OMB
No. 43-R226
Approval Expires Oct. 31, 1981

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

Form OBD-68
(Rev 10-14-76)
Formerly DJ-307
for

AMENDMENT TO REGISTRATION STATEMENT

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

1. Name of Registrant	2. Registration No.
Ruder & Finn Incorporated	1481

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- [ ] To correct a deficiency in
  - [ ] Initial Statement
  - [ ] Supplemental Statement for _____
- [ ] To give notice of change in an exhibit previously filed.
- [ ] To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- [X] Other purpose (specify) To Register Italian Trade Commissiona as a client of Ruder & Finn Incorporated.

4. If this amendment requires the filing of a document or documents, please list -

Exhibit A attached
Exhibit B attached -- with copies of contract
Short Form Registration Statements for Charles Newton & Susan Charles

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

Ruder & Finn has been hired, effective July 25, 1980, to do public relations work for Italian Trade Commission.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Charles Lipton
Treasurer

Subscribed and sworn to before me at New York, New York

this 28th day of July, 19 80

Josephine L. Colon
(Notary or other officer)

My commission expires _____

JOSEPHINE L. COLON
Notary Public, State of New York
No. 31-0714870 Qual. in N. Y. Co.
Cert. filed in Ons., Kings & Bx., Cts.
Commission Expires March 30, 1981

DOJ

FORM OBD - 67
JAN 1977

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

OMB No. 43-R0216
Approval expires Oct. 31, 1981

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

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 Ruder & Finn Incorporated
110 East 59 Street
New York, New York 10022

2. Registration No. 1481

3. Name of foreign principal
Italian Trade Commission

4. Principal address of foreign principal
One World Trade Center
Suite 2057
New York, New York 10048

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 ☐ Committee

☐ Corporation ☐ Voluntary group

☐ Association ☒ Other (specify) Government Agency

☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Trade Commission

b) Name and title of official with whom registrant deals.

Dr. Lucio Caputo

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

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

Not Applicable

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

Not Applicable

b) Is this foreign principal

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

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

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

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

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

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

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

The Italian Trade Commision is owned, directed, controlled and subsidized by the Italian Government.

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.

Not Applicable

Date of Exhibit A	Name and Title	Signature
7/28/80	Charles Lipton, Treasurer	

DOJ

Form OBD-65
Rev. 4-27-77
(Formerly DJ-304)

OMB
No. 43-R435
Approval Expires Oct. 31, 1981

UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

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 duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder & Finn Incorporated	Italian Trade Commission

Check Appropriate Boxes:

1. [ ] The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.

2. [ ] 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 two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

3. [X] The agreement or understanding between the registrant and 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.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Please refer to Proposal of June 1, 1980, and to July 16, 1980, memo outlining priorities of work to be done for the Italian Trade Commission.

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

Please see attached program

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

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.

NOT APPLICABLE

Date of Exhibit B	Name and Title	Signature
7/28/80	Charles Lipton Treasurer	

[1] 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.

RUDER & FINN

CHARLES LIPTON
CHAIRMAN OF THE BOARD
RUDER & FINN-NEW YORK

July 25, 1980

Dr. Lucio Caputo
Trade Commissioner
Italian Trade Commission
One World Trade Center
Suite 2057
New York, New York 10048

Dear Dr. Caputo:

I am returning a copy of the agreement that you sent signed by me for your files. As I've said before, on behalf of Ruder & Finn, I and my associates look forward to executing a program on behalf of Italian ceramic tile of which both of us will be proud.

As you indicated in your note to me of July 21, in addition to the formal letter of agreement, the relationship between our firms is further clarified by my memo of July 16 and your letter to me of July 18 (030694).

There is a request that I have which I hope you will honor. I'd like to have the pleasure of chatting with you - just the two of us - sometime in the near future. Perhaps this could be done over lunch and I've asked my secretary to call your office to find a mutually convenient date.

It makes for good client/agency relationships - which I'm sure you can understand produces good work - when the client and agency know one another. I'd like to start that process.

I look forward to seeing you soon, and I'm glad we were able to have Gilda continue her trip without any difficulties.

Sincerely,

Charles Lipton
CL/pa
cc: Donato Grosser
Gilda Mintz

Lucio Caputo
Trade Commissioner

Luca Rostagno
Deputy Trade Commissioner

Italian Trade Commissioner

NEW YORK

I. T. C.
Italian Trade Commission
One World Trade Center
Suite 2057
New York, N. Y. 10048

Phone (212) 432-9250
Telex 423792 ITCO-UI (int'l)
Telex 141431 (U.S.A.-CANADA)
Cable ITALCOM-NEWYORK

Reference No.

DG/CPB-103
030695

Contact:

D. Grosser

When calling or writing, please mention the entire reference number.

Nella risposta si prega di indicare l'intero numero di riferimento sopra riportato (sigle e numero).

The Italian Trade Commission is the official trade promotion agency (commercial office) of the Italian government for the following areas: Bahamas, Bermuda, Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Puerto Rico, Rhode Island, Vermont, Virgin Islands.

L'Italian Trade Commission e' uno degli Uffici dell'Istituto Nazionale per il Commercio Estero (I.C.E.) con competenza per gli stati sopra indicati.

July 18, 1980

Charles Lipton
Chairman of the Board
RUDER & FINN - New York
110 East 59th Street
New York, N.Y. 10022

SPECIAL DELIVERY

Dear Mr. Lipton:

This will serve as a letter of agreement between the Italian Trade Commission (client) and Ruder & Finn, Inc. (agency) to implement the campaign to promote Italian ceramic tile in the United States.

