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JAN 26 4 31 PM '73

Budget Bureau No. 43-R210.6
Approval Expires Oct. 31, 1971

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

SUPPLEMENTAL STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

For Six Month Period Ending DEC 31 1972
(Insert date)

Name of Registrant **Tea Council of the U.S.A., Inc.** Registration No. **1853**

Business Address of Registrant **230 Park Avenue**
New York, N.Y. 10017

I - REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes ☐	No ☐
(2) Citizenship	Yes ☐	No ☐
(3) Occupation	Yes ☐	No ☐

(b) If an organization:

(1) Name	Yes ☐	No ☒
(2) Ownership or control	Yes ☐	No ☒
(3) Branch offices	Yes ☐	No ☒

2. Explain fully all changes, if any, indicated in Item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position
S.S. Marathe	Director

Date Connection
Ended
November, 1972

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
A.K..Ray	200 East End Avenue New York, N.Y. 10028	India	1st Vice Chairman and a Director	July, 1972

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐

If yes, identify each such person and describe his services.

Not Applicable

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity?

Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Donald A. Wiederecht	76 Stebbins Avenue Eastchester, N.Y. 10709	Consultant	July, 1972

II - FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name of foreign principal

The Tanzania Tea Authority

Date of Termination

No contribution received
in 1972.

9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

Government of India

The Tea Association (Central Africa) Limited

Government of Sri Lanka (Ceylon) The Uganda Tea Board

The Tea Board of Kenya

Gremio dos Plantadores de Cha do Distrito da Zambesia
(Mozambique)

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

The Tea Council's sole objective is to try to increase tea consumption in the U.S.A. Its entire publicity program, consisting of food photographs and releases, booklets, radio and TV interviews, distribution of films, is directed toward that single objective. See attached.

- a) July-December listing of K. Rapieff Tea Tasting Demonstrations
- b) July-December Consumer Publicity Reports
- c) Final Report - Kite Day - 1972
- d) Final Report - 1972 - "Tea's Sports Program"
- e) 1972 - Final Report - "Touring Two For Tea"
- f) Report on Project LWV - "Campaigning for Tea - 1972"
- g) "Young Discoveries in Tea & Jazz" - Press Release, Official Entry Form & Poster
- h) Report on News & Public Interest Telecasts
- i) High School Home Economics Filmstrip Teacher's Manual

¹ The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?

Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?

Yes ☐ No ☐

If yes, describe fully.

See answer to 11.

² The term "political activities" 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.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
July 31	Malawi		\$ 10,850.
Aug. 31	Sri Lanka		56,814.
Sep. 8	India		30,686.25
Sep. 18	Kenya		4,839.
Nov. 6	India		59,955.
Nov. 20	Sri Lanka		56,813.
Dec. 6	Kenya		4,838.

Total \$224,795.25

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date Received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³ A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See Attachments marked 'A'

Report of the Treasurer for September, October, November, 1972.

Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS - POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V - POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda?
Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:
- | | | | |
|---|---|--|---|
| ☐ Radio or TV broadcasts | ☐ Magazine or newspaper articles | ☐ Motion picture films | ☐ Letters or telegrams |
| ☐ Advertising campaigns | ☐ Press releases | ☐ Pamphlets or other publications | ☐ Lectures or speeches |
| ☐ Other (specify) _____ | | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:
- | | | |
|--|---|---|
| ☐ Public Officials | ☐ Newspapers | ☐ Libraries |
| ☐ Legislators | ☐ Editors | ☐ Educational institutions |
| ☐ Government agencies | ☐ Civic groups or associations | ☐ Nationality groups |
| ☐ Other (specify) _____ | | |

21. What language was used in this political propaganda:
☐ English ☐ Other (specify) _____

22. Did you file with the Registration Section, Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period?
Yes ☐ No ☐

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

24. Did you file with the Registration Section, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?
Yes ☐ No ☐

VI - EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes ☐ No ☒ No newly acquired foreign principal
Exhibit B⁷ Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period?

Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

⁶ The Exhibit A, which is filed on Form DJ-306, sets forth the information required to be disclosed concerning each foreign principal.

⁷ The Exhibit B, which is filed on Form DJ-304, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. **EXHIBIT C**

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

27. **SHORT FORM REGISTRATION STATEMENT**

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

Donald A. Wiederecht, attached.

ALSO: Short-Form Statements are enclosed for John M. Anderson, Beryl E. Walter, Kenneth Rapieff to up-date forms filed prior to 1967; and for Michael L. Friedman, whose business affiliation has changed since his filing in 1971.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits 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, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement 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.)

John M. Anderson
John M. Anderson, Executive Director

Subscribed and sworn to before me at

New York, N.Y.

this

23

day of

January

, 19 73

Theodore A. Cammarota

(Signature of notary or other officer)

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0344330
Qualified in New York County
Commission Expires March 30, 19 73

My commission expires

March 30

, 19

73

⁸ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, Internal Security Division, Department of Justice, Washington, D.C. 20530.)

July 1972

2)

KEN RAPIEFF
TEA TASTING DEMONSTRATION
MONTHLY REPORT

RECEIVED
DEPT. OF JUSTICE
JAN 26 4 30 PM '73
REGISTRATION SECTION

July

Date

Name of Organization

Location

6 - 7

International College of Surgeons

Boltons Landing, New York

22

John Wagner Co.

Ivyland, Pa.

24

Rotary Club

Hatboro, Pa.

27

Rotary Club

Wyomissing, Pa.

August 1972

KEN RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

August

<u>Date</u>	<u>Name of Organization</u>	<u>Location</u>
2	Downbeach Women's Club	Ventnor, New Jersey
8	Rotary Club	Englewood, New Jersey
10	Lions Club	Mount Vernon, New York
15	Rotary Club	Sayre, Pa.
15	Kiwanis Club	Rotterdam, New York
23	Katharine Gibbs School	New York City
24	Rotary Club	Lawrence, New York

September 1972

KEN RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

September

<u>Date</u>	<u>Name of Organization</u>	<u>Location</u>
11	Women's Club of Nottingham	Hamilton Square, New York
12	Rotary Club	Westwood, New Jersey
13	St. Catherine of Siena Guild	Nichols, Connecticut
14	No. Arlington Jr. Women's Club	No. Arlington, New Jersey
16	Grand Holy Royal Arch Chapter	Williamsport, Pa.
19	Women's League of Service	White Plains, New York
19	Kiwanis Club	Bethpage, New York
20	Kiwanis Club	Wilton, Connecticut
25	Rotary Club	Bronxville, New York
25	Women's Society for Christian Service	Bayville, New Jersey
26	Women's Guild	Upper Montclair, N.J.
26	Cresskill Women's Club	Cresskill, New Jersey
27	Rotary Club	Closter, New Jersey
28	Kiwanis Club	Germantown, Pa.
29	Haddon House Sales Meeting	Ivyland, Pa.

September 1972

KEN RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

September

<u>Date</u>	<u>Name of Organization</u>	<u>Location</u>
11	Women's Club of Nottingham	Hamilton Square, New York
12	Rotary Club	Westwood, New Jersey
13	St. Catherine of Siena Guild	Nichols, Connecticut
14	No. Arlington Jr. Women's Club	No. Arlington, New Jersey
16	Grand Holy Royal Arch Chapter	Williamsport, Pa.
19	Women's League of Service	White Plains, New York
19	Kiwanis Club	Bethpage, New York
20	Kiwanis Club	Wilton, Connecticut
25	Rotary Club	Bronxville, New York
25	Women's Society for Christian Service	Bayville, New Jersey
26	Women's Guild	Upper Montclair, N.J.
26	Cresskill Women's Club	Cresskill, New Jersey
27	Rotary Club	Closter, New Jersey
28	Kiwanis Club	Germantown, Pa.
29	Haddon House Sales Meeting	Ivyland, Pa.

October 1972

KEN RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

October

<u>Date</u>	<u>Name of Organization</u>	<u>Location</u>
4	Nassau County Homemakers Council	Woodmere, New York
9	Women's Club of Franklin Lakes	Franklin Lakes, N.J.
13	Rotary Club	Branchville, New Jersey
16	Rotary Club	Corinth, New York
17	Dorcas Guild	Fair Lawn, New Jersey
18	Mother of Twins Club	Haverhill, Massachusetts
18	Rotary Club	Yorktown, New York
24	Rotary Club	Nyack, New York
25	Upper Moreland Women's Club	Huntingdon Valley, Pa.
26	Meriden Association of Insurance Agents	Meriden, Connecticut
31	Kiwanis Club	Plainfield, New Jersey

November 1972

KEN RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

November 1972

<u>Date</u>	<u>Name of Organization</u>	<u>Location</u>
1	Women's Club	Freehold, New Jersey
1	Lions Club	Flatbush, New York
2	Suffolk President's Association	Babylon, New York
8	Rotary Club	Kearny, New Jersey
9	Cooper Union	New York City
10	Phoebe Humphery Chapter D.A.R.	Collingsville, Conn.
20	Lions Club	Bound Brook, New Jersey
21	Old Tappan Women's Club	Tappan, New Jersey
22	Carlstadt Rotary Club	East Rutherford, New Jersey
27	Rotary Club	Gettysburg, Pa.
27	Welcome Wagon	Gettysburg, Pa.
30	Women's Club	Ocean Grove, New Jersey

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

December

<u>Date</u>	<u>Name of Organization</u>	<u>Location</u>
4	Rotary Club	Laceyville, Pa.
5	Rotary Club	Schwenksville, Pa.
6	Rotary Club	Ephrata, Pa.
7	East Meadow Hadassah	East Meadow, New York
12	Rotary Club	Bridgeport, Conn.
13	Rotary Club	Niantic, Conn.

Tea Council of the U. S. A., Inc., New York

RECEIVED
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JAN 26 4 30 PM '73
REGISTRATION SECTION

To: John Anderson
From: Beryl Walter
Subject: Publicity Report for the month of July, 1972

Copy to:

File:

Date: August 1, 1972

Newspaper Mailings

Color transparency feature, entitled "A Timeless Pair" featuring hot tea and lamb stew offered to 40 color using newspapers in cooperation with American Lamb Council for fall use.

