

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

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

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.

JAN 22 11 20 AM '81
REGISTRATION UNIT
CRIMINAL DIVISION

1. Name of Registrant Ruder & Finn Incorporated 110 East 59 Street New York, New York 10022	2. Registration No. 1481
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To correct a deficiency in
- To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- Initial Statement
- Supplemental Statement for _____
- Other purpose (specify) To register work to be done on behalf of Embassy of Australia
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -
Exhibit A -- Attached
Exhibit B -- with letter of agreement -- Attached
Short-Form Statement Registration for Susanne A. Roschwalb

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.

To register work to be done on behalf of the Embassy of Australia.
For further details please see Exhibits A & B, attached letter of agreement and Short Form Registration Statement for Susanne A. Roschwalb.

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.)

Abraham D. Peritz, Controller

Abraham D. Peritz

Subscribed and sworn to before me at New York, New York
this 12th day of January, 19 81
Josephine L. Colon
(Notary or other officer)

JOSEPHINE L. COLON
Notary Public, State of New York
No. 01-01-00000-0001, In N. Y. Co.
Cert. Exp. 03/30/82, Kings & Dx., Cts.
C. 100-1000 Expires March 30, 1981

EXHIBIT A

RECEIVED
DEPARTMENT OF JUSTICE

TO REGISTRATION STATEMENT **JAN 22 11 20 AM '81**

Under the Foreign Agents Registration Act of 1938, as amended
REGISTRATION UNIT
CRIMINAL DIVISION

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 Embassy of Australia	4. Principal address of foreign principal 1601 Massachusetts Avenue, N. W. Washington, DC 20036

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) _____
- Individual - State his nationality _____

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

- a) Branch or agency represented by the registrant. **Washington, DC, Embassy of Australia**
- b) Name and title of official with whom registrant deals.
**Mr. Wayne Slater
Counsellor, Immigration**

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

- a) Principal address
NOT APPLICABLE
- b) Name and title of official with whom the 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

NOT APPLICABLE

T 7/81

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

NOT APPLICABLE

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

NOT APPLICABLE

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 JANUARY 12, 1981	Name and Title Abraham D. Peritz, Controller	Signature <i>Abraham D. Peritz</i>
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UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

JAN 22 11 20 AM '81

REGISTRATION UNIT
CRIMINAL DIVISION

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 Ruder & Finn Incorporated	Name of Foreign Principal Embassy of Australia
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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 two 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 two 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 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.

Design assistance, editorial review and supervision and printing of five (5) newsletters for the Embassy of Australia as well as consultation on media interviews.

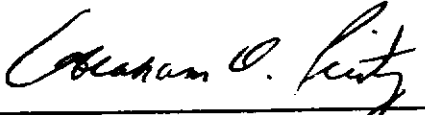
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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See letter of agreement -- attached

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

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 12, 1981	Abraham D. Peritz Controller	

^{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.

RECEIVED
DEPARTMENT OF JUSTICE

JAN 22 11 20 AM '81

REGISTRATION UNIT
CRIMINAL DIVISION

RUDER & FINN

January 8, 1981

Mr. Wayne Slater
Counsellor, Immigration
Embassy of Australia
1601 Massachusetts Avenue, N.W.
Washington, DC 20036

Dear Wayne:

This letter amends my December 18, 1980 letter to you and should serve as a simple letter of agreement under which Ruder & Finn agrees to provide.

Services to assist you and your operation as noted herein, including producing a four-page newsletter on the following schedule:

Issue # 1	February 1	3,000 copies
Issue # 2	March 1	6,000 copies
Issue # 3	April 1	7,500 copies
Issue # 4	May 1	10,000 copies
Issue # 5	June 1	10,000 copies

As we discussed, the heart of your mailing list will be the names supplied by your consulates, based on inquiries they receive. But you may not want to limit your circulation to those alone. You may also want to include some names from specialized occupational and trade association lists.

There are substantial savings in cost and time to be gained by producing your publication at a facility that offers both printing and mailing services. Transporting printed newsletters to a mailing house wastes time and costs money, so our recommendation now is to do both away from the Embassy.

1225 1070 070 1100
RUDER & FINN
1000 17th St. N.W.
Washington, D.C. 20036

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Mr. Wayne Slater
January 8, 1981
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With regard to postage, we recommend Third Class Bulk which currently yields a savings of seven cents a piece over First Class and that will go even higher in a few months. This mail is moved on a "time-permitting" basis, takes up to two weeks for delivery, but should be suitable for the newsletter. Once the first copy is in hand, we will investigate the possibility of second class postage which is cheaper and is delivered faster.

Another way to save on mailing -- though not on postage -- is the use of the self-mailer form of newsletter. This form uses no envelope, but has an address panel. In addition to saving the cost of the envelope, charges for insertion can be avoided.

In summary we are proposing the following:

1. Beginning January 8, 1981, Ruder & Finn will provide design assistance, editorial review and supervise the printing, addressing and mailing of five newsletters to be published every month between January and July 8, 1981.

2. Our initial project will include design format and the development of a mailing list to be computerized and coded according to name, address, date of entry and occupation. The list will be the sole property of the Embassy.

3. We will assist in editing, although the initial draft and material will be provided by your staff.

4. We will be available for consultation to promote speaking engagements by your staff. We will arrange for interviews, print and broadcast exposure, and advertising in support of individual engagements whenever and wherever they take place in the United States on a schedule consistent with the time available in the fee.

5. The monthly retainer for our services will be \$2,250 or \$13,500 for the first six months of 1981. We are concerned about the start-up time and want to begin no later than the 8th of January 1981 to make sure the schedule outlined here is maintained.

6. Our services include consulting and assistance in arranging the design, production, printing, mailing, setting up of the mailing lists and the mailing system, under your

Mr. Wayne Slater
January 3, 1981
page 3,

direction and with your approval, with organizations which accomplish such work. Those organizations will submit their bills directly to your operation for payment. We will endeavor to continually work to find ways to keep these costs at the bare minimum, consistent with the quality product that you should expect.

OK. 8/28/81
1/8/81
JAN 9
1981

7. Other usual out-of-pocket expenses such as xeroxing, long distance phone calls, representation (such as refreshments at meetings with journalists, etc.), purchase of any specialized research publications or media monitoring etc., should be in the \$300 to \$500 per month range (maybe less). ~~Travel would be additional. In no circumstances will it exceed the amount of provision a maximum for out-of-pocket expenses of approximately \$2,500. These will be billed to you separately with the type of documentation you require in writing of the Counsellor, Immigration. The Counsellor Immigration is to be informed of proposed travel and must approve expenditure before travel is undertaken.~~ ^{without the consent previously obtained}

JAN 8 - 1981
OK
Steve Kelly
1/11/81

8. Any other initiatives will be discussed and negotiated individually if such needs occur.

9. We will bill you at the beginning of each month for the \$2,250 retainer and approximately at the end of the month for the expenses incurred during that period.

Wayne, we are committed to doing an outstanding job and are enthusiastic about the possibility of working with you and the staff of the Embassy.

SIGNED:

Wayne Slater
Wayne Slater
Counsellor, Immigration.

George Kroloff
George Kroloff
President, Ruder & Finn

DATE: January 8, 1981

1/8/1981

cc: Susanne Roschwalb
Jim Robinson