OMB No. [illegible]226
Approval Expires Oct. 31, 1981

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REGISTRATION UNIT
CRIMINAL DIVISION

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 _____
- [X] 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.
- [ ] Other purpose (specify) _____

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

Exhibit B Attached

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 submit copy of renewal of original agreement for work to be done on behalf of "The Italian Graphic Machinery Industry".

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
Abraham D. Peritz
Controller

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

this 14th day of April, 19 81

Josephine L. Colon
(Notary or other officer)
JOSEPHINE L. COLON
Notary Public, State of New York
No. 31-0714870 Qual. In N. Y. Co.
Cert. filed In Qns., Kings & Bx., Cts.
Commission Expires March 30, 1983

My commission expires _____

DOJ

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

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

APR 21 ... 30 PM '81
REGISTRATION UNIT
CRIMINAL DIVISION

**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 - Chicago |

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. [X] 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. [ ] 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 see copy of attached program.

TERMINATED
DATE 3-31-83

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

Please see copy of attached program and letter of Agreement.

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 |
|---|---|---|
| 4/14/81 | Abraham D. Peritz<br>Controller | Abraham D. Peritz |

[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.

ITALIAN TRADE COMMISSIONER
CHICAGO, ILLINOIS 60611

625 NORTH MICHIGAN AVE.
SUITE 411

TELEPHONE (312) 787-3772
CABLE ADDRESS-ITALTRADE
TELEX 25-5275

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March 10, 1981

OUR REF. NO. 015520

Mr. Harold A. Bergen
RUDER & FINN OF MID-AMERICA
20 North Wacker Drive
Chicago, Ill. 60606

Dear Mr. Bergen:

This letter is to confirm that we are retaining your agency effective March 11 through December 31, 1981 for the Public Relations program, as per your proposal of January 27, 1981, regarding the promotional campaign for the "Italian Graphic Machinery Industry".

We are also comfirming the total budget for the above program in the amount of 47.000 dollars (Forthyseven thousand dollars).

The payment schedule for your services will be as follows:

1st Payment: of $ 15.000 - As soon as we receive the funds;

2nd Payment: of $ 15.000 - Within the month of August 1981;

3rd: of Balance, to be made within the month of November 1981.

In this connection, kindly return the copy signed for acceptance.

We look forward to working with you on this program, and remain,

Accepted by:

Date: Mar 23, 1981

Sincerely Yours,

Angelo Bazzano
Trade Commissioner

SL/mdn

TERMINATED
DATE 3-31-83

RUDER & FINN OF MID-AMERICA

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1981

Public Relations Program for the

Italian Printing, Converting and

Paper Machinery Industry

Jan. 27, 1981

A. Introduction

1980 marked a successful beginning for the ICE's three-year program to increase the visibility and appeal of Italian graphic arts, printing and converting machinery to the American market. The public relations program was broad-based -- supporting the message of the Italian printing, converting and paper machinery industry in trade shows, press receptions and one-on-one interviews and through a variety of editorial materials ranging from product releases to feature articles.

Italian participation in the Print '80 trade show in Chicago last April generated wide acceptance for Italian manufacturers through pre-show editorial contact, the show itself, a cocktail reception and press luncheon during the show, and numerous clips that appeared in show and post-show editions of the trade press.

"Facts & Figures," a newsletter promoting Italian equipment to more than 1100 major users and distributors also was begun. News releases highlighted Italian products, Italian Trade Commission news and events and the Converflex '81 show scheduled for this spring in Milan. Two case history feature articles were finished, one showing how Italian machinery helped make a corrugated paperboard converter more profitable, the other showing how selling three different lines of Italian equipment has been good business for a major printing equipment distributor. Together, these efforts generated a wide attention for Italian manufacturers.

The Italian printing, converting and paper machinery industry was represented by Drs. Guido Corbella and Spartaco Cambi in interviews with the trade press in New York and Chicago. The result has been increased awareness of Italian technology and equipment in key trade media serving the American market.