Radio-TV

Recorded interview with Ruth Pomeroy, women's service editor of Redbook, released through Orr Productions "Good Living" series for August use featuring iced tea and the cold water method.

Radio script released in June through "Airlines" resulted in requests from radio stations for 1,004 copies of the Cold Water flyer.

New Filmstrip

Photography and art work for new filmstrip, "All About Tea--Hot & Iced" has been completed and is being processed in lab. Copy for teacher manual will be completed this month. Offering to schools will be mailed shortly after Labor Day.

In the Works

4 black and white pictures featuring iced tea for late summer and early fall use are being taken next week.

BW (SW)

Tea Council of the U. S. A., Inc., New York

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of August, 1972

Date: September 5, 1972

Newspaper Mailings

- 4 black and white iced tea releases sent to metropolitan dailies for fall use. (All four releases included instant tea directions; 3 included iced tea mix; 2 also included teabag directions and 1 also mentioned loose tea.)
- 1 black and white feature (placed with Cecily Brownstone last year) released by her through her Associated Press syndicated column.

Radio-TV

Radio recording featuring use of iced tea mix on outdoor bicycling trips released through Sheridan-Elson "Think Young" series.

New Filmstrip

Copy for teacher manual approved and is at the printer. Answer print and proof of teacher manual due early in September for final approval.

In the Works

- 2 black and white releases featuring holiday punches being prepared in cooperation with Niki Singer Inc., for Hawaiian Punch account.
- 1 color Sta-Hi for use early in 1973 being prepared in cooperation with Keith Thomas for his Almond Control Board account.

TV kit featuring Russian Tea recipe (a dry mixture made by combining instant tea, Tang, and spices) being prepared by General Foods for holiday use. Tea Council is supplying jars of instant tea with generic labels for the kit.

BW 

Tea Council of the U. S. A., Inc., New York

To: John Anderson
From: Beryl Walter
Subject: Publicity Report for the month of September, 1972

Copy to:

File:

Date: October 3, 1972

Radio-TV

Radio recording featuring a Halloween punch (using instant tea) released through Orr Production's "Good Living" series.

New Filmstrip

Answer print and teacher manual approved. Offering to schools has been mailed and 3,000 prints of the filmstrip will be distributed this fall.

In the Works

2 black and white releases featuring holiday punches to be released mid-October.

1 color Sta-Hi for use in 1973 being prepared in cooperation with Keith Thomas for Almond Control Board. Page is to include 2 photographs--
1 a dinner including a tea-wine punch; the other a family breakfast with hot tea made with teabags.

TV kit featuring Russian Tea (made with instant) being readied for late October distribution by General Foods Kitchens.

Holiday tea punch recipe supplied to Maidie Alexander Inc. for use in black and white release introducing a new packaged dip.

BW BW

Tea Council of the U. S. A., Inc., New York

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of October, 1972

Date: November 8, 1972

Newspaper Releases

- 2 black and white photo releases featuring holiday punches with a tea base released in cooperation with R.J. Reynolds Foods. Teabags and instant tea are featured in the recipes.
- 1 mat release with holiday punch theme released through ASR "Successful Homemaking" page.
- 1 black and white release of the color feature "A Timeless Pair" being released by the Dean Faulkner Company to cities that did not receive the color offering.

Radio-TV

- Radio recording featuring holiday punches made with instant tea released through Sheridan-Elson's "Think Young" feature.
- Radio recording featuring hot tea punch made with instant tea released through Orr Production's "Good Living" series.
- Radio script featuring hot tea drinks for winter warm-ups released through "Airlines" radio script service.

Miscellaneous

- 5,000 copies of 8 page leaflet entitled "Tea Customs Around the World" being reprinted for use in proposed department store promotions with AMC stores.

In the Works

- Color Sta-Hi release being done in cooperation with Keith Thomas still in the works. One photograph is being retaken to eliminate all too visible teabags. Recipes will feature teabags and instant tea.
- Color Sta-Hi release with holiday party buffet theme being prepared by Lee Associates for (Denmark Cheese Association, National Live Stock & Meat Board, Frito-Lay, Inc. and Tea Council.) Menu features a fruit-tea punch made from teabags.

Tea Council of the U. S. A., Inc., New York

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of November, 1972

Date: December 1, 1972

Newspapers Releases

Color Sta-Hi release with holiday party buffet theme released in cooperation with Denmark Cheese Association, National Live Stock & Meat Board, Frito-Lay and Tea Council. Menu features a fruit-tea punch made from teabags.

An instant tea punch was included in a black and white feature released by International Multifoods to introduce a new "dip" product.

Radio-TV

TV kit featuring "Russian Tea" recipe released by General Foods for Tang. Kit included gift jar of instant tea supplied by Tea Council.

Holiday punch recipes made with tea being offered by Bonnie & Reba Churchill in their syndicated Radio Reports program.

BW *fw*

Tea Council of the U. S. A., Inc., New York

To: John Anderson
From: Beryl Walter
Subject: Publicity Report for the month of December, 1972

Copy to:

File:
Date: December 29, 1972

Newspaper Releases

Color Sta-Hi release entitled "Meals That Wait" featuring instant tea in a party punch and teabags in a breakfast setting released in cooperation with the Almond Control Board for early winter usage.

Radio-TV

Radio recording featuring tea (teabags and instant) as a good study-break beverage released through Sheridan-Elson "Campus Sessions" series for January usage.

In the Works

5 black and white photographs for hot tea taken for release in January.

TV mailing using color slides of cartoon type sketches and script being prepared for release in January to 300 stations through North American Precip's "TV Takes" service.

Radio interview with member of Icecapades troupe featuring instant tea being prepared for release through Orr Productions' "Good Living" series.

BW

Final Report

Kite Day - 1972

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REGISTRATION SECTION

On Wednesday afternoon, July 26th, 4,800 blue and white kites bearing the message "ICED TEA REFRESHES BEST" flew in the sky at four New York City Parks: Central in Manhattan, Van Cortlandt in the Bronx, Riis in Queens and Clove Lee in Richmond. It was "Kite Day - 1972," a joint effort of the Tea Council of the U.S.A., Inc. and the New York City Department of Parks and Recreation.

During the week preceding the event, world champion kite flyer, Will Yolen, acted as a Tea Council spokesman and appeared on WABC-TV's "A.M. - New York" show, WOR radio's John Wingate and John Gambling programs, on WMCA radio, and with Andre Bernard on WNYC-FM, New York City's station. In addition, advance stories ran in the New York Post and New York Times.

At the same time, the Parks Department printed and distributed 500 Posters and 10,000 Handbills to key locations in the five boroughs.

On July 26th, the "main event" was held at Sheep Meadow in Central Park. Thousands of young folks, as well as a good number of young-in-heart on-lookers, gathered by 2 p.m. Kites and string were distributed in an orderly manner and contests held for three prizes in each of three age categories. These same contests were held at the other parks, but the press was invited only to Central Park, because that is where Will Yolen made an attack on his world record for number of kites on one string. The year old record is 50. Mr. Yolen had 48 "Iced Tea Refreshes Best" messages flying from a kite "anchored" some 4,000 feet up, when his 150 pound test line broke and the entire aerial masterpiece took off, headed easterly, for parts still unknown.

Press coverage at the main event was excellent. That evening WCBS-TV ran the story in full on its six and eleven o'clock news shows. U.P.I. television serviced the event for its affiliates, and reports were shown that evening on Channels 5, 9 and 11. Stories appeared the next day in the Times, Post and Daily News.

As a publicity "stunt," Kite Day was a success. As it developed, this event took on an important social significance for New York City. For one day there really was fun in Fun City. Thanks to the Tea Council, thousands of New York City youngsters had a great day outdoors flying kites, all imprinted with a powerful message 30" x 34" high, ICED TEA REFRESHES BEST.

Michael Friedman
Michael Friedman Public Relations

October 18, 1972

MF:sc

Final Report
1972
Tea's Sports Program

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This was the tenth year for the "Football Coaches' Tour for Tea and Fitness."

Between January - July, these 13 coaches:

Alex Agase - Northwestern	Vince Dooley - Georgia
Bob Blackman - Illinois	Ben Martin - Air Force
Tom Cahill - Army	Bill Meek - Utah
Jerry Claiborne - Maryland	Joe Paterno - Penn State
Eddie Crowder - Colorado	Ben Schwartzwalder - Syracuse
Bob Devaney - Nebraska	Bill Murray - Exec. Dir., A.F.C.A.
Dave Nelson, A.D., Delaware	

- visited, in total, these 46 markets:

Atlanta	Columbus	Jacksonville	New Orleans	Rochester
Baltimore	Dallas	Kansas City	New York	St. Louis
Birmingham	Dayton	Los Angeles	Norfolk	San Antonio
Boston	Denver	Louisville	Philadelphia	San Diego
Buffalo	Detroit	Memphis	Phoenix	San Francisco
Charlotte	Grand Rapids	Miami	Pittsburgh	Seattle
Chicago	Hartford	Mobile	Portland	Syracuse
Cincinnati	Houston	Nashville	Providence	Tampa
Cleveland	Indianapolis	New Haven	Richmond	Toledo
				Washington, D.C.

Their message was tea as the drink of active young people, projected in all media on the sports pages and sports and news shows; plus promotion of the A.F.C.A. - Tea Council booklet, "Physical Fitness and Special Conditioning Program."

The 1972 news coverage developed by the touring Coaches was:

293 Radio Interviews
150 Television Features
92 By-line Newspaper Stories

In addition to the market-by-market publicity, Joe Paterno of Penn State visited New York City in mid-March for a heavy two day schedule of national media coverage. He was interviewed by AP and UPI, appeared on NBC Monitor and the Mutual Broadcasting System. Also, he was the subject of a feature article by the NEA Syndicate, and was a guest on the Dick Cavett Show.

Tea's Fitness Clinics

This was the fifth year of the Tea Council's "Fitness Clinic" addition to the Sports Program.

32,300 football coaches and physical education instructors attended a total of 31 clinics on pre-season conditioning. There were -

- 22 Statewide
- 2 City
- 7 Special

- clinics, at all of which the coaches received a sample copy of the A.F.C.A. - Tea Council booklet, together with an order card. A list of the clinics and attendance is attached.