1. The Italian Trade Commission hereby confirms that it is appointing Ruder & Finn as Public Relations Counsel for an initial period from the end of June, 1980 to the end of January, 1981. This agreement may be extended with the concurrence of both parties on mutually acceptable terms.

2. During the life of this agreement Ruder & Finn is to fulfill entirely the program as submitted to the Italian Trade Commission, as well as to assist and advise us in any and all activities related to the campaign.

3. If, as the result of circumstances not known to us at the present time, it should become necessary for you to adjust or alter the program, Ruder & Finn may do so only after first requesting and receiving our authorization.

4. You agree to indemnify and hold us harmless from and against any and all losses, claims, damages, expenses or liabilities of any kind or nature including reasonable legal fees and costs which we may incur based upon information, reports or data furnished by your representatives and not approved by us.

5. For services under this agreement, the Italian Trade Commission will pay Ruder & Finn, Inc., the total sum of

.//.

DG/dm

$94,990 for the period listed above, to be paid in seven equal monthly installments of $13,570.00 each. We understand that of this sum, to be paid after receiving monthly progress reports and bills, $9,000.00 will be used as fee and $4,570.00 will cover the expenses.

6. The monthly reports should detail Ruder & Finn's work on our behalf for the previous month and plans for the next month. In addition, Ruder & Finn will be asked to submit to us written drafts of all press releases or other publicity communications before issuing them.

7. Upon thirty (30) days' notice by either party, this agreement may be voided.

8. This agreement is not assignable by Ruder & Finn, Inc. and may be modified only by joint agreement of the Italian Trade Commission and Ruder & Finn, Inc.

If everything here meets with your approval, I would appreciate your signing the enclosed copy of this letter and returning it to us for our files.

We look forward to working with you and to a close relationship between the Italian Trade Commission and Ruder & Finn.

Sincerely,

Lucio Caputo

Accepted for RUDER & FINN

Charles Lipton
Date: 7/25/80

4. Promotional material should be organized in a "display package" so that it could be put up at trade fairs or at points of sale.

5. The agency would assist in organizing a trip (or trips) to the tile areas of Italy for journalists to acquaint them with necessary technical knowledge and general information.

6. The agency will naturally work in close contact with and give assistance to the Tile Center at the Commission.

We would very much welcome a proposal from your agency to work with us on this important program. In your proposal we would like you to outline how you will best be able to accomplish the goals listed above. For the seven month period in 1980 (June-December) the budget is $95,000. The deadline for receiving all proposals is June 1, 1980, and a decision will be reached shortly thereafter in order to begin the campaign immediately.

Sincerely,

Lucio Caputo

Lucio Caputo
Trade Commissioner

Luca Rostagno
Deputy Trade Commissioner

Italian Trade Commissioner New York

I. T. C.
Italian Trade Commission
One World Trade Center
Suite 2057
New York, N. Y. 10048

Phone (212) 432-9250
Telex 423792 ITCO-UI (int'l)
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Cable ITALCOM-NEWYORK

Reference No.
DG/CPB-103

Contact: 030694
D. Grosser

When calling or writing, please mention the entire reference number.

Nella risposta si prega di indicare l'intero numero di riferimento sopra riportato (sigle e numero).

The Italian Trade Commission is the official trade promotion agency (commercial office) of the Italian government for the following areas: Bahamas, Bermuda, Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Puerto Rico, Rhode Island, Vermont, Virgin Islands.

L'Italian Trade Commission e' uno degli Uffici dell'Istituto Nazionale per il Commercio Estero (I.C.E.) con competenza per gli stati sopra indicati.

July 18, 1980

Charles Lipton
Chairman of the Board
RUDER & FINN - New York
110 East 59th Street
New York, N.Y. 10022

SPECIAL DELIVERY

Dear Mr. Lipton:

Pursuant to our letter of July 18th regarding the agreement between the Italian Trade Commission and Ruder & Finn, we wish to elaborate further upon the stipulations and schedule of payments we will be making to your firm:

1. Ruder & Finn will bill us for equal monthly amounts of $13,570.00 which includes fees ($9,000.00) and expenses ($4,570.00). Expenses totalling more than $4,570.00 in any one month will be compensated for in a following month.

2. All individual expenses which exceed $200.00 must be approved by the Italian Trade Commission in advance.

3. Ruder & Finn will provide appropriate detail in each monthly statement and will provide explanation and/or documentation on any item(s) requested by the Italian Trade Commission. This would also include expenses incurred for business lunches and other similar activities.

Sincerely yours,

Lucio Caputo

DG/dm

RUDER & FINN

CHARLES LIPTON
CHAIRMAN OF THE BOARD
RUDER & FINN—NEW YORK

July 16, 1980

Dr. Lucio Caputo
Trade Commissioner
Italian Trade Commission
One World Trade Center
Suite 2057
New York, New York 10048

Dear Dr. Caputo:

Enclosed is a memo which puts in perspective the discussion we had the other morning. Basically, it clarifies the order of priorities of the work in which we should engage on behalf of the promotion of Italian Ceramic Tiles. As you can see, we have indicated that publicity, and all that is attendant to it, will be the number one priority, followed by projects which will require our consultation efforts.

If you agree with the content of the attached memo, I would appreciate it if you would so indicate it by initialing a copy of the memo and return it to me.

