

# THE PUBLICITY

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Office of *Glenn Selig*  
Founder & Principal

October 14, 2016

Mr. Erlan Idrissov  
Ministry of Foreign Affairs Republic of Kazakhstan  
31, Konayev str.  
010000 Astana, Kazakhstan

VIA ELECTRONIC AND HAND DELIVERY

Dear Mr. Minister;

My name is Glenn Selig, an award-winning journalist and founder of Selig Multimedia, Inc., a global public relations corporation headquartered in Tampa, Fla. USA. My company owns and operates the worldwide PR firm, The Publicity Agency, as well as the press release newswire/content syndicator PR NewsChannel.

I have freshly returned from a business trip to Kazakhstan, where I witnessed the intrinsic beauty of your country and experienced firsthand the warm and welcoming nature of the Kazakh people. It was a profound experience that presented in such stark contrast to the image I had conjured in my mind of Kazakhstan.

Mr. Minister, until I visited your homeland last week, like most Americans, when I heard Kazakhstan, I immediately thought of the U.S. produced film *Borat*, which as you know was very popular when it debuted to sell-out audiences. The film received critical acclaim and nominations, yet the joke was on Kazakhstan.

Given the drastic difference between what I expected to see in Kazakhstan and what I experienced, I felt compelled as an American to leverage my global public relations empire, and all the tools at my disposal, to change people's perceptions about Kazakhstan—even if initially it's in just one small way.

Though the producers of *Borat* clearly intended to primarily make fun of Americans in the film, in the name of comedy *Borat* did something unfunny: It did an incredible disservice to your country and its image around the world. Now as your country builds a world-class city and works to attract multi-million and billion dollar investments, *Borat*, neither the movie nor the fictional character, is helping that process.

While in Astana, I thankfully had the presence of mind to begin videotaping the framework of what could potentially manifest as an anti-*Borat* "viral" video—one that could be watched all over the U.S. and indeed the world—as a first-step, goodwill gesture for the purposes of educating Americans about the real Kazakhstan. I hope this mini campaign will help begin to dispel some of the misconceptions that have been

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formed about Kazakhstan and introduce North Americans to your vast and most modern country, which, nestled in between Russia and China, offers incredible strategic geopolitical and commercial advantages, particularly for the U.S. and U.S. corporations.

This anti-Borat campaign is in production and will launch soon, as a goodwill gesture between the United States and Kazakhstan. It's the first-step of what I hope will demonstrate the power of an image campaign and enlighten you as to what is possible when it comes changing around a country's image, in this case that of the Republic of Kazakhstan.

I hope that you are amenable to the idea of exploring additional ways for my company and me to work with the Ministry to create mechanisms designed to enlighten Americans about Kazakhstan and what it has to offer.

Perhaps 2017 can be the year of opening diplomatic channels very wide between our two countries. I would be pleased to return to Kazakhstan for such a pronouncement and to help launch and promote a campaign in North America and beyond.

With respect,



Glenn Selig