Booklets

This has been a record year for the number of fitness booklets ordered by coaches for distribution to young men. A total of 1,162,633 booklets had been ordered by the end of September.

"Winning Baseball"

The motion picture film "Winning Baseball" completes Tea's Sports Program. Because it is a film which uses young boys to demonstrate how to play baseball, it is timeless in character and as effective now as when it was produced many years ago. Through the end of September this film had produced the following audience and booklet distribution:

9,229 - Showings
487,738 - Attendance
298,662 - Booklets.

This is a very important continuing effort which strengthens the total program with young athletes.

October 18, 1972

MF:sc

Michael Friedman
Michael Friedman Public Relations

Statewide Clinics - 22

1972

<u>State</u>	<u>Coach</u>	<u>Number Attending</u>
Alabama	Murray	1,200
Arkansas	Paterno	900
California	Martin	1,200
Connecticut	Booklets only	500
Florida	Devaney	750
Georgia	Murray	600
Idaho	Meek	300
Illinois	Booklets only	800
Indiana	Agase	500
Iowa	Ralston	400
Kansas	Crowder	600
Louisiana	Murray	1,350
Massachusetts	Wheelright	300
Mississippi	Blackman	250
New Jersey	Agase	850
New York	Paterno	1,000
North Carolina	Gaither	1,400
Ohio	Booklets only	900
South Carolina	Murray	1,500
Tennessee	Gaither	1,000
Texas	Devaney	5,500
Virginia	Paterno	1,000
		<u>22,800</u>

City Clinics - 2

Detroit	Devaney	1,400
Toledo	Devaney	450
		<u>1,850</u>

Special Clinics - 7

A.F.C.A. 1972 Clinic	2,700
All American Coaches Clinic	150
American Football Conference	150
Chicago Football Clinic	1,200
Coach of the Year Clinic	900
National Football Clinic	2,200
Wildwood Football Clinic	350
	<u>7,650</u>

Media Report: 1972 Coaches' Tour

<u>Coach</u>	<u>School</u>	<u>City</u>	<u>Radio</u>	<u>TV</u>	<u>Newspaper</u>
Bob Blackman	Illinois	Denver	6	4	2
		Toledo	8	3	2
		Detroit	7	3	2
		Grand Rapids	6	2	1
Dave Nelson	Delaware	Boston	7	3	2
		Providence	4	2	2
		Hartford	6	3	2
		New Haven	4	3	1
Joe Paterno	Penn State	New York*	3	3	3
Vince Dooley	Georgia	Los Angeles	8	3	2
		Phoenix	7	4	2
		San Diego	6	4	2
Tom Cahill	Army	Cleveland	8	3	2
		Columbus	6	3	2
		Dayton	5	3	2
		Buffalo	4	3	2
		Syracuse	4	2	2
		Rochester	5	3	2
Ben Schwartzwalder	Syracuse	Memphis	5	3	2
		Nashville	8	3	2
		Atlanta	9	3	2
Bill Murray	A.F.C.A.	Norfolk	5	4	2
		Richmond	7	4	2
		Charlotte	5	3	2
Bill Meek	Utah	New Orleans	8	3	2
		Mobile	5	3	2
		Birmingham	6	3	2
		Houston	8	5	2
		Dallas-Ft. Worth	10	3	3
		San Antonio	7	3	2
Alex Agase	Northwestern	Cincinnati	4	3	2
		Indianapolis	5	3	2
		Louisville	6	4	2
Bob Devaney	Nebraska	Tampa-St. Pete.	5	3	2
		Jacksonville	6	4	2
		Miami	6	3	2

continued

<u>Coach</u>	<u>School</u>	<u>City</u>	<u>Radio</u>	<u>TV</u>	<u>Newspaper</u>
Jerry Claiborne	Maryland	Washington, D.C.	8	4	1
		Baltimore	6	3	2
		Pittsburgh	9	4	2
		Philadelphia	7	3	2
Ben Martin	Air Force	Seattle	6	3	2
		Portland	6	4	2
		San Francisco	8	5	3
Eddie Crowder	Colorado	Kansas City	5	3	1
		St. Louis	7	4	2
		Chicago**	<u>12</u>	<u>3</u>	<u>2</u>
			<u>293</u>	<u>150</u>	<u>92</u>

* New York includes A.P., U.P.I., NEA, NBC Monitor,
Mutual Sports, Dick Cavett Show.

** Chicago includes U.P.I.

October 18, 1972

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1972

Final Report

"Touring Two For Tea"

Between June 7th and August 16th Mita Ghosh of India and Methsili Silva of Ceylon undertook a publicity tour on behalf of the Tea Council covering a total of 32 markets, coast-to-coast.

Their subject when meeting all the media in all markets was tea and exotic foods, especially youth oriented vegetarian foods and Iced Tea.

Miss Ghosh launched the tour on June 6th, and in company with a publicity specialist visited 16 markets "on her own."

They were:

Baltimore	Denver	Miami
Birmingham	Greensboro	New Orleans
Buffalo	Houston	New York
Cincinnati	Indianapolis	Pittsburgh
Dallas-Ft. Worth	Kansas City	St. Louis
	Tampa-St. Petersburg	

The second week in July Miss Silva joined the tour and she and Miss Ghosh, together, covered Boston, Hartford and Providence.

Then Miss Silva went alone in the company of a publicity specialist to:

Atlanta	Los Angeles	Rochester
Chicago	Philadelphia	San Diego
Cleveland	Phoenix	San Francisco
Detroit	Portland, Ore.	Seattle
	Washington, D.C.	

The TV, Radio time and Newspaper space which these two young ladies produced for tea resulted in heavy coverage in every market. The totals for both girls are:

- Radio - 43 separate interviews for a total of 15 hours, 20 minutes on the air.
- TV - 32 live and taped programs for a total of 8 hours, 37 minutes.
- Newspapers - 37 separate feature stories. To date 31 of those stories have appeared, producing 10,414 lines of space.

Since all the news and views carried centered solely around tea, its preparation, drinking and versatility with food, this publicity had a heavy emphasis on the product which is only rarely achieved in a publicity program.

Michael Friedman
Michael Friedman Public Relations

October 18, 1972

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SUMMARY OF MEDIA COVERAGE - 1972 TOURING TWO FOR TEA

MITA GHOSH

Miami, Florida, June 7, 1972

Miami Herald - Forty minute interview conducted by Sara Fitzgerald. Recipes given, own picture taken.

WTVJ-TV - Film interview conducted by Mr. C.T. Taylor, news department. Fifteen minutes, used pamphlets on tea history.

WCKT-TV - Five minute taped interview with Wilson Beck of news department.

WPLG-TV - Eight minute live interview with Sherry Grant as part of morning women's show.

Tampa-St. Petersburg, Florida, June 8, 1972

Tampa Tribune - Forty-five minute interview with Marlene Davis, own pictures taken, cold water brewing demonstration. Recipes given.

WTVT-TV - Thirty minute live interview with Pat Colmenares and Bruce Hutchcraft, in color. Cold water brewing demonstration, slides of tea plantation shown.

WFLA Radio - "Tampa Here & Now" program with John Austin. Ten minute live interview, discussing hot and iced tea plus cold water brewing demonstration.

St. Petersburg Times - Two hour interview with Ruth Gray, own pictures taken, recipes given. Also interview with fashion editor, Georgette Hightower, on sari draping. Own color pictures taken for Sunday feature.

Birmingham, Alabama, June 9, 1972

Birmingham News - Forty minute interview with Charlotte Higgins, three photos given, as well as recipes.

WBRC-TV - Twelve minutes live on the air with Tom York and Sharon Lacey. Cold water brewing demonstration.

WARI-TV - Eight minute taped interview with Dick Bright. Cold water brewing demonstration, slides of tea plantation shown.

WBRC Radio - Eight minute taped interview with Dick Deason. All aspects of iced tea preparation discussed.

New Orleans, Louisiana, June 12, 1972

New Orleans Times-Picayune - One hour interview with Rachel Daniel, recipes given, own pictures taken of cold water brewing method.

WWL Radio - Eleven minute taped interview with Fred Hammond on this 50,000 watt radio station. Covered all aspects of iced tea preparation.

WSBM Radio - Twenty minute live interview with Bob Nelson and Roxanne Taft.

Dallas-Ft. Worth, Texas, June 13, 1972

Dallas Morning News - Fifty minute interview with Miss Helen Haycraft, recipes given, own pictures taken of cold water brewing demonstration.

KRLD Radio - Twelve minute taped interview with Don Molino covering all aspects of iced tea, history, mythology.

Ft. Worth Star-Telegram - Fifty minute interview with Miss Eyrach, feature editor. Recipes given, own pictures taken with Miss Texas, candidate for Miss America.

WDAP-TV - Eight minute interview with Bobbie Wygant. Cold water brewing demonstration in color.

Houston, Texas, June 14, 1972

Houston Post - One hour interview with Anne Valentine. Own pictures taken of cold water brewing method.

KTRK-TV - Five minute live interview with Betty Rogers on "Dialing for Dollars" program.

KHOU-TV - Half-hour live interview with Joanne King. Cold water brewing method demonstration. History of tea booklets shown and offered to school children for project assignments. Also recipes given. Miss King offered to distribute booklets and recipes to her audience.

KPRC Radio - Twelve minute taped interview with John Davenport for "Second Look" program. History of tea discussed, methods of preparing iced tea.

KTRH Radio - Thirty minute live interview with Lee Allen and Thelma Schetker. Questions from telephone callers and ten minute discussion of iced tea, India, and history.

St. Louis, Missouri, June 19, 1972

St. Louis Post-Dispatch - Fifty minute interview with Nancy Davis. Recipes given, had received pictures previously, did a story earlier on cold water method. Complimented Tea Council on material.

KMOX-TV - Ten minute taped interview with Julian Bell, slides of tea plantation shown, cold water brewing method demonstrated. Show on air morning of June 24th.

KSD-TV - Five minute taped interview with Miss Lee Sheppard, slides of tea plantation shown, discussion of tea and India.

Kansas City, Missouri, June 19-20, 1972

Kansas City Star - One hour interview with Barbara Jaekel, recipes given, own pictures taken of cold water brewing method.