Regarding your letter of agreement, point 4, we are perfectly willing to indemnify you as you indicated. We, in turn, would like you to indemnify us in case information that we distribute on your behalf which has been provided by you proves to be inaccurate. Our standard clause as in our usual letter of agreement reads:

> "The Client agrees to indemnify and hold harmless Ruder & Finn against any claims which may be asserted against it, and against legal fees and disbursements in connection therewith, arising out of the publication, distribution or dissemination of information by Ruder & Finn provided to Ruder & Finn by or on behalf of the Client, or arising out of any acts undertaken by Ruder & Finn on behalf of the Client in the performance of the services hereunder."

I would think it would be eminently fair to include this as another paragraph in your clause 4.

To further clarify one other point, when referring to expenses, these cover all of our out-of-pocket disbursements to vendors and others who work with us on behalf of the Italian Trade Commission. Out-of-pocket expenses include reproduction of releases, mailing of releases, editorial entertainment, costs of various media services, messengers, xeroxes, telephone, travel - both domestic and foreign, magazine subscriptions, clipping service, postage, etc.

Another point, number 2, in your letter of July 8 of $100 has now been raised to $200.

On the assumption that all of this is satisfactory, I suggest that you send us another letter of agreement on your stationery which I will promptly sign.

All of us at Ruder & Finn are looking forward to a mutually satisfactory relationship which will produce many fine results for the Italian Trade Commission and that following this initial period of association, this will evolve into a long term relationship.

Sincerely,

Charles Lipton

CL/pa
Attachment

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RUDER & FINN

July 16, 1980

TO: Dr. Lucio Caputo

FROM: Mr. Charles Lipton

Following our meeting on Monday, July 14th, we have reviewed our proposal to you of June 1st as well as your original letter to us of May 12th.

As we indicated, we think it would be helpful to clarify our role and to outline our priorities:

Priority #1 - General Publicity

The major area of responsibility for Ruder & Finn will be to increase awareness and exposure of Italian ceramic tiles through national publicity including newspapers, magazines, radio, and television. This will cover writing releases and preparing press kits, initiating and maintaining contact with the trade and consumer press as well as with professionals in the fields including architects, designers, and others who could be helpful in implementing the program.

We will research and develop the basic material needed to conduct an effective publicity campaign for the Italian Trade Commission. An important first step in our effort right now will be a trip by Gilda Yolles Mintz to Italy to visit the factories, meet the key Assopiastrelle people, and gather transparencies and other material which will be necessary to formulate our public relations campaign. This fact-finding trip is essential if we are to plan and achieve a maximum publicity effort which must be based on product knowledge. In addition, we will gather other important information from contacts with key distributors, importers, and retailers here -- as well as with the trade press.

Once we have taken these preliminary steps, we will refine our strategy for the campaign and proceed to work with the press on an intensive basis. As suggested in your original inquiry, we want to organize a trip for editors to acquaint them with the Italian tile industry -- perhaps this trip will be made to coincide with the Milan fair. Organizing this trip is dependent upon getting information on the editors who accepted, as well as those who refused, an invitation for the tour Thelma Gray is organizing to the Bologna Fair.

(With publicity as the major thrust of our program we must comment at this time that the Thelma Gray trip will be confusing to editors who then will have to work with us once they return. We will be at a disadvantage in not having accompanied the group and seeing with them the kinds of information and materials that they will need for the future. Gently said, this is not the ideal way for a public relations agency to begin its publicity effort with the most important consumer publications.)

Instrumental in working with magazines -- one of the most important outlets for publicity on home furnishings -- are two tools (a) making Italian ceramic tiles available for photography, (b) providing installations which can be photographed. We will have to work closely with Assopiastrelle and/or local distributors in providing these materials and installation locations, if we were to achieve coverage. It is important to note that the major home decorating magazines, such as HOUSE & GARDEN, HOUSE BEAUTIFUL, GOOD HOUSEKEEPING, have a very long lead time before publication so that features we begin to develop in this phase of the program will not be published until 1981.

We have already begun to contact trade editors and as outlined in our memo of July 11th, we already anticipate several occasions for providing releases on Italian ceramic tiles to the trade publications. And, in general, when new opportunities for publicity develop, we will advise you of this as we did in the case of the forthcoming convention of Ceramic Tile Distributors of America.

Priority #2 - Special Projects

Ruder & Finn will act as a consultant to the Italian Trade Commission providing input in your development of the special project areas you defined including the seminars, color brochures, newsletters, and point of purchase and other display material. Our goal will be to help you produce events and projects that can become newsworthy and increase awareness. Within these priorities, the seminar and brochure are the most important because of the lead time needed to implement them. Our role in each of the special project areas is defined as follows:

A. Seminars

We will advise on the timing for the seminars; we will help develop and write the material to be distributed; and we will make recommendations on seminar speakers to maximize the seminar interest and newsworthinesss to the press. We will advise on press attendees and make recommendations for other key attendees suggesting contacts with local professional groups such as the ASID and AIA. The Italian Trade Commission will handle the hotel and food arrangements, travel arrangements for the seminar speaker, invitations, mailings, and the day-to-day organizational details. We will advise on the script and visuals to be used in the basic presentation. The Italian Trade Commission will be responsible for producing the audio/visual material, press kits, and other printed information.

