

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

EXHIBIT B

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

RECEIVED  
NOV 28 1971  
REGISTRATION SECTION

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, Inc. #1481 130 East 59th Street New York, New York	Name of Foreign Principal Government of Israel Investment Authority
--	--

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.

Will service the Ministries of Finance, Commerce and Industry, and Tourism/ <sup>and Ministry of Foreign Affairs</sup> in a broad range of public relations activities.

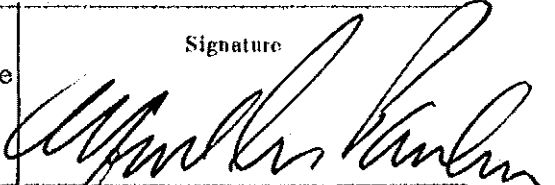
TERMINATED  
DATE 11-27-73

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

These activities will cover a broad range of projects, mailing of press releases, etc. on behalf of the Government of Israel Investment Authority as per copies of the contract attached.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1/</sup> 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
4/22/68	Alfred G. Paulson, Sr. Vice President and Treasurer	

<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.

RECEIVED  
DEPARTMENT OF JUSTICE

APR 25 4 03 PM 1968

REGISTRATION SECTION

February 29, 1968

Mr. Baruch Barak  
Government of Israel Investment Authority  
850 Third Avenue  
New York, New York 10022

Dear Baruch:

Confirming our discussion of February 19, this is a summary of the arrangements agreed upon as the basis of association between Ruder & Finn Inc. and the Government of Israel. Would you be kind enough to sign this for our file and records.

1. Ruder & Finn Inc. will service three ministries of the Israel Government; Finance, Commerce and Industry, and Tourism in a broad range of public relations activities in the United States, commencing February 19, 1968, for a period of six months, ending August 18, 1968.
2. These activities will cover a broad range of projects agreed upon in general by Israeli officials stationed in New York, representing the three Ministries involved.
3. The fee for carrying out the public relations program will be at the rate of \$5,000 per month, billable in advance. In addition, there will be out-of-pocket expenses to include such costs as photography, printing, mimeographing, mailing, editorial contact, travel, overtime and supplementary personnel requirements, long distance telephone, etc., that pertain directly to the projects being worked on. This sum shall not exceed \$30,000 for the first six month period.
4. After the first four months, these activities will be reviewed, and if found satisfactory, will be continued for a second six month period under the same arrangements, commencing August 19, 1968, and ending February 18, 1969.

Mr. Baruch Barak

Page 2

February 23, 1968

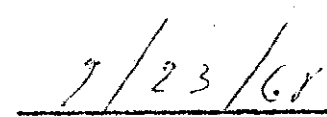
5. This agreement shall not preclude Ruder & Finn Inc. and the Israeli government from entering into supplemental and additional public relations arrangements with each other.

Regards,

  
David Finn

DF/mas

  
\_\_\_\_\_  
SIGNED

  
\_\_\_\_\_  
DATE



December 3, 1967

Dear David,

Thank you for your letter of Nov. 20. After consultation with Netanel Lorch, it seems to us that your list of priorities, as you have outlined them, meets our requirements. Accordingly we are prepared to commence our cooperation on an experimental basis for one year, as from January 1 1968. The key to doing this, as you have stated, is to have one of your senior executives in Jerusalem to lead your office here.

I am having difficulties in finding the necessary budget for the experimental year. Therefore I would like to ask you to accept the figure you have mentioned during our last conversation in Jerusalem, namely \$20000.- as a general retainer for the first year. The out-of-pocket expenses of not more than \$5000.- could be added to this sum. I am afraid that we shall not be able to find a higher budget. I would therefore urge you to accept this ceiling. It seems to us that since you are going to start on the economic program in any case, this ceiling of \$20000.- plus \$5000.- should be sufficient for the experimental year.

Hoping to hear from you soon.

Regards,

*Moshe*

Moshe Bitan

Mr. David Finn  
Ruder & Finn Incorporated  
130 East Fifty-Ninth Street,  
New York, N.Y. 10022  
U. S. A.

*Dept of Justice*

Date: March 5, 1968  
To: Staff  
From: Harry Levine  
Subject: Expanded Client Program/Government of Israel

On February 19, 1968, a new contractual agreement became effective between Ruder & Finn and the Government of Israel under which the agency will carry out a greatly expanded public relations program for the State of Israel. We will serve the Ministries of Finance, Commerce and Industry, Tourism, and the Foreign Office.

The account will be managed by Ron Rubinow with Harry Levine as Senior Counsellor. Alternate Senior Counsellor is David Finn.

We plan soon to announce the address of a Jerusalem office which will operate under Ron's supervision from New York. Mrs. Harriet Mouchly will be our resident account executive there.

The client contacts are:

Mr. Michael Arnon  
Consul General of Israel in New York  
Israel Consulate General  
11 East 70th Street  
New York, New York 10021

Mr. Baruch Barak, Director  
Israel Government Investment and Export Authority  
850 Third Avenue  
New York, New York 10022

Mr. Abi Ben Ari, Director, U.S.A.  
Israel Government Tourist Office  
574 Fifth Avenue  
New York, New York 10036