KCMO Radio - Five minute taped interview with Stu Bowers covering many aspects of iced tea, India, tea history.

WHB Radio - One hour taped interview with Walt Rodine covering all subjects relating to tea in great depth and detail.

WDAF Radio - Ten minute taped interview with Mark Foster, concentrating on various iced tea preparations.

Denver, Colorado, June 21, 1972

Denver Post - Fifty minute interview with Helen Dollaghan. Three pictures as well as recipes. Three Tea Council booklets also given for distribution. Feature appeared in Sunday color magazine section.

KBTR-TV - Three minute taped interview with Dorothy Brandle. Discussed iced tea. Segment used in Bess Myerson show.

KIMN Radio - Eight minutes taped with Gary Semro covering iced tea, Indian tea industry, and history of tea.

Indianapolis, Indiana, June 26, 1972

Indianapolis Star - One hour interview with Miss Donna Segal. Recipes, pictures, and booklets given. Miss Segal did story for Sunday paper.

WFBM-TV - Ten minute live interview with Jim Gerard. Cold water brewing demonstration, Indian tea plantation slides shown.

WIBC Radio - Ten minute telephone interview live with Arch Napier, covered all aspects of iced tea.

Cincinnati, Ohio, June 27, 1972

Cincinnati Enquirer - One hour and ten minute interview with Miss Pat Williams. Three pictures given, recipes, and releases. Comprehensive discussion of tea.

WSAI Radio - Taped fifteen minute interview with Doug Anthony for "Conversation" show. All areas of iced tea discussed.

WLWT-TV - Rosemary Kelly of radio as well as television took pictures and passed them on to Mrs. Joni Roberts, woman's editor.

Pittsburgh, Pennsylvania, June 28, 1972

Pittsburgh Press - One hour and ten minute interview with Miss Veronica Volke. Recipes given as well as "New Food of India" release. Took own pictures and three Tea Council booklets as well. All iced tea subjects covered.

WJAS Radio - One hour live interview with Ira Apple including listener telephone calls. Discussed cold water brewing method and all iced tea preparations, many tea subjects in depth.

KQV Radio - Thirty minute taped interview with Tom Martin covering all tea subjects. Edited to one minute length and used throughout the week of June 28th.

Greensboro - High Point, North Carolina, June 29, 1972

Greensboro Daily News - One hour interview with Mrs. Martha Long, Woman's Page editor, covering cold water brewing, various forms of iced tea preparation, tea history and mythology. Recipes given, own pictures taken.

WGHP-TV - Taped one hour with Bill Boggs, who had just returned from a week in India. Cold water brewing demonstrated. Talk ranged from tea and food to India, its people and customs. Program shown following NBC Today Show.

New York, N.Y., June 30, 1972

New York Daily News - One hour and a half interview with Ella Elvins, food editor. Mita prepared several Indian dishes as well as cold water brewing method. Recipes given, own pictures taken.

WNEW-TV - Taped fifteen minute segment of "Mid-Day" program live with host Lee Leonard. Friday is regular cooking segment, and Mita prepared dish with Leonard as well as various forms of iced tea. Other guests sampled food and tea on camera as did members of studio audience.

Baltimore, Maryland, July 6, 1972

Baltimore Sun - One hour interview with Miss Martha Schoeps, features editor, and Mr. Isaac Rehert, columnist. Two booklets given, took own photographs, discussed food and tea.

WMAR-TV - Thirty minute live interview with Sylvia Scott. Mita cooked curry base on the air, did cold water brewing demonstration, recipes given to viewers.

WBMD Radio - Fifteen minute live interview with Peter Larkin, covered all aspects of tea and tea history.

Buffalo, New York, July 7, 1972

Buffalo News - One hour interview with Miss Janice Okun. Recipes given. Had previously done cold water brewing story. Own pictures taken.

WBEN-TV - One hour live program called "Contact" with Lou Douglas, discussed cold water method, instant and mixes with telephone callers.

* * * *

MITA GHOSH & METHSILI SILVA

Boston, Massachusetts, July 10, 1972

Boston Record American-Herald Traveller - Fifty minute interview with Barbara Kretman. Had recipes, three pictures given. Discussion of food and tea.

WCVT-TV - Taped fifteen minute segment of "From A. to Zenker" Show. Cold water brewing method, full tea discussion.

WEZE Radio - Taped ten minute interview with Wally O'Hara, all tea subjects covered.

Providence, Rhode Island, July 11, 1972

Providence Journal - One hour interview with Mrs. Helen Wilber. Both girls interviewed, recipes given, three pictures given.

WPRI-TV - Live fifteen minute interview with Hank Bouchard and Lou Kiernan during "Dialing for Dollars" program. Cold water brewing demonstration, both girls.

WJAR Radio - Forty-five minute live telephone call in program with Charlie Jefferds. All tea subjects and food covered in depth.

Hartford, Connecticut, July 12, 1972

Hartford Times - One hour interview with Miss Joyce Willis. Recipes given, took own pictures of girls individually and together.

WTIC Radio - Taped thirty minute interview with Jean Colbert. All tea and food subjects covered in depth.

WHCN-FM Radio - Thirty minute live call in show with Greg Kuyumjian, all tea subjects covered including cold water method.

SUMMARY OF MEDIA COVERAGE - 1972 TOURING TWO FOR TEA

METHSILI SILVA

For the first three markets in this report Methsili Silva of Ceylon traveled with and took part in all the interviewing sessions with Mita Ghosh of India, for whom these three markets marked the end of her tour.

METHSILI SILVA & MITA GHOSH

Boston, Massachusetts, July 10, 1972

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WHCN-FM Radio - Thirty minute live call in show with Greg Kuyumjian, all tea subjects covered including cold water method.

For the following 13 markets Miss Silva was on her own accompanied by a publicity specialist.

Rochester, New York, July 17, 1972

Rochester Times-Union - interview with Margaret Doyle, one picture taken and recipes given for tea and exotic foods.

WHEC-TV - Fifteen minute live interview with Eddie Heath, tea plantation slides shown, cold water method demonstration, instant tea mentioned.

WROC-TV - Thirty minute live interview with Tom Ryan. All talk, no demonstration.

WHAM Radio - Eight minute "open line" interview with Charles Platt taped, questions on tea answered.

Philadelphia, Pennsylvania, July 18, 1972

Philadelphia Bulletin - One hour and ten minute interview with Mrs. Dorothy Brown. Own pictures taken of cold water method demonstration.

Philadelphia Inquirer - Fifty minute interview with Elaine Tait, one picture and recipes given. This is only city where one paper wasn't given the tea story on an exclusive basis. Each gave special permission.

WIP Radio - Ten and a half minute interview with Bill Webber.

KYW Radio - Five minute taped interview with Bob Witten on iced tea and the youth market.

Atlanta, Georgia, July 24, 1972

Atlanta Journal - One hour interview with Judy Sherrod, two pictures and all recipes given.

WYZE Radio - Six minute taped interview with John Bixby, on air three times on August 5th. Entire interview was on tea brewing, U.S.A. tea drinking habits.

WSB Radio - Five minute interview with John Pauza.

WSB-TV - Ten minute taped interview with Charlie Welsh. Methsili prepared and cooked curried meat balls and did iced tea cold water method demonstration.

Washington, D.C., July 25 and 26, 1972

Washington Post - One hour interview with Louise Oettinger. Own pictures taken of cold water brewing demonstration at Madison Hotel with instant tea and iced tea mix props in foreground.

WTTG-TV - Ten minute, live interview on "Panorama Program." Instant tea talked about as Methsili preference of her many American discoveries.

Cleveland, Ohio, July 31, 1972

Cleveland Plain Dealer - One hour and forty-five minute interview with Miss Janet Beighle; recipes given, own pictures taken of cold water brewing method demonstration; cold water leaflet given; instant tea prominently mentioned and positioned in photo.

WEWS-TV - Ten minute tape interview with Liz Richards, interviewer for the Alan Douglas show; focus on cold water brewing method and instant tea.

WJW Radio - Ten minute live on the telephone with Carl Reese.

WIXY Radio - Thirty minute taped interview with Roger Daniels.

Detroit, Michigan, August 1, 1972

Detroit Free Press - One and a half hour interview with Mrs. Paula Buchholz, recipes given, own pictures taken of cold water method demonstration, release and three booklets given.

WWJ-AM Radio - Five and a half minute interview with George Kendall.

WWJ-TV - One minute, twenty second filmed interview with Ted Russell; instant tea prominent, cold water brewing method demonstrated.

Chicago, Illinois, August 2, 1972

Chicago Tribune - One and a half hour interview with Miss Annette Stover, recipes, booklets and pictures given.

Chicago Sun-News - Interview with Miss Carol Albert, own pictures taken for differences in sari wearing between India and Ceylon. There was no conflict here since this was for a fashion feature.

WBEM-AM Radio - Ten minute tape interview with John Hultman, who covered all the material in Mitzie's release on tea and food.

Phoenix, Arizona, August 7, 1972

Arizona Republic - One hour interview with Dorothy Polson; own picture taken; subject mostly tea and tourism.

KOOL-TV - Ten minute interview on iced tea in U.S. versus Ceylon tea habits.

KPHO-AM Radio - Eight minute taped interview on iced tea drinking all year.

San Diego, California, August 8, 1972

San Diego Union - Forty minute interview with Jeanette Branin. Own photographs taken and recipes and booklets given.

KSDO Radio - Five minute live telephone interview with Fred Lewis.

KFMB-TV - Two minute live top of the show announcement of "Sunnup Show," Sue White interviewer (co-hostess with Mel Knoepps) for ten minutes, ten seconds. Full story of tea's growing popularity among young people.

Los Angeles, California, August 9, 1972

Los Angeles Times - Interview with Jeanne Bennett, own pictures taken, cold water demonstration with instant tea prominent. Took recipes and booklets.

KNX-AM Radio - Fifteen minutes live, with Mike Roy, Denny Bracken co-hosts; recipes given.

KABC-AM Radio - Five minute live telephone interview on Marv Gray Show.

KFWB Radio - Five minute taped interview with Rich Buhler.

