

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 301 East 57th Street New York, NY 10022	2. Registration No. 1491
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3. Name of foreign principal Deutsch Foundation	4. Principal address of foreign principal Route Monte de Lavaux, 12 1092 Belmont-sur-Lausanne Switzerland
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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:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input checked="" type="checkbox"/> Other (specify) <u>Foundation</u>

Individual—State his nationality _____

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

a) Branch or agency represented by the registrant.

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

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

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

Private Foundation

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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

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

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.

The foreign principal is owned and controlled by the Deutsch Foundation

Date of Exhibit A	Name and Title	Signature
4.14.93	Betsy Ennis VP	

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

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
Kuder Film	Deutsch Foundation

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 three 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 three 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 the 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

Public relations for new museum

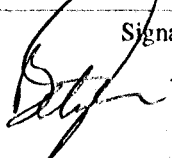
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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

International public relations campaign
Develop press materials
Create awareness
Implement press trips from US to Switzerland

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?
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
4.14.93	Betsy Ennis VP	

¹Political 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.

July 27, 1992

Dr. Joram Deutsch, Vice President
Deutsch Foundation
Route Monts de Lavaux, 12
1092 Belmont-Sur-Lausanne
Switzerland

Dear Joram:

It was a pleasure to meet with you during your last trip to New York to discuss the ways in which Arts & Communications Counselors will work with the Deutsch Foundation on generating awareness of the institution within the art community and the media.

As you requested, we would like to outline below the areas in which Arts & Communications Counselors can be of service to the Deutsch Foundation.

I. Deutsch Foundation Awareness Campaign

An effective public awareness campaign for the Deutsch Foundation will establish a presence and identity among the Foundation's constituencies in the art world, media and opinion leaders. The objective of an awareness campaign will be:

- o to build awareness among your constituencies, including museum professionals, the art media, collectors, dealers and the public at large in the U.S. and abroad;
- o to establish the Foundation as an important venue for major traveling exhibitions and attract high quality shows;
- o to build attendance and establish an audience for the Foundation's programs;
- o to establish a long-term relationship with the media and to obtain meaningful media coverage in the art, business and general interest publications in the United States, Europe and the Far East;
- o to generate stories and news items on the Foundation's exhibitions and activities.

In order to meet these objectives, A&CC will create a comprehensive information kit on the Foundation that is modular in format from which documents can be added or subtracted to as needed. This will include:

- o Background document on the history of the Foundation
- o Foundation Statement of Purpose
- o Background document on exhibitions presented at the Foundation
- o Foundation Fact Sheet
- o Upcoming Events
- o Biographical information on Foundation principals
- o Visuals
- o Background document on other cultural resources in Lausanne

The core contents will be the basis for many different kinds of presentation packages, including press kits, corporate solicitation materials, and circulating exhibitions solicitations. It will be written in one voice, in an objective tone, and will be accessible and easy to digest. From this concise package, the uninformed reader will understand what the Foundation is and has accomplished.

The materials that are developed will be written in a manner that appeals to media at both ends of the spectrum of cultural sophistication -- from The New York Times and Le Figaro, to Swissair Magazine and ArtForum. We will draft all materials in collaboration with the Foundation based on information provided by you. All materials are subject to your approval.

Every opportunity to approach the media with "news" should be taken. Press releases should be sent on a regular basis four to six months before an opening of an exhibition.

This way, there is the possibility of coverage in publications with long lead-times (4-6 months). Personalized pitch letters keyed to the specific interests and formats of the target publications and individual journalists will be developed for each exhibition and publication. Mailings will be done periodically and timed according to the lead-times of each publication.

Our efforts will be concentrated on publications and journalists that are capable of providing the most significant coverage. When appropriate, we will set up interviews with journalists.

Specifically, we will target the following kinds of outlets:

- o Art International
- o Flash Art
- o The New York Times
- o International Herald Tribune

- o Le Figaro
- o Le Monde
- o The Wall Street Journal
- o Financial Times of London
- o Beauxarts
- o Galeries Magazine
- o ArtNews
- o Town & Country

We will work on securing placements in publications that reach opinion-leaders in the art and business worlds, as well as the museum community.

Placement opportunities also exist for publishing essays from your catalogs in art publications. This is a wonderful way to receive awareness on a high level and scholarly recognition.

In addition, we can work together on developing special events such as press receptions, symposia and lectures on connoisseurship, specific artists, etc.

At the appropriate time, A&CC will also work with you to plan and organize a media trip for international journalists.

II. Banco Bilbao Vizcaya Exhibition

A&CC will implement a publicity campaign to promote the exhibition with a focus on international publications in Paris and in New York.

For the publicity campaign, A&CC will draft additional materials on the exhibition for the Foundation information kit, including:

- o press release on exhibition
- o exhibition check list
- o background on Basque region
- o background on Banco Bilbao Vizcaya Collection
- o release on business conference

A&CC will target major art publications, newspapers and supplements in Paris, London and New York including:

- o Le Figaro (Daily and Sunday Supplement)
- o Le Monde
- o International Herald Tribune
- o The New York Times
- o London Times
- o The Observer
- o Flash Art
- o The Art Newspaper

Because the exhibition opens within several weeks and we are working in a condensed period of time, A&CC will work with the Foundation to get the exhibition highlighted in art sections of European newspapers where possible and reviewed in art magazines.

A&CC will also work with the Foundation to publicize the business conference.

III. Negotiations with The Whitney

A&CC will continue to negotiate with David Ross and his staff on the possibility of a relationship with the Whitney Museum.

IV. Exhibition Booking

A&CC will work with you to schedule high quality traveling exhibitions at the Foundation. We are currently pursuing exhibitions with the Iris and B. Gerald Cantor Collection of Rodin sculptures and the photographer Yousef Karsh.

As we agreed in our meeting, you should plan to invest \$7,000 a month in fees. Expenses will be billed separately and as incurred. Any major expense will always be cleared first for approval.

We are very pleased to have the opportunity to work with the Deutsch Foundation and are prepared to move forward at your direction.

Sincerely,

Philippa Polskin
Senior Vice President
(212) 593-6488

Betsy Ennis
Vice President
(212) 715-1540

cc: David Finn
Jarobin Gilbert, Jr.