B. Color Brochure

We will provide advice on the format for the brochure including the selection of transparencies and whether or not there is a need for additional transparencies. We will also revise and edit the copy adapting it to a format which is acceptable to an American audience. We will ask Ruder & Finn Design, a separate subsidiary, to submit a bid on the design and printing. If another printer and/or graphic house is selected, the Italian Trade Commission will be responsible for working with them and supervise the graphics and production. If Ruder & Finn Design is selected, we will assume total responsibility for the design and printing.

C. Newsletter

For the two issues to be produced we will edit the copy and make recommendations for layout, headlines, use of photographs, and suggestions for the types of stories that should be included. We will also furnish a media list for distribution. Ruder & Finn Design has the capability to design and print the newsletter and, if you like, we would submit a bid, and if accepted, we would assume responsibility for this aspect of the project. If the Italian Trade Commission selects the printer, you will be responsible for the production aspect of the project.

D. Point of Purchase Materials/Fixturing/Trade Show Exhibit

We will investigate various forms of displays and we will advise you on the options open for developing point of purchase material and/or fixturing. In addition, we will make recommendations on the kind of trade show exhibit Italian ceramic tiles should have and will recommend designers. You will be responsible for production of the actual materials.

# # #

RUDER & FINN

June 1, 1980

Dr. Lucio Caputo
Commissioner
Italian Trade Commission
Suite 2057
One World Trade Center
New York, New York

Dear Dr. Caputo

We are extremely pleased to respond to the Commission's request (BH/MP-229 021361) for a proposal for a marketing support public relations program for the Commission and Assopiastrelle. As you know, we were involved with your office and the offices of the association in Sassuolo late last year on a combined advertising/public relations presentation. It is gratifying to know that our efforts were well-received, and that the Italian Trade Commission has decided to move ahead with a broad public relations effort to support the work being done by Compton Advertising.

Your letter requesting proposals so paralleled our recommendations of last year that much of what we outline here might seem repetitious. Nonetheless, we have responded item-for-item to the program elements outlined in your letter. As supplementary information, I have appended a copy of our original proposal which may be helpful to you. The sections dealing with the product, communications objectives, strategy, public relations approaches and the background on Ruder & Finn remain relevant in the context of your request.

You have done an excellent job of identifying those public relations projects which must be accomplished early in order to provide a strong foundation for a continuing program. Obviously, national publicity must be continually sought during this program. But it is much easier given the support provided by such projects as the Tile Center (which we understand is planned for your new offices), by the workshops and market-by-market projects planned for this fall, by the development of effective promotional materials, and by the planned national advertising program.

In this respect, we have organized our response specifically along the lines of these various projects. I have attached a detailed timetable based on your proposal request and several conversations with Ms. Brooke Horgan of your office. Here, we have detailed specifically how we could approach each project in terms of time and priority. The following discussion is keyed directly to that schedule.

Planning

While we are well-versed in the Commission's and Assopiastrelle's goals for marketing Italian tile in the U.S., a brief period of comprehensive planning is required to insure agreement on the scope and nature of all projects, budgets and schedules, and program priorities. A blueprint for the campaign is required if the effort is to be managed and supervised effectively.

The Commission has set forth an ambitious program for the remainder of 1980. To achieve it, a great deal of work must be accomplished in a very short period of time. One of the important values Ruder & Finn can bring immediately to this effort is a comprehensive understanding of and familiarity with Assopiastrelle's marketing objectives, the U.S. tile market, and the U.S. consumer and those influential in decision-making. As a result, we will require little time to develop a program document which will serve as a campaign blueprint.

We are prepared to go to work for the commission promptly, have a detailed program in your hands within 14 days, and once approval is obtained, move quickly to put it into effect.

General Publicity

The single element common to each project in this campaign is an aggressive national publicity program. Significant publicity opportunities accompany each of the planned projects which can provide visibility and exposure for Italian ceramic tile far beyond the confines of a single workshop, for example, or a piece of promotional material.

During the first 30 days of this assignment, our efforts will be concentrated on developing specific press information materials and making initial contact with key editors.

As a first step, we will develop discrete press kits for consumer outlets (national magazines, newspapers, radio and TV); the designer/architect audiences (including the trade press which relates directly to these professionals); and for the trade press (specifically covering construction, flooring, real estate, etc.)

- An aggressive editorial contact program will also be launched during the first 30 days.
- We recommend that contact with trade editors begin slightly in advance to alert trade audiences to the onset of this major campaign, and as a first step in cultivating their support.
- During the first week in July, approximately, we will begin initial contacts with editors of the most significant national publications serving the consumer and the designer/architect. They include:

House Beautiful	House and Garden
McCalls	Decorating Ideas
Better Homes & Gardens	Interiors
Redbook	Architectural Digest
Ladies Home Journal	Architectural Record
Apartment Life	Residential Interiors
Good Housekeeping	Interior Design

Here, part of the value of Ruder & Finn's involvement is the fact that we have been working closely with most of the key editors of these publications for the past several years on behalf of other clients, most notably the Wallcovering Information Bureau. Rather than having to begin anew establishing relationships with these editors, Ruder & Finn has well-established contacts now. We understand the editorial needs of these publications and, importantly, we are in a position to respond quickly and effectively on behalf of the Italian tile industry.

- Late in July, after initial contacts have been made, we will devote additional planning to editorial tours of the Italian tile manufacturing district.

- We speculate at this point that these tours ought to largely take place during the months of September and October in 1980, although depending on the responses from editors, it may be necessary to schedule them further along in time.

- We will further respond to this element of the program after additional discussion with the Commission staff and Assopiastrelle.