August 10 - Fifteen minute live interview on Robert Q. Lewis Show before audience at Universal Tour Studios; Methsili described the cold water method; instant tea and the mixes were talked about.

San Francisco, California, August 14, 1972

San Francisco Examiner - One hour interview with Miss Janice Berman. Own pictures taken of cold water method demonstration; instant tea prominent in mentions and photos.

KFRC Radio - Ten minute taped interview with Sacheen Littlefeather, Methsili release used extensively for material on tea.

KCBS Radio - Aggregate five minute taped interview with Anna Mae Sokusky; aired on August 15th twenty times, Methsili's tape inserted in live broadcasts.

Seattle, Washington, August 15, 1972

Seattle Times - Fifty minute interview with Joan McDonald. Three booklets given, recipes given. Own pictures taken of cold water brewing method demonstration with instant tea prominent in copy and photograph.

KING-TV - Ten minute live interview in kitchen setting with Bea Donovan, instant and tea mix products discussed and shown on camera. Cold water method demonstrated and tasted.

KOMO Radio - Ten minute taped interview with Katherine Wise covered iced tea in all its forms as reason for great and growing popularity, especially with teen-agers.

Portland, Oregon, August 16, 1972

Portland, Oregonian - Forty-five minute interview with Yvonne Rother. Recipes, three booklets given. Own picture taken of Methsili with iced tea glass.

KATU-TV - Six minute live cold water brewing and hot spiced tea demonstration and tea mentioned by Kirby Bromfield, co-host with Beverly Byer, at end of show, independent of Methsili.

KLIQ Radio - One hour twenty minute live interview, call ins, with Mark Lee. Difficult program handled deftly by Methsili turning all questions into tea answers.

SUMMARY OF MEDIA COVERAGE - 1972 TOURING TWO FOR TEA

MITA GHOSH

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KPRC Radio - Twelve minute taped interview with John Davenport for "Second Look" program. History of tea discussed, methods of preparing iced tea.

KTRH Radio - Thirty minute live interview with Lee Allen and Thelma Schetker. Questions from telephone callers and ten minute discussion of iced tea, India, and history.

St. Louis, Missouri, June 19, 1972

St. Louis Post-Dispatch - Fifty minute interview with Nancy Davis. Recipes given, had received pictures previously, did a story earlier on cold water method. Complimented Tea Council on material.

KMOX-TV - Ten minute taped interview with Julian Bell, slides of tea plantation shown, cold water brewing method demonstrated. Show on air morning of June 24th.

KSD-TV - Five minute taped interview with Miss Lee Sheppard, slides of tea plantation shown, discussion of tea and India.

Kansas City, Missouri, June 19-20, 1972

Kansas City Star - One hour interview with Barbara Jaekel, recipes given, own pictures taken of cold water brewing method.

KCMO Radio - Five minute taped interview with Stu Bowers covering many aspects of iced tea, India, tea history.

WHB Radio - One hour taped interview with Walt Rodine covering all subjects relating to tea in great depth and detail.

WDAF Radio - Ten minute taped interview with Mark Foster, concentrating on various iced tea preparations.

Denver, Colorado, June 21, 1972

Denver Post - Fifty minute interview with Helen Dollaghan. Three pictures as well as recipes. Three Tea Council booklets also given for distribution. Feature appeared in Sunday color magazine section.

KBTR-TV - Three minute taped interview with Dorothy Brandle. Discussed iced tea. Segment used in Bess Myerson show.

KIMN Radio - Eight minutes taped with Gary Semro covering iced tea, Indian tea industry, and history of tea.

Indianapolis, Indiana, June 26, 1972

Indianapolis Star - One hour interview with Miss Donna Segal. Recipes, pictures, and booklets given. Miss Segal did story for Sunday paper.

WFBM-TV - Ten minute live interview with Jim Gerard. Cold water brewing demonstration, Indian tea plantation slides shown.

WIBC Radio - Ten minute telephone interview live with Arch Napier, covered all aspects of iced tea.

Cincinnati, Ohio, June 27, 1972

Cincinnati Enquirer - One hour and ten minute interview with Miss Pat Williams. Three pictures given, recipes, and releases. Comprehensive discussion of tea.

WSAI Radio - Taped fifteen minute interview with Doug Anthony for "Conversation" show. All areas of iced tea discussed.

WLWT-TV - Rosemary Kelly of radio as well as television took pictures and passed them on to Mrs. Joni Roberts, woman's editor.

Pittsburgh, Pennsylvania, June 28, 1972

Pittsburgh Press - One hour and ten minute interview with Miss Veronica Volke. Recipes given as well as "New Food of India" release. Took own pictures and three Tea Council booklets as well. All iced tea subjects covered.

WJAS Radio - One hour live interview with Ira Apple including listener telephone calls. Discussed cold water brewing method and all iced tea preparations, many tea subjects in depth.

KQV Radio - Thirty minute taped interview with Tom Martin covering all tea subjects. Edited to one minute length and used throughout the week of June 28th.

Greensboro - High Point, North Carolina, June 29, 1972

Greensboro Daily News - One hour interview with Mrs. Martha Long, Woman's Page editor, covering cold water brewing, various forms of iced tea preparation, tea history and mythology. Recipes given, own pictures taken.

WGHP-TV - Taped one hour with Bill Boggs, who had just returned from a week in India. Cold water brewing demonstrated. Talk ranged from tea and food to India, its people and customs. Program shown following NBC Today Show.

New York, N.Y., June 30, 1972

New York Daily News - One hour and a half interview with Ella Elvins, food editor. Mita prepared several Indian dishes as well as cold water brewing method. Recipes given, own pictures taken.

WNEW-TV - Taped fifteen minute segment of "Mid-Day" program live with host Lee Leonard. Friday is regular cooking segment, and Mita prepared dish with Leonard as well as various forms of iced tea. Other guests sampled food and tea on camera as did members of studio audience.

Baltimore, Maryland, July 6, 1972

Baltimore Sun - One hour interview with Miss Martha Schoeps, features editor, and Mr. Isaac Rehert, columnist. Two booklets given, took own photographs, discussed food and tea.

WMAR-TV - Thirty minute live interview with Sylvia Scott. Mita cooked curry base on the air, did cold water brewing demonstration, recipes given to viewers.

WBMD Radio - Fifteen minute live interview with Peter Larkin, covered all aspects of tea and tea history.

Buffalo, New York, July 7, 1972

Buffalo News - One hour interview with Miss Janice Okun. Recipes given. Had previously done cold water brewing story. Own pictures taken.

WBEN-TV - One hour live program called "Contact" with Lou Douglas, discussed cold water method, instant and mixes with telephone callers.

* * * *

MITA GHOSH & METHSILI SILVA

Boston, Massachusetts, July 10, 1972

Boston Record American-Herald Traveller - Fifty minute interview with Barbara Kretman. Had recipes, three pictures given. Discussion of food and tea.

WCVT-TV - Taped fifteen minute segment of "From A. to Zenker" Show. Cold water brewing method, full tea discussion.

WEZE Radio - Taped ten minute interview with Wally O'Hara, all tea subjects covered.

Providence, Rhode Island, July 11, 1972

Providence Journal - One hour interview with Mrs. Helen Wilber. Both girls interviewed, recipes given, three pictures given.

WPRI-TV - Live fifteen minute interview with Hank Bouchard and Lou Kiernan during "Dialing for Dollars" program. Cold water brewing demonstration, both girls.

WJAR Radio - Forty-five minute live telephone call in program with Charlie Jefferds. All tea subjects and food covered in depth.

Hartford, Connecticut, July 12, 1972

Hartford Times - One hour interview with Miss Joyce Willis. Recipes given, took own pictures of girls individually and together.

WTIC Radio - Taped thirty minute interview with Jean Colbert. All tea and food subjects covered in depth.

WHCN-FM Radio - Thirty minute live call in show with Greg Kuyumjian, all tea subjects covered including cold water method.

SUMMARY OF MEDIA COVERAGE - 1972 TOURING TWO FOR TEA

METHSILI SILVA

For the first three markets in this report Methsili Silva of Ceylon traveled with and took part in all the interviewing sessions with Mita Ghosh of India, for whom these three markets marked the end of her tour.

METHSILI SILVA & MITA GHOSH

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For the following 13 markets Miss Silva was on her own accompanied by a publicity specialist.

Rochester, New York, July 17, 1972

Rochester Times-Union - interview with Margaret Doyle, one picture taken and recipes given for tea and exotic foods.

WHEC-TV - Fifteen minute live interview with Eddie Heath, tea plantation slides shown, cold water method demonstration, instant tea mentioned.

WROC-TV - Thirty minute live interview with Tom Ryan. All talk, no demonstration.

WHAM Radio - Eight minute "open line" interview with Charles Platt taped, questions on tea answered.

Philadelphia, Pennsylvania, July 18, 1972

Philadelphia Bulletin - One hour and ten minute interview with Mrs. Dorothy Brown. Own pictures taken of cold water method demonstration.

Philadelphia Inquirer - Fifty minute interview with Elaine Tait, one picture and recipes given. This is only city where one paper wasn't given the tea story on an exclusive basis. Each gave special permission.

WIP Radio - Ten and a half minute interview with Bill Webber.

KYW Radio - Five minute taped interview with Bob Witten on iced tea and the youth market.

Atlanta, Georgia, July 24, 1972

Atlanta Journal - One hour interview with Judy Sherrod, two pictures and all recipes given.

WYZE Radio - Six minute taped interview with John Bixby, on air three times on August 5th. Entire interview was on tea brewing, U.S.A. tea drinking habits.

WSB Radio - Five minute interview with John Pauza.

WSB-TV - Ten minute taped interview with Charlie Welsh. Methsili prepared and cooked curried meat balls and did iced tea cold water method demonstration.

Washington, D.C., July 25 and 26, 1972

Washington Post - One hour interview with Louise Oettinger. Own pictures taken of cold water brewing demonstration at Madison Hotel with instant tea and iced tea mix props in foreground.

WTTG-TV - Ten minute, live interview on "Panorama Program." Instant tea talked about as Methsili preference of her many American discoveries.