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With the program established last year to promote Italian graphic arts equipment now running full speed, Ruder & Finn looks forward to expanding that program into increased exposure and more positive publicity for Italian equipment in 1981. The account team has reviewed details of the past year closely, assessing all areas of the program for additional ways to deliver and reinforce the message of the Italian industry to potential customers and distributors.

The program that follows offers what R&F feels is a realistic, cost-effective selection of coordinated public relations efforts to best represent Italian equipment to the American market. It reflects the input of the Italian Trade Commissioner in Chicago, Dr. Angelo Bazzano and the ACIMGA delegate, Dr. Spartaco Cambi, as well as R&F's extensive experience and resources in marketing public relations. Taking the 1980 program

as a starting point, the 1981 program factors in the 1980 market research findings and builds on strengths already established to increase recognition of the Italian printing, converting and paper machinery industry as a dominant force in the U.S. market.

- more -

B. Major Projects

(Mar. 1 through Dec. 31, 1981)

1. Press Releases

R&F will produce and disseminate current product information and news about the Italian industry through a series of regular press releases. R&F will produce news/product releases at the rate of about one per month. Release material will be based on information supplied by ACIMGA via Dr. Cambi and will be spread as evenly as possible among the major categories of Italian equipment.

2. Trade Show/Convention Seminars

R&F will support through publicity the participation of Italian industry booked into three major trade shows by ITC/ACIMGA, including a technical seminar to be presented by Italian industry experts at each. R&F will provide counsel involving invitations (which will be produced and mailed by ITC), will write and disseminate one or two press releases on the seminars for the trade and general media and will follow up with the press by telephone to ensure that the technical seminar in particular receives maximum publicity. ITC/ACIMGA will supply whatever photographs may be appropriate. One of the trade shows will be in Chicago, one in the southern United States and one in the western United States.

3. Case History Articles

R&F will research, photograph, write and place with trade press a total of four or five case history feature stories illustrating the benefits of using or distributing Italian machinery in the U.S. The final number of stories will depend on out-of-pocket costs incurred by R&F. R&F will suggest subjects from candidates supplied by Dr. Cambi and ACIMGA.

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R&F RUDER & FINN OF MID-AMERICA

Jan. 27, 1981

4. Journalist Trips

R&F will advise ITC/ACIMGA regarding the choice of trade media journalists to be invited for expense-paid tours to visit graphic arts machinery manufacturers in Italy. ITC/ACIMGA to handle full details and expenses.

6. Newsletter

The "Facts & Figures" newsletter will be expanded in 1981, following the same general format as last year except for the following changes:

- Five issues, of 4,000 copies mailed per issue.
- Addressing and mailing to a mailing list expanded to a maximum of 4,000 names, all additional addresses to be supplied by ITC/ACIMGA.
- New three-color masthead to be designed by R&F.
- Length to be increased from four to six pages, with the added two pages in the form of a free-standing insert covering a featured segment of the Italian industry; input for the inserts to be based on translations into English from Dr. Cambi of segments featured in the ACIMGA Italian-language newsletter.

- Newsletter to carry an average of two photographs (half-tones) per issue.

7. On-going Press Relations

As part of the overall program, R&F will continue to foster media relations, to solicit coverage of Italian manufacturers and equipment, to stimulate story and news coverage, to provide background information for editor-written feature/news material and to raise editor interest in events, seminars and publicity involving the Italian graphics machinery industry.

8. Program Management

R&F not only will continue its role of managing on-going program planning, execution, coordination and administration of the publicity program it handles, but also will continue to provide professional counsel, creative planning, project administration and management of the advertising and research firms' activities. This project item also includes miscellaneous day-to-day activity in behalf of ITC -- such as handling customer, reader and editorial inquiries about Italian graphic machinery equipment. This item also includes counsel by R&F with respect to the preparation of a directory listing Italian printing, converting and paper machinery manufacturers, their product lines, and their U.S. sales outlets. Basic information for the directory, as well as all production costs, are the responsibility of ITC/ACIMGA. (This budget does not include activity by G&M Management Consultants, Milan, Italy.)

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C. Recommended Public Relations Budget,

March-Dec., 1981

Fee plus out-of-pocket expenses for all of the public relations activities described herein.....$47,000