There are several additional publicity projects which we think should be explored early. These include:

- "How-to" features for local newspapers, distributed nationally by a syndicated mat service and aimed at the do-it-yourself market.

- Adaptation of the "how-to" material into promotional formats for distribution to home improvement centers, lumber and hardware retailers and tile retail outlets.

- Syndicated radio feature on decorating with ceramic tile, again aimed at the do-it-yourself market.

- The immediate identification and training of a U.S.-based Italian tile spokesperson. While we recommend later that a national spokesperson tour be a part of the market-by-market tile workshops, there will be recurrent opportunities to use a spokesperson with the print media and in selected broadcast opportunities.

Promotional Brochure

In preparing our proposal, we spoke with tile distributors and retailers around the U.S. Most were quite outspoken about their displeasure with the lack of promotional material for Italian tile. The Commission has recognized this, and one of the important initial steps in this program is that we develop material to fill this void.

The Commission's proposal request suggested we plan on producing a 24-page promotional brochure. For production and scheduling purposes, this is perfectly appropriate and helpful to us. Such materials, however, should reflect and reinforce not only public relations themes we adopt, but those central to Italian tile advertising as well.

We believe it is possible to approach production of this material in such a way that several purposes can be served simultaneously. Properly designed, they can serve not only the information needs of the consumer, but those of the distributor/retailer and the designer/architect as well. Further, it may be possible to develop the material in such a way that certain editorial needs of magazines and newspaper editors can also be met.

- We propose to begin detailed planning for this material early in July.
- Editorial and design work will begin simultaneously.
- We would expect to put the material into production in early August.
- We suggest that distribution begin in tandem with the first of the ten local tile workshops.
- Responsibility for editorial work will be that of the Ruder & Finn account group. Ruder & Finn Design is available to oversee graphic development, although the Commission may choose to handle this in some other fashion.

A word about distribution. Distribution planning is every bit as important as the editorial and graphic work that goes into producing promotional materials. We strongly recommend that distribution be carefully mapped out well in advance and carefully controlled and monitored. Promotional material that for lack of proper planning sits on warehouse shelves is a poor investment. If the material is to be effective, we must work diligently to get it into the hands of those who will use it.

Market-by-Market Workshops

A key element of the program is a series of ten workshops presented in key U.S. markets. We concur with the Commission's plan to orient the workshops to architects and designers on one hand and tile retailers and distributors on the other. While the Commission's request did not specify the nature of the workshops, we recommend -- as we did last November -- that workshops for distributors and retailers seek to upgrade distributor/retailer marketing sophistication as it relates to selling ceramic tile. The distributor/retailer workshop must serve two purposes at once. It must present dramatic techniques for dealers to use in selling in their own outlets. And it must present the Italian tile story so attractively and aggressively that it "comes alive" and convinces dealers that Italian tile represents a tremendous opportunity for increasing sales and profits.

For architects and designers the tile workshops must take on a different tone. It is extremely important that this audience know and understand the superior production and design quality of Italian ceramic tile and its potential as functional and decorative elements in residential, commercial, and even industrial design and decor. In each of the key markets, we suggest we investigate joint sponsorship with local arms of such organizations as American Society of Interior Designers (ASID) and American Institute of Architects (AIA).

While it is entirely appropriate to invite trade press to one or the other of the workshop segements, they will likely not be a real attraction for local press. We do recommend, and discuss later in this program, that the tile spokesperson be scheduled into each of the ten key markets in tandem with the workshops. Ruder & Finn local offices will work to develop interviews with local home and garden, lifestyle, and living editors (and in some instances, business and financial editors may be interested in our story as well), and for local radio and TV appearances. The tile spokesperson can also be effective as the focus for tile demonstrations with local retailers or before local women's clubs, neighborhood renovation groups, etc.

- Because of the complexity of the workshop both in terms of substance and schedules, planning must begin as early as possible. We propose to begin in June shortly after the approval of the program. Plans for the workshop should be complete by early July, and we will begin then to do the required organization and preparation.

- We recommend that the first workshop not be held in New York but rather in a secondary market which will enable us to "fine-tune" the project before bringing it to the important and most critical New York market.

- We suggest that the workshops take place between mid-September and mid-November, approximately, in order to avoid conflicts with holidays and the holiday season.

- Specific schedules and the assignment of responsibilities must be dilneated. This will take place during the planning and development phase.

- The Ruder & Finn account team will oversee responsibility working directly with our offices in each of the ten markets.

Spokesperson Tour

We noted above potential values regarding an articulate knowledgeable spokesperson to appear on behalf of Assopiastrelle and Italian tile. Representing the association, a spokesperson can carry part of the message about Italian tile to newspaper and magazine editors or TV and radio interviews and, potentially, serve as Italian tile's representative in some of the 25 major U.S. home shows, annual home furnishings and home decorating industry meetings and conventions. By and large, the value of a spokesperson is before consumer audiences and in consumer-oriented contexts.

- Working with the Commission's staff, Ruder & Finn will identify appropriate contacts for this person, who should be drawn from individuals with knowledge and experience in home decorating.

- Once such a person has been identified and selected, we will develop a full range of activities, and a detailed schedule insofar as possible. Of course, the spokesperson is really involved throughout the entire program. And it may be somewhat misleading to consider the spokesperson as a discrete element unto itself.

- As with planning and distribution, the spokesperson will only be valuable if the itinerary and activities are well-conceived, if the spokesperson is properly prepared and if there is sufficient advance promotion and coordination at the local level.