Cleveland, Ohio, July 31, 1972

Cleveland Plain Dealer - One hour and forty-five minute interview with Miss Janet Beighle; recipes given, own pictures taken of cold water brewing method demonstration; cold water leaflet given; instant tea prominently mentioned and positioned in photo.

WEWS-TV - Ten minute tape interview with Liz Richards, interviewer for the Alan Douglas show; focus on cold water brewing method and instant tea.

WJW Radio - Ten minute live on the telephone with Carl Reese.

WIXY Radio - Thirty minute taped interview with Roger Daniels.

Detroit, Michigan, August 1, 1972

Detroit Free Press - One and a half hour interview with Mrs. Paula Buchholz, recipes given, own pictures taken of cold water method demonstration, release and three booklets given.

WWJ-AM Radio - Five and a half minute interview with George Kendall.

WWJ-TV - One minute, twenty second filmed interview with Ted Russell; instant tea prominent, cold water brewing method demonstrated.

Chicago, Illinois, August 2, 1972

Chicago Tribune - One and a half hour interview with Miss Annette Stover, recipes, booklets and pictures given.

Chicago Sun-News - Interview with Miss Carol Albert, own pictures taken for differences in sari wearing between India and Ceylon. There was no conflict here since this was for a fashion feature.

WBDM-AM Radio - Ten minute tape interview with John Hultman, who covered all the material in Mitzie's release on tea and food.

Phoenix, Arizona, August 7, 1972

Arizona Republic - One hour interview with Dorothy Polson; own picture taken; subject mostly tea and tourism.

KOOL-TV - Ten minute interview on iced tea in U.S. versus Ceylon tea habits.

KPHO-AM Radio - Eight minute taped interview on iced tea drinking all year.

San Diego, California, August 8, 1972

San Diego Union - Forty minute interview with Jeanette Branin. Own photographs taken and recipes and booklets given.

KSDO Radio - Five minute live telephone interview with Fred Lewis.

KFMB-TV - Two minute live top of the show announcement of "Sunnup Show," Sue White interviewer (co-hostess with Mel Knoepfs) for ten minutes, ten seconds. Full story of tea's growing popularity among young people.

Los Angeles, California, August 9, 1972

Los Angeles Times - Interview with Jeanne Bennett, own pictures taken, cold water demonstration with instant tea prominent. Took recipes and booklets.

KNX-AM Radio - Fifteen minutes live, with Mike Roy, Denny Bracken co-hosts; recipes given.

KABC-AM Radio - Five minute live telephone interview on Marv Gray Show.

KFWB Radio - Five minute taped interview with Rich Buhler.

August 10 - Fifteen minute live interview on Robert Q. Lewis Show before audience at Universal Tour Studios; Methsili described the cold water method; instant tea and the mixes were talked about.

San Francisco, California, August 14, 1972

San Francisco Examiner - One hour interview with Miss Janice Berman. Own pictures taken of cold water method demonstration; instant tea prominent in mentions and photos.

KFRC Radio - Ten minute taped interview with Sacheen Littlefeather, Methsili release used extensively for material on tea.

KCBS Radio - Aggregate five minute taped interview with Anna Mae Sokusky; aired on August 15th twenty times, Methsili's tape inserted in live broadcasts.

Seattle, Washington, August 15, 1972

Seattle Times - Fifty minute interview with Joan McDonald. Three booklets given, recipes given. Own pictures taken of cold water brewing method demonstration with instant tea prominent in copy and photograph.

KING-TV - Ten minute live interview in kitchen setting with Bea Donovan, instant and tea mix products discussed and shown on camera. Cold water method demonstrated and tasted.

KOMO Radio - Ten minute taped interview with Katherine Wise covered iced tea in all its forms as reason for great and growing popularity, especially with teen-agers.

Portland, Oregon, August 16, 1972

Portland, Oregonian - Forty-five minute interview with Yvonne Rother. Recipes, three booklets given. Own picture taken of Methsili with iced tea glass.

KATU-TV - Six minute live cold water brewing and hot spiced tea demonstration and tea mentioned by Kirby Bromfield, co-host with Beverly Byer, at end of show, independent of Methsili.

KLIQ Radio - One hour twenty minute live interview, call ins, with Mark Lee. Difficult program handled deftly by Methsili turning all questions into tea answers.

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Report On

Project LWV

"Campaigning For Tea - 1972"

Iced tea and hot tea were prominently and favorably identified this year in a national "Voters Service" campaign which associated the Tea Council with one of the largest, most influential women's organizations in the country-- the League of Women Voters. The project was originated and implemented by John Scott Fones Inc. beginning January this year.

The spearhead of the program was the first comprehensive "Voters Service" kit ever assembled by the LWV, and it was made possible by arrangements made on behalf of the Tea Council by JSF Inc.

The program was carried out by the LWV itself--from its national office in Washington. The "Voters Service" kit reached the 160,000 LWV members through their state and local Leagues, and was distributed to the national LWV convention in Atlanta last May in a specially created handsome vinyl folder.

The kit contained four pieces of original material specially developed by JSF Inc. with and for the Tea Council, and two other pieces prepared by the LWV national office -- "Get Ready to Vote" booklet, and "It's Your Country" flyer.

The considerable benefits for tea included:

.The appreciation of LWV members for tea's contribution to their "Voters Service" activity, a most important LWV activity especially in a national election year. Tea was given prominent credit in print for its contributions to the "Voters Service" kit and thanked warmly on several occasions orally from the rostrum at the LWV convention in May in Atlanta.

.The identification of tea with the LWV and its activities both through word of mouth and via one of the "Voters Service" kit pieces -- "Come To The Aid Of Your Party".

This little booklet, an idea created by JSF Inc. and prepared with considerable help from Beryl Walter, one of the most widely distributed items in the Voters Service kit. It was distributed to all state and local Leagues, and there have been extensive re-orders for it. It also won wide acceptance by delegates to both the Democratic and Republican National Conventions, by candidates for election, and by their campaign organizations. Both National Committees ordered large quantities of "Come To The Aid Of Your Party" for distribution at key convention events -- 2,000 in the case of the Democrats, and 1,000 for the Republicans, where the order came directly from Convention Chairman Mrs. Anne Armstrong.

.Extensive "sell" for hot and iced tea, and tea made in quantity within the text of "Come To The Aid Of Your Party." Not only was iced or hot tea identified repeatedly as the "go-with" beverage for a variety of election-year "occasion" parties, but 4 pages of the 24-page booklet were devoted to actual recipes for making tea.

(It is worth noting that "Come To The Aid Of Your Party" achieved such wide and important distribution via the LWV that by the time JSF Inc. contacted state delegation chairmen in connection with Tea Council activities at the two conventions many chairmen were already aware of the booklet and specifically mentioned it.)

In addition to "Come To The Aid Of Your Party", JSF Inc. created an original speech for election-year 1972 drawing on the colorful history of past presidential campaigns and candidates. Used by LWV speakers bureaus and others

served by the LWV for stimulating interest in voting, it was accompanied by "filler" items drawn from the speech for use by local newspapers.

JSF Inc. also, at the request of the LWV, created a new version of the "Your Vote Makes A Difference" poster which the LWV traditionally places in high-traffic areas around the country.

All materials in the kit, with the exception of "Come To The Aid Of Your Party", were charged for (to local leagues ordering them) by the LWV national office, so that the Tea Council's public-service contribution was magnified even larger by this revenue from the sale of materials in the kit.

By September, LWV members had ordered an additional 40,000 copies of "Come To The Aid Of Your Party", matching the 40,000 which were distributed with the 8,000 "Voters Service" kits.

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FROM: News Bureau
Grey & Davis Inc.
777 Third Avenue
New York, N.Y. 10017
(Don Wiederecht) 212 PL 2-2200

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"YOUNG DISCOVERIES IN TEA & JAZZ" NATIONAL TALENT SEARCH

LAUNCHED BY TEA INDUSTRY AND NEWPORT JAZZ FESTIVAL PRODUCER

NEW YORK, N. Y., July 21 -- The Newport Jazz Festival--New York and The Tea Council of the USA, Inc. have combined forces to launch an eight-month, nationwide talent search--called "Young Discoveries in Tea & Jazz" -- for a youthful jazz group, rock combo and pop vocalist to perform at special concerts at next year's 20th annual Newport Jazz Festival.

George Wein, president of Festival Productions Inc., producer of the Festival, said that he was highly gratified with the new association. "The union of jazz music and tea is a very natural one. Not only because the tea industry has been encouraging young musical talent with programs of its own for a number of years, but because tea now has a young, 'swinging' look about it. And the one thing we saw at this year's Festival was a marked increase of young persons in our audiences."

Wein also said, "This is something I've been thinking about for quite a while--making a thorough search of our musically rich country to find the best young talent and give it real recognition by showcasing it at next year's Festival in New York. And the tea people are helping us make it happen."

John M. Anderson, executive director of the Tea Council (the promotional arm of the tea industry) said; "Over the past seven years, we have sponsored a number of fine music programs which have afforded young persons the opportunity to express their talent and be rewarded for it. We feel that by continuing this effort, with the Newport Jazz Festival as the ultimate reward, we are reaching the summit. We expect more music-loving young persons all across the nation to be very involved--more than ever before."

(more)

Wein and his Festival Productions will direct the Tea Council's search for new, youthful talent, concentrating their efforts in 20 major markets. Performers will be screened by FPI through submission of tapes, and, after national selections are made, the winners will be booked to play, along with established jazz names, at special Tea Concerts in the 1973 Newport Jazz Festival in New York City.

"Young Discoveries in Tea & Jazz" is concentrated in the following markets:

Atlanta	Los Angeles
Baltimore	Memphis
Boston	Miami
Chicago	New Orleans
Cincinnati	New York
Denver	Pittsburgh
Detroit	Providence
Hartford	Rochester
Houston	San Francisco
Kansas City	St. Louis

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~~Attachment No. 1~~
h)

Report on News and
Public Interest Telecasts
at the
Republican and Democratic National Conventions

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This was a unique project in which a team of specialists organized by John Scott Fones, Inc. worked as newsmen by getting actual assignments from selected major city TV stations -- while serving, in a public relations capacity, the interests of iced tea at the two conventions.

