

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant <b>Fleishman Hillard, Inc. 1301 Connecticut Ave., NW Wash.D.C 20036</b>	2. Registration No. <b>3774</b>
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3. Name of foreign principal <b>The Royal Norwegian Embassy</b>	4. Principal address of foreign principal <b>2720 34th St., NW Washington, DC 20008</b>
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5. Indicate whether your foreign principal is one of the following type:

- Foreign government
- Foreign political party
- Foreign or  domestic organization: If either, check one of the following:
  - Partnership
  - Corporation
  - Association
  - Committee
  - Voluntary group
  - Other (specify)
- Individual—State his nationality

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 DEPT. OF JUSTICE  
 CRIMINAL DIVISION  
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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant. **The Embassy**
- b) Name and title of official with whom registrant deals.

**Eivind S. Homme, Conselour, Press and  
Cultural Section**

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals.
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

NA

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes  No

Directed by a foreign government, foreign political party, or other foreign principal..... Yes  No

Controlled by a foreign government, foreign political party, or other foreign principal ..... Yes  No

Financed by a foreign government, foreign political party, or other foreign principal ..... Yes  No

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes  No

Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes  No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

NA

Date of Exhibit A  
January 14, 1997

Name and Title  
Paul W. Johnson  
Senior Vice President  
& Senior Partner

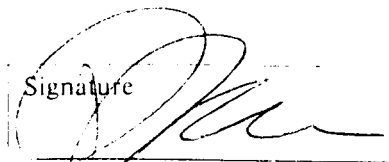
Signature  


Exhibit B  
To Registration Statement  
Under the Foreign Agents Registration Act of 1938, as amended

OMB No. 1105-0007  
Approval Expires Nov. 30, 1993

**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

**Privacy Act Statement.** Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
Fleishman Hillard, Inc.	Royal Norwegian Embassy

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

INTERNATIONAL AFFAIRS  
REGISTRATION DIVISION  
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4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

A research report with recommendations for enhancing the Embassy's profile and ties with U.S. policy-makers.

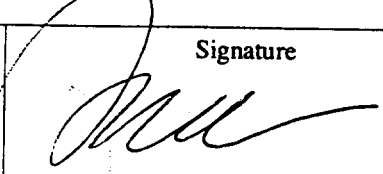
5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Conduct a study of Members of Congress with the aim of identifying Norwegian connections (family background or special ties with Norway, voting constituency, issue concerns, legislative agenda) as well as to identify Members of the new Administration (Cabinet Level) of Norwegian heritage or special ties to Norway.

Once the research data has been reviewed, Fleishman Hillard will offer some recommendations regarding future activities to implement a communications program. These would include means for the Embassy to better reach members of Congress and staff, as well as activities to broader American audiences.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?  
Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
January 2, 1997	Senior Vice President Paul W. Johnson	

<sup>1</sup>Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other 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 the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



**ROYAL NORWEGIAN EMBASSY  
WASHINGTON, D.C.**

Our Date  
13.12.96  
Your Date

Our Reference  
  
Your Reference

Enquiries to  
Eivind S. Homme

Mr. Paul W. Johnson  
Senior Partner  
Fleishman-Hillard, Inc  
1301 Connecticut Ave., N.W.  
Washington D.C. 20036-1816


Dear Mr. Johnson,

Please find enclosed your letter dated 13 December 1996, where I on behalf of the Embassy accept the proposed outline and budget for the research report to be submitted to the Embassy by Fleishman-Hillard - no later than 14 February 1997.

A check of the sum USD 10 000,- is enclosed as payment for the study.

We are looking forward to be working together with Fleishman-Hillard in preparing the said report.

Yours Sincerely

  
Eivind S. Homme  
Conselour, Press- and Cultural Section

ITEM	AMOUNT

ROYAL NORWEGIAN EMBASSY  
2720 34TH STREET, NW  
WASHINGTON, DC 20008

DATE Dec. 13. 1996 15-300506  
540

PAY TO THE ORDER OF Fleishman Hillard \$ 10,000.-

**THE SUM 10,000 DOLSO OCTS**

DOLLARS

**RIGGS** Riggs Bank N.A.  
Embassy Banking  
Washington, DC 20036-1147

NOT VALID AFTER 90 DAYS

Ingunn Martinsen  
W S L L

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# FLEISHMAN HILLARD

Fleishman-Hillard, Inc.  
Government Relations Division

1301 Connecticut Avenue, N.W.  
Washington, D.C. 20036-1816  
Tel: 202.659.0330  
Fax: 202.296.6119

**Paul W. Johnson**  
Senior Vice President and  
Senior Partner

December 13, 1996

Mr. Eivind S. Homme  
Counselor, Press and Cultural Section  
Royal Norwegian Embassy  
2720 34th Street, N.W.  
Washington, D.C. 20008

Dear Mr. Homme:

We are delighted to have the privilege of working with you and your colleagues at the Royal Norwegian Embassy. This letter is to serve as our agreement for this project.