- From the client's standpoint, it is inefficient to simply consider a spokesperson as one who deals only with the news media. Myriad promotional opportunities -- news media and otherwise -- exist for the spokesperson in every local market and our objective will be to identify these and take advantage of them.

Trade Support

A major thrust in this campaign is to develop a working partnership between Italian tile manufacturers and importers, distributors, and retailers in the U.S.

Trade support in a national marketing program is critically important. Importers, distributors and retailers must be led to understand that Assopiastrelle and the Italian Trade Commission are supporting their efforts to market and sell Italian tile. Similarly, it is important that Assopiastrelle recognize and indicate that its success depends largely on the individual success of importers, distributors, and retailers.

Effectively, major elements of the campaign are trade support efforts. Development and distribution of promotional material, the tile workshops, the tile spokesperson and a good deal of the general publicity effort all directly support marketing on the local level. Two specific programs, however, that will be quite valuable to the trade are an Italian tile newsletter and the development and distribution of point-of-purchase displays for use at local distributor and retail outlets.

- Producing and distributing a bi-monthly newsletter appears to be a relatively simple and uncomplicated project. However, the continuing responsibility of gathering newsworthy items and writing and producing a helpful, informative newsletter is a difficult one.

- We propose to produce and distribute the first issue of such a newsletter in August and use the announcement of the market-by-market workshops as the editorial focus.

- Subsequent newsletters will be issued in October and December.

- We recommend that newsletter distribution be expansive. It has value in bringing other of Assopiastrelle's and the Commission's programs to the attention of a broad trade and consumer-oriented audience.

- Ruder & Finn will assume responsibility for the planning and development of all additional copy for all newsletters with production and distributing efforts to be coordinated with Commission staff.

Point-of Purchase Displays also are a highly valuable element of the program.

- During the planning in July of the promotional brochure, we will consider ways to cost-efficiently adapt promotional material to a point-

of-purchase format.

- We propose to produce and distribute p-o-p material at the same time as other promotional material. This seems to make the most sense from a design timing and production cost standpoint.

Continuing Publicity

What we have set in place to this point has been a significant foundation from which to continue our program of editorial contact, tile promotion and special projects, and to respond to targets of opportunity that may arise in the course of the program. Our objective throughout will be to serve as fully as possible the publications and media covering architects, designers, home furnishings, home decorators, and the like.

We believe an important component of this continuing effort is the Tile Center contemplated for the Commission's offices. The establishment of the Tile Center offers for architects, designers and journalists accessibility to the product and product lines. The American Society of Interior Designers (ASID) maintains that "knowledge of and access to new materials is one of the most important factors in inducing their use." And for the news media, if we are to obtain extensive in-depth coverage in national consumer publications, we must respond to journalists' needs to obtain tile samples and learn about ceramic tile in general.

Our experience with Wallcoverings, and our experience in establishing the Wallcovering Style Center, has shown that this simple project plays a most important role in the development of ongoing publicity.

Management

Much of the success of any marketing program depends on its management. Once objectives, strategies, and approaches have been agreed upon, the managing group must insure projects are developed, organized and implemented professionally, on time, and on budget.

Establishing the proper management framework between client and professional counsel is also essential. In this effort especially with Assopiastrelle headquartered in Italy and the program being executed in the United States, proper communication and reporting and review procedures are essential.

As you can see in the attached timetable, we suggest a minimum of once a month progress reviews, and a comprehensive program review at the time the detailed program is presented in mid-June and at the close of phase one of the campaign, in December 1980 or January 1981.

Schedule

We recognize explicitly the limited time available to plan, develop and execute the program as outlined. This is a major undertaking for a year-long effort, let alone a campaign which is to take place in the ensuing eight months.

The attached program timetable outlines in detail how we view the scheduling of various components in this program. This timetable should not be seen as the final word. It has been developed as an aid to our planning, and is based on limited information available to us. Refinements in the schedule will be made at the time the detailed program blueprint is developed in concert with Commission staff.

Our staff is prepared to begin work immediately.

Financial Management

From our discussions with Ms. Brooke Horgan, we understand that the $95,000 budget established for the period June-December, 1980 is exclusive of production costs for the promotional brochure, the newsletter, and the costs of executing, for example, the workshop program. On this basis, we believe the budget is sufficient as long as no major changes are incorporated into the program. At the same time, it should be understood that of all the services provided by a public relations firm, consumer publicity-oriented programs are among the most labor-intensive, and therefore, most demanding from a professional staff time standpoint.

There are, essentially, two elements which comprise the cost of our services. One is the cost of professional staff time. This is generally billed on an hourly basis, at the appropriate hourly rate for each individual assigned to the account. The effective hourly rate is determined by multiplying professional hourly salaries by 3.2 to cover general overhead, administration and provide a profit. The other element is out-of-pocket expenses -- photocopying, long-distance telephone, postage and mailing, travel, etc. These costs are billed at cost to the client as incurred.

For this assignment, we recommend we establish a $5,000 monthly minimum fee against which hourly charges will be billed at the appropriate rate. We will agree to an average monthly maximum time charge of $11,500 through the end of 1980, at which time the fee structure can be discussed in the context of the longer-term effort and the benefit of seven months' operating experience. Out-of-pocket expenses, as indicated above, will be billed to the client at cost on a monthly basis.

We believe this billing method carries several advantages. First, while it provides Ruder & Finn the ability to properly staff the account on a monthly basis, it assures the client of paying only for those services required on an as-needed basis. It provides on-going control to the client. And third, it provides a convenient contest for monitoring and evaluating program activities undertaken by Ruder & Finn.