The television stations' interest, predetermined of course, was news coverage of hometown delegates who were participating in a major news event. The challenge was to strike a balance between news and feature treatment, but the film news clips had to be newsworthy to meet the stations' standards of professionalism and therefore to be used.

For iced tea, we considered our assignment was to inject the product naturally but importantly into each filmed scene, to make it unmistakably refreshing iced tea, to refer to it verbally whenever possible, and to have iced tea consumed on camera during the interviews. And without, of course, detracting from the authentic news value of the news film.

The delegates' attitudes could have been a problem, but weren't. We assured them that they were making news of interest to their constituency, and that the iced tea we placed casually in their hands was a natural, hospitable part of each interview on hot, humid days in Miami Beach in summer.

From what we saw of the films of delegates at Miami Beach, and from the response we received from the stations ... it all worked.

All told 30 different markets received 58 filmed interviews. Based on the reply cards we sent with each film to stations, at least 80 percent of the stations received the material on time, in good condition, and used it at least once. This projects to over 150 minutes of Iced Tea exposure on top TV news programs during July and August.

Attached is a list of the markets covered for each National Convention. A few markets were not serviced because the delegates were not able to fulfill their time commitments, (8); or the stations were not able to cooperate, (4). We had anticipated servicing 40-plus stations with our iced tea news film.

In addition the Tea Council - League of Women Voters' booklet, "Come To the Aid of Your Party," was personally distributed at both National Conventions to heads of delegations -- more than 5,000 to Democrats and more than 4,000 to Republicans, each with order blanks for additional quantities to be used during the Fall Campaign. This proved to be a very popular step, as the attached listing shows.

Including orders from the League of Women Voters, the delegations and the Home Demonstration Agents who were also sent copies, a total of 123,000 of these booklets had been distributed as of September 1st ... another measure of the success of this program.

John S. Fones

September, 1972

Interviews with Delegates at Democratic and Republican National Conventions --

By Cities Serviced with Newsfilm

<u>City</u>	<u>Democratic Convention</u>	<u>Republican Convention</u>
	(If more than one station serviced in market, number is in parentheses)	
New York	yes	yes
Buffalo	yes	yes (2)
Rochester	yes	yes
Hartford	yes (2)	yes
New Haven	yes	yes
Providence	no	yes
Boston	yes (2)	yes (2)
Portland, Me.	no	yes
Washington, D. C.	no	yes
Richmond	yes (2)	yes (2)
Norfolk	yes (2)	no
Atlanta	yes	yes
Jacksonville	no	yes
Nashville	yes	yes
Memphis	yes	yes
Cincinnati	yes	yes
Columbus	yes	yes
Dayton	yes	no
Toledo	yes	no
Louisville	yes	no
Dallas	yes	yes
Fort Worth	yes	yes
Houston	yes	no
San Antonio	yes	yes
Seattle	yes	no
Portland, Ore.	yes	yes
San Francisco	yes	yes
Los Angeles	yes (3)	yes (2)
San Diego	yes	yes

Total markets serviced with at least one newsfilm interview: 30

Total markets serviced with both Democratic, Republican interviews: 19

CITIES SCHEDULED BUT DELEGATIONS NOT AVAILABLE

Philadelphia
Harrisburg
Chicago
Indianapolis
St. Louis
Cleveland
New Orleans
Phoenix

CITIES ORIGINALLY TARGETED FOR NEWSFILM BUT NOT SERVICED

Detroit
Grand Rapids
Pittsburgh
Worcester, Mass.

In the first three cases, stations declined service because they were covering themselves. In case of Worcester, station had no independent news facilities.

Stations Requesting Newsfilm Delegate Interviews From

Democratic and Republican National Conventions

<u>City</u>	<u>Station</u>
New York	WNEW-TV
Buffalo	WGR-TV
	WKBW-TV**
Rochester	WROC-TV
Syracuse	WSYR-TV*
Hartford	WHNB-TV**
	WHCT-TV
New Haven	WTNH-TV
Providence	WPRI-TV**
Boston	Channel 5
	WSBK-TV
Portland, Me.	WGAN-TV**
Philadelphia	WKBS-TV***
Harrisburg, Pa.	WTPA-TV***
Washington, D.C.	WTTG-TV**
Richmond	WWBT-TV
	WXEX-TV
Norfolk	WVEC-TV*
	WTAR-TV*
Atlanta	WQXI-TV
Jacksonville, Fla.	WJKS-TV**
Nashville	WLAC-TV
Memphis	WREC-TV
New Orleans	WVUE-TV***
	WWL-TV***
Chicago	WSNS-TV***
Indianapolis	WTTV-TV***
Cincinnati	WLWT-TV
Columbus	WLWC-TV
Dayton	WLWD-TV*
Toledo	WTOL-TV*
Cleveland	WKBF-TV***
Louisville	WLKY-TV*
St. Louis	KPLR-TV***
Dallas	KTVT-TV
Fort Worth	WBAP-TV
Houston	KHOU-TV*
San Antonio	KENS-TV
Phoenix	KTVK-TV***
San Diego	KCST-TV
Los Angeles	KTLA-TV
	KTTV-TV
	KHJ-TV*
San Francisco	KGO-TV
Portland, Ore.	KPTV-TV
Seattle	KOMO-TV*

*-Serviced Dem. Conv. clips only.

** -Serviced Rep. Conv. clips only.

***-Clips requested but not serviced.

"Come To The Aid Of Your Party" Booklets Distributed To Delegation

Heads At The Democratic and Republican National Conventions

Note: All booklets contained green order cards for ordering 5 to 50
booklets per local delegation.

<u>Delegation</u>	<u>Democratic Convention</u>	<u>Republican Convention</u>
Maine	50	35
Massachusetts	300	200
Rhode Island	43	75
Connecticut	0	175
New York	0	200
Pennsylvania	25	1,300
D. C.	0	50
Virginia	90	150
Georgia	100	50
Florida	132	80
Ohio	1,000	25
Indiana	0	75
Kentucky	47	60
Louisiana	0	0
Tennessee	25	3
Texas	200	124
Arizona	48	70
California	0	300
Oregon	61	100
Washington	88	50
Illinois	254	
Missouri	120	
Michigan	250	0
Arkansas	51	
Wisconsin	200	
Virgin Islands	24	
South Carolina	80	
Nebraska	50	
National Committee	2,000	1,000
Maryland	87	

TOTALS:	5,320	4,122
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GRAND TOTAL: 9,442

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TEA COUNCIL OF THE U. S. A., INC.

REPORT OF THE TREASURER

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 1972

	<u>ACTUAL TO</u> <u>9/30/72</u>	<u>BUDGET THRU</u> <u>9/30/72</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$626,273</u>	<u>\$626,273</u>	<u>\$626,273</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$220,161	\$205,533	\$250,000
Producing Countries Contributions	267,486	389,725	389,725
Interest	<u>23,923</u>	<u>20,250</u>	<u>27,000</u>
Total Receipts	<u>\$511,570</u>	<u>\$615,508</u>	<u>\$666,553</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	<u>\$622,817</u>	<u>\$625,480</u>	<u>\$814,555</u>
<u>OPERATING BALANCE, AT END:</u>	<u>\$515,026</u>	<u>\$616,301</u>	<u>\$478,443</u>

<u>Tea Council Activities</u>	<u>Actual Exp. Thru 9/30/72</u>	<u>Budget Thru 9/30/72</u>	<u>1972 Budget</u>
101 Salaries (8)	\$ 85,676	\$ 85,855	\$115,200
104 Special Services	42,391	44,800	57,000
107 Travel & Expense	10,790	10,500	14,000
110 Employees' Pension, Taxes & Ins.	16,140	16,200	22,500
113 Office Supplies & Expense	6,330	6,050	8,000
116 Rent & Maintenance	22,615	23,700	31,300
119 Furniture & Equipment	1,304	1,400	1,500
122 Insurance & Sundry Expense	6,844	6,250	7,000
125 Exhibits & Presentations	1,628	2,000	3,500
128 Publications	20,826	19,300	19,300
132 Photographs	3,472	4,650	6,600
138 Clippings, Radio & TV Reports	1,477	1,320	1,800
141 Publicity Mailings & Materials	16,308	17,750	20,000
144 Tea Convention	1,121	---	15,000
147 TV & Radio Publicity	6,654	7,000	10,000
160-188 Special Projects	<u>384,206</u>	<u>383,675</u>	<u>488,475</u>
Gross	\$627,782	\$630,450	\$821,175
151 Less Service Fee Paid by Tea Ass'n.	<u>(4,965)</u>	<u>(4,970)</u>	<u>(6,620)</u>
Net	<u>\$622,817</u>	<u>\$625,480</u>	<u>\$814,555</u>

<u>Special Projects</u>	<u>Actual Exp. Thru 9/30/72</u>	<u>Budget Thru 9/30/72</u>	<u>1972 Budget</u>
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 38,070	\$ 42,000	\$ 46,250
161 Physical Fitness Booklet	72,478	73,000	77,350
162 Postage & Handling Booklet Shipments	22,188	21,500	27,500
164 Development New A.F.C.A. Program	2,590	2,600	25,000
165 Distribution, "Winning Baseball" Film	16,590	16,500	20,000
166 Replacement Prints-"Winning Baseball"	1,763	1,650	1,650
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	30,676	28,800	28,800
172 Running Program	<u>259</u>	<u>500</u>	<u>3,500</u>
Sub Total	\$189,614	\$191,550	\$235,050
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 22,233	\$ 22,500	\$ 25,000
167 ABC's of American Industry	15,164	15,500	17,000
170 Tea Trade Journal Ads	963	800	800
171 Film Distribution	8,765	8,825	11,875
174 Prints - "Magic Hamper"	681	1,000	1,000
175 Misc.-devel. of ideas, sketches, etc.	2,881	3,000	3,000
180 Tea's High Flyer	5,421	5,500	5,500
181 Speakers' Bureau	10,516	11,000	18,000
182 Touring For Tea	28,619	25,000	25,000
183 Tea and Music	45,000	45,000	75,000
184 Utility - Home Dem	---	---	500
185 New Home Economics Filmstrip	5,122	7,000	18,750
187 Campaigning For Tea	49,227	47,000	47,000
188 Research	<u>---</u>	<u>---</u>	<u>5,000</u>
Grand Total	<u>\$384,206</u>	<u>\$383,675</u>	<u>\$488,475</u>

TEA COUNCIL OF THE U. S. A., INC.

