoing activity planning and reporting
- Provided client with ongoing strategic counsel issues and initiatives

TURKEY TOURISM

2013 PUBLIC RELATIONS ACTION PLAN

JANUARY	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	Update the 2013 Calender of Events and festivals and add 2013 PR Action Plan	Turkey Delights This Valentine's Day With Affection by Confection		Determine destinations and target media for quarterly regional press groups	Review and update press kit			
		HSMAI Award to Turkey			Broadcast opportunity review			
					Update list of TOP media who have covered Turkey in the last 2 years and target media for Turkey in 2012			
					Research spring travel			
					Proposals for major event and broadcast opportunities			
					Interviews at NYT Travel Show			

FEBRUARY	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	Istanbul Fashion Week, February	Calendar of Events in Turkey	Mediterranean region story angles	Invitations for spring press group to Mediterranean	Commence Spring newsletter			
		Mediterranean Region - Fact Sheet			Contact tour operators for regional packages			
		2013 Istanbul Shopping Fest, June 9-29			Interviews for Sea Trade			
		Update ports release			Outreach to regions for Regional Media Marketplace			
		Istanbul Film Festival						

MARCH	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	Istanbul International Film Festival	SPRING NEWSLETTER	Aegean Region story angles	Invitations for Mediterranean Press Trip			Conde Nast Traveler (May Issue)-The Hot List Issue with Fashion Feature: Due March 5	
		Aegean Region - Fact Sheet						
		Runfire Cappadocia, July 7-15, 2012 and Lycian Way Ultra Marathon, September 22-30						
		Istanbul's Tea Gardens and Tulip Festival						

APRIL	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	National Sovereignty and Children's Day, April 23	Summer activities and festivals +Blue Voyages (release or pitches)	Central Anatolia story angles	Finalize Mediterranean press trip and proposal to Ministry				
	Istanbul International Film Festival	Central Anatolia Fact Sheet						
	Annual Tulip Festival	Summer Music Festivals						

MAY	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	Commemoration of Atatürk, Youth and Sports Day, May 19	Black Sea Region - Fact Sheet	Black Sea story angles	MEDITERRANEAN PRESS TRIP				
	Istanbul Theater Festival	Best beaches in Turkey		Invite media for Black Sea Press Group				
	Istancool	Prepare Summer Newsletter						

JUNE	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	Istanbul Shopping Fest, June 9-29	SUMMER NEWSLETTER -	Marmara Region story angles	Invite media for Black Sea Press Group				
	June & July - International Izmir Festival	Marmara Region - Fact Sheet						
	International Istanbul Music Festival	New hotel developments						
	June & July - International Aspendos Opera and Ballet Festival - Antalya							
	June & July - Traditional Kirkpinar Oil Wrestling, Edirne							

JULY	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	Runfire Cappadocia			Invite media for Black Sea press group	Liaison for Regional Media Marketplace			
	The International Istanbul Jazz Festival							
	Bosphorus Cross Continental							
	Antalya Jazz Festival							
	June & July - International Izmir Festival							
	June & July - International Aspendos Opera and Ballet Festival - Antalya							
	June & July - Traditional Kirkpinar Oil Wrestling, Edirne							

AUGUST	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	August-September - Izmir International Fair, Izmir	Turkey's wine valleys		Finalize Black Sea Press Group and Proposal to Ministry	Finalize Regional Media Marketplace			
	Troy Festival - Canakkale							
	Ramadan Feast, August 7 - 10	Write Fall Newsletter						
		Pitch family publications for coverage in Winter (when most families book summer travel vacation)						

SEPTEMBER	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	LycianWay Ultra Marathon September 22 – 30	FALL NEWSLETTER		BLACK SEA PRESS GROUP	S 16 REGIONAL MEDIA MARKETPLACE			
	Ramadan Feast, August 18-21				Organize media interviews for IMEX			
	13th Istanbul Biennial September 14 – November 10							
	August-September - Izmir International Fair, Izmir							

OCTOBER	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	13th Istanbul Biennial September 14 – November 10	Eco Tours						
	International Bodrum Cup and Gulet Competition	Meetings, Conventions, Incentives in Turkey						
	Antalya Golden Orange Film Festival	Holiday travel and St. Nicholas						
	Sacrifice Feast, October 14-18							
	Republic Day, October 28 and 29							
	International Wine Competition - Nevsehir, Urgup							

NOVEMBER	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	Contemporary Istanbul	Write winter newsletter- Ankara and Central Turkey						
	13th Istanbul Biennial September 14 – November 10							
	35th Eurasia Marathon -							

DECEMBER	EVENTS IN TURKEY	PRESS RELEASES	PITCHES	PRESS VISITS	PR ACTIVITIES	SOCIAL MEDIA	EDITORIAL CALENDAR	AD SCHEDULE
	Istanbul Design Biennial	WINTER NEWSLETTER						
	St. Nicholas Symposium, Antalya, Kale							
	Mevlana Commemoration Ceremonies, Konya	2013 highlights - events, new developments, etc.						
		Turkey top 10 ten places for Romance Valentine's Day and Honeymoons						

VIA RAIL

2013				
January	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		2013 Year in Review (Press Release)		
		Romance by Rail: Canada is Calling all Mini-Mooners (Press Release)	Outreach for summer Prince Rupert press trip (optional extension with BC Ferry)	Partner Outreach
	Deluxe Sleeper Cars Update and Planning 2014			
February	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		It's Dramatic, It's Beautiful, It's Canada - See Prince Rupert and Nova Scotia with VIA Rail (Drafting)		
		Sip and Sightsee with VIA Rail's Wine Trail (Press Release)	Outreach for summer trip on Canadian	TBEX planning
		2013: So you think you know Canada? (Press Release) Highlight lesser known regions and the benefits of traveling by train		Partner Outreach
March	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		Tales of the Rails: Stories of VIA Rail Crew (Press Release)		Partner Outreach
		Announce wi-fi aboard the Ocean (Pitch)		
April	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		Family Travel on VIA Rail (Press Release)	Outreach for Churchill October Press Trip	CMM - NYC (April 15 - 17)
		VIA Onboard Programming (Press Release)		Bring VIA cars to Grand Central (TBD)
				Update from Ryan on Special Train scheduled to run in October from Halifax to Vancouver
				Partner Outreach, Touch base with ILNY regarding promotion for 2013/2014
May	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		Summer Festivals / Events (Press Release)	Spring has Sprung on the Ocean	Rendez-vous - Ottawa (May 12 - 15)
		Summer Packages (Pitch)		International Meeting on the train (Toronto - Winnipeg)
				Partner Outreach
June	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		VIA Rail Station Updates (Press Release)	Prince Rupert Press Trip	TBEX - Toronto (June 1 - 2)
				Partner Outreach
July	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities

		Spotlight on Churchill (Press Release) - Swim with the Beluga Whales		Partner Outreach
August	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		VIA Rail and Fall Foliage: Best Places to See the Leaves (Press Release)	Summer Press Trip onboard the Canadian (Toronto - Edmonton)	Partner Outreach
		ASK VIA: Where's your leaf-peeping spot? (Pitch)		
September	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		Cozy Up! Spend the Holidays with VIA Rail (Press Release)		Go Media - Prince Edward Island (September 8 - 12)
				Partner Outreach
October	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		VIA Rail Culinary Updates (Press Release)	Churchill Press Trip	NYC Media Lunch
				Partner Outreach
November	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
		Last-minute winter deals (Pitch)		Partner Outreach
December	VIA Updates	Writing	Press Visits / Media Opportunities	Misc. PR Activities
				Partner Outreach