To support our monthly charges, each member of Ruder & Finn's professional staff files detailed time reports semi-monthly. Each report indicates the total number of hours dedicated to the client, the project on which they were expended, and the date on which they were incurred. Similarly, monthly expense charges are detailed item-for-item, and complete documentation maintained and available for client inspection.

We've found this method extremely useful, and desirable for both client and Ruder & Finn. Should the Commission desire to utilize another system of handling charges, we will be happy to discuss it with you.

Why Ruder & Finn

Extensive detail on the Ruder & Finn organization may be found in the original Assopiastrelle proposal accompanying this response.

As one of the world's largest public relations firms, Ruder & Finn offers every resource needed to plan, execute and manage a major national marketing program such as that contemplated by the Commission. Our professional staff consists of 200 experienced professionals. They operate from six major U.S. offices, and with the Ruder & Finn Field Network, we have the ability to reach into the top 100 markets in this country. Specialized services such as Radio & Television, Design, Editorial Services, Production, and Research are available on an as-needed basis. And as a firm, we offer more than 30 years of experience in consumer product marketing and public relations in the United States.

Dr. Lucio Caputo (13)
June 1, 1980

We believe we are unusually well-qualified for this assignment for Assopiastrelle and the Italian Trade Commission:

1. We know the U.S. tile market, the consumer, and what influences them. We've studied them carefully. We understand how to approach them successfully for Assopiastrelle.

2. We know how to sell high fashion, quality consumer products. We know the home furnishings and high fashion market in the U.S. We've worked in it for years for Lenox China, Bulova watches, Wallcoverings and others.

3. We're ready now. Much of our planning and study is complete as a result of our past research for and discussions with Assopiastrelle. We can begin work immediately, with the assurance we are fully familiar with and understand the Commission's and Assopiastrelle's objectives, the product, and the marketplace. We'll not need any lengthy learning period.

4. We're in those areas important to Assopiastrelle. Our offices reach from coast to coast, in the Northeast, in the South, in the Mid-West, and on the West Coast. We know these markets well, and work in them daily.

5. We have existing and respected relationships with those Assopiastrelle must reach. Our work for the Wallcovering Information Bureau puts us in daily contact with the editors of the major national publications involved with decorating and design and home furnishings. These are the same editors who will write about Italian tile and we know them well.

6. We've done it before. There is no element of the program as outlined by the Commission which is not part of Ruder & Finn's experience. We can work with Association leadership, and Commission officials. We understand the needs of the news media, and how to serve them. We've developed marketing workshops many times in the past. We understand the value of communication to the trade, and how to do it effectively. We've produced effective promotional material time and time again for our clients.

These six points fairly sum up Ruder & Finn's particular strengths in the context of this program. Most important, however, is the fact that we already know a good deal about Italian tile, we understand the U.S. market and what influences it. We are in the unique position of being able to start work immediately, and be effective from the first day onward. Given the critical importance of time, we believe it's an important difference.

We've tried throughout to respond directly and honestly to your request for proposals. Obviously, additional detail must be developed before the program is launched, but our work represents a good start. We look forward to your decision, but in the meantime, if we can elaborate on anything included here or answer any questions, please do not hesitate to call.

We're extremely excited about this assignment for the Italian Trade Commission, and hope to have the opportunity to work with you and your staff. In any event, thank you for thinking of Ruder & Finn. We very much appreciate your interest.

Sincerely,

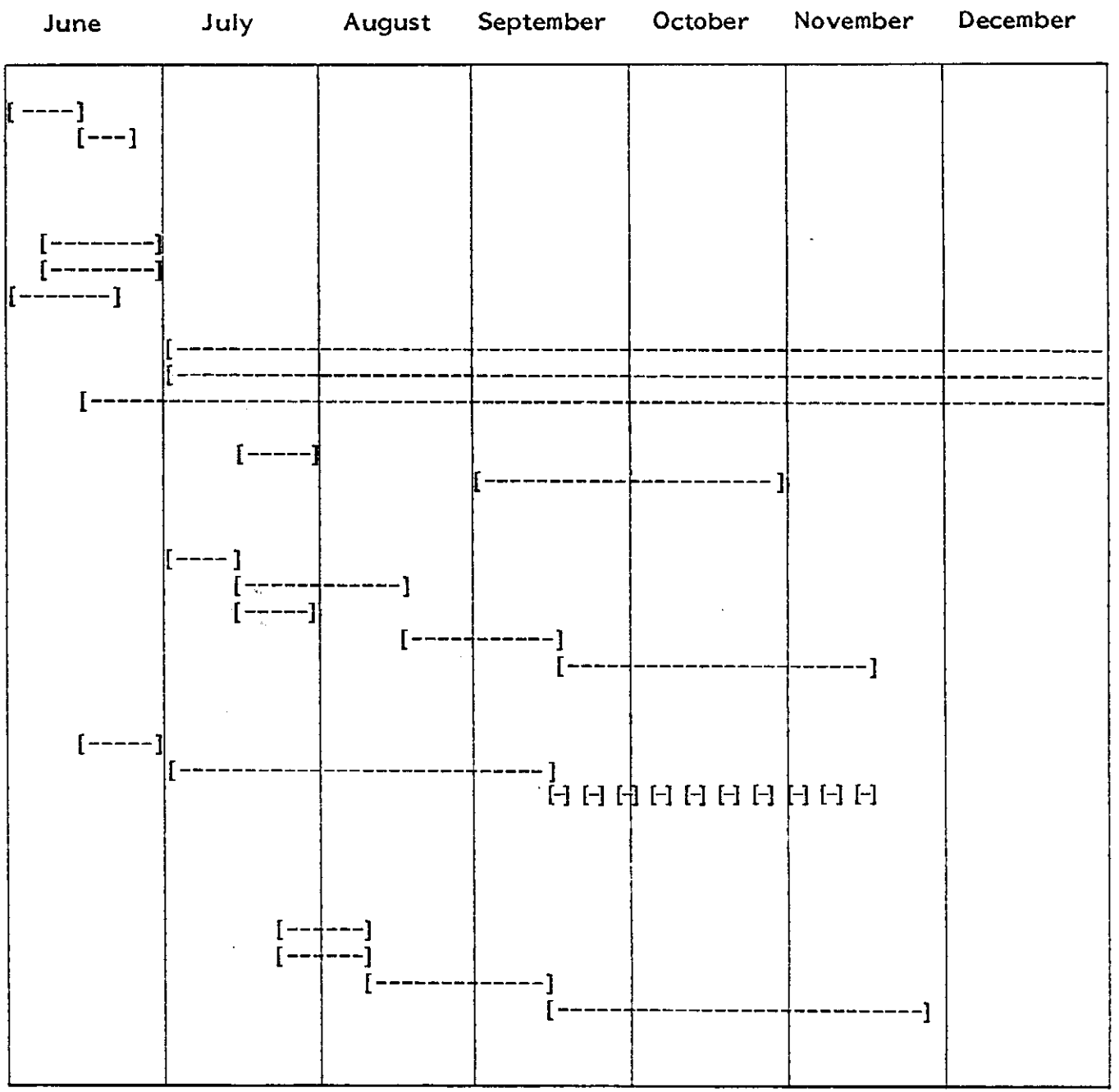
Charles G. Newton, Jr.