REPORT OF THE TREASURER

FOR THE TEN MONTHS ENDED OCTOBER 31, 1972

	<u>ACTUAL TO</u> <u>10/31/72</u>	<u>BUDGET THRU</u> <u>10/31/72</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$626,273</u>	<u>\$626,273</u>	<u>\$626,273</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$235,285	\$220,742	\$250,000
Producing Countries Contributions	327,442	389,725	389,725
Interest	<u>26,485</u>	<u>22,500</u>	<u>27,000</u>
Total Receipts	<u>\$589,212</u>	<u>\$632,967</u>	<u>\$666,725</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	<u>\$670,721</u>	<u>\$680,140</u>	<u>\$814,555</u>
<u>OPERATING BALANCE, AT END:</u>	<u>\$544,764</u>	<u>\$579,100</u>	<u>\$478,443</u>

<u>Tea Council Activities</u>	<u>Actual Exp. Thru 10/31/72</u>	<u>Budget Thru 10/31/72</u>	<u>1972 Budget</u>
101 Salaries (8)	\$ 95,395	\$ 95,640	\$115,200
104 Special Services	46,021	48,500	57,000
107 Travel & Expense	11,919	11,700	14,000
110 Employees' Pension, Taxes & Ins.	17,978	18,000	22,500
113 Office Supplies & Expense	6,601	6,700	8,000
116 Rent & Maintenance	24,798	26,240	31,300
119 Furniture & Equipment	1,334	1,500	1,500
122 Insurance & Sundry Expense	7,055	6,500	7,000
125 Exhibits & Presentations	2,489	3,500	3,500
128 Publications	21,869	19,300	19,300
132 Photographs	3,756	5,300	6,600
138 Clippings, Radio & TV Reports	1,624	1,480	1,800
141 Publicity Mailings & Materials	16,987	18,500	20,000
144 Tea Convention	2,491	5,000	15,000
147 TV & Radio Publicity	7,054	8,000	10,000
160-188 Special Projects	<u>408,865</u>	<u>409,800</u>	<u>488,475</u>
Gross	\$676,236	\$685,660	\$821,175
151 Less Service Fee Paid by Tea Ass'n.	<u>(5,515)</u>	<u>(5,520)</u>	<u>(6,620)</u>
Net	<u>\$670,721</u>	<u>\$680,140</u>	<u>\$814,555</u>

<u>Special Projects</u>	<u>Actual Exp. Thru 10/31/72</u>	<u>Budget Thru 10/31/72</u>	<u>1972 Budget</u>
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 39,315	\$ 43,500	\$ 46,250
161 Physical Fitness Booklet	72,478	74,000	77,350
162 Postage & Handling Booklet Shipments	22,816	23,500	27,500
164 Development New A.F.C.A. Program	4,837	5,000	21,000
165 Distribution, "Winning Baseball" Film	17,394	17,700	20,000
166 Replacement Prints-"Winning Baseball"	1,763	1,650	1,650
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	31,098	28,800	28,800
172 Running Program	<u>259</u>	<u>500</u>	<u>3,500</u>
Sub Total	\$194,960	\$199,650	\$231,050
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 22,404	\$ 23,000	\$ 25,000
167 ABC's of American Industry	15,164	15,500	17,000
170 Tea Trade Journal Ads	963	800	800
171 Film Distribution	9,545	9,850	11,875
174 Prints - "Magic Hamper"	681	1,000	1,000
175 Misc.-devel. of ideas, sketches, etc.	2,900	3,000	3,000
180 Tea's High Flyer	5,591	5,500	5,500
181 Speakers' Bureau	11,492	12,500	18,000
182 Touring For Tea	29,079	25,000	25,000
183 Tea and Music	55,000	55,000	75,000
184 Utility - Home Dem	---	---	500
185 New Home Economics Filmstrip	5,122	7,000	18,750
186 Department Store Project	---	---	4,000
187 Campaigning For Tea	50,964	47,000	47,000
188 Research	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>
Grand Total	<u>\$408,865</u>	<u>\$409,800</u>	<u>\$488,475</u>

TEA COUNCIL OF THE U. S. A., INC.

REPORT OF THE TREASURER

FOR THE ELEVEN MONTHS ENDING NOVEMBER 30, 1972

	<u>ACTUAL TO 11/30/72</u>	<u>BUDGET THRU 11/30/72</u>	<u>ANNUAL BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$626,273</u>	<u>\$626,273</u>	<u>\$626,273</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$253,268	\$237,310	\$250,000
Producing Countries Contributions	389,093	389,725	389,725
Interest	<u>28,890</u>	<u>24,750</u>	<u>27,000</u>
Total Receipts	<u>\$671,251</u>	<u>\$651,785</u>	<u>\$666,725</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	<u>\$732,355</u>	<u>\$743,905</u>	<u>\$814,555</u>
<u>OPERATING BALANCE, AT END:</u>	<u>\$565,169</u>	<u>\$534,153</u>	<u>\$478,443</u>

<u>Special Projects</u>	<u>Actual Exp. Thru 11/30/72</u>	<u>Budget Thru 11/30/72</u>	<u>1972 Budget</u>
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 39,819	\$ 45,000	\$ 46,250
161 Physical Fitness Booklet	72,478	75,000	77,350
162 Postage & Handling Booklet Shipments	23,101	25,500	27,500
164 Development New A.F.C.A. Program	5,337	6,000	21,000
165 Distribution, "Winning Baseball" Film	17,743	18,900	20,000
166 Replacement Prints-"Winning Baseball"	1,763	1,650	1,650
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	31,278	28,800	28,800
172 Running Program	<u>259</u>	<u>500</u>	<u>3,500</u>
Sub Total	\$196,778	\$206,350	\$231,050
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 22,454	\$ 23,000	\$ 25,000
167 ABC's of American Industry	15,164	16,500	17,000
170 Tea Trade Journal Ads	963	800	800
171 Film Distribution	10,930	10,875	11,875
174 Prints - "Magic Hamper"	681	1,000	1,000
175 Misc.-devel. of ideas, sketches, etc.	2,900	3,000	3,000
180 Tea's High Flyer	5,591	5,500	5,500
181 Speakers' Bureau	12,524	14,000	18,000
182 Touring For Tea	29,100	25,000	25,000
183 Tea and Music	65,000	65,000	75,000
184 Utility - Home Dem	---	---	500
185 New Home Economics Filmstrip	14,930	15,000	18,750
186 Department Store Project	1,889 ⁰⁴ 2416	2,000	4,000
187 Campaigning For Tea	50,943	47,000	47,000
188 Research	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>
Grand Total	<u>\$434,837</u>	<u>\$440,025</u>	<u>\$488,475</u>

<u>Special Projects</u>	<u>Actual Exp. Thru 11/30/72</u>	<u>Budget Thru 11/30/72</u>	<u>1972 Budget</u>
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 39,819	\$ 45,000	\$ 46,250
161 Physical Fitness Booklet	72,478	75,000	77,350
162 Postage & Handling Booklet Shipments	23,101	25,500	27,500
164 Development New A.F.C.A. Program	5,337	6,000	21,000
165 Distribution, "Winning Baseball" Film	17,743	18,900	20,000
166 Replacement Prints-"Winning Baseball"	1,763	1,650	1,650
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	31,278	28,800	28,800
172 Running Program	<u>259</u>	<u>500</u>	<u>3,500</u>
Sub Total	\$196,778	\$206,350	\$231,050
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 22,454	\$ 23,000	\$ 25,000
167 ABC's of American Industry	15,164	16,500	17,000
170 Tea Trade Journal Ads	963	800	800
171 Film Distribution	10,930	10,875	11,875
174 Prints - "Magic Hamper"	681	1,000	1,000
175 Misc.-devel. of ideas, sketches, etc.	2,900	3,000	3,000
180 Tea's High Flyer	5,591	5,500	5,500
181 Speakers' Bureau	12,524	14,000	18,000
182 Touring For Tea	29,100	25,000	25,000
183 Tea and Music	65,000	65,000	75,000
184 Utility - Home Dem	---	---	500
185 New Home Economics Filmstrip	14,930	15,000	18,750
186 Department Store Project	1,889 ²⁴ 521	2,000	4,000
187 Campaigning For Tea	50,943 ²⁴¹⁶	47,000	47,000
188 Research	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>
Grand Total	<u>\$434,837</u>	<u>\$440,025</u>	<u>\$488,475</u>

SHORT-FORM REGISTRATION INFORMATION SHEET

Tea Council of the United States of America
Registration No. 1853

Section A

The Department records lists active short-form registration statements for the following persons of your organization on the date indicated with each name. Please show below whether each person is still functioning in the same capacity as indicated. If not, show date of termination.

(Use separate sheet if necessary to explain "yes" answers.)

		ACTIVE?		IF YES- ANY MAJOR CHANGES?		IF NO- DATE ENDED
		Yes?	No?	Yes?	No?	
John M. Anderson	Filed 2/10/65 Exec. Director	✓			✓	
Michael L. Friedman	Filed 4/23/71 Account Exec.	✓		✓		
Richard K. Rapieff*	Filed 2/10/65 Lecturer	✓			✓	
Fred Resen	Filed 2/10/65 Public Relations		✓			May, 1972
Maurice Soward	Filed 8/2/72 Vice President		✓		✓	Nov. 1972
Beryl E. Walter	Filed 2/10/65 Consumer Services	✓			✓	
Donald A. Wiederecht	Filed 2/10/65 Publicity		✓			Nov. 1970

Section B

In addition to the persons listed in Section A, list below all current employees who have not filed short-form statements. (Do not include clerks, secretaries, etc.)

Name	Function	Date Hired
* KENNETH RAPIEFF is this man's name, as filed.		

Signature: John M. Anderson Date December 15, 1972
Title: Executive Director

Section A

Michael L. Friedman continues to serve the Tea Council as an outside publicity specialist, but he no longer is an employee of Fred Rosen Associates, Inc., as he was when his Short Form was filed.