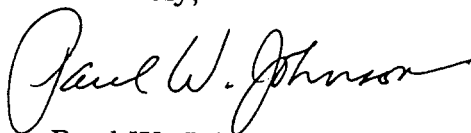
Fleishman-Hillard, Inc. will prepare and submit to the Royal Norwegian Embassy a research report with recommendations for enhancing the Embassy's profile and ties with U.S. policy-makers. The report will be submitted to the Embassy no later than February 14, 1997 and will be consistent with the outline which I have included as an attachment to this letter.

The Royal Norwegian Embassy will pay to Fleishman-Hillard the sum of \$10,000 for this project. An invoice for this amount will be sent in the near future.

Now that we have your agreement to proceed, we will immediately begin to assemble the team which will be involved in preparation of the report. It is my hope that these individuals can meet with you and your colleagues next week to begin work.

Thank you for your confidence in Fleishman-Hillard. We consider it a great honor to work with you.

Sincerely,



Paul W. Johnson  
Senior Partner

Accepted:



Eivind S. Homme  
Royal Norwegian Embassy

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ATLANTA  
BEIJING  
BELFAST  
BRUSSELS  
CHICAGO  
DALLAS  
DUBLIN  
FRANKFURT  
HONG KONG  
HOUSTON  
KANSAS CITY  
LONDON  
LOS ANGELES  
MEXICO CITY  
MIAMI  
NEW YORK  
PARIS  
SACRAMENTO  
SAINT LOUIS  
SAN FRANCISCO  
SINGAPORE  
TORONTO  
WASHINGTON, D.C.

## RESEARCH

*Conduct a study of Members of Congress with the aim of identifying Norwegian connections (family background or special ties with Norway, voting constituency, issue concerns, legislative agenda) as well as to identify Members of the new Administration (Cabinet level) of Norwegian heritage or special ties to Norway.*

Our preliminary research suggests a considerable range of methods to identify Norwegian ties in Congress and the Administration. Among those methods would be:

### Family Background/Special Ties

- Using published materials, F-H staff contacts among current and former Members of Congress, staff, Administration, and former U.S. ambassadors, plus Norwegian-American business and political/social groups, identify those Members of Congress and Cabinet officials known to be of Norwegian descent.
- Using F-H staff contacts, contact Norwegian-American business and social groups to determine membership among Congressional and Administration staff.

### Issue Concerns/Legislative Agendas

- Conduct a survey of a sample of Congressional offices to determine: awareness of issues of concern to Norway; awareness of Norway's activities in Washington; awareness of Norwegian-American constituent concerns; degree of support on key issues affecting Norway.
- Conduct a survey of foreign affairs committee staffs to determine: special ties; professional and personal interests, awareness of Norwegian issues; degree of support on key issues affecting Norway.

### Potential Supporters

In addition to this research, we recommend looking for other sources of relationships the Embassy could tap to further its interests in the U.S.

### Norwegian-American Heritage

We envision a model similar to that which Italy has developed with the Italian-American community nationwide -- in which leaders in non-governmental areas have been integrated in a larger effort to support the embassy's activities in Washington and around the country. Accordingly, we suggest looking at the following areas for potential relationships:

- higher-level state and local elected officials
- high-profile Norwegian-American business leaders
- actors, actresses, media personalities, columnists
- professional sports figures
- community activists

### Norwegian-American Trade and Investment Ties

Further, identify senior executives with selected American companies with trade and investment interests in Norway, using data from the Commerce Department, USTR, and other sources.

These leaders could complement the embassy's messages and visibility in Washington and throughout the nation through the kinds of programs we have outlined below.

## RECOMMENDATIONS

Once we have reviewed the research data, we will offer some recommendations regarding future activities to implement a communications program. These would include means for the Embassy to better reach members of Congress and staff, as well as activities related to broader American audiences.