CGN:se

Attachments

ASSOPIASTRELLE

Program Timetable
June - December 1980



PLANNING
- Program Development
- Program Approval

GENERAL PUBLICITY
- Press Kit Development
  - Consumer
  - Designer/Architect
  - Trade
- Editorial Contact
  - Consumer
  - Designer/Architect
  - Trade
- Editorial Tours
  - Planning
  - Execution

PROMOTIONAL BROCHURE
- Planning
- Editorial
- Design
- Production
- Distribution

WORKSHOPS PROGRAM
- Planning
- Development
- Execution

SPOKESPERSON TOUR
(in concert with seminar program)
- Planning
- I/D Spokesperson
- Development
- Execution

Ruder & Finn, Inc.

ASSOPIASTRELLE (2)

	June	July	August	September	October	November	December
TRADE SUPPORT							
Newsletter							
Planning		[----]	[----]				
Execution			[----]		[-----]		[-----]
Point of Purchase Displays							
Planning		[----]					
Production			[-----]				
Distribution				[-----]	[-----]	[-----]	
CONTINUING PUBLICITY SUPPORT							
Editorial Contact	[-----]	[-----]	[-----]	[-----]	[-----]	[-----]	[-----]
Special Projects	[-----]	[-----]	[-----]	[-----]	[-----]	[-----]	[-----]
MANAGEMENT							
Progress Review	[--]	[--]	[--]	[--]	[--]	[--]	
Program Review	[--]						[--]

Ruder & Finn, Inc.

Lucio Caputo
Trade Commissioner

Luca Rostagno
Deputy Trade Commissioner

Italian Trade Commissioner New York

May 12, 1980

I. T. C.
Italian Trade Commission
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Reference No.
BH/MP-229 021361

Contact:
Ms. Brooke Horgan

When calling or writing, please mention the entire reference number.

Nella risposta si prega di indicare l'intero numero di riferimento sopra riportato (sigle e numero).

The Italian Trade Commission is the official trade promotion agency (commercial office) of the Italian government for the following areas: Bahamas, Bermuda, Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Puerto Rico, Rhode Island, Vermont, Virgin Islands.

L'Italian Trade Commission e' uno degli Uffici dell'Istituto Nazionale per il Commercio Estero (I.C.E.) con competenza per gli stati sopra indicati.

RUDER & FINN INC.
110 East 59th Street
New York, N.Y.

Gentlemen:

The Italian Trade Commission in New York is embarking on a major three-year promotional campaign to increase interest in Italian ceramic tiles and to double their imports into the United States. We are now seeking proposals from public relations agencies to assist us in this project.

The responsibilities of the public relations agency will include:

1. Maintaining constant contact with the national press involved with the appropriate departments in newspapers and magazines (consumer and trade) and with professionals in the field (i.e., architects, designers, importers, builders and retailers); and with the world of business and marketing in general in order to sustain and expand coverage during the entire length of the campaign.

2. As part of the above, the campaign will focus on securing the interest of major editors to write articles on Italian tiles, organizing invitations from radio and television programs to spokespersons promoting the tiles, packaging information which can be utilized in various segments of programs, setting up press events to bring journalists up to date with the promotional program.

3. The agency's responsibilities will also be to assist in promoting a bi-monthly newsletter and a 24-page promotional brochure. In addition, there will be two types of seminars held (by the end of 1980) in ten cities in the United States-one for the press, interior designers, architects; the other for imports, retailers and wholesalers. These entail preparing press lists and mailing lists, organizing activities for the seminars.

BH/jc

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